Analysing The Prospects for The Chinese Console Game Industry Based on The Case Studies of US, European and Japanese Markets

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Abstract

This research focuses on the prospects of the Chinese video game industry by analysing market analyses from the US, Europe and Japan. It employs a comprehensive mixed-method approach that integrates both quantitative and qualitative research methods to provide a well-rounded understanding of the console gaming industry's global dynamics, providing important insights for studying the development of China's game industry. The study is grounded in the interpretivist research philosophy, which emphasizes the importance of understanding cultural and contextual factors influencing the gaming markets. By comparing the market environment, consumer preferences and regulatory frameworks in these regions, this study aims to shed light on how China can leverage these insights to overcome its unique challenges and seize the opportunities for growth in China's console game market.

The research adopts a mixed-methods approach combining quantitative and qualitative analysis. Survey respondents included both Chinese players based domestically and overseas, and were designed to collect data on gaming preferences, consumption patterns and the impact of market regulation. These quantitative data provide a foundation for understanding Chinese gaming behaviour and market dynamics and allow for comparative analysis with more established markets such as the US, Europe and Japan. In addition, qualitative data was collected through focus group discussions, exploring gamers' perceptions of cultural influences, localisation strategies and the impact of regulatory policies on game choice. These discussions revealed insights into the cultural and regulatory factors that influence the Chinese games market, contrasting the gamer experience with other regions.

Researcher used descriptive statistical analysis to process the quantitative data, helping to identify key trends and characteristics of the games market in different regions. The researcher also conducted a thematic analysis of the qualitative data to identify recurring themes and cultural insights, providing insights into the socio-economic and cultural dynamics that shape the global games industry. Key findings from the study include the significant influence of cultural differences on gaming content preferences, which highlights the importance of localisation strategies for game developers to succeed in different regions. In markets with strict game regulations, such as China, policy factors play a key role in influencing consumer behaviour and the overall market landscape.

By comparing the Chinese market environment with more mature gaming markets, the study provides practical insights for Chinese game developers, policymakers and investors. It outlines strategic recommendations to boost the development of the domestic console game industry, including adopting policies that are more conducive to consumer development, investing in the localisation of game content and learning

from the international success stories in the US, Europe and Japan. These findings are intended to help provide a deeper understanding of the future direction of China's console game industry and provide a roadmap for its sustainable development.

The study highlights the importance of customised strategies that balance local cultural elements with global gaming trends. It provides actionable insights for game developers as well as policymakers aiming to promote the sustainable development of the gaming industry. The study concludes that understanding regional differences in market conditions, consumer preferences and regulatory frameworks is critical for the global success of the gaming industry. These findings not only contribute to academic discourse, but also provide industry stakeholders with practical guidance to navigate the complexities of the global gaming market.

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I wish to extend my deepest and most sincere gratitude to my primary supervisor, Dr.Juan Hiriart, whose expertise, patience, and invaluable insights have been pivotal to the completion of this thesis. His guidance has not only shaped my research but has also significantly influenced my academic growth. Professor Juan's unwavering support and constructive feedback have greatly enriched the quality of this study, for which I am profoundly grateful.

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List of Abbreviations

US - United States

UK - United Kingdom

VR - Virtual Reality

AR - Augmented Reality

AI - Artificial Intelligence

SPSS - Statistical Package for the Social Sciences

KMO - Kaiser-Meyer-Olkin

CITC - Corrected Item-Total Correlation

YoY - Year-on-Year

ESRB - Entertainment Software Rating Board

PEGI - Pan-European Game Information

AAA - High-budget, high-profile games

PS5 - PlayStation 5

Xbox SX - Xbox Series X

Chapter 1 Introduction

1.1 Overview of the study

This thesis explores the dynamics of China's console gaming industry within the broader context of the global gaming market, particularly focusing on the developed markets of the United States, Europe, and Japan. China, with its rapid growth in mobile gaming, has emerged as one of the largest gaming markets globally by revenue. However, despite this dominance, China's console gaming industry lags behind its counterparts in terms of technological sophistication, creative output, and market structures (Yu & Hong, 2024). The study aims to investigate these discrepancies and offer insights into how China can strengthen its console gaming sector by learning from the experiences of more established markets.

The global gaming market has shown immense growth potential over the past decade. In 2021, global gaming industry revenues reached $180 billion, with 2.7 billion new players entering the market. Interestingly, 46% of these players were over the age of 30 (Tremaine, 2022). By 2025, the global gaming market is projected to reach $257 billion, growing at an annual rate of over 12% (Tremaine, 2022). Despite its vast player base, particularly in the Asia-Pacific region, which accounts for 55% of the world's gamers, revenue contributions from this region remain lower than those of the West. For instance, although players from Europe and North America made up only 14% and 7% of the global player base in 2021, they generated over 40% of the global gaming revenue (Tremaine, 2022).

China's mobile gaming sector has thrived due to the ubiquity of smartphones and the accessibility of mobile games across various social and economic demographics. However, its console gaming sector faces several challenges. While mobile gaming accounts for the bulk of the market, with 2.8 billion of the 3 billion global gamers playing on mobile devices in 2021 (Tremaine, 2022), the console market remains

underdeveloped. This underperformance is attributed to several factors, including high regulatory barriers, the dominance of mobile gaming, and the limited production of high-quality, original console games.

This research aims to address the question of how China can leverage its capital and expertise in gaming to enhance its presence in the global console gaming industry. By examining the technological, regulatory, and cultural differences between China and established gaming markets in the United States, Europe, and Japan, the study provides a comparative analysis of the key factors driving success in these regions. Additionally, it explores how China can overcome its current challenges by adopting international best practices in technological innovation, regulatory flexibility, and creative content development.

The research employs a mixed-method approach, combining both qualitative and quantitative data collection techniques. Quantitative data from surveys provides a detailed analysis of players' preferences and behaviours across different regions, while qualitative insights from focus groups offer a deeper understanding of the cultural and market-specific factors that influence these preferences. This dual approach ensures a comprehensive analysis, allowing for the comparison of market dynamics, player expectations, and regulatory frameworks across different regions.

By systematically comparing the gaming industries in China, the United States, Europe, and Japan, this study contributes to the broader understanding of global gaming market dynamics and offers strategic recommendations for the development of China's console gaming industry. The findings provide valuable insights for policymakers, game developers, and industry leaders seeking to enhance China's international competitiveness in console gaming and promote the further development of the global gaming industry.

1.2 Research Questions

1. What are the reasons behind the rapid development and high-profit margins of China's console game industry in recent years? How can these characteristics be maintained for a long time?
2. Why is China's console game industry large in scale but lacks innovation in comparison with the US, Europe and Japan?
3. How to bring China's console game capital into the markets among US, Europe and Japan, to seek more cooperation and development?

1.3 Research Aims

This research aims to thoroughly investigate the development and challenges of the Chinese console gaming industry by conducting a comprehensive comparative analysis with the more established markets of the United States, Europe, and Japan. By examining these mature markets, the study seeks to draw valuable insights from their technological innovations, market expansion strategies, business models, and policy regulation frameworks. These regions, having long dominated the global console gaming industry, provide a rich source of lessons on how China might further develop its own console gaming sector.

The purpose of this research is to identify both the similarities and differences between China's console gaming market and those of the U.S., Europe, and Japan, particularly in areas such as cultural censorship, consumer preferences, technology level, and market structure. By doing so, the study aims to shed light on the strengths and weaknesses of China's gaming industry in comparison to its more mature counterparts. It also examines how China can learn from these markets to refine its own industry, while still maintaining its unique market characteristics.

Ultimately, the study seeks to offer constructive recommendations that can help

China's console gaming industry enhance its technological capabilities, optimize its policy environment, and better position itself within the global market. The research aspires to provide both theoretical and practical guidance, aimed at promoting the internationalization of Chinese console games and strengthening their influence on the global gaming landscape. Through this analysis, the research will contribute to the broader understanding of how China can successfully navigate its path in the global gaming industry, drawing on the experiences of more developed markets while carving out its own distinctive role in this competitive field.

1.4 Research objectives

1. Analyse Cultural and Regulatory Differences: Explore how cultural and regulatory factors shape the gaming markets in China, the U.S., Europe, and Japan, with a particular focus on how Chinese games can adapt to international markets.

2. Understand Market Preferences: Identify the distinct preferences of consumers in these regions and how these preferences impact the design, development, and marketing of console games.

3. Examine Technological and Business Strategies: Investigate the technological innovations and business strategies used in mature gaming markets and how these strategies could be adapted for use in China's developing console game industry.

4. Provide Strategic Recommendations: Offer practical suggestions for Chinese game companies to enhance their competitiveness and influence in the global market by adopting successful practices from foreign markets, while considering the unique aspects of China's gaming ecosystem.

1.5 Methodology

This study utilizes a mixed-methods approach, integrating qualitative and quantitative techniques to thoroughly examine the console gaming industry across different regions. Data collection methods include structured questionnaires and focus groups, which enable the capture of both broad trends and detailed insights into gamer preferences, behaviors, and cultural influences. questionnaire gathers quantitative data on gaming habits, preferences, and the impact of regulations among players from China, the U.S., Europe, and Japan. The use of Likert scales and closed-ended questions ensures that responses are standardized, allowing statistical analysis to reveal cross-cultural trends in gaming behaviors.

To complement these findings, focus group discussions delve into the qualitative dimensions, bringing together gamers from diverse cultural backgrounds to explore how regional differences influence gaming preferences, perceptions of localization, and policy reactions. Thematic analysis of these discussions helps identify recurring themes, offering rich insights into the industry's cultural and regulatory landscape. This blend of methods allows for a comprehensive understanding of console gaming markets domestically and internationally, enhancing the study's reliability and depth by triangulating data from multiple sources.

1.6 Contributions to knowledge

This research makes significant contributions to both academic knowledge and practical applications in the global gaming industry by providing a comparative analysis of the console gaming markets in China, the U.S., Europe, and Japan. It examines how cultural, regulatory, and technological factors impact market growth and competitiveness, offering insights for stakeholders navigating these regions.

Firstly, the study deepens understanding of cultural influences on gaming by

emphasizing the importance of localized content, particularly in China, where cultural resonance enhances player engagement. This insight aids game developers seeking to enter foreign markets by adapting to regional nuances, ensuring cultural relevance and increased appeal.

Additionally, the research integrates technological innovation, cultural adaptation, and regulation into a unified framework, highlighting the impact of VR and AR in transforming gaming experiences and expanding creative potential. It also addresses regional regulatory challenges, providing practical recommendations for navigating censorship, consumer protection, and IP laws. For Chinese developers, this includes strategies for thriving in mature console markets while leveraging China's strengths in mobile gaming, thus aligning with global market trends and supporting competitive growth in international arenas.

Overall, this study not only advances theoretical understanding of global gaming markets but also offers industry stakeholders tools to navigate technology, culture, and regulation, supporting the globalization of China's console gaming industry.

1.7 Structure of the thesis

This thesis is organized into seven chapters as follows:

Chapter One: Introduction

This chapter introduces the background to the research, outlining the key research questions, aims, and objectives. It provides an overview of the research methodology, the research contributions, and the structure of the thesis. This chapter sets the foundation for the study by framing the significance of comparing the Chinese console gaming market with the U.S., European, and Japanese markets, focusing on cultural, regulatory, and technological differences.

Chapter Two: Literature Review

This chapter reviews the relevant literature on the global console gaming industry. It examines the development of console gaming in the U.S., Europe, Japan, and China, highlighting key cultural, regulatory, and technological factors influencing these markets. The review also explores theoretical frameworks and models used in the analysis of the gaming industry, providing a comprehensive understanding of existing research and identifying gaps that this study aims to address.

Chapter Three: Methodology

This chapter presents the research methodology, beginning with an explanation of the philosophical stance and the rationale behind the chosen mixed-methods approach. Furthermore, it provides a detailed account of the data collection process, describing how quantitative data was gathered through questionnaires and qualitative data through focus groups. The sampling methods, participant recruitment strategies, and data collection instruments are explained to ensure the study captures a wide range of perspectives from gamers in China, the U.S., Europe, and Japan. Additionally, the chapter discusses any challenges encountered during the data collection process.

Chapter Four: Data Analysis

This chapter describes the methods of data analysis employed in the study. It explains how thematic analysis was applied to qualitative data from focus group discussions, and how descriptive statistical techniques were used to analyze quantitative data from the questionnaires. The chapter highlights the key patterns and trends that emerged from the data, providing a foundation for the discussion of findings in the subsequent chapter.

Chapter Five: Discussion

This chapter discusses the key findings of the research in relation to the research

questions and the literature reviewed in Chapter Two. It explores the similarities and differences between the Chinese console gaming industry and its counterparts in the U.S., Europe, and Japan. The discussion focuses on the implications of these findings for technological innovation, cultural adaptation, market regulation, and competitive strategies. This chapter also considers the broader impacts of these findings on the global gaming industry.

Chapter Six: Conclusions

The final chapter revisits the research questions and summarises the key findings of the study. It highlights the theoretical and practical contributions of the research, offering recommendations for the development of China's console gaming industry in a global context. The chapter also reflects on the limitations of the study and suggests areas for future research, particularly in light of emerging technologies and evolving market trends.

Chapter 2 Literature Review

2.1 Introduction

The global console gaming industry has witnessed remarkable growth and technological advancement since the 1970s, with the United States, Japan, and Europe emerging as the leading regions that shaped its evolution. Pioneering companies such as Sony, Microsoft, and Nintendo have played pivotal roles in establishing the gaming sector as a major global industry, pushing boundaries in hardware, software, and immersive experiences. These regions have long dominated the console gaming market, each bringing its own unique cultural and technological influences to the industry.

China, despite entering the console gaming market much later due to stringent government regulations and restrictions, has made significant progress in recent years. The country's rapid development, particularly in mobile gaming, has propelled it to become the largest gaming market by revenue (Wang, 2023). Wang also highlights that the Chinese console gaming industry still lags behind its Western and Japanese counterparts in several foundational technologies and market structures. Understanding the similarities and differences between China and more established markets is critical for analysing the future trajectory of the global gaming industry.

This chapter aims to examine the experiences and lessons learned from mature console gaming markets in the US, Europe, and Japan in terms of technological innovation, market expansion, business models, and regulatory frameworks. Through a detailed comparison of the Chinese market with these developed regions, this study will analyse distinctions in cultural censorship, consumer preferences, technology levels, and market size to provide strategic insights for the development of China's console gaming industry.

Moreover, this chapter will explore how China can leverage international insights to optimise its policy environment, enhance technological innovation, and maintain its unique market characteristics, thereby achieving a stronger position in the global gaming landscape. The analysis of key factors that differentiate the Chinese console gaming industry from its international counterparts will offer a systematic theoretical foundation and practical case study guidance for advancing China's console gaming sector. This approach will support a nuanced understanding of how cross-border collaboration, cultural localisation, and regulatory practices impact the growth and global integration of China's console gaming industry.

By comparing the Chinese market with the US, Europe, and Japan, this chapter establishes a foundation for comprehensively understanding competitive dynamics in the global gaming industry and lays out potential pathways for the Chinese console gaming sector's future growth.

2.2 The Evolution and Globalisation of the Console Gaming Industry: Technological, Competitive, and Cultural Perspectives

2.2.1 The Global Emergence and Regional Dynamics of the Console Gaming Industry

Since the 1970s, the game console industry has gradually emerged as a formidable player in the global entertainment landscape, shaping the way people interact with digital media on a worldwide scale (Crandall & Sidak, 2007). The birth and rise of this industry can be traced back to Japan and the United States, two regions that have been instrumental in its development. Both nations have fostered a highly competitive and innovative environment, giving rise to iconic companies such as Nintendo, Sony, and Microsoft (Oguguo, 2024). These corporations have been at the forefront of

driving the rapid expansion of the global gaming market, continuously pushing the boundaries of the industry through the release of groundbreaking games, advanced hardware, and innovative platforms (Flor, 2023). These technological advancements have not only captured the imagination of gamers but also set new standards for the global gaming industry. In addition, Europe has played a crucial role in the evolution of this market, forming, alongside the United States and Japan, one of the top three gaming regions globally. The European market has grown to be an essential hub of creativity and competition, contributing significantly to the global reach and cultural impact of video gaming (Chatfield, 2010).

These countries and regions, while competing in many aspects, are also collaborating to push the boundaries of innovation in console hardware technology. They are not only focusing on enhancing the performance and capabilities of gaming consoles but are also spearheading efforts to diversify and internationalize the gaming industry. This diversification is evident in areas such as the broadening scope of game content, the emergence of new and creative business models, and the increasing number of cross-border partnerships and collaborations among gaming companies (Oguguo, 2024). As gaming becomes more globalized, the collective influence of North America, Europe, and Asia has grown to dominate the industry. According to Wijman (2023), these three regions now account for over 90% of the global game market, underscoring their pivotal role in shaping not only the economic dimensions of the gaming sector but also its cultural and technological evolution across the world. This dominant market share highlights the immense influence these regions wield in steering the future of the gaming industry, from console development to international marketing strategies.

Figure 2.1 illustrates a dynamic global market, with growth concentrated in certain regions despite challenges in others. The global distribution of market players by region in 2023, with a total market value of $184.0 billion, reflecting a modest growth

of 0.6% year-on-year (YoY). The Asia-Pacific region holds the largest share, contributing 46% or $84.1 billion, though it experienced a slight decline of 0.8% YoY. North America follows with 27% of the market, valued at $50.6 billion, and shows a 1.7% increase, indicating steady growth. Europe accounts for 18% of the total, with $33.6 billion and a marginal rise of 0.8% YoY. Meanwhile, Latin America and the Middle East & Africa hold smaller shares, contributing 5% ($8.7 billion) and 4% ($7.1 billion) respectively, with Latin America growing by 3.8% and the Middle East & Africa leading with a notable 4.7% increase YoY.
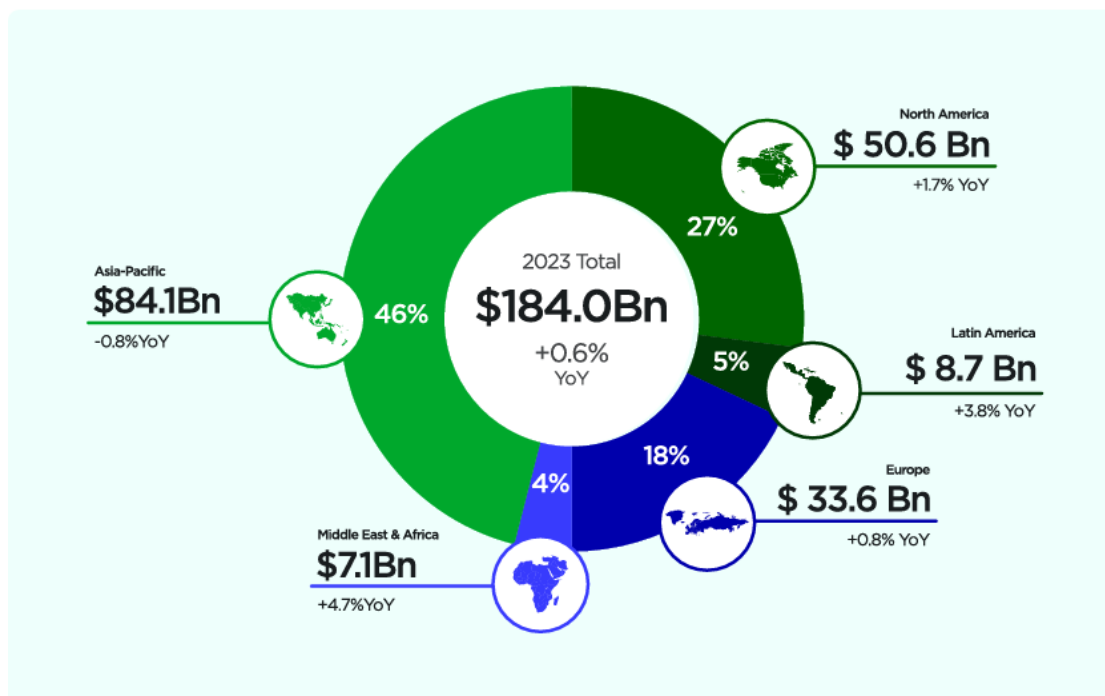
Figure 2.1: Global Players by Region in 2023 (Wyman, 2023)

Unlike Europe, the United States and Japan, China's amusement game machine industry started late and has experienced long-term policy restrictions (Won et al., 2023). In 2000, the Chinese government enacted the 'amusement game machine ban', which prohibits the production, sale and distribution of related parts of amusement game machines, to curb the youth's addiction to video games (Endeshaw, 2004). China's 14-year ban on game consoles restricted foreign manufacturers and led to the emergence of grey markets in Hong Kong, Macau and Taiwan, through which pirated

games entered mainland China, hindering the development of the Chinese console game industry to some extent (Zhang & Chiu, 2020). Despite the lifting of the ban in 2014 and the entry of international gaming giants such as Microsoft, Sony and Nintendo into the Chinese market, the development of the console industry in China still faces many challenges. Factors such as stringent content censorship, structural differences in the gaming market, and player preferences make the development path of the Chinese console industry significantly different from that of Europe, the United States, and Japan (San, 2014).

Currently, China's gaming market is dominated by mobile games, with local Internet giants such as Tencent and NetEase taking up most of the market share (Zhou, 2024). However, with the rise of the middle class and rising consumption levels, more and more consumers are becoming interested in console games (Ström & Ernkvist, 2014). Ström and Ernkvist (2014) also highlight the transition of Chinese companies from operating foreign games to developing their own, which indicates a shift in value creation within the industry. Nevertheless, enhancing its competitiveness in the globalised market environment and learning from the successful experience of developed countries' gaming industry are still important issues that China's console industry needs to address.

Compared with the gaming industries in the United States, Europe and Japan, China's console gaming industry is still in the early stages of development and faces many challenges and opportunities. There is still a big gap in the field of console gaming and PC gaming, and the maturity of the industry is far less than that of Europe, the United States and Japan. For example, China's video game industry is growing rapidly, but high-budget AAA games are still limited (Yu & Hong, 2024). Yu and Hong (2024) also mention that the popular free-to-play model in China conflicts with the development of expensive AAA games, leading to a focus on mobile and casual games. In China, where a black market for pirated games is extensive and counterfeit

products are easily available, it suggests a similar trend is also happening in the gaming industry. Rampant piracy has undercut the interests of domestic and foreign companies, posing a major challenge to the industry (Hood, 2005).

According to a report by Mordor Intelligence (2022), most of the popular console games in the Chinese market are developed in Europe, the US and Japan, and the influence of local game makers in the console game sector is minimal.

Due to China's long-standing market protection policies, domestic gaming companies have primarily focused on the local market, resulting in limited experience in developing console and PC games that align with the preferences of players in mainstream markets such as Europe, the United States, and Japan. Furthermore, these markets are already dominated by international giants like Sony, Microsoft, and Nintendo, which significantly increases the barriers to entry. As a result, the influence of Chinese gaming companies in these sectors remains relatively limited (Huang, 2023).

Yufei et al's (2022) study points out that despite the strong market power of companies such as Tencent and NetEase, their market power is mainly concentrated in the domestic and Asian markets, and their global expansion is limited due to the special institutional structure of China's game market. Even games released by Chinese companies in overseas markets require extensive localisation adjustments to meet different countries' censorship standards and player needs. This further increases the difficulty of entering the global market, especially in the console game space, where Western and Japanese game makers have firmly taken over.

The revenue structure of China's game industry shows that the domestic market is still the main source of revenue. Zhang (2023) points out that in the first half of 2023, China's self-developed games generated sales revenue of £13.40 billion in the

domestic market, while revenue from the overseas market was £6.73 billion and was on a downward trend. This indicates that Chinese game companies have not yet matured their profitability in the international market and are mainly dependent on the huge domestic market. At the same time, risks in the international market, including declining consumer demand, exchange rate fluctuations, and intensifying market competition, pose a huge challenge for Chinese game companies to expand overseas.

This dependence on the domestic market also highlights the fragility of the development of China's console game industry. As China's domestic market is mainly focused on mobile games, the market share of console games is relatively small, resulting in Chinese companies being in an unfavourable position in the global competition for console games. In contrast, console game companies in Europe, the US and Japan not only rely on the local market, but also ensure the diversity and stability of their revenue sources through globalised marketing strategies and brand influence.

In conclusion, China's console game industry is still in the early stage of development, and there is still significant room for improvement compared with the mature markets in Europe, America and Japan. With the improvement of domestic consumption capacity and changes in the global game market, China's console game industry is expected to usher in greater opportunities in the future, but its success still depends on technological innovation, globalisation and an accurate grasp of local culture (Tsang & Tschang, 2012).

2.2.2 Competitive Dynamics, Consumer Behavior, and Market Preferences in the Global Game Industry

In the competitive landscape of the global gaming market, the selection of China, the United States, Europe, and Japan for comparison is primarily grounded in their

significant representativeness in terms of market size, market structure, consumer behavior, and cultural context. Unlike the United States, Europe, and Japan, where console gaming has long dominated the market, China's gaming industry has gradually developed a unique structure centered on mobile gaming. This divergence is not only reflected in the concentration of market share but also influences player spending habits, gaming preferences, and the evolution of business models. The purpose of this comparison is to provide a deeper understanding of the structural differences across markets, the characteristics of consumer behavior, and the impact of cultural factors on the gaming industry, thereby offering a more comprehensive analytical framework for the competitive dynamics of the global gaming market. In this comparative analysis, key benchmarks such as market share, consumer behavior, business models, cultural influences, and technological advancements are utilized to systematically evaluate the distinctiveness of each market and its role and positioning within the global gaming industry. Through this multidimensional comparison, it is possible to uncover the differentiated competitive strategies of each market, as well as provide theoretical insights and practical guidance for the global expansion strategies of gaming enterprises.

China has the largest single mobile gaming market in the world, and the mobile gaming industry is experiencing unprecedented rapid growth and high levels of concentration. According to Yichen (2023), major Internet companies Tencent and NetEase dominate the Chinese gaming market with a combined market share of nearly 70 per cent. This level of market concentration is rare globally, making giants such as Tencent and NetEase extremely competitive in both domestic and international markets.

In contrast, the gaming markets in Europe, the US and Japan are more fragmented, especially in the areas of console gaming and PC gaming. While companies such as Sony, Nintendo and Microsoft have a monopoly in the hardware market, there are a

large number of third-party developers and independent studios in the areas of game development and content creation. These developers attract different types of players through innovative content and unique game experiences, creating a more diverse market ecology. This diverse market structure has led to more intense competition in the European, American and Japanese game markets, where developers not only face competition from their home countries, but also compete for market share with globalised game companies.
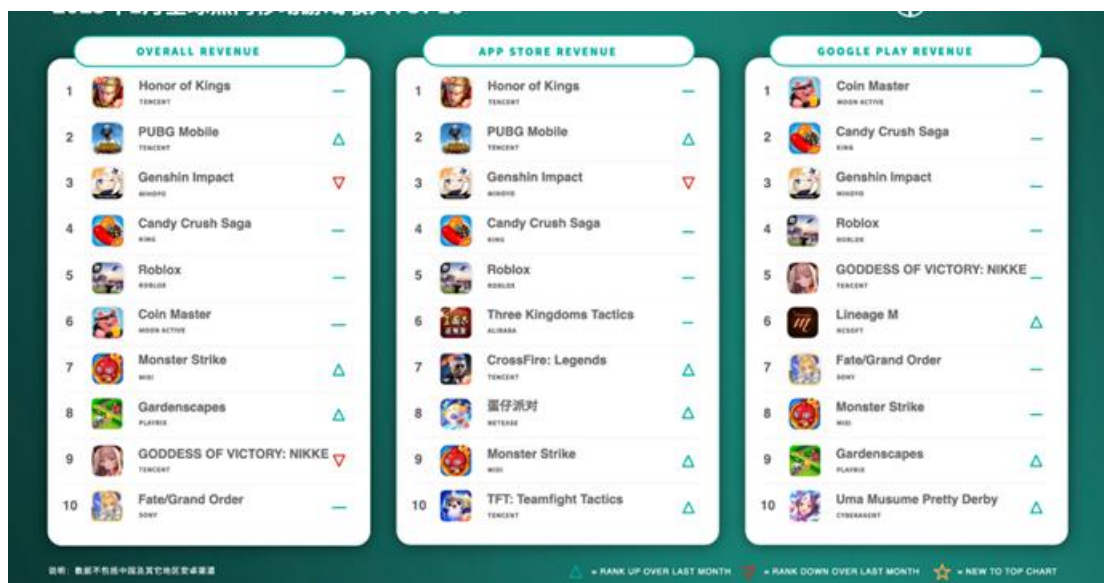
Figure 2.2: Top 10 Most Popular Mobile Games by Global Revenue in January 2023, from the China Game Industry Report (January–June 2023) (Sara, 2023)

China's game exports are dominated by mobile games, which contrasts with console game exports from Europe, the US and Japan. Tan's (2023) study shows that local players represented by Tencent, NetEase and MihaYou have achieved notable success in the global market through mobile games, capturing more than 20 per cent of the overseas mobile game market. In particular, Tencent's *Honor of Kings* (TiMi Studio Group, 2015) and *PUBG* (PUBG Corporation, 2017) Mobile have extremely high revenue levels globally and have entered several regional markets through localisation strategies. However, despite the global success of these games, Chinese gaming

companies have been relatively slow to internationalise in the console and PC gaming sectors, with mobile gaming remaining at the heart of China's gaming exports.

European, American and Japanese game companies have a more balanced performance in terms of globalisation. Due to the maturity of the console and PC game markets in Europe, America, and Japan themselves, many companies have been able to rely on the global distribution of console games to generate significant revenues. For example, Sony's *God of War* (Santa Monica Studio, 2018), Nintendo's *Legend of Zelda* (Nintendo EPD, 2017) series, and The *Witcher 3* (CD Projekt Red, 2015) have not only been successful in their home markets but have also gained widespread international recognition through their globalised distribution strategies. This ability to globalise console and PC games stems from the long-term accumulation of game technology, development experience and brand influence in Europe, the US and Japan, making competition in these markets more three-dimensional and complex (Martinez-Gil, 2023). The console game market in these countries and regions started relatively early. Manufacturers represented by Sony, Nintendo and Microsoft have invested heavily in hardware research and development, driving continuous upgrades in console performance (Oguguo, 2024). Innovations in graphics processing, storage technology and interactive experiences in the PS and Xbox series of consoles provide developers with powerful hardware support, making it possible to develop high-quality games. Secondly, foreign developers have accumulated rich experience in the field of home console games. The closed and standardized nature of the home console platform allows developers to more efficiently optimise game performance and give full play to the potential of the hardware (Aslinger, 2013).

Free-to-play and pay-to-play games differ significantly in terms of business model and player experience (Lundy et al., 2024). Free-to-play games can usually be

downloaded and played without an initial fee. They are mainly monetised through in-game purchases such as virtual items, value-added services or advertising. They are suitable for attracting a large number of casual players but may have the problems of pay-to-win or advertising interruptions. Paid games require a one-time purchase to be experienced (Divya, 2024). They usually provide higher-quality content and a fair game environment, suitable for core players, and do not contain advertising. The design focus of free-to-play games is on player retention and conversion, while paid games focus more on providing a complete gaming experience (Divya, 2024).

The spending behaviour of Chinese players is significantly different from those in the European, American and Japanese markets. Chinese gamers prefer free-to-play games, especially through in-game purchases of props to enhance their gaming experience (Zhang, 2023). The freemium model is extremely popular in the Chinese gaming market, especially in mobile gaming, where players can download and install games for free and purchase virtual props, equipment, or in-game currencies to gain a better gaming experience or competitive advantage. This model not only lowers the barrier to entry for games, but also inspires a large number of players to invest a small amount of money in in-game spending. Tencent's "King's Honour" is a typical example of this model, and the game has made huge profits through in-game purchases of props.

In Europe, America and Japan, players' spending habits are much more in favour of the traditional pay-to-play model. Myriam's (2014) research suggests that players in Europe, America and Japan are accustomed to purchasing complete games in one go and enjoying the full in-game experience. This is inextricably linked to the longstanding console gaming culture in these regions. Since the 1970s, console gaming has become an important part of home entertainment, with many households owning consoles and paying for games considered mainstream consumption (Izushi &

Aoyama, 2006). This historical accumulation has led European, American and Japanese gamers to have high expectations of game quality, depth of gameplay and content integrity.

In addition, social interaction plays a very important role in the gaming experience of Chinese players, many Chinese players consider in-game social features such as multiplayer online battles, friend systems, and social media integration when choosing a game (Liu, 2024). This trend is closely related to the rapid development of China's social networking and mobile internet ecosystems. On the contrary, in Europe, America and Japan, although multiplayer online games are equally popular, players focus more on the immersive experience of single-player games and the satisfaction of personal achievement (Wang, 2024). For example, games such as *The Last of Us* (Naughty Dog, 2013) and *The Legend of Zelda* (Nintendo EPD, 2017) emphasise single-player episodes and rich story lines, which are popular among players in Europe, the US and Japan and relatively rare in the Chinese market.

The choice of game platform also reflects the differences between Chinese and foreign players. According to Lu (2016), Chinese players are more inclined to use mobile devices for gaming, not only because of the portability of mobile devices, but also because the business model of mobile gaming is more flexible and easier for users to spend small amounts. The console game industry in the Chinese market started late, and although it has grown in recent years with the promotion of console manufacturers such as Sony and Microsoft, the popularity of console games is still low compared to mobile games (Luo& Mangiron i Hevia, 2018).

Europe, America and Japan have a long history of console gaming culture. Since the late 1970s, home consoles have gradually become mainstream entertainment devices, and many classic game series such as *Super Mario*, *Final Fantasy*, and *God of War*

were born on console platforms (Izushi & Aoyama, 2006). The high popularity of console games in these regions has also fuelled the development of the game industry, allowing developers to focus more on the graphical presentation, storytelling and depth of gameplay. European, American and Japanese gamers are more willing to pay a premium for a high-quality gaming experience than Chinese gamers, which is why pay-to-play games have been able to remain competitive in these markets for a long time. The existence of a black market for game consoles in China and the ease with which mobile games can enter the Chinese market have also had an impact on this phenomenon.

However, with the gradual development of China's console gaming market and the diversification of player demands, China's console and PC gaming industries are also expected to gain greater market share in the future (Cheng, 2024).

For its part, the gaming markets in Europe, America and Japan will continue to maintain strong momentum on the console and PC platforms. With the introduction of new technologies such as virtual reality (VR) and augmented reality (AR), the console gaming market will see new opportunities for growth (Kaitane et al., 2024). Game companies in Europe, the US and Japan will continue to meet the needs of global players through innovative and diversified content and remain competitive in the global game market in the future.

The differences between the Chinese and foreign game markets in terms of competitive landscape, consumer behaviour and market preferences reflect the historical and cultural backgrounds and technological development trajectories of their respective markets. The rapid rise of China's mobile game market has brought about highly centralized market competition, while Europe, the US and Japan have formed a diverse ecology of market competition based on console and PC platforms.

2.2.3 The Role of Culture and Localisation in the Globalisation of Gaming Industry

Cultural influence is one of the key factors in the differences between Chinese and foreign game markets. The cultural background of each country and region determines the aesthetic preferences of players, the acceptance of game plots, and the embodiment of values in game design (Qian, 2023). The game markets of China, Europe, the United States and Japan show their own uniqueness in terms of game content, style and players' preferences due to their different cultural backgrounds.

In the Chinese market, traditional culture, history and mythology have had a particularly profound impact on the gaming industry. Chinese gaming culture encompasses a large number of ancient Chinese myths, martial arts novels, and historical themes, which are widely used in game content and are popular among local players. For example, *Honor of Kings*, a popular multiplayer online combat game, draws a lot of references to the Three Kingdoms characters from Chinese history and the mythological heroes of immortals and gods in its character design and plotting. These elements with Chinese cultural characteristics enhance players' sense of empathy, making the game not only popular in China, but also successful in culturally similar regions such as Southeast Asia through localisation measures (Liang et al., 2024).

Another highly successful game is *Black Myth: Wukong* (Game Science, 2024), which was released in 2024. It is a domestic single-player game adapted from one of the Four Great Classical Chinese Novels, Journey to the West, and showcases the combination of Chinese culture and modern game design. Developed by Game Science, this action RPG has garnered widespread attention worldwide, especially at the 2023 Game Awards, where its trailer was released to high anticipation from international gamers. This is not only a tribute to Chinese culture, but also a

recognition of the gradual improvement of Chinese game development technology level (Bankhurst, 2023).

In contrast, the game cultures of Europe, America and Japan present different characteristics. Japanese gaming culture is heavily influenced by anime and fantasy styles, for example, the *Final Fantasy* series and The *Legend of Zelda* display typical Japanese aesthetics and fantasy narrative styles. Often characterised by a highly fantastical worldview, sophisticated character design and deep emotional expression, these games have attracted a large number of fans worldwide. Japanese game developers also pay special attention to integrating local culture into globalised game design, breaking down cultural barriers through unique visual styles and story lines, and successfully entering international markets.

On the other hand, European and American gaming culture is more diverse, with a particular focus on the combination of realism and adventure themes. European and American players tend to favour games with complex content and rich story lines, and many popular European and American games feature elements of deep narrative, free exploration and character growth. For example, *The Witcher 3: Wild Hunt* combines European medieval culture with fantasy elements (CD Projekt Red, 2015). while *Asphalt 2* showcases the history and culture of the American West (Gameloft, 2005). These games are not only hugely successful in their home markets, but also attract players from all over the world by means of localisation.

Localisation is crucial in the global gaming market. According to Mangiron (2018), " Localisation is the process of adapting a game technically, linguistically and culturally in order to market and sell it in different territories" (p. 122). Localisation involves not only translating the game into the language of the target market, but also culturally adapting the content of the game to better suit the preferences of local players. The core of localisation is to adapt the content of the game to the culture, language and

regulations of the target market. This not only involves superficial language translation, but also adjustments to the game mechanics, character design, storyline and even the art style (Qiu & Wang, 2024). For example, some cultures may have taboos on certain colours or symbols, while others may be more sensitive to certain topics such as history and religion. Therefore, successful localisation requires respecting the culture of the target market while maintaining the core experience of the game. When it comes to China specifically, rules and regulations around game localization are numerous and ever-changing. Video games have been the subject of many, vigorous legal regulations in China. These regulations, constraints and rules are often put in place to protect young people, but they also help to promote Chinese-made materials and protect the Chinese market from foreign investment and/or control (Austin et al., 2023).

Similarly, Chinese games face the challenge of localisation when entering the European, American and Japanese markets. For example, when entering overseas markets, Glory of Kings not only made cultural adjustments to the game content, but also introduced localised characters and plot settings to meet the expectations of players from different cultural backgrounds. This localisation strategy for different markets has greatly enhanced the international competitiveness of the game, enabling Chinese games to gradually break down cultural and linguistic barriers and enter the global market.

In conclusion, culture and localisation are factors that cannot be ignored in the gaming industry. The cultural background of a game affects its acceptance in different markets, while localisation is a key step to the success of game globalisation. As China's game industry gradually expands into the international market, how to combine Chinese cultural characteristics with global players' preferences through localisation will become a key factor for Chinese game companies to succeed in the

international market.

2.3 Advancements and Challenges in China's Console Gaming Industry: Regulation, Technology, and Global Integration

2.3.1 Technological Development, Cross-Platform Integration, and Global Cooperation in China's Console Gaming Industry

While the Chinese console game industry still experiences a lag in foundational technologies such as game engines, 3D modelling, and rendering, significant progress has been made in recent years. This trajectory mirrors the historical development of the US, European, and Japanese console industries, which similarly faced early technological limitations before evolving into global leaders (Fan, 2024).

One key similarity is the absorption and adaptation of advanced international technologies, a pattern also observed in the evolution of Western and Japanese markets. Chinese developers, like their counterparts in other regions, are bridging the technological gap by cultivating highly skilled teams and importing foreign expertise (Lundy, 2024). This diffusion of knowledge has allowed Chinese developers to compete with leading global markets in areas like AI-driven game design and sophisticated graphics rendering.

Another important similarity is the government's role in fostering technological development. In China, the government has actively supported the eSports industry and related disciplines, a parallel to Japan's corporate-government collaborations that helped elevate its gaming technology during the 1980s and 1990s. Both the US and Europe have also benefited from public-private partnerships that promote technological advancement in the gaming sector (Fan, 2024).

One prominent example of China's technological advancement is *Black Myth: Wukong* (Game Science, 2023). The game has garnered international recognition for its impressive visual effects and is often compared to Western AAA games such as *The Last of Us* (Naughty Dog, 2013). as well as Japanese titles like *Final Fantasy* (Fan, 2024). This illustrates China's growing ability to produce games that rival those from more established markets.

Moreover, China's burgeoning domestic market provides a fertile testing ground for innovation, much like the large consumer bases in the US, Europe, and Japan, which historically fostered technological experimentation (Square, 1987). The success of *Black Myth: Wukong* exemplifies China's ability to create technically sophisticated, globally appealing products (Game Science, 2023).

Much like Japan's early globalisation efforts with companies like Sony and Nintendo, Chinese firms such as Tencent and NetEase are now investing heavily in international markets. This cross-border integration facilitates the exchange of technological expertise and bolsters China's competitiveness in the global gaming industry (Liu, 2024).

Although China's console gaming industry began much later than its Western and Japanese counterparts, its market size has experienced remarkable growth, fuelled by the rapid development of mobile devices and Internet infrastructure. China is now the largest gaming market globally, accounting for 26.48% of the world's market share, surpassing both the United States and Japan (Tremaine, 2022). This shift mirrors the developmental trajectory of the gaming industries in the US, Europe, and Japan, which also expanded from modest beginnings into multi-billion-dollar sectors through continuous innovation and market diversification. The growth of the Chinese market has long been an attractive source for British game developers and publishers seeking

new market approaches (McSwan et al., 2024).

A significant factor behind China's rapid market expansion is the widespread adoption of mobile gaming. With a vast mobile user base, improvements in internet infrastructure, and the integration of 5G technology, the mobile gaming sector has flourished, contributing substantially to the overall growth of the Chinese gaming market. According to market reports, mobile gaming in China generated revenues of over $40 billion in 2023 alone, outpacing console and PC games in terms of revenue and user engagement (Liu, 2024). This contrasts with the US, Europe, and Japan, where console gaming remains more dominant. However, like these regions, China is increasingly embracing a cross-platform approach, with many popular PC and console games being ported to mobile devices (Fan, 2024).

China's gaming industry has followed a similar developmental arc to the Western and Japanese industries, particularly in its progression from smaller, domestically focused markets to an international powerhouse. In Japan, companies like Nintendo and Sony were pivotal in transforming the local gaming market into a global industry through the release of iconic consoles and games. The US and Europe also saw significant growth by leveraging technological advancements, marketing strategies, and platform diversification. China is now replicating this process, becoming a global hub for gaming innovation, with companies like Tencent and NetEase investing heavily in both domestic development and international expansion (Wang, 2023).

One of the most significant trends in China's gaming market, which aligns with global trends, is the rise of cross-platform gaming. The ability to play a single game across multiple platforms (PC, console, and mobile) has become increasingly popular, leading to a more integrated gaming experience for users. This mirrors developments in the US, Europe, and Japan, where platform integration is also gaining momentum.

For example, China has witnessed the success of cross-platform titles like *Genshin Impact* and *PUBG Mobile*, which allow players to transition seamlessly between different devices (Tremaine, 2022). Similarly, in the US and Japan, titles like *Fortnite* (Epic Games, 2017) and *Call of Duty: Warzone* (Infinity Ward, 2020) have capitalised on this cross-platform strategy to engage broader audiences.

Moreover, the increasing convergence of gaming ecosystems in major markets reflects a global trend towards platform interoperability. In the US, Europe, and Japan, the boundaries between different platforms—once rigidly separated—are increasingly blurred, with companies like Microsoft and Sony working towards greater compatibility across consoles and PCs. China's gaming industry is following this trend by developing an ecosystem that supports multi-platform coexistence, contributing to market vitality and fostering new opportunities for global collaboration (Lundy, 2024). This convergence has helped drive innovation across all markets, as developers now design games that appeal to a more diverse audience while maximising technical performance across devices.

Cross-border cooperation has been a crucial driver in the development of the game industries in China, the United States, Europe, and Japan. Despite significant cultural differences and variations in censorship frameworks among these regions, transnational cooperation has fostered technological exchange and innovation, benefiting the global gaming ecosystem. China's gaming industry has progressively integrated into this global environment, through acquisitions, investments, and technical collaborations, establishing itself as a significant player in the international arena.

A prominent example of this is the strategic global positioning of Chinese tech giants such as Tencent and NetEase. NetEase's acquisition of Quantic Dream, a renowned French game development studio, and the establishment of its first overseas studio in

Europe, reflect an increasing ambition to engage in the global AAA gaming market. This move aligns with broader strategies employed by global leaders in the US, Europe, and Japan, where acquisitions and mergers have historically played a critical role in gaining market share and expanding technological capabilities (Wang, 2023). Similarly, Tencent's growing influence through stakes in international giants such as Ubisoft demonstrates a shift towards greater participation in global gaming governance and technological exchange, a tactic also used by companies like Sony and Microsoft to consolidate their influence in the international market (Xu, 2024). Beyond capital investments, technical cooperation is a significant aspect of cross-border collaboration. Chinese developers have increasingly partnered with Western and Japanese technical teams to enhance their capabilities by integrating advanced game engines, development tools, and operational methodologies. One notable example is Tencent's use of the Unreal Engine, which has enabled the development of high-quality AAA games and positioned Chinese developers to compete in the global marketplace. This mirrors similar collaborative models seen in the US, European, and Japanese markets, where globalisation has played a pivotal role in the enhancement of technological capabilities and innovation (Lee & Park, 2021).

Moreover, the convergence of gaming platforms has blurred the traditional boundaries between console, PC, and mobile gaming, enabling game developers to cater to a more diverse and global player base. As seen in the US, Europe, and Japan, Chinese companies are investing heavily in multi-platform integration, aiming to break down barriers between platforms and create seamless gaming experiences. This multi-platform strategy is particularly significant in the console gaming sector, where Chinese companies are focusing on penetrating mature markets in Europe, the United States, and Japan by developing high-quality console games (Li, 2023). This mirrors similar efforts by Japanese companies like Nintendo and Sony, which have successfully navigated these transitions to remain competitive in a rapidly evolving market.

In the context of this global cooperation, the boundaries between national industries are becoming less distinct. Like their counterparts in the West and Japan, Chinese game developers are leveraging transnational cooperation to improve their competitive standing, gaining access to new markets and technological innovations that were once largely out of reach. This mirrors the historical trajectory of companies like Sony, Nintendo, and Microsoft, which have used global partnerships and collaborations to expand their influence and technology portfolios (Anderson, 2020).

2.3.2 The Impact of Government Regulation on the Development of China's Console Gaming Industry

A study by Won et al. (2023) shows that the gaming industry in China is strictly regulated by the government, not only in terms of content censorship, but also in terms of restrictions on the amount of time players can play. Following the intention of preventing young people the government has introduced a series of regulations to limit the length of online gaming, especially for minors. Under this policy environment, the development of the gaming machine market has been affected to a certain extent, and the demand and consumption behaviour of the teenage player group in particular has been greatly restrained (Li, 2024). These regulatory measures were initially intended for social governance and protection of minors, but their impact is twofold. On the positive side, government regulation helps to reduce young people's over-reliance on games and prevent their schooling and mental health from being affected by their addiction to games (Li, 2024). On the negative side, overly stringent censorship and gaming time restrictions may inhibit the diversity of the market, limit innovation and development of game content, and affect the free operating space of gaming companies (Chen et al., 2024).

Yi (2015) notes that China began taking measures as early as June 2000 to address the

potential impact of video games on social order. The General Office of the State Council issued the Opinions on Carrying Out Special Management of Electronic Game Business Premises, which officially kicked off the comprehensive management of the domestic game machine market. The policy explicitly stipulated that all enterprises must stop producing and selling domestically produced electronic game machine equipment and its related parts, and that no individuals or enterprises were allowed to engage in the production or sales activities of such products. This policy was intended at the time to prevent the negative impact of electronic games on the physical and mental health of young people, and in particular to counter the disruption of social order caused by arcade game halls and other places where electronic games were operated. However, this ban also directly led to the collapse of China's game console market, causing the domestic game industry to seriously lag behind in the field of game consoles.

In his study, San (2014) further illustrates the wide-ranging impact of the "console ban" on the Chinese market. As Chinese gamers are unable to purchase international licensed games through regular channels, this gap in the market provides a breeding ground for the proliferation of pirated games. According to statistics, in 2013 alone, China's direct economic losses due to the "game console ban" exceeded RMB 83 billion. The long-term closure of the market has also led to the absence of foreign console manufacturers in the Chinese market, with international brands such as Sony, Nintendo and Microsoft having almost no legal sales channels. This has not only inhibited the introduction of advanced international technology but has also led to a certain degree to the stagnation of the development of local Chinese console technology.

Jiaqing (2020) notes that in 2014 the Chinese government finally lifted its ban on game consoles, marking the beginning of a new phase of development. With the lifting of the ban, international gaming giants such as Microsoft, Sony, and Nintendo

quickly entered the Chinese market in an attempt to fill the market demand that had been suppressed for years. However, the challenges foreign companies face when entering the Chinese market have not diminished. Under Chinese law, foreign companies must partner with local firms, and products must meet strict testing standards, particularly restrictions on violent content that could affect the mental health of young people (Tsymlyakov, 2024). This means that while the Chinese market is attractive to international game makers, the strict censorship and content restrictions make it necessary for these companies to make significant adjustments when entering the Chinese market, altering the product design and content strategies they have used in other markets. This censorship not only creates barriers for foreign companies, but also has a profound impact on local Chinese game developers (Cheng, 2024).

Compared to China's game industry, the game industry in the United States, Europe and Japan has a more relaxed and liberal environment (Zhang & Chiu, 2020). While certain content censorship mechanisms also exist in these countries, they are usually managed through a rating system. In addition, tax incentives in the United States and Europe encourage game development, provide financial relief for developers and promote innovation (Holden et al., 2019). For example, the Entertainment Software Rating Board (ESRB) in the United States and the Pan-European Game Information (PEGI) in Europe allow consumers to choose whether a game is suitable for them, or their children based on its content and audience group by providing different age ratings for game content (Laczniak, Carlson, Walker, & Brocato, 2017). This rating system ensures that young people are protected from undesirable content while providing greater creative freedom for game developers. Under such a system, developers can create a wider and more diversified range of game titles under the premise of legal compliance, which promotes the prosperity of the game industry.

Another advantage of the rating system is that it provides a more direct management tool for parents and society. According to Sherman (2021), game rating systems not only provide consumers with content references, but also enhance the efficiency of game developers and localisation teams. Building on this, Laczniak (2017) further states that parents are better able to regulate their children's gaming behaviour and reduce their exposure to violent or inappropriate content when using these rating systems. This regulatory mechanism reduces children's misbehaviour and provides a more conducive environment for diversity and innovation in the gaming industry while protecting young people.

In contrast, game developers in China must adhere to strict content restrictions when producing games due to the lack of a similar rating system. This has somewhat inhibited the development and diversification of China's console game industry, especially in the field of single-player games, where Chinese developers face significant challenges and restrictions. This is why China still lags behind in terms of market share and technological innovation in the console game sector, despite having a large player base and a fast-growing market.

2.3.3 The development of the black market in China's gaming industry

China's console game market has undergone a complex development. Due to the combined effects of policy restrictions, cultural differences and market demand, the development of console games in China has been severely restricted. However, despite the restrictions on official channels, a black market for console games has quietly emerged in China and has become a unique phenomenon in the global gaming industry. This article aims to provide an overview of the causes, development and impact of the black market for console games in China, and to discuss the status and future direction of related research.

The formation of the Chinese console game black market is closely related to policy restrictions. In 2000, the Chinese government issued the 'Opinions on Special Management of Electronic Game Venues,' which clearly prohibited the production, sale, and import of game consoles (Liu, 2016). This policy directly led to a 'freeze' in the console game market, and players could only obtain game consoles and game software through unofficial channels. Zhang (2018) pointed out that the rise of the black market was a market response to policy restrictions, meeting the strong demand of players for console games.

In addition, cultural differences and market demand are also important reasons for the formation of the black market. The interest of Chinese players in console games has not waned due to policy restrictions but has instead intensified in the context of globalization. Chen and Wang (2020) found that the pursuit of a high-quality gaming experience by Chinese players has driven the prosperity of the black market, especially in first-tier cities, where the black market has become the main channel for players to obtain the latest gaming equipment.

With the gradual relaxation of policies, the Chinese console game market turned a corner in 2014. The State Council issued a document allowing foreign-funded enterprises to manufacture and sell game equipment within China's free trade zones (State Council, 2014). However, despite the loosening of policies, the black market did not disappear, but continued to develop in the new market environment. Li (2019) pointed out that the price advantage and fast supply capacity of the black market have given it a foothold in the competition. For example, many players choose to buy games that are not officially released in China or limited edition equipment through the black market.

The business model of the black market has also evolved. In the early days, the black

market mainly operated through physical stores and underground transactions. However, with the rise of e-commerce, the black market has gradually shifted to online platforms. According to Wu (2021), e-commerce platforms such as Taobao and Xianyu have become the main venues for black market transactions, with sellers circumventing platform regulations through hidden keywords and images. This trend of going online has not only expanded the reach of the black market, but also improved the convenience of transactions.

The impact of the black market for console games on China's game industry is twofold. On the one hand, the black market satisfies the needs of players and promotes the spread of console game culture. Zhang and Liu (2017) argue that the existence of the black market has to some extent compensated for the deficiencies of the official market and provided a window for Chinese players to access global game culture. For example, many players have experienced classic game series such as The *Legend of Zelda* (Nintendo EPD, 2017) and *Final Fantasy* (Square Enix, 2021) through the black market, which are difficult to obtain through official channels.

On the other hand, the black market also has many negative effects. First, the lack of regulation in black market transactions has led to the proliferation of counterfeit and shoddy products. Chen (2020) pointed out that many game consoles purchased by players on the black market have quality problems and cannot even be used normally. Second, the existence of the black market has an impact on the formal market and weakens the competitiveness of official channels. Li and Wang (2021) found that the price advantage of the black market makes many players prefer unofficial channels, which affects the market share of formal enterprises.

The black market for console games in China is a complex and unique phenomenon, closely related to policy restrictions, market demand and cultural background. Although the black market has to some extent met the needs of players, its negative

impact should not be ignored. Future research needs to further deepen the understanding of the black market and provide theoretical support for promoting the healthy development of the Chinese console game market.

2.4 Analysing the Similarities and Differences Between the Chinese Console Gaming Industry and That of the US, Europe, and Japan

2.4.1 Comparative analysis of the globalisation of the console game market

In the context of market analysis, Venn diagrams help illustrate the similarities and differences between different market segments, products, or customer behaviors. This makes it easier for companies to identify overlapping market opportunities, gaps, or distinct consumer needs.

The analysis reveals that using visual intersections helps clarify the similarities and differences across console game markets in terms of technology, policy, culture, and market behaviour. By summarising complex market information, researcher can efficiently highlight shared patterns and distinct traits across regions without lengthy descriptions, allowing for a more focused exploration of the reasons behind similar behaviours in these markets.

Differences (China):
1. Regulatory System
2. Limited Cultural Influence
3. Mobile Games Dominate Market
4. Nascent Market Stage

Similarities:
1. Technological Advancements
2. Increased Cross-National Collaboration
3. Market Growth

Differences (US, Europe & Japan):
1. Free Creative Systems
2. Recognized Culture & Game Characters
3. Console Games Dominate Market
4. Mature Consumer Market

Chinese Console Games

American, European & Japanese Console Games

Figure 2.3: Comparison of Chinese Console Games vs American, European, & Japanese Console Games

The Figure 2.3 clearly shows the differences between markets, especially in terms of policy regulation and cultural localization. This is crucial for understanding the positioning of the Chinese console game market compared to the markets in Europe, the United States and Japan. This analysis of differences can help companies with market positioning and strategic planning in different markets. For European, American and Japanese game companies that wish to enter the Chinese market, understanding the need for cultural localization is crucial. Using the comparative diagram companies can quickly identify cultural and policy requirements in the Chinese market that require special attention, avoiding market failure due to neglect of localization. Conversely, Chinese game companies entering the European, American and Japanese markets can also use this analysis to understand how to better adapt to the gaming preferences of Western players.

Despite the differences between the markets, the Venn diagram also helps to reveal

the commonalities between the Chinese and Western/Japanese console game markets, which is of great significance for cross-border cooperation and technology sharing. Through this comparative analysis, researcher can clearly find the potential and opportunities for these collaborations. In the field of technology, although the Chinese market started late, it is developing rapidly. By cooperating with local Chinese companies, multinational companies can accelerate their own layout in this huge market. Correspondingly, Chinese companies can also cooperate with the European, American and Japanese markets to learn from the experience of mature markets and improve their own technology and product quality (Abdikarov, 2023).

Through this visual comparative analysis this study presents complex market comparison information in an intuitive and easy-to-understand manner, helping us better understand the similarities and differences between the Chinese, European, American and Japanese home video game markets. This form of analysis simplifies complex market information and highlight market differences, but also reveal market commonalities and provide opportunities for cross-border cooperation. For companies and researcher, the use of Venn diagrams provides an effective tool for gaining insight into the relationships between different markets, tracking dynamic market changes, and making more strategic decisions.

Figure 2.3 shows the similarities and differences between the Chinese console game market and the markets in Europe, the United States and Japan in several important dimensions, providing a clear framework for in-depth analysis of the global game industry. In the context of globalisation, the console game market is gradually integrating, but also retaining its own unique characteristics. The differences in the diagram cover four aspects: regulation and censorship, culture and localisation, market competition and consumer behaviour, and development stage and market maturity. These factors directly affect the way games are developed, distributed and consumed in different regions. In terms of improving technology, increasing cross-

border cooperation, and growing market size, the Chinese, European, American, and Japanese markets are showing more and more similarities, reflecting the globalisation trend of the console game market. These dimensions provide a systematic perspective for analysing the similarities and differences between Western and Chinese game markets, helping us to better understand the opportunities and challenges of each market.

2.4.2 Similarities between the Chinese and US, European and Japanese markets

The global console game market shows consistent trends in terms of technology, cooperation and market size. First, the improvement of technological level is the common development direction of the global game industry. Whether it is Europe, the United States, Japan, or the Chinese market, they are all actively adopting the latest technologies, such as Augmented Reality (AR), Virtual Reality (VR), Artificial Intelligence (AI), and higher-performance hardware devices (Wyman, 2023). These technological advancements have not only enhanced the gaming experience, but also driven transformation and innovation in the gaming industry. Major console platforms, such as Sony's PlayStation and Microsoft's Xbox, as well as Chinese companies' investment in hardware and technology research and development, have resulted in a high degree of technological convergence in these markets.

Second, with the acceleration of the process of globalisation, cross-border cooperation has become increasingly important in game development and distribution. With the acceleration of the process of globalisation, cross-border cooperation between game companies has become more and more common, especially in terms of development and distribution. For example, Takahashi (2021) points out that cross-border cooperation has become a key factor in the development of the game industry, and game companies have accelerated product innovation through cooperation. Li and

Kraemer (2020) further point out that globalization has promoted the development of the game industry, and markets in various countries have established closer ties through technology sharing and joint development.

Finally, the global market for console games has continued to grow in size. As the internet becomes more widely available and consumer purchasing power increases around the world, more and more consumers are entering the console game market (Wyman, 2023). Both in developed and developing countries, console games attract a large number of players worldwide, and market demand continues to rise. China's console game market is also rapidly emerging, and despite its late start, it has achieved significant growth in just a few years. The markets in Europe, the United States, and Japan have maintained strong growth, especially in terms of content innovation and user experience.

2.4.3 Differences between the Chinese and US, European and Japanese markets

Despite the commonalities in technological progress and market development, there are still significant differences between the Chinese market and those in Europe, the United States and Japan, which are mainly reflected in four key aspects. First, differences in regulation and censorship are important factors affecting market development. In Europe, the United States and Japan, game content is relatively lightly censored, and developers have more creative freedom. In China, however, the government strictly regulates game content, and games involving violence, pornography, and politically sensitive content are often modified or even banned (Chen, 2021). Zhao (2022) further points out that foreign-funded games also need to go through a relatively complicated approval process when entering the Chinese market. This strict regulation has resulted in a different trajectory for the game industry in China than in Europe, the United States, and Japan. Foreign companies

must adapt to the Chinese policy environment in order to successfully enter the market.

Second, cultural and localisation differences are also important factors affecting the game market. Ito and Nakamura (2020) studied the differences in game culture between the Japanese and Western markets and pointed out that there are significant differences in game styles and player preferences. Although the Chinese market is influenced by European, American and Japanese culture, local culture and policy requirements still play an important role in the game design and localization process. Qiu (2020) emphasized that in the Chinese market, the success of game localization is directly related to the market performance of the product. In order to successfully enter the Chinese market, many international manufacturers not only need to adjust the content of their games to comply with Chinese policy requirements, but also adapt culturally and release localised content that appeals to Chinese players.

Third, there are significant differences in market competition and consumer behaviour. Console game users in the European, American and Japanese markets have long since formed spending habits and are willing to pay for high-quality console games. The market is also more competitive, with multiple console manufacturers and game development companies competing together. In China, however, although the console game market is growing rapidly, the mobile game market still dominates. Chinese players prefer to play mobile games and are less willing to pay, resulting in differences in the penetration rate of console games and user payment models in the Chinese market compared to the European, American and Japanese markets.

Finally, there is a significant difference in development stage and market maturity. The console game markets in Europe, the United States and Japan have a long history and have entered a mature stage, with a well-established industry chain, a stable user base and mature market mechanisms. In contrast, the Chinese console game market

started relatively late and, despite rapid development in recent years, is still in the growth stage compared with the markets in Europe, the United States and Japan (Zhu, 2022). China's console game market still has much room for improvement in terms of hardware equipment, content creation and user experience, and is also facing multiple challenges such as policies, culture and consumption habits.

2.5 Summary

This chapter comprehensively examines the similarities and differences between the Chinese console gaming industry and the markets in the U.S., Europe, and Japan, particularly concerning policy regulation, cultural localization, technological innovation, and market competitiveness (see Sections 2.2 and 2.3). Although China has achieved a leading position in mobile gaming globally, its console and PC gaming sectors remain comparatively underdeveloped due to limited technological advancement, strict policy restrictions, and low market competitiveness (Section 2.3.1).

China's gaming policy, characterized by strict content censorship and youth playtime restrictions, is effective in protecting younger demographics but has significantly limited creative freedom and content diversity in game development. This contrasts with the more open regulatory frameworks in the U.S., Europe, and Japan, where developers have more freedom to innovate, an aspect particularly restrictive for the console game sector in China (Section 2.3.2). While existing research highlights these policy limitations, further study is needed on how policy can guide innovation and foster sustainable industry growth.

Due to policies that have resulted in the Chinese gaming market also being heavily influenced by traditional culture, themes such as martial arts and mythology are very popular among local players. However, significant cultural localization challenges

arise when Chinese games enter Western and Japanese markets. Although there are successful cases of cross-border collaborations and localization, for example, games like *League of Legends* (Riot Games, 2009) will introduce game characters with Chinese characteristics. research is fragmented on systematic localization strategies, especially in culturally distinct regions (Section 2.3.3). Future research should focus on managing cultural barriers and adhering to international standards for effective market penetration.

Despite recent progress in technological innovation within China's console gaming industry, a substantial gap remains between it and Western and Japanese markets. Areas like game engines, 3D modeling, and rendering still lack competitive quality, limiting Chinese console games in the global market. Games like *Black Myth: Wukong* highlight some technological improvements but underscore the slow pace of overall innovation. Addressing this requires more efforts in technological transfer and local innovation (Section 2.3.1).

Chinese gaming companies have thrived in mobile gaming, with major players like Tencent and NetEase dominating globally. However, policy and cultural differences create challenges for expanding console and PC games internationally. Future research should explore how to improve the influence of Chinese games in mature markets through optimized globalization strategies, cross-border collaborations, and enhancing the global appeal of local games (Section 2.4.1).

From these findings, several areas warrant further investigation. Firstly, research should assess flexible policy tools to balance content censorship with innovation incentives, promoting a favorable environment for technological progress and global expansion. Moreover, empirical studies should analyze how Chinese players are transitioning from mobile to console gaming, capturing the demand for high-end

gaming experiences and next-gen consoles among younger consumers (Section 2.4.3). As Chinese companies expand further globally, research should examine how to overcome localization challenges in culturally diverse regions, particularly in Europe, the U.S., and Japan. There is also scoped to explore cross-platform gaming models that unify mobile, console, and PC experiences, breaking down platform barriers to strengthen Chinese games' competitiveness globally. Finally, future studies could analyze how cross-border cooperation, technology imports, and capital expansion can help Chinese companies secure a competitive role in the global gaming industry, with a focus on utilizing China's vast domestic market as a base for international expansion (Section 2.4.2).

In summary, this chapter underscores that while China's gaming industry has achieved global leadership in mobile gaming, it has room for growth in the console and PC sectors. Further research should focus on the interplay of policy and market dynamics, technological innovation, evolving player behavior, and globalization strategies to enable Chinese game companies to achieve greater global competitiveness (Section 2.5).

Chapter 3 Methodology

3.1 Introduction

This chapter details the data collection methods used to analyse the outlook of China's console game industry as it explores the US, European and Japanese console game markets. Through a mixed research approach combining quantitative and qualitative methods, the researcher aimed to obtain more comprehensive and multidimensional data to address the challenge of uneven development of the Chinese and foreign game industries under different conditions. Using a variety of methods including questionnaires and focus groups, the study seeks to reveal differences in the development of the game industry across countries and regions.

Firstly, the researcher conducted a questionnaire survey in which the participants were all Chinese gamers, there were 50 participants in total, but they were distributed differently in terms of where they lived, with half of them settling in China and the other half settling abroad. The advantage of this design is that the participants were exposed to different gaming cultures and market environments due to their different regions. Therefore, this cross-regional data collection method breaks down geographical constraints and is able to bring together diverse feedback from different regions, thus ensuring a representative and diverse sample. In this way, the researcher is able to collect more extensive and comprehensive quantitative data. The structured data from the questionnaire survey not only facilitates quantification and statistical analysis, but also provides standardised basic data for subsequent research. These data help to analyse the behavioural trends of the participant group and compare the differences in gaming preferences and habits across different geographical regions and cultural backgrounds. The results of the quantitative analyses not only provided the researcher with comprehensive information about the data, but also provided extensive validation of the conclusions obtained from the ensuing study using qualitative research methods.

Focus groups are able to dig deeper into participants' thoughts, attitudes, motivations and feelings through small-scale interactive discussions. Focus groups provide more detailed and rich qualitative data than a single questionnaire. This format allowed the researcher to have in-depth discussions with the participants about their personal gaming experiences, and perceptions of the console gaming industry in different regions, thus revealing deeper insights.

In this study, focus group participants were categorised into two groups, 4 people in each group. One for Chinese domestic gamers and the other for Chinese gamers living overseas. Through this categorisation, the focus group provided a platform for participants to share their unique insights into the console gaming industry, particularly in terms of cultural differences, economic factors and the impact of national policies on the development of the industry. This form of discussion not only reveals the differences in gaming culture and consumption habits of players across regions, but also reflects cross-regional market dynamics and trends. The qualitative data generated from the focus groups provide a powerful complement and explanation for some of the findings in the quantitative study. For example, while quantitative analysis may reveal certain trends in player preferences or behaviours, in-depth discussions in focus groups enable researcher to more fully understand the motivations and logic behind these trends, thus providing contextual support for statistical data. This combination of qualitative and quantitative research methods makes the results richer and more three-dimensional, helping to form more comprehensive industry analyses and forecasts.

Through a mixed research method combining quantitative and qualitative approaches, the researcher aimed to obtain multi-dimensional data to address the challenge of the imbalance in the development of the Chinese and foreign gaming industries. The

research methodology included questionnaire surveys and focus groups. The questionnaire surveys collected quantitative data from both domestic Chinese and overseas players to ensure a diverse and representative sample, which facilitated the analysis of behavioural trends and cultural differences among players in different regions. Focus groups further supplemented the qualitative data with in-depth discussions exploring participants' gaming experiences and market perceptions, particularly in terms of cultural, economic and policy influences. The combination of qualitative and quantitative data makes the study more comprehensive, providing in-depth analyses and forecasts of gaming industry trends.

3.2 Questionnaire

3.2.1 The purpose of the questionnaire used in this research

The core purpose of this study is to analyse the differences between the Chinese and foreign console game markets through a questionnaire. The global console game market has experienced rapid development in recent decades, especially against the backdrop of technological advances, upgraded network infrastructures, and increasing global cultural exchanges, the game industry has shown a diversified trend. However, there are still significant differences between the game markets of different countries and regions in terms of game genres, player preferences, consumption patterns, and policy influences. Therefore, the questionnaire as a research tool can help researcher systematically collect and analyse these differences and reveal the complex cultural, economic and policy factors behind the Chinese and foreign console game markets.

In addition to the analysis of the current market, this study also hopes to use the questionnaire data to predict the future development trend of the Chinese and foreign console game markets. With globalisation and technological advancement, the future of the game industry will face more cross-cultural communication and integration. Therefore, through the open-ended questions in the questionnaire, the researcher can

access players' expectations and needs for the future development of the game industry. Technological innovation and the development of social gaming may significantly change players' gaming experience and consumption behaviour in the coming years.

The questionnaire data can help researcher identify potential future trends in the industry, especially players' acceptance of new technologies, demand for cross-cultural game content, and expectations for diverse game experiences. This is an important reference value for game developers and market decision makers.

By analysing the questionnaire data, the researcher is able to provide empirical evidence for game companies in formulating their marketing strategies. The differences between the Chinese and foreign console game markets make it necessary for game developers to make differentiated adjustments in their marketing strategies. For example, in the Chinese market, game companies need to focus more on how to attract and retain players through localisation strategies, free-to-play models and in-play purchase systems; while in foreign markets, game companies may prefer to attract core players by improving game quality, narrative experience and character design. The questionnaire data provides detailed information on player behaviour and consumption patterns, helping game companies to understand the needs of different markets and develop more targeted marketing strategies.

3.2.2 The development and distribution of questionnaire

The design of the questionnaire is the core part of the whole research process, which directly affects the quality of the data, the validity of the research results and the confidentiality of the research process. When preparing the questionnaire, the researcher not only needs to ensure that the questions are designed in a logical and structured manner, and that they are closely related to the purpose of the study, but

also must pay great attention to the confidentiality of the data. The personal information of all participants and the content of their responses should be kept strictly confidential to avoid any possible leakage of respondents' privacy. Effective encryption and security measures need to be taken by the researcher to ensure that the data are not accessed by unauthorised third parties during collection, storage and processing, to maintain the trust of the respondents and the ethical nature of the research.

In order to meet the need for high-quality data, the types of questions in the questionnaire were divided into two parts. To ensure the diversity and representativeness of the sample, the first part of the questionnaire consists of questions on demographic characteristics, including basic information such as gender, age, occupation, and place of residence. These questions help the researcher understand the basic composition of the sample and ensure that different types of players are effectively represented in the sample. For example, the age distribution can reveal whether there are differences in the game preferences of players in different age groups, while the information on the place of residence can help the researcher to distinguish the differences in the behaviours of Chinese players from those living abroad.

Then we move on to the second part. As the core objective of this study is to assess the differences between the Chinese and foreign console game markets in a number of dimensions through a questionnaire, the researcher has carefully designed the structure of the questionnaire and the content of the questions to address this objective. In order to ensure the comprehensiveness of the data and the depth of the analysis, the researcher divided the questionnaire questions into four main dimensions to supplement and enrich the data needed to enable an in-depth comparison of the characteristics and trends of the two markets.

The first dimension is "differences in game preferences". Players' game preferences are influenced by multiple factors, including personal interests, cultural backgrounds, and market supply. In this study, through the questionnaire to collect players' game genre preferences, the researcher can understand the differences between Chinese and foreign players' choices of role-playing, strategy, and competitive games. Especially under the influence of culture, players in different regions may prefer different types of games, such as the preference of Chinese players for multiplayer online competitive games versus the trend of foreign players who prefer role-playing games.

The second one is "Culture and Localisation Strategies", where cultural differences play an important role in the console game market. The questionnaire aims to explore how cultural factors affect players' game selection and experience, and to analyse the importance of localisation strategies in both Chinese and foreign markets. When entering the Chinese market, many globalised game companies need to make their games more in line with the needs of Chinese players through content localisation, language translation, and cultural symbol adjustment. This study hopes to collect players' acceptance and feedback on localised content through a questionnaire survey in order to understand the different expectations of Chinese and foreign players on the cultural elements of games.

The third dimension is "influence of regulation and market environment". The game industry is significantly affected by the policies of different countries and regions, especially in China, where the regulation of game content and market access policies affect the development of the whole industry. The survey questionnaire allows the researcher to understand players' perceptions of regulatory policies and their impact on game choices and behaviours. Survey questions include how players perceive policies such as game content censorship and game time limits, and how these policies affect their entertainment choices and gaming behaviour. By analysing the differences between Chinese and foreign players under the influence of policies, this

study can reveal the actual impact of regulation on the market.

The fourth dimension is "market competition and consumer behaviour", which is closely related to consumer behaviour. There are big differences between Chinese and foreign markets in terms of game pricing models, internal purchase systems, subscription services, and so on. For example, Chinese players are more likely to accept the "free-to-play + in-purchase" model, while foreign players are more accustomed to purchasing high-quality game products at one time. Through the questionnaire survey, the researcher was able to obtain consumers' purchasing preferences, willingness to pay, and attitudes towards the in-order mode in different market environments, thus providing empirical evidence to understand the competition pattern between Chinese and foreign markets.

In developing the questionnaire, the researcher designed eight questions for each dimension and used a Likert scale design, where each question was presented in the form of a statement, and players were asked to select a number on the scale to indicate how much they agreed with the statement. For example, the question about game preference, "I prefer competitive games" was set on a scale from "strongly disagree" to "strongly agree". Through this standardised rating system, researcher is able to obtain quantitative data that can be easily analysed (Joshi et al., 2015).

The benefits of using a Likert scale are, firstly, the ability to standardise data (Pescaroli et al., 2020). With a series of fixed options, it ensures that all participants are assessed on the same scale, making it easy for the researcher to compare responses across participants. This standardised data can be used for statistical analyses such as descriptive statistics, regression analysis or factor analysis to reveal trends and patterns in the data, which is particularly suitable for comparative studies across cultures and markets.

Second, the Likert scale is designed to be simple and easy to use, and participants only need to select a number or attitude rating from a set of pre-set options, which reduces the cognitive burden in the process of answering the questions and improves the completion rate of the questionnaire. At the same time, respondents do not need to elaborate on their opinions when answering the questions, but only need to select a rating that best matches their opinions, and this simplification ensures access to a larger sample and improves the representativeness of the data.

In addition, Likert scales can capture the intensity of attitudes (Dombi and Jónás, 2021). Likert scales are able to reflect different levels of attitudes than simple yes/no options, thus providing researcher with more nuanced analyses. For example, for the statement "I like role-playing games", the Likert scale not only reveals the participants' preferences, but also captures the intensity of their preference for that type of game. This kind of detailed and differentiated information is crucial for an in-depth analysis of market behaviours and preferences.

As this study involves both Chinese and foreign players, the questionnaire was designed with special attention to cultural adaptation and accuracy of language expression. The research team rigorously translated and culturally adapted the English and Chinese versions of the questionnaire to ensure that participants from different cultural backgrounds could accurately understand the questions. For example, for descriptions of cultural symbols and game content, the researcher ensured that consistent meanings were conveyed across different language versions. In addition, questions involving cultural sensitivity were handled with care to avoid overly direct or offensive expressions.

In order to ensure the broad representativeness of the questionnaire results, the study paid special attention to the diversity and representativeness of players in the sample selection. The research team ensured that the sample covered players of different

ages, genders, socio-economic backgrounds and geographic locations, with a fine percentage control between Chinese domestic players and Chinese players settled abroad. This method of sample selection not only helps to compare the gaming behaviours of players from different regions, but also analyses the impact of cultural factors.

This study adopts a questionnaire as the main tool, especially through the Likert scale, a standardised data collection method, to deeply analyse the differences between the Chinese and foreign console game markets in the four dimensions of game preference, culture and localisation, regulation and market, market competition and consumer behaviour. The questionnaire design was scientifically planned and strictly executed to ensure the representativeness and validity of the data. Combining quantitative and qualitative data, the study not only reveals the significant differences in the current market, but also provides an important reference for the future development trend of the game industry.

3.3 Focus groups

3.3.1 The purpose of focus groups in this research

The core objective of focus groups is to explore the thoughts, opinions and attitudes of participants through interactive discussions. This research method can reveal the deep-seated motivations, emotional responses and insights of participants on specific topics more effectively than quantitative research. Especially when it comes to issues involving complex markets, cultural backgrounds or policy environments, focus groups can capture a lot of details and implicit information that quantitative data cannot reveal. This interactive discussion format not only allows participants to express their individual opinions, but also inspires new thinking and insights through mutual discussion, providing more diverse and in-depth qualitative data for the study.

In this research, the main purpose of the focus group was to supplement the quantitative data obtained from the questionnaire survey. In particular, in the areas of cultural adaptability, localization strategies, policy regulation, and market competition in the Chinese and foreign console game markets, focus group discussions can provide more detailed insights. In this way, the researcher was able to gain an in-depth understanding of players' attitudes and behaviour patterns, especially their choices and reactions in the face of different markets and cultural backgrounds. For example, the focus group discussions revealed the cultural factors that players consider when choosing games, their expectations of game content, their acceptance of localization strategies, and the impact of policy regulation on the gaming experience.

To ensure the comprehensiveness of the research, the focus groups were divided into two different groups for discussion. The first group consisted of four Chinese gamers from a Chinese cultural background who were familiar with the development of the local Chinese game market, especially the performance of domestic games, market demand and the impact of game policies on the industry. Through this group, the researcher was able to gain a unique perspective on the local Chinese game market and gain an in-depth understanding of the behavioural characteristics, cultural preferences and perceptions and acceptance of domestic games among Chinese gamers. This provided the researcher with a basis for analysing the Chinese gamer community and the game market, revealing the uniqueness of the Chinese market in the global game industry.

The second focus group consisted of four Chinese players living abroad who had a deep understanding of the international console game industry due to their long-term overseas experience. Their cross-cultural experience provided a valuable global perspective, which not only helped the researcher understand the diversity and technological innovation of foreign console games, but also allowed them to explore in depth the differences in consumer trends, cultural adaptability and market

competition in foreign game markets. By comparing the discussions with the first group, the researcher were able to better understand the significant differences between the Chinese and foreign console game markets. For example, the researcher can compare the expectations of Chinese and overseas players regarding game content, their acceptance of cultural elements, and their different responses to policy regulation. This multi-perspective qualitative information allows the researcher to comprehensively capture the changing needs and behavioural characteristics of the two groups of players in the context of globalisation.

This division of labour not only ensures the diversity and representativeness of the research data, but also provides researcher with the opportunity to explore in depth the relationship between cultural background, market environment and player behaviour from different perspectives. By comparing and comprehensively analysing the results of the discussions of the two groups, researcher will be able to reveal the similarities and differences between the Chinese and foreign console game markets in terms of player experience, game development, market demand and policy influence. This two-way perspective not only helps to understand gaming habits and preferences in a cross-cultural context, but also provides more accurate market strategy guidance for console game developers, helping them find the best strategy in the balance between localisation and globalisation. Console game developers can use this qualitative data to better understand cultural differences and player needs in target markets, so as to optimise product design and promotion strategies and promote the combination of localisation and globalisation of game products.

In addition, through interactive discussions, focus groups can reveal the commonalities and differences between participants. For example, the differences in cultural background, game regulation, and consumer behaviour between players from different regions can be fully revealed through focus group discussions. Researcher can not only obtain individual feedback from participants, but also better understand

complex market phenomena by observing the interaction dynamics within the group. This discussion format allows researcher to discover potential attitudes and behavioural motives from participants' conversations that they have not actively mentioned.

Through the multi-dimensional interactive discussions in the focus group, the researcher was able to capture deeper market behaviour and cultural adaptation patterns. These findings provide valuable qualitative data support for the future development of the gaming industry. The analysis of focus group results not only helps to understand players' gaming preferences and cultural responses, but also provides a direct and practical reference for console game companies to formulate localization strategies, design market competition plans, and respond to policy regulations in different countries. These insights will have a profound impact on future game development and market expansion.

3.3.2 Process of designing focus group questions

The design of focus group questions is a critical part of the research process, directly affecting the depth and breadth of the discussion and the core insights that the research may reveal. In this study, we carefully designed the questions to ensure that we could fully explore the attitudes, opinions and behavioural patterns of the participants on different topics. The design process focused on the following aspects:

First, the research objectives should be closely related to the topic to ensure that participants share valuable insights. Second, the question design needs to consider the diversity of participants to ensure that people from different cultural backgrounds and experiences can understand and participate.

The level of discussion is also important. We start with simple questions and

gradually guide participants to discuss more complex topics, ensuring that the discussion has both breadth and depth. At the same time, the openness of the questions encourages multi-faceted responses and promotes in-depth discussions. Finally, interactivity is one of the keys to the design. By triggering discussions, it stimulates communication and the collision of ideas among participants, enriching the diversity of research data.

The first step in designing the focus group questions was to clarify the core purpose of the study. As a cross-cultural study of the gaming market, the researcher's aim is to explore in-depth the differences between Chinese and foreign players in terms of gaming preferences, platform choices, cultural experiences, policy regulation, and market competition. Therefore, the focus group questions must be centred on these themes to ensure that players' perceptions and experiences in these key areas are captured.

To do this, the researcher first identified several major dimensions of discussion and designed specific questions under each dimension. These dimensions include:

Game genre preferences: Researcher need to understand players' preferences when choosing game genres and what factors drive these preferences. Therefore, I designed the question "Could you please tell us about the types of games you usually like to play and why you like them?" This question was designed to encourage participants to reflect on their own attraction to particular types of games, thereby revealing their motivations for playing.

Platform Choice: In order to understand players' choices between different gaming platforms, the researcher devised the question "What is the most played gaming platform? Console, computer or mobile phone. Which do you prefer? Why?" This question. This helped the researcher to explore the influence of factors such as technology, game libraries, and convenience in players' choice of platform.

Cultural experience in games: The cultural context of a game may affect the player's experience, therefore, the researcher designed the question "How much do you think the cultural context of a game affects your gaming experience? Have you ever changed your opinion of a game due to cultural differences?" This question was asked to understand how players adapt in cross-cultural games. This will not only reveal the impact of cultural differences on players' choices, but also explore the effectiveness of localisation strategies.

Impact of Policy Regulation on Gaming Behaviour: Since policy regulation is one of the key differences between China and foreign gaming markets, the researcher specifically designed the question "How do you think the game content regulation policies in your country affect the local gaming market? In what ways are they most influential?" This question encourages players to discuss how the policy has changed their gaming choices and behaviours. This question will help the researcher understand the impact of regulatory policies on game development and marketing.

Finally, the questions should also be designed to include an outlook on the future, encouraging participants to share their views and suggestions on the future development of the console game market. These types of questions not only help to gather participants' expectations of future trends, but also provide game developers and regulators with practical market feedback. By discussing future directions, participants can offer their suggestions for the industry, especially improvements and changes they would like to see.

In this way, the researcher ensured that each question was closely related to the core themes of the study and was able to lead the participants into an in-depth discussion of these themes.

In designing the questions, the researcher also gave special consideration to the characteristics of the participants. Since this study involves two different groups of Chinese domestic players and Chinese players settled abroad, the questions must be adaptable enough to resonate in different cultural contexts. Therefore, the researcher ensured that the questions were phrased in a clear and colloquial manner and avoided overly academic or technical terms to ensure that the participants could easily understand the questions and respond to them.

For example, when exploring cultural experiences in games, the researcher avoids using overly abstract terms such as "cultural signifiers" or "cultural adaptation" and instead adopts a formulation that is more relevant to players' day-to-day gaming experiences: "Have you ever changed your opinion of a game because of cultural differences? have you ever changed your opinion of a game because of cultural differences?" This simple and direct way of asking questions can make participants more easily relate to their own actual gaming experiences and stimulate their thinking.

In addition, taking into account the interactive nature of the focus groups and the diversity of participants' backgrounds, I structured the questions in such a way that each question would trigger both individual reflection and mutual exchange among participants. For example, for the question on "in-game purchases", I designed the question "What do you think about in-game purchases (e.g., purchasing props, costumes, etc.)?" This question was designed to allow the participants to express their personal views and at the same time observe the resonance and differences in the discussion.

To ensure that the discussion was layered, the researcher designed the questions with a strategy of moving from light to dark. Initial questions tended to be simpler and more general, for example about game genre and platform choices. With these questions, participants could quickly get into the swing of things and share their

everyday gaming preferences. This more relaxed opening not only relieved participants' nerves, but also established a comfortable discussion atmosphere where each participant felt they had something to say.

Next, the researcher gradually introduced more in-depth and complex questions, such as those involving topics such as cultural differences and policy implications. These questions require more thought and reflection from the participants and can lead the discussion to a deeper level. For example, in the discussion on policy regulation, "How do you think the game content regulation policies in your country affect the local game market?" This question was able to prompt participants to think about the connection between policy and individual gaming experiences, and to explore the overall impact of regulation on the market.

Through this hierarchical design, the discussion progressively deepened, ensuring that each of the core themes was fully explored.

One of the core strengths of focus groups is their ability to provoke deep thinking and interaction among participants through open-ended questions. Therefore, in designing the focus group questions, the researcher placed special emphasis on the open-ended nature of the questions. Unlike closed questions, open-ended questions allow participants to think from multiple perspectives, express their true feelings, and stimulate new insights through discussion.

For example, when designing the question "Do you prefer to play single-player games or multiplayer games? Why do you think you have this preference?" Instead of setting a predetermined answer to this question, I allowed participants to explain their preferences. This not only triggered reflection on their personal gaming experience, but also allowed the discussion to understand the differences in the needs of different players when it comes to the social aspect of gaming. Open-ended questions can lead

to deeper discussions and richer interactions between participants.

In addition, a certain amount of flexibility was retained in the design of the questions to ensure that in the actual discussion, the researcher could adapt the questions according to the progress of the discussion. For example, for the discussion on cultural differences and localised content, the core question I designed was, "How much do you think the cultural context in the game affects your gaming experience?" However, the facilitator can introduce further questions based on the discussion, such as "Which cultural contexts make you feel more immersed in the game?" or "Are there instances of negative gaming experiences due to cultural differences?" This flexible design ensures that the discussion flows naturally and develops in depth based on participants' interests and responses.

The success of the focus group depended not only on the quality of individual responses to the questions, but also on the interaction between participants. Therefore, when designing the questions, I gave special consideration to how the questions facilitated communication and discussion among the participants. For example, when designing the question "What do you think about in-game purchases?" I anticipated that participants might have different attitudes and opinions, some might support the in-game purchase mode, while others might think that in-game purchase undermines the balance of the game. Through this design, the discussion was able to naturally generate a collision of different viewpoints, which in turn prompted participants to think more deeply about the motivation and logic behind the question.

This interactive design not only enriches the content of the discussion, but also stimulates the exchange of ideas among participants. For example, when one participant shared his dissatisfaction with the in-game purchase system of a certain type of game, another participant may put forward the opposite opinion, and the exchange of ideas between each other in the discussion can provide the researcher

with more diversified perspectives and in-depth insights.

Overall, the design of focus group questions is a complex and delicate process that considers the purpose of the study, the background of the participants, the hierarchy of the discussion, the open-endedness of the questions, and the interactivity. In this study, each question designed was carefully crafted to ensure that it could lead participants to delve deeper into the core themes while facilitating a natural flow of discussion through open-ended questioning and flexibility. Through this systematic question design, the focus groups were able to provide rich qualitative data that revealed complex differences and trends in the Chinese and foreign console game markets.

3.3.3 Focus group participant selection and recruitment

The participant recruitment process for focus groups is crucial and directly affects the quality and diversity of the discussions. In this study, participants were recruited not only to ensure that the sample was representative, but also to ensure that participants had sufficient experience and knowledge to actively contribute opinions and insights to the discussion. The diversity of participants helps to present different perspectives in the discussion and ensures that the findings are broader and more applicable.

Focus group participants in this study were divided into two main categories: domestic Chinese players and Chinese players settled abroad. This grouping helps the researcher to compare player behaviours across cultures, especially in terms of differences in policy regulation, cultural adaptation and market preferences. By comparing these two groups, the researcher is able to better understand the differences in gaming behaviours in cross-cultural markets.

In recruiting participants, the research team used a variety of channels, including

through gaming communities, social media platforms, forums, and other online channels such as WeChat, Weibo, PostBar, and Zhihu. The researcher was able to directly reach core gamers who are interested in console games. These platforms not only cover a wide range of topics but are also able to attract the participation of players with rich experience through community interaction.

To ensure diversity of participants, the research team paid particular attention to players of different age groups, genders, gaming experience and socio-economic backgrounds. A diverse group of players can provide a richer perspective to the discussion and ensure that the research findings cover a wide range of market phenomena. In addition, the research team ensured that participants had sufficient interest and experience in the research topic through initial screening. For example, participants were asked about their game genre preferences, length of game usage, and knowledge of localised content during the screening process to ensure that they could contribute meaningful insights to the discussion.

After the initial screening, the researcher further contacted the candidate participants via email, detailing the purpose of the study, the flow of the focus group discussion, and the expected schedule. The email also included some specific discussion topics so that participants could understand the direction and content of the discussion in advance. In order to ensure that participants could clearly understand their roles and responsibilities, the researcher also attached a privacy protection statement for the focus group, which guaranteed that all participants' personal information and the content of the discussion would be kept strictly confidential. Through these measures, the researcher hoped to enhance participants' trust and willingness to participate.

In determining the appropriate time for the discussion, the researcher faced a number of challenges due to the differences in the participants' places of residence and time zones. Some participants who were settled abroad chose to decline participation due

to time inconvenience or personal schedules. In this case, the researcher needed to be flexible in adjusting the exact timing of the discussion based on the time preferences of the remaining participants. In order to try to meet the time requirements of all participants, the researcher conducted several communications and tried to find a mutually acceptable time slot in different time zones to ensure that the discussion could run smoothly.

Given the time difference and geographical implications, the finalised format for the focus group discussions was chosen to be an online meeting. This format provided a more flexible solution for the smooth running of the study, allowing participants from different geographical locations to conveniently discuss remotely via an online platform. The online meeting format not only reduced travelling and time costs, but also provided more convenience to the participants. When choosing an online meeting platform, the researcher considered the ease of use, stability, and privacy protection measures, and finally chose a meeting software with recording function and encrypted communication to ensure the smoothness of the discussion process and the security of the data.

In determining the first focus group, the researcher shortlisted four Chinese gamers with different gaming backgrounds. These players not only had their own preferences in terms of game genres, but also differed in terms of platforms used, spending habits, and motivations for gaming. This diversity ensured that the panel discussion covered a wide range of gaming experiences and behaviours, thus providing a more comprehensive picture of the characteristics of local Chinese gamers. The four participants carefully selected by the researcher represent different levels of Chinese gamers, ranging from those who have been loyal to domestic games for a long time to those who are gradually moving closer to the international console game market. Through this group discussion, the researcher hopes to unearth the key factors influencing Chinese gamers' choices and behaviours, such as cultural identity,

economic factors, and the degree of game localisation.

In order to effectively compare the differences between the Chinese and foreign console gaming markets, the second focus group was conducted with four Chinese gamers who have been living abroad for a long time. These gamers have been abroad for a long time and have a deep understanding of the ecology of the foreign console game market and have contrasting experiences with the Chinese market. Through this cross-cultural discussion, the researcher was able to gain more unique insights into the foreign console game market. These participants can not only share their foreign console gaming habits, but also explore the differences in gaming experiences in different cultures, regulatory policies, and market environments. For example, they could discuss game content, social interactions, technological innovations, and consumption habits in the international console game market, which provided more layers of comparative information for the study.

By comparing these two panels, the researcher is able to deeply analyse the differences and commonalities of the console gaming industry from the perspective of both the Chinese domestic and international markets. The first panel represents a local perspective of the Chinese market, reflecting the current state of domestic games, player demand, and the impact of local culture on the gaming experience. The second panel, on the other hand, brought the experience of the international market to help researcher understand the differences between the Chinese and international console game markets in terms of product content, technological innovation, and marketing. At the same time, this cross-cultural comparison can also reveal the changing trends of Chinese players in the context of globalisation and explore the possibility of future integration between the Chinese and international game markets.

Ultimately, the researcher was able to obtain rich qualitative data through these two groups of participants from different backgrounds, providing a solid foundation for

subsequent analyses and conclusions. This dual focus group design not only provides a multi-dimensional perspective, but also better reveals the interactions and differences between the cultural, technological and market environments of the Chinese and foreign console game markets.

3.3.4 The implementation of focus groups

Each focus group discussion consisted of four participants and lasted half an hour. The discussions were scheduled for July 2024, and the research team carefully planned the topics and flow of the discussions to ensure that sufficient insights could be obtained in a limited amount of time. The discussions were led by an experienced moderator, who was responsible not only for ensuring that the discussions revolved around the core topics, but also for encouraging all participants to speak actively. The moderator's role is crucial, and they must remain neutral, not favour any side, and avoid intervening too much in the participants' natural discussions. By designing open-ended questions, the moderator guides the discussion step by step, helping participants discuss complex issues such as gaming experiences and cultural differences based on their own experiences.

At the beginning of the discussion, the moderator will choose some broad and easy questions to start with, such as 'What is your favorite type of game? Why?' These questions can help participants get into the mood and reduce their tension, while also laying the foundation for the following discussion. As the discussion deepens, the moderator will gradually introduce more complex and specific questions, such as 'Does localized content affect your choice of games?' These questions are designed to provoke deeper thinking about cultural adaptability, policy regulation, game design, and other aspects. The moderator also needs to pay attention to time allocation to ensure that each participant could express their views, and to avoid allowing some people to dominate the discussion while others are unable to fully express their

opinions.

To ensure the integrity and authenticity of the discussion content, the entire discussion process is recorded or videoed. This not only facilitates later analysis, but also ensures that every detail of the discussion is recorded to avoid loss of information. After the discussion, the research team conducts a detailed transcription of the audio and video recordings and extracts key insights using qualitative analysis tools such as thematic analysis. By analysing the core themes and recurring ideas in each discussion, researcher can identify important trends and patterns. This data processing method ensures that the results of focus group discussions provide valuable support for subsequent research.

During the focus group implementation process, the research team pays particular attention to cultural adaptability and the handling of sensitive topics. Especially when discussing potentially sensitive topics such as policy regulation, cultural differences or cultural symbols, the moderator will adopt a more inclusive attitude and guide the participants to share their true feelings in an open manner. The moderator will use neutral language to avoid commenting on or judging the participants' opinions, ensuring that the discussion atmosphere remains open and respectful, and preventing discomfort or controversy caused by the sensitivity of the topic. For example, when discussing the impact of policies, the moderator will encourage participants to discuss how policies affect their gaming choices and behaviour based on personal experience, rather than directly giving their own judgement on the policies.

After the discussion, the research team will conduct verbatim transcription based on the audio and video recordings and use this data for subsequent in-depth analysis. Through thematic analysis, the team can identify the most frequently mentioned topics and opinions in the discussions, as well as the commonalities and differences between groups. For example, by comparing the results of discussions in different

groups, the research team can discover differences in participants' gaming behaviour, consumption habits and gaming preferences due to cultural backgrounds and policy environments. This differentiated information will provide important reference data for the study and help better understand the behavioural patterns of the Chinese and foreign console game markets.

The results of the focus group discussions not only provide insights into players' gaming preferences and cultural responses, but also provide a valuable reference for game companies when formulating future market strategies. Specifically, the research results can help companies make more informed decisions in the design of localisation strategies and market competition plans, as well as provide practical suggestions for addressing policy and regulatory challenges in different countries. Through in-depth analysis of these qualitative data, the research team can provide data support for future product design, marketing, and policy compliance, and promote the development of the global console game market.

3.4 Summary

This chapter details the research methodology used in the data collection process, with a focus on exploring the differences between the Chinese and foreign console game markets. In order to address the uneven development of the global gaming market under different conditions, the research adopts a mixed methodology combining quantitative and qualitative approaches through both questionnaire surveys and focus groups, aiming to obtain comprehensive, multi-dimensional data.

Firstly, the research team designed and implemented a questionnaire survey to systematically collect feedback from Chinese domestic and foreign players. This cross-regional approach to data collection effectively broke down geographical constraints and ensured a representative and diverse sample. The questionnaire mainly

used closed-ended questions and Likert scales in order to generate structured data for quantitative analysis. The study explored in detail the differences in players' gaming preferences, cultural backgrounds, and market regulation through demographic profile questions and Likert scale design. A key advantage of questionnaire surveys is their ability to efficiently reach a large number of respondents in a short period of time, making them particularly suitable for studies involving multiple countries and regions. In this way, researcher are able to quickly collect data on gaming preferences, consumption habits, and cultural differences and conduct standardised analyses, providing an important data base for subsequent studies.

In addition, the standardisation of data in the questionnaire survey enabled the researcher to use a variety of statistical analysis methods, such as descriptive statistics and regression analysis, to reveal trends and patterns from the data. For example, the use of Likert scales enabled the researcher to meticulously analyse the intensity of players' preference for different types of games, and to further understand the differences in the global gaming market through cross-cultural and cross-regional comparisons.

In order to supplement the in-depth data that was not fully revealed by the questionnaire, the research team also implemented focus group discussions. Focus group is a qualitative research method that aims to gain insights into the attitudes, thoughts and feelings of participants through interactive discussions among them. Compared to a single questionnaire, focus groups can provide more detailed and rich qualitative data. In this study, focus group participants were categorised into two groups: Chinese domestic players and Chinese players settled abroad. Through this categorisation, the researcher was able to compare the unique perspectives of players from different cultural backgrounds on the gaming market, policy influences, and cultural adaptation. The focus groups not only reveal the differences in participants' gaming culture and consumption habits, but also reflect the dynamic trends in the

cross-regional market.

Focus group discussions helped the researcher gain insights into players' individual gaming experiences and how they perceive the development of the gaming industry in different countries and regions. For example, some participants mentioned that localised game content had a significant impact on their gaming experience, while others placed more importance on the social and technical performance of games. Through these discussions, the researcher was able to gain valuable insights on policy regulation, market competition and cultural adaptation.

This study developed a more comprehensive analytical framework by combining quantitative and qualitative research. The questionnaire survey provided data support for the focus group discussions, while the focus groups provided further contextual explanations for some of the trends in the quantitative study. Through the focus groups, the researcher was able to gain a deeper understanding of the cultural, policy and economic factors behind player preferences, which in turn provided richer explanations for the quantitative analysis results. This hybrid research approach makes the findings more three-dimensional and provides comprehensive support for future industry forecasting and strategy development.

Overall, by combining quantitative questionnaires and qualitative focus group discussions, this study has successfully revealed the significant differences between the Chinese and foreign console game markets on a number of key dimensions. These findings not only provide strong evidence for current market analyses, but also lay a solid foundation for predicting future trends in the gaming industry.

Chapter 4 Data Analysis

4.1 Introduction

The focus of this chapter is to describe in detail the methods of data analysis used throughout the research. The research utilised a combination of thematic analysis and descriptive statistical analysis to ensure a comprehensive review of the data collected. This dual approach enabled the researcher to explore both qualitative and quantitative data in depth, thus providing a comprehensive understanding of the research theme.

In terms of quantitative analysis, the study employed descriptive statistics to analyse in-depth the data obtained from the questionnaire survey. 50 gamers from different regions provided the data base for the researcher to systematically categorise and quantify the feedback, which in turn shed light on the perceptions of both Chinese and foreign gamers towards the console gaming industry. By using statistical tools such as frequency distributions and means, the researcher was able to draw meaningful conclusions about the validity and acceptance of game genres and platforms.

Thematic analysis was particularly crucial in the qualitative part of the study and played an important role, especially in interpreting the data collected from the focus groups. The researcher organised two focus groups which were players settled in China and Chinese players settled abroad. In this way, the study gained personal insights and reflections from different cultural backgrounds, which not only complemented the observational data but also provided a deeper level of understanding. The focus group analyses employed a three-step coding technique designed to systematically identify, categorise and interpret key themes. This approach helped the researcher to reveal patterns and themes that were difficult to detect directly in the observational data, giving more depth and nuance to the qualitative analyses.

By combining thematic analysis and descriptive statistical analysis, this study provides a multi-dimensional perspective for understanding the topic. Thematic analysis helps to provide an in-depth understanding of the qualitative data, revealing the impact of cultural differences on player experience, while descriptive statistical analysis provides rigorous quantitative support to ensure that the findings are statistically reliable. The combination of qualitative and quantitative methods allowed the study to not only capture nuanced qualitative insights, but also reveal the results of differences between the Chinese and foreign console gaming industries. Together, these analytical methods promote a broader and deeper understanding of the future trends and challenges of the international console gaming industry.

4.2 Data Analysis for Questionnaire

4.2.1 Data analysis techniques

Quantitative data from questionnaires are managed and analysed using SPSS, which provides researcher and data analysts with an efficient and reliable tool to process and manage quantitative data by simplifying data management, providing a wide range of statistical functions, and automating the analysis process (Mustafy and Rahman, 2024). Meanwhile SPSS, as a well-established data analysis tool widely used in academic research, business analysis and other fields, provides validated statistical models and methods to ensure the accuracy and reliability of analyses (Martínez and Tawil, 2023).

Firstly, the researcher conducted reliability and validity analyses to ensure the reliability and accuracy of the questionnaire. Through these analyses, the researcher can ensure that others can obtain similar results when using the same instrument under the same conditions, which enhances the reproducibility and scientific validity of the study, as well as making the results more convincing.

The researcher then analysed the various dimensions of the survey questionnaire using descriptive statistics. Using this method, the researcher calculated key statistical indicators such as minimum, maximum, average, standard deviation and median to summarise and outline the basic characteristics of the data. Descriptive statistics not only helped the researcher visually and systematically display the basic demographic characteristics of the sample, but also provided a strong basis for understanding the data distribution and centralisation trends of each dimension of the questionnaire. These analyses clearly revealed the overall patterns and trends in the data, laying a solid foundation for subsequent statistical tests and in-depth interpretation of the results.

Overall, SPSS helps researcher to analyse quantitative data more efficiently and accurately by integrating powerful data management, statistical analysis and automation functions, while ensuring the scientific integrity and reliability of the analysis process.

4.2.2 Reliability and validity analyses

4.2.2.1 Reliability analysis

Reliability refers to the ability of a measurement tool or method to maintain consistency and stability over time and under different conditions. Reliability reflects the repeatability and consistency of measurement results. If an instrument has high reliability, the measurement results remain relatively stable over multiple uses of the instrument, even though conditions may change. To assess the reliability of this questionnaire, the widely used Cronbach's alpha coefficient was used for calculation (Basu, 2021). The test formula is as follows.

$$a = \frac{k}{k-1}\left(1 - \frac{\sum \sigma_i^2}{\sigma^2}\right)$$

Basu (2021) also emphasised that Cronbach's alpha coefficients range from 0 to 1, where higher values indicate greater internal consistency of the scale. The common thresholds for acceptable alpha values are usually set at 0.70, 0.80 or 0.90, if the alpha coefficient is below 0.6, it suggests that the scale has low reliability (Greco et al., 2018). From the table 1, the standardised Cronbach's α of the questionnaire is 0.792, thus indicating that the reliability quality of the data in this study is high. For the data in this study could be used for further analysis.

Questionnaires	Corrected item-total correlations (CITCs)	Alpha if item deleted	Cronbach's alpha
Q1	0.270	0.796	
Q2	0.353	0.797	
Q3	0.307	0.793	
Q4	0.515	0.788	
Q5	0.694	0.793	
Q6	0.652	0.788	
Q7	0.722	0.792	
Q8	0.386	0.796	0.792
Q9	0.204	0.788	
Q10	0.176	0.789	
Q11	0.370	0.791	
Q12.	0.755	0.791	
Q13	0.604	0.788	
Q14	0.553	0.789	
Q15	0.723	0.797	
Q16	0.449	0.793	
Q17	0.723	0.796	
Q18	0.449	0.799	

Q19	0.314	0.795
Q20	0.215	0.791
Q21	0.176	0.798
Q22	0.280	0.788
Q23	0.491	0.789
Q24	0.152	0.791
Q25	0.755	0.791
Q26	0.604	0.788
Q27	0.553	0.789
Q28	0.515	0.788
Q29	0.694	0.793
Q30	0.652	0.788
Q31	0.722	0.792
Q32	0.386	0.796
Standardised Cronbach's alpha: 0.792		

Table 5.1 Cronbach's alpha of the questionnaire

4.2.2.2 Validity analysis

Validity is a key indicator of whether a scale accurately reflects the characteristics of the study population. In this study, the structural validity of the questionnaire was assessed through exploratory factor analysis, which focuses on determining whether the individual items in a measurement instrument are able to effectively reflect underlying constructs or structural components (Ansari and Khan, 2023). In other words, the assessment of structural validity can help the researcher to confirm whether the items in the questionnaire are reasonably attributable to a latent variable and can be statistically analysed to show a strong link between the items and that latent construct.

Before conducting factor analysis, the suitability of the data must be assessed. In this

study, two commonly used tests were used, the KMO test and the Bartlett's test of sphericity.The KMO value is used to measure the correlation between the variables and to determine the suitability of the data for factor analysis.The KMO value ranges from 0 to 1, with values closer to 1 indicating a higher correlation between the variables, which is more conducive to the validity of the factor analysis (Pilicheva et al. 2023). Typically, a KMO value greater than 0.6 is considered the minimum requirement for factor analysis, with higher values indicating that the data are suitable for factor analysis (Pilicheva et al., 2023).

Bartlett's test of sphericity, on the other hand, is used to test whether the correlation matrix between the variables is a unit matrix. If the correlation matrix is close to the unit matrix, it means that the correlation between the variables is weak and not suitable for factor analysis (Souza et al., 2023). In this study, the p-value of Bartlett's test of sphericity is 0.000, which indicates that there is a significant correlation between the variables and hence suitable for factor analysis.

The KMO value of greater than 0.6 and the significant p-value of the Bartlett's test together proved that the data of the current study were in good condition for factor analysis, and thus the structural validity of the questionnaire could be further examined through factor analysis. The EFA helped the researcher to determine how the individual items in the scale were related to the latent factors and verified that the items effectively represented the constructs to which they belonged. These results indicate that the questionnaire has high structural validity and is able to accurately measure the underlying variables or concepts of interest in the study, ensuring the reliability and explanatory power of the findings.

Through effective structural validity analyses, researcher are able to further understand the overall structure of the measurement instrument, thus ensuring that the questionnaire is not only theoretically sound, but also provides a solid foundation for

more complex statistical analyses and inferences.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.754
	Approx. Chi-Square	4243.430
Bartlett's Test of	df	276
	p-value	0.000

Table 5.2 KMO and Bartlett test

By observing the results of the players' questionnaire, the researcher can find that the KMO is 0.754. therefore, this validity analysis is qualified.

4.2.2.3 Demographic characteristics

This section discusses the data from players' questionnaires from different regions. The researcher received a total of 50 questionnaires, of which 25 were from mainland China and another 25 were from Chinese players settled in other countries and regions.

Categories	Option	Frequency	Percentage (%)
Age	18-24 years	30	60.000
	25-34 years	10	20.000
	35-44 years	8	16.000
	45 years and over	2	4.000
Gender	Female	28	56.000
	Male	22	44.000
Place of residence	Chinese	28	56.000
	Japanese	5	10.000
	United States of	10	20.000

Categories	Option	Frequency	Percentage (%)
	America United Kingdom of Great Britain and Northern Ireland	7	14.000
Occupation	Office workers (as social group)	9	18.000
	Students	34	68.000
	Freelancer	7	14.000
Annual income level (Pound sterling)	20,000-50,000	8	16.000
	Under 20,000	29	58.000
	500,00 or more	13	26.000
Time spent on console games per week	10-20 hours	17	34.000
	More than 20 hours	10	20.000
	5-10 hours	11	22.000
	Less than 5 hours	12	24.000
Console Gaming Experience	1-3 years	13	26.000
	3-5 years	15	30.000
	More than 5 years	13	26.000
	Less than 1 year	9	18.000
Most played game platforms	Nintend	13	26.000
	PC	4	8.000
	Xbox	5	10.000
	Switch	6	12.000
	PlayStation	14	28.000
	mobile phones	8	16.000
Total		50	100.0

Table 5.3 Demographic characteristics

As can be seen from the above table, among the respondents, 18–24-year-olds accounted for the highest percentage of 60.0%, which indicates that this age group dominates among console gamers. This is followed by respondents aged 25-34 with a share of 20.0%. Relatively fewer were respondents aged 35-44 (16.0%) and 45+ (4.0%). This distribution reflects that console gamers are mainly concentrated in the younger age groups. In terms of gender, female respondents accounted for 56.0%, slightly higher than the 44.0% of male respondents. This shows the popularity of console games among female gamers, breaking the traditional stereotype that console games are mainly for male gamers.

In terms of place of residence, China had the highest proportion of respondents at 56.0 per cent. The United States and the United Kingdom accounted for 20.0% and 14.0% respectively, while Japan accounted for 10.0%. This indicates that the console gamers in this survey are mainly located in China, followed by the US and the UK. In terms of occupation, the student group dominated the survey, accounting for 68.0%, which is in line with the age distribution, indicating that console gamers are mostly young students. Commuters accounted for 18.0%, while freelancers accounted for 14.0%. In terms of annual income levels, 58.0 per cent of respondents earned less than £20,000 per annum, which is in line with the higher proportion of students amongst respondents. The proportion of respondents earning more than £50,000 per annum was 26.0 per cent, while 16.0 per cent earned between £20,000 and £50,000 per annum.

The amount of time spent on console gaming per week shows how invested players are in console gaming. 34.0% of respondents spend 10-20 hours per week on console gaming, which is the most common length of time spent on gaming. This is followed by less than 5 hours (24.0%) and 5-10 hours (22.0%). The percentage of players who spend more than 20 hours per week is 20.0%, indicating that a certain percentage of players have a high level of commitment to console gaming. In terms of console

gaming experience, the highest percentage of players with 3-5 years is 30.0%. Players with 1-3 years and 5+ years of gaming experience each accounted for 26.0%. Players with less than 1 year of gaming experience accounted for 18.0%, indicating that novice gamers also make up a certain percentage. Among the most frequently played game platforms, PlayStation and Nintendo are the most popular platforms, accounting for 28.0% and 26.0% respectively, while Switch and mobile phones account for 12.0% and 16.0% respectively. PC and Xbox have relatively fewer players, accounting for 8.0% and 10.0% respectively. This suggests that while traditional consoles such as PlayStation and Nintendo still dominate, other platforms also have their share of loyal players.

4.2.3 Descriptive analysis

4.2.3.1 General performance

Descriptive analysis is a statistical method designed to summarise, organise and present data in a way that makes it easier to understand and interpret (Law, 2023). Dong (2023) also highlights that it is mainly used for the initial exploration of the data to reveal the basic characteristics of the data through simple numerical values or graphs without involving causality or inferential analysis. The core objective of descriptive analysis is to provide an overall overview of the data to help the researcher understand the concentration trends, distribution and variability of the data.

The questionnaire consists of 32 questions expanded in 4 dimensions. These dimensions are "Game preference", "Culture and localisation", "Regulation and market", "Market competition and consumer behaviour". " This section of the study will use descriptive data analysis to discuss the overall performance of these four dimensions.

Dimensions	Minimum value	Maximum value	Average value	standard deviation	median
Game preference	1.000	5.000	3.412	1.205	4
Culture and Localisation	1.000	5.000	4.037	0.932	4
Regulation and Markets	1.000	5.000	3.480	1.316	4
Market competition and Consumer behaviour	1.000	5.000	4.037	0.932	4

Table 5.4 Descriptive statistics of general performance

Based on the statistics for each dimension, the minimum value for all four dimensions is 1 and the maximum value is 5, indicating a wide range of responses from respondents, covering options from strongly disagree to strongly agree.

The mean in descriptive analysis is a measure of central tendency, which represents the average of the data set and provides a summary of the characteristics of the numerical data (Selvamuthu and Das, 2024). As can be seen in Table 4, the mean values of the game preference and regulation and market dimensions are 3.41 and 3.48, respectively, indicating that the respondents are more neutral and less inclined. While the mean value of both Culture and Localisation and Market Competition and Consumer Behaviour is 4.04, indicating that the respondents have more positive attitudes towards these dimensions and are generally inclined to agree with the relevant views.

The standard deviation measures the dispersion of the dataset around its mean and is calculated as the square root of the squared deviation from the mean (Choi and Wong, 2016). Regulation and Markets has the highest dispersion at 1.32, indicating a more dispersed distribution of responses and greater differences in opinion on this dimension. Comparatively, the other dimensions have smaller standard deviations, particularly Culture & Localisation and Market Competition & Consumer Behaviour, showing a high level of consensus among respondents on these issues. The median is

a measure of central tendency and provides a more reliable representation of data centres than the mean (Ferreira, 2020). A median of 4 indicates that the majority of respondents favoured "agree" on most of the questions. Respondents held broadly similar views on the questions posed, particularly in the areas of gaming preferences, culture and localisation, and regulation and markets, and generally tended to agree with what was expressed on these dimensions.

4.2.3.2 Four dimensions

Through descriptive statistical analysis of the questionnaire, the results of the four dimensions show that respondents showed high levels of agreement in Culture and Localisation and Market Competition and Consumer Behaviour, with a mean value of 4.04 and a small standard deviation. This indicates that these areas have significant influence and are widely recognised in the market. For companies, this means that more attention should be paid to managing cultural adaptation and competitive dynamics when formulating globalisation strategies to ensure that products meet the needs of the local market and enhance the company's competitiveness in the market.

In contrast, the mean values for the Game Preference and Regulations & Market dimensions are lower, at 3.41 and 3.48 respectively, suggesting that respondents are more neutral on these dimensions. Especially in the Regulation & Market dimension, the standard deviation is 1.32, showing that there are significant differences in perceptions of regulation and market conditions across regions or groups. When operating across regions, companies need to be flexible in responding to these differences and develop strategies that are in line with the policies and regulations of each market. The table below shows the descriptive statistics for the four dimensions.

Questions of dimension 1	Minimum value	Maximum value	Average value	Standard deviation	Median
Q1	1.000	5.000	2.860	1.195	3.000
Q2	1.000	5.000	3.240	1.318	4.000
Q3	1.000	5.000	3.380	1.227	4.000
Q4	1.000	5.000	3.000	1.385	3.000
Q5	1.000	5.000	3.080	1.455	4.000
Q6	1.000	5.000	3.300	1.344	4.000
Q7	2.000	5.000	4.540	0.813	5.000
Q8	1.000	5.000	3.900	0.909	4.000

Table 5.5 Descriptive statistics of the first dimension

Questions of dimension 2	Minimum value	Maximum value	Average value	Standard deviation	Median
Q9	1.000	5.000	3.780	0.815	4.000
Q10	2.000	5.000	4.360	0.749	4.000
Q11	2.000	5.000	4.360	0.875	5.000
Q12	2.000	5.000	3.960	0.832	4.000
Q13	2.000	5.000	4.420	0.810	5.000
Q14	1.000	5.000	3.840	1.235	4.000
Q15	2.000	5.000	3.860	0.833	4.000
Q16	1.000	5.000	3.720	1.310	4.000

Table 5.6 Descriptive statistics of the second dimension

Questions of dimension 3	Minimum value	Maximum value	Average value	Standard deviation	Median
Q17	1.000	5.000	3.480	1.693	4.500
Q18	1.000	5.000	3.180	1.366	3.000
Q19	1.000	5.000	3.120	1.649	3.000
Q20	1.000	5.000	3.640	1.290	4.000
Q21	1.000	5.000	3.380	1.413	4.000
Q22	1.000	5.000	2.600	1.400	3.000
Q23	2.000	5.000	4.540	0.813	5.000
Q24	1.000	5.000	3.900	0.909	4.000

Table 5.7 Descriptive statistics of the third dimension

Questions of dimension 4	Minimum value	Maximum value	Average value	Standard deviation	Median
Q25	1.000	5.000	3.780	0.815	4.000
Q26	2.000	5.000	4.360	0.749	4.000
Q27	2.000	5.000	4.360	0.875	5.000
Q28	2.000	5.000	3.960	0.832	4.000
Q29	2.000	5.000	4.420	0.810	5.000
Q30	1.000	5.000	3.840	1.235	4.000
Q31	2.000	5.000	3.860	0.833	4.000
Q32	1.000	5.000	3.720	1.310	4.000

Table 5.8 Descriptive statistics of fourth dimension

4.2.4 Conclusion

The researcher used descriptive statistics to fully analysis the questionnaire data. By

analysing the data for this study, a number of key conclusions have been drawn that further reveal the attitudes and perceptions of players in the console gaming market. Firstly, respondents showed a more consistent attitude in terms of technological development, data privacy and cultural background preferences. In particular, the vast majority of respondents held very positive views on the impact of VR, AR and AI technologies on the future development of gaming. Respondents generally believe that these cutting-edge technologies will lead the future direction of the gaming industry, with VR and AR gaming considered to be the future trend, while the application of AI technology is able to significantly enhance the level of intelligence and interactivity of the gaming experience. In addition, respondents were unanimous about the responsibility of gaming companies in terms of data privacy, and generally agreed that gaming companies should pay more attention to the protection of players' data privacy and ensure the safety of users' information.

Secondly, on the issue of acceptance and cultural differences between the Chinese and foreign game markets, a certain degree of disagreement was shown among the respondents. Particularly in terms of localisation and marketing, although most respondents believe that the acceptance of foreign games in the Chinese market is gradually increasing, they also point out that cultural barriers are still the main challenge faced by foreign games in the process of promoting them in China. This suggests that although multinational game companies are making efforts to adapt to the local culture and language, more investment and strategic adjustments are needed to completely break down the barriers caused by cultural differences. In addition, respondents showed a clear preference for games from their own cultural backgrounds, but there are still some players who are willing to explore games from other cultural backgrounds, which shows the potential openness of players in terms of acceptance of cultural diversity.

Finally, there was a wide divergence of opinion among respondents on issues such as

regulation of game content, violent content, and limits on playing time. Some respondents were strongly in favour of government regulation of violent content in games and believed that restricting the playing time of minors was reasonable, while others held the opposite view, believing that such regulation might be too harsh and restrict the freedom of players. Respondents' attitudes towards topics such as payment mechanisms in games and regulation of cultural content also varied, reflecting the diverse views and needs of different groups towards game content and related policies. The existence of these divergent views suggests that when formulating future policies and regulatory measures for the gaming industry, more attention should be paid to the diversity of player groups, and a one-size-fits-all approach to regulation should be avoided, in order to better balance the development of the industry with user experience.

Overall, the findings of this study provide valuable insights into the development of the console gaming market, particularly the impact of technological innovation, cultural differences, and market regulation. These findings not only help gaming companies to formulate more precise market strategies, but also provide a reference for relevant policy makers to promote the healthy and sustainable development of the console gaming industry globally.

4.3 Data Analysis for Focus Group

4.3.1 Data analysis techniques

As the data for this study was collected using focus groups, the researcher chose to analyse it using NVivo, a computer-assisted analysis software for qualitative and mixed research methods, which is particularly well suited to working with large amounts of unstructured data such as text, audio, video, images, social media content. (Castro et al., 2023). Researcher can use NVivo to code, classify, organise and analyse this data to help uncover patterns, themes, relationships, and trends.

4.3.2 Coding process

Braun and Clarke (2006) suggest that six stages of the thematic analysis approach: these include familiarising oneself with the data, forming initial codes, finding themes, reviewing themes, defining and naming themes, and writing a report for analysis. Using a thematic analysis approach to analyse focus group data therefore has a variety of benefits, particularly when dealing with large, complex and unstructured qualitative data, and can be effective in capturing the key messages within it, helping the researcher to gain an in-depth understanding of the participants' perspectives and experiences.

The researcher used a three-level coding technique, which refers to the process of digging deeper and refining data at different levels, from concrete to abstract, layer by layer, during the data analysis process (Ethelb, 2019). The construction of three levels of coding helps researcher to understand the data in a more systematic and in-depth way, usually starting with simple coding, gradually refining the themes and then developing core themes. These three levels of themes progressively summarise and integrate key information from the data, ultimately providing a clear interpretation of the study.

Firstly, there are the most basic themes extracted through open coding. It is usually obtained directly from the raw data and is based on concepts or phenomena recurring in the data; it tends to be nuanced, specific and intuitive, and they are used to describe the surface information in the data.

The second stage is axial coding, which is generalised after further analysis. In this stage, the researcher integrates and refines the open codes and discovers connections and commonalities between them. As a result, axial coding is more abstract and can explain a wider range of phenomena.

Finally, there is selective coding, where further refinement and synthesis lead to core concepts or explanatory frameworks and reflect the main findings and conclusions of the study, which often explain and summarise the data as a whole.

4.3.3 Open coding

The purpose of open coding is to identify the same or similar types from the primary data collected, as well as naming the types in order to identify the concepts and dimensions of the types (Braun et al., 2024). The researcher will follow the following steps to conduct the analysis.

The first step was to extract the content from the original comments, break it down into separate sentences, and code these sentences for extraction. Initial concepts are then gradually formed by transforming everyday language into more refined expressions. Next, these concepts are optimised, analysed and filtered by bringing together concepts of the same category and analysing the connections between them, thus forming a collection of concepts with the same attributes. Finally, these concept sets are further abstracted and given names. In this process, the researcher used NVivo to read the captured interview data verbatim, coding and labelling without any preconceptions or biases, to generate preliminary concepts and identify relevant categories from the primary sources. The results of the first-level thematic coding are shown in Table I. Through open coding, a total of 52 initial categories were extracted in this study, generating 143 nodes, of which the top ten with the highest frequency were: increasing acceptance in the target market, console games, game quality and technological capability, developer creativity and game design, freemium model, increasing market demand, launching high-quality console games, meeting the needs of different groups of players, transparent and efficient market regulation, and improved social interaction mechanism.

Through the open coding analysis of the data, the researcher extracted multiple key concepts that reflect the impact of different factors in the gaming industry on player experience and market development. At the level one theme stage, we focused on obtaining initial concepts and categorisations from the primary data on player feedback on game operation, graphic quality, game design innovations, social interaction features, and game preferences across different platforms. Each theme reveals the core concerns of players when choosing and evaluating games. In addition, the market demand, technological capability, and policy environment of the gaming industry are also important influences on player experience. By sorting through the first-level themes, we lay the foundation for subsequent analyses, revealing initial patterns of various phenomena in the gaming industry. These initial themes provide a strong basis for an in-depth understanding of player demand and market dynamics and provide direction for further theme refinement.

Focus group transcript text	Initial Category	Frequency
I mostly play console games. Games on consoles are usually of high quality, and the graphics and action experience in particular make me feel more immersed	console game	8
I mainly play mobile games because it's very convenient to play on my mobile phone anytime and anywhere	mobile game	4
I mainly use my computer to play games, especially gaming games	computer game	4
I generally prefer quality games and don't care too much if the game is locally or	Game quality and technical	4

internationally developed. If it's a good game, I'll try it no matter where it was developed.	competence	
I am more concerned about the content and innovation of the game. Whether it's developed locally or internationally, as long as the game is engaging, I will experience it. I also look forward to seeing more local developers making their mark in the international market!	Developer Creativity and Game Design	4
I'm more inclined to buy games developed in Japan, especially those in series I'm familiar with. These games are usually more in line with my culture and preferences	Business Models and Player Friendliness	2
I'm more likely to be drawn into a game if the cultural context resonates with a culture I'm familiar with. Conversely, if the cultural differences are too great, it can sometimes affect my understanding and sense of immersion in the game	Developer's cultural context and empathy	1
I think regulatory policies do have a big impact on the market, especially restrictions on content	Restrictions on content	3
Game regulatory policies do have a significant impact on the market, especially the censorship of content, which has led to some game content being modified or even censored, which to a certain extent affects the integrity and experience of the game	Affects the integrity of the game	2

Differences in censorship between China and foreign countries have led to inconsistencies in the versions of some games in the international and domestic markets, which not only affects the player experience, but also has an impact on market promotion	Game version changes	1
The bar for mobile gaming is low	low threshold	2
And there's a huge variety of games	Large variety of games available.	2
Freemium model is very successful in China's mobile game market	Freemium model	5
This convenience and popularity are the main reason for the huge market for mobile games	Popularity of mobile phones	3
The widespread use of social platforms such as WeChat and QQ has greatly boosted the development of mobile games	Widespread use of social platforms	3
Plus, mobile games are more social, and many games are designed with social interaction mechanisms that make it easier for players to communicate and compete with each other, which also makes mobile games more popular	Perfect social interaction mechanism	3
Mobile games typically have shorter development and release cycles than console games	Short development cycle	2
This in-game purchasing is more profitable, leading Chinese game makers to be more willing to develop mobile games, and this	Highly profitable	1

flexibility gives mobile games an advantage in the Chinese market		
I think the biggest challenge is the high cost of host equipment	high cost	2
There's also the fact that console games don't have a strong enough culture in the country	Lack of appropriate cultural atmosphere	1
Many people are used to mobile games and PC games from childhood, the promotion of console gaming is relatively late and people are not yet very receptive to it	Poor reception	1
I think another challenge is the speed at which game resources are available and updated	Lack of access to game resources	2
Many foreign console games are delayed in their domestic release	Slow update of game resources	1
I think there are also regulatory policy constraints	Limitations of domestic regulatory policies	2
The market potential for console games is expanding as Chinese gamers' demand for high-quality games increases, and we may see more foreign console games enter the Chinese market in the future	Increased market demand	4
While mobile games still dominate in China, I think the market disparity for console games will gradually narrow, especially with the development of cross-platform games, which	The Evolution of Cross-Platform Gaming	2

give players easier access to different genres of games		
I also think the differences will narrow. As network infrastructure improves, players can more easily access global gaming resources	Network infrastructure improvements	2
Together with the rise of Chinese game developers, this difference will gradually diminish	The Rise of Chinese Game Development	2
I agree. The narrowing of the gap is also due to the gradual relaxation of policies	National policy relaxation	2
I believe the differences between the Chinese and international markets will narrow as game companies seek a unified strategy for the global market to reduce development and promotion costs	Strategy Advancement for Gaming Companies	2
Developers should continue to innovate and launch more console games with Chinese characteristics to show the charm of Chinese culture in the international market	Launching quality console games	4
Marketers should also step up their efforts to promote console games so that more people will understand and accept them.	Intensify publicity efforts	3
I hope the regulators will give adult players more freedom of choice while protecting minors.	Giving adult players more choice	2

Marketers should pay more attention to games with local characteristics to meet the needs of different player groups.	Meet the needs of different groups of players	4
I would suggest that developers release more cross-platform games that allow players to switch seamlessly between platforms.	Launch of cross-platform games	1
For the regulators, I hope they can be more transparent and efficient so that good game titles can enter the market faster.	Transparent and efficient market regulation	3
It's also important to consider lowering the price of consoles and games so that more people have the opportunity to experience console gaming	reduce prices	2
I feel like the cultural context sometimes affects my gaming experience, especially when it comes to the plot and setting. If I can understand the cultural context of the game, the experience is better. But sometimes the cultural differences are so great that it does distance me from certain games.	Increased acceptance by target markets	9
I also think this difference makes the game more interesting because I can learn about different cultures through the game.	Enhancing educational relevance and cultural transmission	8
If the culture in the game is very different from mine, I may need more time to adapt.	Amelioration of cultural stereotypes	2

However, I also think that this difference makes the game more interesting because I can learn about different cultures through the game.	and prejudices	
I feel like cultural background sometimes affects my gaming experience, especially in terms of plot and setting	Influencing freedom and innovation in game design	3
The gaming industry is taking on more and more social responsibility in China, especially in preventing youth addiction	Youth Anti-Addiction System	3
There should be more educational content introduced into the game so that kids can learn while playing the game.	Introducing educational content in games	1
I think the social responsibility of the gaming industry is not only to prevent addiction, but also to guide the right values	Inducing the right values	3
Many games nowadays have violent and undesirable content that affects young minds. The industry should pay more attention to content vetting to ensure that games have a positive impact on the healthy development of players, especially minors	Enhancement of Game Content Audit	3
International console games have a very good market outlook in China	Good market prospects	6
Cross-platform play and international co-operation will be the future of console gaming	Towards international cooperation	2

I think with the increased demand for quality games from Chinese players	Increased market demand	1
Especially as game localisation improves and more globalised games enter the Chinese market, players will be more willing to buy and try these games	Dissemination of various games	1
With China's economic development	economic development	1
In the future I think cross-platform gaming will be mainstream. Players will no longer be limited to one specific platform, which is good for the international console gaming industry to attract more players to participate	The popularity of cross-platform gaming	2
The key to the future of console gaming is the advancement of technology, especially virtual reality and augmented reality. I think these technologies will revolutionise the way we play games and provide a more immersive experience	progress of science and technology	2

Table 5.9 Open coding

4.3.4 Axial coding

Axial coding is more general and describe combinations and associations of primary themes, helping the researcher to better organise the data at the same time revealing the main categories or dimensions of the data by summarising and combining the primary themes. During the process of coding the primary themes in this study, a total of 143 original statements and concepts were generated, resulting in 52 categories, on the basis of which the secondary themes were coded to obtain 11 main categories.

By further summarising and integrating the primary themes, this study distils eight key secondary themes that cover important factors across multiple dimensions in the gaming industry. Firstly, players' preference in choosing gaming platforms is closely related to the impact of the cultural context of the game on the market, while developers' innovative ability and cultural resonance have also become important considerations for players in choosing games. Secondly, the censorship of game content by regulatory policies has affected the development of the local market, especially in the promotion of console games, which face greater challenges. Meanwhile, the rapid expansion of China's mobile gaming market is attributed to its low-barrier and easy-to-use features. Finally, with the growth of market demand and the gradual relaxation of policies, the differences between the Chinese and foreign console game markets will gradually narrow in the future. Based on these findings, this study suggests improvements for the development of the gaming industry, especially in the promotion of console games, which requires attention to market education and policy support.

Main category	Subcategory	Meaning of category
Player's Choice Gaming Platform	console game	Gamers playing games choose to play console games
	mobile game	Gamers playing games choose to play mobile games
	computer game	Gamers playing games choose to play computer games
Choose the developer that the game	Game quality and technical competence	Gamers choose a game that focuses more on the quality and technical ability of the game

prefers	Developer Creativity and Game Design	Gamers choose a game that focuses more on the creativity and game design of the game
	Business Models and Player Friendliness	Gamers choose a game that focuses more on business model and player friendliness
	Developer's cultural context and empathy	Gamers choose a game based on the developer's cultural background and whether it resonates emotionally.
Impact of Game Content Regulation Policies on the Local Gaming Market	Restrictions on content	Domestic game content regulation policy to a certain extent affects the setting of game content, such as not to appear too violent and bloody images
	Affects the integrity of the game	Domestic game content regulation policy affects the integrity of the game, such as the overly violent elements of foreign games are censored
	Game version changes	Domestic game content regulation policy prompts changes in game versions
Reasons for the larger mobile game market in China	low threshold	China's mobile game market is larger because of the low threshold for using mobile games in the country
	Wide variety of games	China's mobile game market is larger because there is a wider variety of mobile games in the country
	Freemium model	China's mobile game market is larger because of the freemium model of

		domestic mobile games
	Popularity of mobile phones	China's mobile game market is large because the popularity of mobile phones in the country provides a good material basis for it
	Widespread use of social platforms	China's mobile gaming market is larger due to the widespread use of mobile social platforms in the country
	Perfect social interaction mechanism	China's mobile game market is larger because of the well-developed social interaction mechanism of domestic mobile games.
	Short development cycle	China's mobile game market is larger because of the short development cycle of domestic mobile games
	Highly profitable	China's mobile game market is larger because of the profitability of domestic mobile games
The Biggest Challenge for Console Game Promotion in China	high cost	The biggest challenge to console game rollout in China is the higher cost of use
	Lack of appropriate cultural atmosphere	The biggest challenge to the promotion of console games in China is the lack of a corresponding cultural atmosphere, the mainstream or mobile phone and computer games in the country.
	Poor reception	The biggest challenge in promoting console games in China is that the promotion of console games is

		relatively late and people are not yet very receptive to it
	Lack of access to game resources	The biggest challenge to the promotion of console games in China is that most of the console games are international resources, and there is a lack of access to game resources
	Slow update of game resources	The biggest challenge to the promotion of console games in China is that most of the console games are international resources, and the game resources are slow to be updated as they spread from abroad to China
	Limitations of domestic regulatory policies	The biggest challenge to the promotion of console games in China is the restriction of domestic regulatory policies
Reasons for narrowing differences between Chinese and foreign console game markets in the future	Increased market demand	One of the reasons for the narrowing of the difference between the Chinese and foreign console game markets in the future is the increase in demand for the domestic console game market
	The Evolution of Cross-Platform Gaming	One of the reasons why the difference between the Chinese and foreign console game markets will shrink in the future is the development of cross-platform games

	Network infrastructure improvements	One of the reasons for the future narrowing of the difference between the Chinese and foreign console game markets is the improvement of network infrastructure
	The Rise of Chinese Game Development	One of the reasons why the difference between the Chinese and foreign console game markets will narrow in the future is the rise of Chinese game development, which can develop console games suitable for Chinese people to play
	National policy relaxation	One of the reasons for the narrowing of differences between the Chinese and foreign console game markets in the future is the relaxation of national policies
	Strategy Advancement for Gaming Companies	One of the reasons why the difference between the Chinese and foreign console game markets will shrink in the future is the strategic advancement and publicity of game companies
Suggestions for improvements in the promotion of console games	Launching quality console games	Promoting improved console games should focus on putting out quality console games
	Intensify publicity efforts	Promoting improved console games focuses on publicity for console games

	Giving adult players more choice	Promotion of improved console games should focus on giving adult gamers more options
	Meet the needs of different groups of players	Promotion of improved console games should focus on meeting the needs of different groups of players
	Launch of cross-platform games	Promoting improved console games should focus on launching cross-platform games to broaden the user base
	Transparent and efficient market regulation	Promotion of improved console games should focus on transparent and efficient market regulation
	reduce prices	Promote improved console games by lowering the price of console games appropriately so that people can afford them
Influence of cultural context in games	Increased acceptance by target markets	Cultural contextualisation in games can increase target market acceptance
	Enhancing educational relevance and cultural transmission	Cultural contextualisation in games can enhance cultural education and cultural transmission
	Amelioration of cultural stereotypes and prejudices	The cultural context of the game allows players from different countries to learn about the different values of the culture and thus improve cultural stereotypes and cultural biases.

	Influencing freedom and innovation in game design	The cultural context of a game can affect the freedom and innovation of game design, such as setting game content to cater for players' cultural needs
Social Responsibility and Cultural Impact of the Games Industry	Youth Anti-Addiction System	The social responsibility of the gaming industry is reflected in the anti-addiction system for underage youths set up in games.
	Introducing educational content in games	The social responsibility of the gaming industry is reflected in the introduction of educational content into games, making them more than just entertainment.
	Inducing the right values	The social responsibility of the gaming industry is reflected in the correct values conveyed by games as a whole.
	Enhancement of Game Content Audit	The social responsibility of the gaming industry is reflected in the strict scrutiny of game content by game reviewers.
growing trend	Good market prospects	The future of international console gaming is looking good
	Towards international cooperation	The future of international console gaming is more orientated towards international co-operation
Reasons for good prospects	Increased market demand	The future of international console gaming is promising because of

		increased market demand and more and more gamers preferring console games
	Dissemination of various games	The future of international console gaming is promising because of the spread of various games, and the atmosphere of console gaming culture is being created
	economic development	The future of international console gaming is good because the international economy is doing well and people can afford to buy console gaming equipment.
	The popularity of cross-platform gaming	The future of international console gaming looks good because of the popularity of cross-platform gaming
	progress of science and technology	The future of international console gaming is promising because of the advancement of science and technology and the enhancement of the console gaming experience.

Table 5.10 Axial coding

4.3.5 Selective coding

Selective coding continues further thematic generalisation on top of an Axial coding. The goal of the selective coding is to integrate the data, reveal the underlying logical relationships in the data, and provide a systematic explanation for the study. In this paper, four core main categories are obtained using the tertiary themes, namely the current situation of China's game market, the current situation of China's console

game development, the future of the international console game industry, and the social responsibility and cultural impact of the game industry.

Core category	Subcategory	Frequency
State of the Game Market	Player's Choice Gaming Platform	16
	Choose the developer that the game prefers	12
	Impact of Game Content Regulation Policies on the Local Gaming Market	6
	Reasons for the larger mobile game market in China	21
Current Status of Console Game Development in China	The Biggest Challenge for Console Game Promotion in China	12
	Reasons for narrowing differences between Chinese and foreign console game markets in the future	14
	Suggestions for improvements in the promotion of console games	19
Interaction between the games industry and culture	Influence of cultural context in games	22
	Social Responsibility and Cultural Impact of the Games Industry	10
The future of the international console gaming industry	growing trend	8
	Reasons for good prospects	7

Table 5.11 Selective coding

4.3.6 Conclusion

This study provides an in-depth analysis of the gaming industry through thematic analysis. The main objective of this study is to discover the core factors of players' choices of gaming platforms, game design, and gaming market development by coding and summarising the data from the focus group interviews. In the primary theme stage, 111 raw statements were extracted, and 41 preliminary categories were generalised, which reflected players' concerns about game operation, graphic quality and social interaction. Through further coding of secondary themes, the researcher consolidated these preliminary categories into eight main categories covering key topics such as players' choice of gaming platforms, the influence of cultural backgrounds in gaming, developers' creativity and design, the influence of regulatory policies, the reasons for the rapid development of the mobile gaming market, and the challenges of console game promotion.

At the tertiary theme stage, the study reveals the two core categories of the current state of China's game market and the current state of console game development, focusing on the impact of increased market demand, the development of cross-platform games, improved network infrastructure, and policy relaxation on narrowing the differences in the market in the future. The study concludes with recommendations to promote the further development of console games in the Chinese market by launching high-quality games, strengthening publicity, and catering to the needs of diversified players, providing practical guidance for future innovation and market expansion in the gaming industry.

4.4 Summary of the chapter

Through a combination of descriptive statistics and thematic analyses, this study reveals the main considerations of players when choosing a gaming platform and the key challenges that exist in the gaming industry. Firstly, when choosing a game,

players have high expectations of the developer's innovative design as well as the game's cultural context, in addition to the game's quality and technical capabilities. Cultural differences are clearly an important factor affecting the player experience, especially when it comes to the promotion of console games, where localisation and cultural resonance of the game become crucial considerations.

Second, China's mobile game market is expanding rapidly, largely due to its low barriers to entry, ease of use and strong social interaction mechanisms. However, the promotion of console games in China faces greater challenges, with major obstacles including the high cost of console devices, the weak cultural atmosphere of console games in China, and the low acceptance of console games by players.

In addition, the study points out that with the development of cross-platform games, the improvement of network infrastructure and the rise of Chinese game developers, the differences between the Chinese and foreign console game markets will gradually narrow. This provides potential opportunities for further promotion of international console games in the Chinese market. In the future, the promotion of console games will need to focus on increasing market acceptance, launching high-quality localised games and meeting the needs of different groups of players.

This study provides important insights into the future development of the console game market in China and internationally through in-depth analysis of player behaviour and the market environment. Firstly, to promote the development of console games in the Chinese market, more high-quality and culturally resonant game products need to be launched to meet the needs of different groups. At the same time, marketers should step up their promotional efforts, especially through social media and live gaming platforms, to enhance the influence and acceptance of console games.

Second, policymakers should ensure transparent and efficient market regulation,

reduce barriers to market entry for games, and give adult players more freedom of choice. In addition, the development of cross-platform games will help break down the barriers between platforms, broaden the game user base and create more opportunities for future market growth.

In conclusion, by combining comprehensive analysis of quantitative and qualitative data, this study not only reveals the deep-seated drivers behind player behaviour, but also provides practical strategic recommendations for the future development of the gaming industry, helping to drive innovation and sustained growth in the global gaming industry.

Chapter 5 Discussion

5.1 Introduction

Through questionnaire surveys and focus group data analysis, this study aims to explore some of the key trends in today's gaming industry, in particular the interaction between the Chinese market and the global market, as well as the impact of emerging technologies on player behaviour. By analysing the data, this study reveals players' attitudes and trends in terms of their choice of game genres, cultural adaptation, market regulation and consumer behaviour, aiming to provide practical market insights for game developers and industry practitioners.

The methodology of this study combines quantitative and qualitative analyses, surveys player feedback from different countries and regions, and incorporates market data and industry trends to provide a comprehensive view of the gaming industry. With the gradual opening of the Chinese market, more and more international game companies are looking to enter this huge market. However, they face many challenges, including cultural differences, market regulation and technology gaps. This study not only explores these challenges, but also suggests how they can be addressed through localisation strategies and technological innovations to help gaming companies gain a foothold in the global market.

In addition, with the gradual popularisation of emerging technologies such as Virtual Reality (VR), Augmented Reality (AR) and Artificial Intelligence (AI), players' gaming experience is being revolutionised (Ashish et al., 2024). The future of gaming is not limited to traditional screen interactions but will also move into more immersive and interactive virtual worlds. This study also delves into the potential impact of these technologies on player behaviour and the market landscape, helping gaming companies predict future market demand.

Through in-depth analyses of a large amount of data, this study hopes to provide a global perspective on the development of the gaming industry and help companies seize opportunities and overcome challenges in the rapidly changing market. At the same time, this study also provides a powerful reference for policy makers, helping them to promote the continuous innovation and healthy development of the game industry under the premise of maintaining fair competition in the market and the rights and interests of users.

5.2 Results of the questionnaire

5.2.1 Findings on the first dimension "Differences in game preferences"

The researcher analysed the four dimensions of the questionnaire in depth, i.e., game preference, culture and localisation, regulation and market, market competition and consumer behaviour, and made appropriate additions to fully cover the key points of each dimension.

Firstly, the first dimension "Game Preference" aims to explore players' preferences for game genres, game modes and emerging technologies. By analysing players' preferences in terms of different game genres, frequency of participation, choice of device and technological innovations, the results show that there is diversity in players' game preferences, and that individual platforms and game genres have their own advantages and disadvantages for specific groups of players (see Table 6.1).

Dimension of dimension 1	minimum value	maximum values	average value	standard deviation	median
Q1	1.000	5.000	2.860	1.195	3.000
Q2	1.000	5.000	3.240	1.318	4.000

Dimension of dimension 1	minimum value	maximum values	average value	standard deviation	median
Q3	1.000	5.000	3.380	1.227	4.000
Q4	1.000	5.000	3.000	1.385	3.000
Q5	1.000	5.000	3.080	1.455	4.000
Q6	1.000	5.000	3.300	1.344	4.000
Q7	2.000	5.000	4.540	0.813	5.000
Q8	1.000	5.000	3.900	0.909	4.000

Table 6.1 Descriptive statistics for the Differences in game preferences

Starting from the minimum, all questions except question Q7 have a minimum value of 1.000, indicating that at least one respondent strongly disagreed with the statements made in these questions. The existence of this variability suggests that there are consistently some players with different attitudes towards issues such as the preference for free-to-play games (Q1), the preference for local games over online games (Q2), and the influence of cultural background on game choice (Q4). For example, the minimum value of 1.000 for Q1 (preference for free-to-play games) suggests that there are players who are not interested in free-to-play games at all, and who may believe that free-to-play games are usually associated with too much advertising or low-quality content that spoils their gaming experience.

However, on Q7, "Would you like to try games from different cultures", the minimum value is 2.000, which shows that even the least enthusiastic respondents are not completely against this statement. In other words, the vast majority of players have some interest in games from multicultural backgrounds. This shows that the player base is more accepting of cultural diversity, especially in the context of increasing globalisation and the growing openness of players to games from different cultural backgrounds.

In terms of maximum values, all questions have a maximum value of 5.000, indicating that for each question there are at least some respondents who fully agree with the statement in question. This wide range highlights the diversity of opinions in the sample. For example, in response to the question of whether virtual reality (VR) and augmented reality (AR) are the future (Q5), a number of respondents said they fully agreed. Whilst emerging technologies are still being developed, they have already gained a high level of anticipation amongst certain groups of gamers who believe that gaming experiences will be more immersive and interactive in the future.

As for the mean value, Q7 has the highest mean value of 4.540, indicating that respondents in general are very interested in trying games from different cultural backgrounds. This high mean suggests that gamers have a high level of interest in and acceptance of games from multicultural backgrounds. Such results are particularly instructive for game developers - incorporating diverse cultural elements when designing and launching games will be effective in expanding their target markets. This trend is particularly important in the context of the global gaming market, as culturally diverse games not only enhance player engagement, but also promote cross-cultural communication.

In comparison, Q1 had the lowest mean at 2.860. Q1 explored respondents' attitudes towards free-to-play games, and this lower mean suggests that while some players recognise free-to-play games, overall player interest in free-to-play games is more limited. Many players may believe that free-to-play games are often associated with in-play purchases or adverts that detract from their immersive experience, and therefore prefer to pay for high-quality games. Although free-to-play games are extremely popular in certain market segments (e.g., mobile gaming), paid games continue to dominate in the console gaming space. This phenomenon suggests that while the free-to-play business model has achieved some success among certain player segments, game quality and user experience remain the deciding factors in the

console gaming market.

In terms of standard deviation, Q5 (Whether Virtual Reality and Augmented Reality are the future trend) has the largest standard deviation of 1.455. This suggests that while many players believe that Virtual Reality and Augmented Reality will become the mainstream technology of the future, some players have reservations about their widespread adoption in the future. This difference may reflect differences in acceptance of the technologies by different players, especially for players who are unfamiliar with or have not yet experienced these technologies, the actual value of VR and AR may not be as high as others expect. Therefore, despite the huge potential of virtual reality and augmented reality technologies, it will take time for them to gain popularity, and developers should ensure that the application of these technologies can truly enhance the player experience and address the shortcomings of current technologies in terms of equipment costs and game content.

On the other hand, Q7 has the smallest standard deviation of 0.813. This means that respondents were relatively consistent in their answers to this question, with the majority of gamers showing a strong interest in games with multicultural settings. This is in line with the trend of diversification in the global game market, especially in the context of international cooperation and globalisation, where more and more players are willing to explore game content from different cultures. It also means that future game developers can further expand their international market share by introducing multicultural elements, especially for players who are open to new cultures and experiences.

In terms of median value, Q7 has the highest median value of 5.000, showing that the majority of respondents show a very high interest in multicultural games. In contrast, Q1 has a median of 3.000, reflecting players' neutral attitude towards free-to-play games. Despite the fact that free-to-play games offer no-cost access to the game,

players' views on free-to-play games are highly polarised, suggesting that developers need to carefully consider the balance between their monetisation model and gaming experience when designing free-to-play games.

Through in-depth analyses of minimum, maximum, mean, standard deviation, and median values, we are able to gain a detailed understanding of players' gaming preferences. Descriptive statistics provide a clear window into players' attitudes towards gaming experiences, cultural differences, and technological innovations. This data provides valuable market insights for game developers and marketing teams.

The first and most important finding is the strong preference of players for games with multicultural backgrounds. This is particularly evident in the high average and high medium values of Q7. This provides a clear guideline for game developers that introducing diverse cultural elements in future game design will be able to attract more players from international markets. For example, incorporating global cultural elements in character design, story background and art style will not only enhance the appeal of the game, but also make it more successful in the international market.

Meanwhile, with regard to the acceptance of virtual reality and augmented reality technologies (Q5), while most players are optimistic about these emerging technologies, there are still some who take a cautious view on their application. This suggests that while VR and AR technologies have great potential, developers need to overcome current challenges in hardware costs, content production, etc., in order to realise the widespread use of these technologies in the future. Game developers can gradually increase the popularity of these technologies by continuing to optimise the user experience, reducing the cost of the technology and increasing the amount of high-quality game content that is compatible with VR/AR.

On the other hand, the attitude towards free-to-play games (Q1) reflects the

importance players place on game quality. Although free-to-play games have a huge market in mobile, players in the console gaming market clearly have higher requirements for depth and quality of games. Therefore, for developers, how to balance the monetisation strategy and user experience in the free-to-play model remains an issue that needs to be carefully considered.

Overall, this dimension of analysis reveals the complexity and diversity of players' game preferences. Game developers can use these statistics to optimise their product strategies to better meet the needs of different players in the global market. For example, by introducing multi-cultural game designs, actively adopting emerging technologies, and maintaining a balance between game quality and payment models, developers can achieve more success in the global game market in the future.
The expanded analyses not only reveal players' preferences for different game genres and technologies, but also provide developers with further market insights. The data suggests that players' demands for gaming experiences and technologies are increasing, and that game developers need to innovate and diversify their designs in order to stand out in the highly competitive global gaming market.

5.2.2 Findings on the second dimension, "culture and localisation strategies".

The second dimension, "Culture and Localisation Strategies" focuses on players' acceptance of games from different cultural backgrounds and the impact of localisation strategies on the game experience. Localisation not only includes language translation, but also involves the adjustment of cultural content, such as characters, plots and symbols in the game. The success of localisation strategies is directly related to the acceptance and success of foreign games in new markets. The data analysed in this section reveal the differences in players' attitudes towards cultural adaptation and localisation through minimum, maximum, mean, standard

deviation and median values (see Table 6.2).

Questions of dimension 2	Minimum value	Maximum value	Average value	Standard deviation	Median
Q9	1.000	5.000	3.780	0.815	4.000
Q10	2.000	5.000	4.360	0.749	4.000
Q11	2.000	5.000	4.360	0.875	5.000
Q12	2.000	5.000	3.960	0.832	4.000
Q13	2.000	5.000	4.420	0.810	5.000
Q14	1.000	5.000	3.840	1.235	4.000
Q15	2.000	5.000	3.860	0.833	4.000
Q16	1.000	5.000	3.720	1.310	4.000

Table 6.2 Descriptive statistics of culture and localisation dimensions

In terms of the minimum value, the minimum value of 1.000 for both Q9 and Q16 indicates that some players are more extreme or even opposed to cultural differences and localisation strategies. This phenomenon may be found in those groups of players who are less sensitive to cultural backgrounds, and who may believe that the game content does not need to be adjusted too much culturally, and focus more on the core gameplay and visual effects rather than cultural differences. Especially in Q9, regarding the impact of localisation on the gaming experience, some players did not believe that cultural adaptation had a significant effect on their gaming experience.

The maximum value analysis shows that all questions have a maximum value of 5.000, indicating that some players have a very positive attitude towards cultural adaptation and localisation strategies. Especially in questions Q11 ("Do you think cultural differences affect gameplay experience?") and Q13 ("Do you think games from the US, Europe and Japan are well-localized when in a different market?"), the majority of the players are very much in favour of the role of localisation in increasing the acceptance of the game in the market. This suggests that localisation

can help foreign games better integrate into new markets and enhance players' immersion and sense of identity through cultural adaptation, which is the key to game success, especially in the context of globalisation.

In terms of mean, Q13 has the highest mean at 4.420, indicating that the majority of players believe that localisation has a positive effect on the success of a game. This result highlights the importance of cultural adaptation, especially for game developers looking to break into the international market, where successful localisation efforts can not only improve game accessibility but also enhance player engagement. By adapting language, cultural symbols, and characterisation, a good localisation strategy can reduce players' cultural barriers and enhance their gaming experience.

In contrast, the mean value of Q14 ("Do you agree that games from the US, Europe and Japan are better than Chinese games?") is 3.840, indicating that players' views are more dispersed on this question. Despite the technological and design advantages of foreign games, some players still prefer games from their own culture. This suggests that cultural identity plays an important role in players' game choices, and many players want to see content in games that fits with their own culture.

The analysis of standard deviation can reveal the degree of divergence in players' opinions, and Q14 has the largest standard deviation of 1.235, which indicates that players' opinions on the attractiveness of foreign games versus domestic games are more divergent. Some players like the design and gameplay of foreign games very much, while others are more inclined to support local games, believing that the influence of cultural differences on the game experience cannot be ignored. This divergence of views may reflect the differences in the need for cultural adaptation and identity among players from different cultural backgrounds. Especially for those players who focus on cultural values and local cultural identity, foreign games may be difficult to attract if they are not well adapted to localisation.

In contrast, the standard deviations of Q10 and Q13 are smaller, at 0.749 and 0.810 respectively, suggesting that the majority of gamers are in agreement on these issues. Especially in Q13, players generally agree that good localisation efforts can effectively improve game acceptance, which provides valuable strategic advice for global game developers when entering new markets, suggesting that the importance of cultural adaptation to the success of a game should not be overlooked.

In terms of median value, both Q11 and Q13 have a median value of 5.000, indicating that the majority of players strongly agree that localisation efforts are effective in enhancing the market acceptance of games. This suggests that players generally agree that cultural adaptation has a significant impact on the appeal and experience of a game. Especially those games with complex cultural backgrounds will be more likely to win the international market if they can be successfully localised and adapted.

In contrast, the median value of 4.000 for Q9 and Q16 suggests that whilst the majority of players are in favour of cultural adaptation, there are still some players who are neutral about the impact of cultural differences. This suggests that while cultural identity has some influence on players' game choices, in some cases core gameplay and skill level may have a greater impact on players' choices.

An in-depth analysis of the culture and localisation dimensions reveals that culture has an important place in game selection and experience. Localisation is not only a matter of language, but also involves deep cultural adjustments. Successful localisation strategies can help foreign games enter new markets and increase their competitiveness.

Game developers should pay more attention to cultural adaptation, especially when entering new markets, and need to fully consider the cultural characteristics of the target market. In Asian markets, developers can enhance the appeal of their games by

adapting character designs and storylines to better fit the local cultural context. In addition, developers can work with local cultural experts to ensure that game content maintains its global appeal and is culturally relevant to local players.

In the dimension of "culture and localisation strategy", players' acceptance of localisation strategy is generally high. Most players believe that successful localisation can significantly improve the market competitiveness of games and the gaming experience of players. In the future, game developers should pay more attention to cultural adaptation when designing and promoting their games and improve players' sense of cultural identity by adapting game content to local culture.

5.2.3 Findings on the third dimension "Regulatory and Market Environment"

The third dimension "Regulation and Market Conditions" focuses on players' perceptions of game content regulation, market fairness, and government intervention. By analysing players' feedback on government regulation, market norms and content censorship, it reveals the differences in perceptions of regulatory policies and market conditions among different groups of players. Regulatory regimes and market conditions directly affect the creative freedom of game developers, the diversity and competitiveness of game products, and thus these factors play a crucial role in the global game industry (see Table 6).

Questions of dimension 3	Minimum value	Maximum value	Average value	Standard deviation	Median
Q17	1.000	5.000	3.480	1.693	4.500
Q18	1.000	5.000	3.180	1.366	3.000
Q19	1.000	5.000	3.120	1.649	3.000
Q20	1.000	5.000	3.640	1.290	4.000
Q21	1.000	5.000	3.380	1.413	4.000

Questions of dimension 3	Minimum value	Maximum value	Average value	Standard deviation	Median
Q22	1.000	5.000	2.600	1.400	3.000
Q23	2.000	5.000	4.540	0.813	5.000
Q24	1.000	5.000	3.900	0.909	4.000

Table 6.3 Descriptive statistics of regulatory and market environment dimensions

In the minima analysis, the minima for both Q17 and Q19 are 1.000, indicating that some respondents are completely opposed to regulation. This attitude is particularly evident when it comes to content censorship and market regulation. Some players are opposed to mandatory government intervention in game content, believing that it restricts the creative freedom of game developers, and this negative reaction is especially strong in regions where the market is more competitive. This group of players may believe that game content should be determined more by market demand than by government regulations. They would prefer more freedom for game developers to create more diverse and innovative game products.

On the other hand, the maximum value of all questions is 5.000, indicating that another group of players fully support the government's regulatory policy. Especially on Q23 ("Should the government tighten the regulation of violent content?")), many players believe that the government should impose stricter censorship and restrictions on elements involving violence, sexism or other sensitive content in games, especially in the context of the protection of minors, and players are generally in favour of stronger government regulation of undesirable content. This group of players is concerned that violent content may have a negative impact on young people, and therefore supports the government's efforts to maintain the overall moral and healthy environment of society through regulatory measures.

In terms of mean value, Q23 has the highest mean value of 4.540, indicating that the majority of players support the government's strict regulation of violent content in games. With the globalisation of the gaming industry, violence, gender issues and other socially sensitive topics are increasingly appearing in game content, and players' attitudes towards such content are clearly divided. While some players may be open to violent games as a form of artistic expression, the majority of players, especially parents of young players, are in favour of tighter government regulation to limit young people's access to violent game content. This result suggests that social responsibility is taking an increasingly important role in the modern gaming industry, and many gamers expect the government to play a more active role in content regulation to ensure that game content is healthy and regulated.

In contrast, Q22 has the lowest mean of 2.600, reflecting the divergence in players' attitudes towards market regulation. Some players believe that too much government intervention in the market may limit innovation and dynamism in the industry, especially as free market competition is challenged. However, another portion of players support appropriate regulation and believe that the government should prevent monopolistic behaviour and safeguard fair competition through policy instruments. This divergence suggests that there are significant differences in players' acceptance of regulation in different markets and regions. For game developers, they should take these differences into account when formulating their international market strategies and develop flexible policies to adapt to the regulatory environment in different markets.

The analysis of standard deviation reveals the divergence of views among players. In Q17 and Q19, the standard deviation is 1.693 and 1.649 respectively, showing that players' attitudes differ the most on these questions. In particular, Q19 ("Do you think cultural content in games should be regulated by the government??"), some players think that content censorship is important to protect social stability, while others think

it restricts creative freedom and game diversity too much. Content censorship usually involves multiple factors such as culture, morality and law, and censorship standards vary from region to region, so the players' disagreement reflects the complex needs for content regulation in a globalised market.

On the other hand, Q23 has the smallest standard deviation of 0.813, suggesting that players are more united in their views on the regulation of violent content. Many players are in favour of stricter government censorship and restrictions on violent content, which is closely related to the growing concern about violent culture worldwide. As the controversy over violent content intensifies in social media and popular culture, game developers need to be more careful when designing violent elements to comply with social and legal norms.

In the median analysis, Q23 has the highest median value of 5.000, indicating that the majority of players strongly support government regulation of violent content in games. Especially when it comes to game content involving underage players, players generally believe that government regulatory measures are crucial. More and more countries and regions are restricting underage players' access to violent content through legislative means and strictly grading violent elements, a practice that has gained widespread social support. Players hope that proper regulation will reduce the negative impact of violent games on the youth population and ensure that their mental health and social behaviour are not adversely affected.

In contrast, the median value of 3.000 in Q22 shows that players are more neutral towards market regulation. Some players believe that the market should rely more on free competition and developers should have more freedom of creation and pricing, while others believe that market regulation is necessary to ensure the healthy development of the industry. Especially when it comes to monopoly and unfair competition, many players support government intervention to maintain fairness and

transparency in the market. For game developers, this divergence of opinion means that it is critical to develop differentiated strategies in different markets to ensure that content creativity and market competitiveness are maintained while adhering to local policies.

The analysis of the third dimension shows that players' attitudes towards regulation and market environment vary according to the cultural and policy environments of different markets. The majority of players support strict government regulation of violent content, a trend that shows the importance society places on the protection of minors and the higher demand for social responsibility in the gaming industry. For game developers, this means that these regulatory requirements must be taken into account when designing game content, especially on a global scale. Developing a content strategy that complies with the laws and regulations of different countries and regions will become an important task for the game industry in the future.

However, players' attitudes towards market regulation are more polarised. Some players believe that excessive government intervention limits the industry's potential for innovation, especially in emerging markets and technology-driven gaming, and they would like to see less government intervention to promote more free competition and technological innovation. On the contrary, other players believe that moderate market regulation can help maintain fairness and transparency in the market and prevent the emergence of monopolies and unfair competition. Therefore, when expanding into the global market, game developers must take into account the policy requirements and player preferences of different markets in order to formulate more flexible and adaptive market strategies.

Overall, the "regulation and market environment" dimension reveals a diversity of player attitudes towards government policy and market environment. Regulation of violent content is widely supported, while perceptions of market freedom and

government intervention vary significantly by market environment. As game developers expand globally, they must be flexible in responding to local policies and market conditions, balancing innovation with compliance to ensure that their games are successful in different cultural and regulatory environments.

5.2.4 Findings on the fourth dimension "market competition and consumer behaviour"

The fourth dimension, "Market Competition and Consumer Behaviour" aims to explore players' views on game market competition, pricing strategies, consumption habits and data privacy protection. The survey on players' market choices, game consumption, and privacy concerns reveals the attitudes and behavioural patterns held by players in the fast-changing game market. The data analysis of this dimension demonstrates the complexity of the gaming market, and the challenges faced by game developers in responding to market competition and consumer demands (see Table 6.4).

Questions of dimension 4	Minimum value	Maximum value	Average value	Standard deviation	Median
Q25	1.000	5.000	3.780	0.815	4.000
Q26	2.000	5.000	4.360	0.749	4.000
Q27	2.000	5.000	4.360	0.875	5.000
Q28	2.000	5.000	3.960	0.832	4.000
Q29	2.000	5.000	4.420	0.810	5.000
Q30	1.000	5.000	3.840	1.235	4.000
Q31	2.000	5.000	3.860	0.833	4.000
Q32	1.000	5.000	3.720	1.310	4.000

Table 6.4 Descriptive statistics of market competition and consumer behaviour dimensions

In terms of the minimum value, the minimum value of 1.000 for both Q25 and Q30 indicates that some players have a very negative attitude towards pricing strategies and privacy protection issues in the competitive market. This suggests that some players are dissatisfied with in-game purchases and privacy data protection issues, especially in Q30, where some players expressed strong distrust of existing data privacy protection mechanisms and may believe that game developers fail to adequately protect their personal information or are not transparent about privacy policies.

In contrast, the minimum value of 2.000 for Q26 and Q29 indicates that players have a relatively positive attitude towards the game's pricing strategy and the competitive nature of the market. The majority of players believe that the pricing strategy in the market is relatively reasonable, and although some players expressed dissatisfaction, overall players are approving of the existing market mechanism and consumption methods.

As for the maximum value, the maximum value of all questions is 5.000, indicating that some players fully support the current market competition and consumption habits. Especially in questions Q27 and Q29, players generally believe that the current market competition is fair, and the pricing strategy of game developers is reasonable, especially the pricing of AAA-rated games is in line with the quality of their products. This indicates that many players are still satisfied with the existing game pricing system and market competition mechanism and believe that the behaviour of game developers and publishers is in line with the market rules.

In terms of mean value, Q29 has the highest mean value of 4.420, indicating that the majority of players believe the current competitive market environment and game pricing strategies are reasonable and fair. Players expressed a willingness to pay the appropriate price for high-quality game products, especially for AAA games, where

players believe the content and experience match the pricing. This suggests that the player base in the market has a more mature perception of the value of games and is willing to pay a premium for a high-quality entertainment experience. This result suggests that developers are willing to pay for great content and experience if they can deliver it, and that there is a higher tolerance for premium pricing for high-end games.

In terms of standard deviation, Q30 has the largest standard deviation of 1.235, which indicates that there is a large divergence in players' views on the issue of privacy protection. Some players believe that privacy issues have not been given due attention and that developers should further improve data security measures to protect players' personal information. On the other hand, another portion of players believe that existing privacy protection measures are effective enough, especially in major gaming platforms, where privacy protection terms and data usage norms are relatively well-established, reducing the risk of privacy leakage. This divergence suggests that players are increasingly concerned about privacy and security in a competitive marketplace, and developers need to pay more attention to privacy issues to maintain player trust and market share.

In contrast, the standard deviations of Q29 and Q27 are smaller, at 0.810 and 0.875 respectively, indicating that the majority of players are relatively consistent in their views on game pricing strategies and market competition. In particular, for Q29, players generally believe that the current pricing structure of the gaming industry is reasonable, with the quality of games matching the price, especially in the high-end market of AAA games, where players are willing to pay for high-quality content. This suggests that despite the presence of some higher-priced games in the market, the majority of players recognise the value of these games and are willing to pay a premium price for a quality gaming experience.

In terms of median values, Q27 and Q29 have the highest median values of 5.000,

showing that most players have a very positive view of the current market competition and pricing strategies. Players believe that competition in the market is fair and that developers' pricing strategies are reasonable, especially when it comes to high-quality games, and that players are willing to pay a high fee in exchange for a quality entertainment experience. This result indicates that a majority of players in the market are still satisfied with the existing competition mechanism and pricing strategies, and believe that the industry's game products are able to provide value that meets players' expectations.

In contrast, the median value of 4.000 for Q30 shows that players are more neutral on the issue of privacy protection. Although many players believe that the existing privacy protection measures have reached a certain standard, there are still some players who have reservations about data security, especially on the protection of payment information and personal privacy data, and players hope that developers can be more transparent and responsible. This suggests that privacy protection is still an important factor influencing players' consumption behaviour, and that future game developers need to invest more effort and resources in this area to ensure the security of players' personal information.

The analysis of market competition and consumer behaviour shows that there are significant differences in players' views on the competitive market environment, game pricing strategies and privacy protection. Firstly, players generally recognise the current high-end game pricing strategies in the market, especially in the AAA game market, where players believe that high-priced games match the high-quality content and experience they provide. This phenomenon provides important insights for game developers that improving the quality and innovation of games can effectively increase player acceptance of high-priced products.

However, players' attitudes are more polarised when it comes to privacy protection.

With the development of the Internet and digital technology, players are increasingly demanding protection of their personal privacy data. Although many players believe that the current privacy protection measures have reached a certain level, there are still a number of players who are sceptical, especially when it comes to payment data and personal identification information, players hope that developers can be more transparent and take more stringent measures to protect their privacy. This suggests that data security will be an important factor influencing players' spending decisions in the future gaming market, and that developers will need to pay more attention to this area in order to maintain their competitiveness in the market.

In future market competition, game developers not only need to improve the quality of games and user experience, but also need to invest more in data security and privacy protection to win players' trust. At the same time, developers should consider players' spending power and psychological price level when designing pricing strategies, and attract more consumers through a flexible pricing system. For example, by offering basic and high-end versions of their products, developers can meet the needs of players at different levels, thus expanding their market coverage.

In the fourth dimension, "Market Competition and Consumer Behaviour", gamers have diverse attitudes towards the competitive environment, pricing strategies and privacy protection in the gaming market. The majority of gamers recognise the current pricing strategies in the gaming market, especially in AAA games, and believe that the high price of the product is commensurate with the quality of the content and experience it offers. This trend provides clear market guidance for game developers: high-quality and innovative content is the key to attracting players to pay for high-priced games. Therefore, developers should focus more on content innovation and user experience enhancement in order to maintain and expand their core user base in future market competition.

However, players' attitudes are more polarised when it comes to privacy protection. With the continuous development of digital technology, players are increasingly concerned about personal data privacy. While some players are satisfied with the current privacy protection mechanisms, others still hold concerns about privacy and security, especially in terms of the security of payment information and personal data. Therefore, future game developers need to not only focus on content creation, but also adopt stricter data protection measures to ensure players' privacy and security. This will not only help to enhance players' trust, but will also be an important factor for developers to remain competitive in a highly competitive market.

Future market competition will pay more attention to the personalised needs of players, and developers should design more flexible market strategies based on the spending power, privacy needs and game preferences of different player groups. For example, by offering different levels of products and pricing plans, developers can better meet the needs of different players, attracting both core players with high-end products and mass players with lower-priced products.

Overall, the analysis of the fourth dimension shows that market competition and consumer behaviour are key factors influencing the development of the game industry. In the future, game developers will need to win core players through content innovation and high-quality products, as well as maintain players' long-term trust through data security and privacy protection. Through sound market strategies and an in-depth understanding of consumer behaviour, developers will be able to stand out in the fiercely competitive market and ensure the success of their products in the global market.

5.3 Results of the focus group

5.3.1 intro about the Findings from the focus group

For the focus groups, selective coding was the final step in the thematic analysis,

which summarised and integrated the previous open and axial coding and aimed to reveal the inherent logical relationships of the core categories and data. In the focus group discussions in this paper, selective coding helped the researcher to further outline the main themes and categories to better understand players' gaming behaviours, market dynamics and cultural contexts. Based on the results of axial coding, the researcher eventually distilled four core categories: the current state of the gaming market, the current state of console gaming development in China, the future of the international console gaming industry, and the interaction between the gaming industry and culture. These core categories will form the focus of this section.

5.3.2 Findings regarding the first Core category "State of the Game Market".

Gaming market has shown remarkable diversification and rapid expansion in recent years, with the rise of mobile gaming in particular fuelling the overall growth of the market. While mobile games continue to dominate, console and PC games are gradually gaining market share among core players. Through selective coding, the study reveals four key subcategories that influence the Chinese gaming market: the gaming platforms that players choose, the developers that choose their gaming preferences, the impact of game content regulation policies on the local gaming market, and the reasons for the expansion of China's mobile gaming market. These subcategories are analysed in detail below, with an in-depth look at their long-term impact on the market.

5.3.2.1 Players' choice of gaming platforms

Players' choice of gaming platforms is influenced by a number of factors, including the convenience of the device, the immersion of the gaming experience, and the cost of purchase. While mobile games dominate the Chinese market due to their convenience, console and PC games are attracting a growing number of core players.

Players in the focus groups discussed the pros and cons of different platforms, reflecting the current trend of diversity in the market.

Console gaming is considered to be the best platform for delivering a high-quality, immersive gaming experience, especially for gamers looking for in-depth storylines and excellent picture quality. Despite the higher price of the devices, console gaming has gained popularity among some core gamers for its ability to deliver a complete entertainment experience." I mostly play console games. Games on consoles are usually of high quality, and I feel more immersed especially by the graphics and action experience" (Player 1). Nevertheless, the popularity of console games in China is still limited by the high cost of equipment and low cultural acceptance.

Mobile games have become the most popular gaming platform in the Chinese market due to the convenience of being able to play anytime, anywhere. Players in the focus groups generally said that mobile games meet the demand for fragmented entertainment in daily life." I mainly play mobile games because it is very convenient to play anytime and anywhere on my mobile phone" (Player 2). In addition, the mobile game market benefits from China's large smartphone user base and deep integration with social platforms.

PC gaming remains the platform of choice for gamers seeking a competitive and high-performance experience, especially in the esports and multiplayer online gaming space. Gamers mention that the PC platform offers higher picture quality and smoothness, and more precise mouse and keyboard operations for games that require precise handling." I mainly use my PC for gaming, especially for competitive gaming. The high configuration of the PC provides better picture quality and smoothness" (Player 3).

Players' choices depend not only on the performance of the platform itself but are also

related to the quality of game content and cultural background. This diversity of choices demonstrates the richness of China's gaming market and reflects the differences in demand for gaming platforms among different groups of players.

5.3.2.2 Choose the developer that the game prefers

When choosing games, players have different expectations of the innovation and quality of games from both solo developers and game companies. Although players' game preferences vary from person to person, it is generally recognised that the design and creativity of a game is a key factor in their choice of whether or not to purchase it. Discussions in the focus groups revealed that players prioritise the content of the game over the background of the developer when choosing a game.

While many players choose games from internationally renowned developers because the quality of these games is usually guaranteed, local developers are gradually gaining attention from players. With the rapid development of China's game industry, more and more local developers are emerging in the international market." I generally prefer to choose high quality games and don't care much whether the game is locally or internationally developed. If it's a good game, I'll try it no matter where it's developed" (Player 1).

Gamers not only pay attention to the graphic quality and technical capabilities of the game, but also pay special attention to the innovativeness of the developer and the uniqueness of the game design." I pay more attention to the content and innovation of the game. Whether it is developed locally or internationally, as long as the game is attractive, I will experience it" (Player 4). This suggests that developers must combine their technological strengths with innovative design when designing games in order to meet the high expectations of players.

In short, players' choice of developers depends more on the content and innovation of

their games than on their geographical location or brand recognition. Both local and international developers can win players' favour as long as they can provide high-quality and creative game content.

5.3.2.3 Impact of Game Content Regulatory Policies on the Local Games Market

China's strict gaming regulatory policies have had a significant impact on the local gaming market, particularly in terms of content censorship and market access. Focus group participants agreed that the restrictions on game content imposed by domestic regulatory policies have affected the release of certain international games and even altered the integrity of game content.

Due to China's strict content regulation policies, many international games must be modified to enter the Chinese market. These modifications usually affect the game's plot, graphics and other key elements, resulting in a degraded player experience." I think regulatory policies do have a big impact on the market, especially the restrictions on content. Some good foreign games cannot enter the domestic market because they do not meet the policy requirements" (Player 1). In addition, delays in the release of games also limit players' timely access to the latest international games, which makes the choice of games for local players limited.

The differences between Chinese and foreign games in terms of censorship have led to some games having their content modified, and even some games not being able to be released in the Chinese market at all." Chinese and foreign games do have significant differences in censorship. The contents of foreign games are usually more liberal, but when they enter the Chinese market, they are often modified because of censorship" (Player 3). This difference in policy adversely affects the marketing of international games in China and limits the game choices of local players.

Overall, regulatory policies on game content have had a profound impact on the local

game market, not only affecting the content integrity of games, but also hindering the entry of international games into the Chinese market.

5.3.2.4 Reasons for the Expansion of China's Mobile Game Market Size

The rapid expansion of China's mobile gaming market stems from a number of factors, including the ubiquity of devices, the integration of social platforms, short game development cycles, and the success of profit models. Participants in the focus groups discussed these factors in detail and concluded that together they are driving the explosive growth of the mobile games market.

The main reason for the huge success of mobile games in China is the widespread popularity of smartphones. Almost everyone has a smartphone and the threshold for playing games is very low." The threshold for mobile phone games is very low and there is a wide variety of games for almost all ages" (Player 2).

The widespread use of social platforms such as WeChat and QQ has facilitated the promotion of mobile games. Players can easily share games and interact with friends through these platforms, which enhances the social aspect of the games." The widespread use of social platforms such as WeChat and QQ has greatly promoted the development of mobile games" (Player 4). This deep integration makes mobile games not just a form of entertainment, but also a social activity.

The relatively short development and release cycle of mobile games allows developers to quickly adapt to changes in market demand. In addition, the freemium model allows developers to monetise through in-game purchases and advertisements, thus driving the continued growth of the mobile games market." Mobile games typically have shorter development and release cycles than console games, making it easier to adapt to rapid changes in the market" (Player 4).

The main reason why the mobile game market attracts a lot of developers' investment is because it is very profitable." This in-game purchasing is much more profitable, leading Chinese game makers to be more willing to develop mobile games" (Player 4).

The success of China's mobile gaming market is largely attributed to the popularity of smartphones, the integration of social platforms, and flexible business models, which have combined to drive the continued expansion of the mobile gaming market.

The four subcategories of selective coding demonstrate the complexity and diversity of the Chinese gaming market. Players' choice of gaming platforms reflects the diversified needs of the Chinese market, and the choice of developers for their gaming preferences reflects players' pursuit of high-quality, innovative content. Meanwhile, game content regulation policies have had a profound impact on market access for international games, while the reasons for the expansion of China's mobile game market demonstrate the advantages of mobile games in terms of convenience and profitability. In the future, with further technological development and policy adjustments, China's game market is expected to continue to diversify, and in particular, the market share of mobile and console games is expected to expand further.

5.3.3 Findings regarding the second Core category "Current Status of Console Game Development in China".

Despite the gradual growth of the Chinese console game market in recent years, especially driven by cross-platform games and technological advances, its promotion still faces many challenges. Through selective coding, the study reveals three key factors affecting the development of console games in China: the biggest challenges to the promotion of console games in China, the reasons for narrowing the gap

between the Chinese and foreign console game markets in the future, and suggestions for improving the promotion of console games. Together, these factors determine the current state of development and future direction of China's console game market.

5.3.3.1 The Biggest Challenges in Promoting Console Games in China

In promoting console games in the Chinese market, several factors affect the speed of expansion and market acceptance. Below are some of the major challenges facing console game promotion:

The high price of console devices and games is one of the most significant factors limiting the growth of the console gaming market. The initial cost of console gaming is high compared to mobile gaming or PC gaming and involves the purchase of hardware as well as the cost of high-quality games themselves." I think the biggest challenge is the high cost of console devices. Compared to mobile phones, buying a console and the corresponding games is a significant expense for many people" (Player 4). For many Chinese gamers, this high entry cost is difficult to bear, especially for the younger gamer demographic.

In addition, the prices of accessories related to console games (e.g. joysticks, virtual reality devices, etc.) are similarly high, which further increases the burden on players. In contrast, mobile games and PC games have relatively low equipment costs, attracting more players with limited budgets. It is due to this difference in cost that many players prefer less expensive forms of entertainment.

Lack of cultural acceptance is also a major challenge for console games in the Chinese market. Many players have grown up accustomed to mobile games and PC games, and console games entered the Chinese market relatively late, so the cultural atmosphere has not yet been fully formed." The cultural atmosphere of console games in China is not strong enough. Many people are used to mobile phone games and PC

games from childhood, and the promotion of console games is relatively late" (Player 2). Due to the late promotion of console games, many players are not familiar enough with this form of gaming, resulting in relatively low market acceptance.

In addition, console games usually require a longer commitment and more complex operations, characteristics that do not fit the entertainment habits of many Chinese players, especially in modern life where fragmented time consumption dominates. In contrast, mobile games can be played anywhere, anytime, with simple operations and flexible playing times, which makes the cultural influence of console games relatively weak.

China's console game market also has many obstacles in accessing and updating game resources. Due to China's strict content censorship, many international console games face version revisions and release delays when entering the Chinese market, and even some games cannot enter the market at all." Many foreign console games are delayed in release in China, and some games are even not available in China at all, which is a big limitation for players" (Player 3). This situation has resulted in many players not being able to experience the latest console games in a timely manner, affecting the overall market dynamics.

China's strict game content regulation policy is also an important factor limiting the expansion of the console game market. Many foreign console games have been required to be modified or cut due to content that does not meet domestic censorship standards, which to some extent affects the integrity of the game and the player experience." Domestic game regulatory policies do have a significant impact on the market, especially since the content approval process for console games is more complicated" (Player 4). Due to the stringent nature of censorship requirements, many international game companies have chosen to slow down their entry into the Chinese market, which has led to a relative lack of game resources in the local market, further

affecting players' choices.

5.3.3.2 Reasons for Closing the Gap between Chinese and Foreign Console Game Markets in the Future

Despite the many challenges facing China's console gaming market, the gap between the Chinese and foreign console gaming markets is expected to narrow with technological advances, policy relaxation, and changes in market demand. Focus group participants extensively discussed several key factors driving this change:

As China's economy grows, rising consumer income levels are driving increased demand for high-quality entertainment products. More and more players are willing to pay for high-quality console games, especially those with excellent picture quality, complex gameplay and immersive experiences." The market potential for console games is expanding as the demand for high-quality games from Chinese players increases" (Player 1). This trend will create greater opportunities for international console games to enter the Chinese market.

The popularity of cross-platform gaming has further narrowed the gap between console gaming and other gaming platforms, allowing players to seamlessly switch between multiple platforms to enjoy the same game." Cross-platform gaming and international co-operation will be the future of console gaming" (Player B). This technological advancement allows players to be more flexible in their choice of platforms and no longer be limited to a single device.

The Chinese government's gradual relaxation of regulatory policies in the gaming industry, especially the adjustments in content censorship, will enable more international console games to enter the Chinese market." The reasons for the narrowing of the gap also include the gradual relaxation of policies and changes in market demand" (Player 4). The relaxation of policies will help international game

companies to enter the Chinese market more smoothly and satisfy Chinese players' demand for new content.

The application of emerging technologies such as virtual reality (VR) and augmented reality (AR) will provide a more immersive experience for console gaming and drive the industry further." The key to the future of console gaming lies in advances in technology, particularly virtual reality and augmented reality" (Player A). As these technologies mature, console games will be able to offer richer interactivity and immersion, further attracting the interest of Chinese gamers.

The gradual improvement of China's network infrastructure also provides technical support for the promotion of console games." As network infrastructure improves, players can more easily access global gaming resources, and with the rise of Chinese game developers, this gap will gradually narrow" (Player D). Faster internet connections and more stable servers will enable Chinese players to experience international console games more smoothly, further narrowing the gap between the Chinese and foreign markets.

5.3.3.3 Suggestions for Improvement of Hosted Game Promotion

In order to drive the further development of the console gaming market in China, the focus group members made a number of recommendations for improvement, aiming to drive market expansion by improving game quality, increasing promotional efforts, reducing costs and enhancing localisation.

Players generally agreed that developers should focus on releasing high-quality, creative console games to capture the interest of more players." Promoting high-quality console games should be the focus, and only really high-quality games can attract players' interest" (Player 3). High-quality game content will help increase player loyalty and attract new user groups.

Console games need to invest more resources in marketing and promotion, especially among the younger player base." Promotion efforts also need to be stepped up, especially among the younger demographic" (Player 2). Through channels such as social media, live-streaming platforms and eSports tournaments, developers can more effectively reach potential users and expand their brand reach.

In order to make console gaming affordable for more gamers, developers and hardware manufacturers should consider lowering the prices of devices and games." Prices of devices and games need to be appropriately lowered so that more people have the opportunity to experience console games" (Player 4). Through a reasonable pricing strategy, the audience of console games can be expanded and the market share can be increased.

For international console games to enter the Chinese market, developers need to ensure that the localisation of game content is adapted to the Chinese cultural context and player needs." Games that are well localised will make players more willing to experience and accept them" (Player 1). Localisation is not just about language translation, but also includes adjustments to cultural content and game settings to enhance the game's appeal to local players.

The analysis of selective coding reveals the key challenges and future opportunities for the development of console games in China. Although high device costs, lack of cultural acceptance, policy restrictions and difficulties in accessing game resources are the main obstacles at present, the gap between the Chinese and foreign console game markets is expected to be gradually narrowed in the future through policy relaxation, cross-platform game development, technological advancement and enhanced localisation support. By launching high-quality games, increasing publicity, lowering equipment prices and providing better localisation support, the future of

console games in the Chinese market will be brighter.

5.3.4 Findings regarding the third Core category "Interaction between the Game Industry and Culture".

Cultural context plays a crucial role in the game industry, especially in a globalised market, where how a game's content resonates with the cultures of different regions often determines its success. In China, with the development of the game industry, cultural factors have gradually become key to influencing player choice and game promotion. In addition, the game industry is taking on more and more social responsibility as society's expectations of the game industry increase. Through selective coding, the study reveals two important subcategories of the interaction between the game industry and culture: the influence of cultural context on games and the social responsibility and cultural influence of the game industry.

5.3.4.1 Influence of cultural context in games

Cultural context has a profound impact on players' gaming experience, especially in a market like China, where the cultural resonance of a game's cultural content with players directly affects its popularity. Players generally believe that the more the cultural background of a game fits with their familiar culture, the better the gaming experience will be, and conversely, too much cultural difference will affect their sense of immersion in the game.

Many Chinese players say they are more likely to be immersed in a game if it has a cultural context that resonates with Chinese culture, or at least a familiar cultural situation." I think the cultural context still has a pretty big impact on me. If the cultural context in the game resonates with the culture I am familiar with, I will be more easily attracted to the game" (Player 1). This suggests that game developers will be more likely to succeed in the Chinese market if they incorporate Chinese cultural

elements, such as traditional customs, stories and aesthetics, when designing their games.

Cultural differences are also a significant challenge to the promotion of the game. Participants reported that they may feel uncomfortable or have difficulty understanding the game content when the cultural context of the game is far from the culture of Chinese players." If the cultural difference is too big, it sometimes affects my understanding and sense of immersion in the game" (Player 3). For example, the values, storylines, and cultural symbols in many Western role-playing games may be too unfamiliar or complex for Chinese players, making it difficult for them to fully integrate.

Therefore, when international games enter the Chinese market, they need to be properly localised, not only in terms of language translation, but also in terms of game content, background settings and gameplay, so that they can be more adapted to Chinese culture and players' habits." Games that are well localised will make players more willing to experience and accept them" (Player 1). Successful localisation can enhance player engagement and help international games better integrate into the Chinese market.

5.3.4.2 Social Responsibility and Cultural Impact of the Game Industry

As the gaming industry expands globally, society has raised higher expectations, not only for it to provide entertainment, but also for games to play a positive role in cultural transmission, value transfer and social responsibility. In China, the social responsibility of the gaming industry is also gradually increasing, especially in preventing youth addiction, promoting healthy gaming habits and guiding correct values.

Players in the focus groups generally agreed that the game industry should take the

responsibility of guiding the correct values in society, especially playing a positive role in guiding young players." I think the social responsibility of the game industry lies not only in anti-sedimentation, but more importantly in guiding correct values" (Player 3). For example, some violent contents or games that do not conform to social and moral standards may have a negative impact on young players. Therefore, many players believe that the game industry should pay more attention to the positive value transmission of game content.

China's gaming industry has taken some measures to protect youngsters, especially through the introduction of an anti-addiction system to restrict minors from overplaying games." China's gaming industry has really made efforts to prevent youth from becoming addicted, such as the introduction of the Anti-Addiction System" (Player D). The implementation of the anti-addiction system not only protects minors, but also responds to society's expectations of the gaming industry by ensuring that gaming is not just a form of entertainment, but also has a certain level of social responsibility.

In addition to the entertainment function, players also pointed out that games can also be used as a tool for cultural transmission and education." I think games are not only entertainment, they can also help us understand the culture of other countries and even learn new knowledge" (Player B). For example, some history-themed games help players understand historical events and cultural backgrounds through vivid interactive forms. This cultural communication function not only enhances the educational value of the game, but also improves its social influence.

Many players believe that censorship of game content should also be linked to social responsibility. Developers should ensure that the content in their games is positive, healthy and does not contain too much violence, pornography and other content that is not suitable for teenagers." The gaming industry should be stricter in content

censorship to ensure that the content is socially beneficial" (Player C). This is not only to protect the youth, but also to enhance the whole society's recognition of the game industry.

The study reveals two core subcategories of the interaction between the games industry and culture: the impact of cultural context on games and the social responsibility and cultural impact of the games industry. Cultural context plays a key role in game design and promotion, especially in the Chinese market, where cultural resonance is one of the main factors determining the success of a game. On the other hand, the game industry also plays a crucial role in fulfilling its social responsibility, especially in guiding correct values and preventing youth addiction. In the future, the influence of the gaming industry in the Chinese market is expected to continue to expand with the further enhancement of cultural localisation and social responsibility awareness.

5.3.5 Findings regarding the fourth Core category "The future of the international console gaming industry".

The international gaming machine industry is in a phase of rapid development, especially driven by technological innovation and market globalisation, and its future outlook is full of potential. Through selective coding, the study reveals two core subcategories of the future of the international gaming machine industry: trends and reasons for the positive outlook. These subcategories are discussed in detail below to demonstrate the future direction of the international gaming machine industry.

5.3.5.1 Growing trend

Future trends in the international gaming machine industry centre around technological advancements, cross-platform cooperation and global market integration. These trends will drive further growth in the gaming industry and enhance

the overall player experience.

The rapid development of virtual reality and augmented reality technologies is revolutionising the gaming industry. These technologies provide players with a more immersive experience, allowing gaming content to go beyond traditional screen displays to interact with the virtual world in an immersive way." The key to the future of console gaming lies in advances in technology, particularly virtual reality and augmented reality" (Player A). This type of interaction greatly enhances the player's gaming experience and provides more room for game developers to innovate.

Cross-platform games are gradually becoming a major trend in the industry. With cross-platform games, players can seamlessly switch between different devices (e.g., consoles, PCs, mobile devices), which not only expands players' choices, but also brings a wider user base to developers." Cross-platform gaming and international co-operation will be the future of console gaming" (Player B). This trend will break down the boundaries between devices, allowing players to engage with the same game content regardless of the device they are using, greatly increasing the flexibility and accessibility of games.

With the development of 5G and cloud computing technology, cloud gaming is becoming another important trend in the gaming industry. Cloud gaming no longer requires players to own high-end hardware equipment, and games can be processed and streamed through cloud servers, which greatly reduces the hardware threshold for gaming." In the future, I think cloud gaming will bring a big change, players do not need to own expensive equipment to experience high quality games" (Player C). This will further boost the console gaming industry and attract players into the market who are unable to purchase high-end console devices.

The integration of global markets is driving the international console industry.

Developers are increasingly taking into account the needs of global players rather than just limiting themselves to local markets." Cross-platform gaming and international co-operation will be the future of console gaming, with developers increasingly considering the needs of global players rather than just local markets" (Player B). Through international co-operation, game developers can share resources and work together to develop more innovative and globally appealing game products.

5.3.5.2 Reasons for the good prospects

The favourable outlook for the international gaming machine industry is attributable to growing market demand, technological advancements and a stable global economy. Focus group participants agreed that the following reasons will drive the continued growth of the international gaming machine industry in the future.

As the global economy improves, more and more gamers are willing to pay for high-quality gaming devices and game content." As the global economy improves, more and more players have the ability to purchase high-quality console gaming devices" (Player D). Especially in emerging markets (e.g., China, India, etc.), players' spending power is increasing, which provides a broad space for the expansion of the international console gaming industry.

With the deepening of globalisation, the gaming industry has become increasingly international. Players are no longer limited to game content from the local market, and more international games are entering the global market, giving players the opportunity to be exposed to more game titles from different cultures." With the development of globalisation, more and more Chinese gamers are exposed to and accept international console games" (Player A). This trend of globalisation not only promotes the development of the gaming industry, but also facilitates the exchange and integration of different cultures.

Rapid advances in technology, especially the application of virtual reality, augmented reality, and cloud gaming, provide unprecedented opportunities for innovation in the gaming industry." Virtual reality and augmented reality technologies will revolutionise gameplay, providing a more immersive experience" (Player A). These technologies provide players with a more immersive and interactive gaming experience and developers with more room for creativity.

With the popularity of cross-platform gaming, players can switch freely between devices and the accessibility of games is greatly improved." In the future, the popularity of cross-platform games will make players no longer confined to a single platform, which is a great impetus for the development of the game industry" (Player B). This trend not only increases players' playing time, but also provides a broader market for game developers.

The steady growth of the global economy is also one of the key factors driving the favourable outlook for the international gaming machine industry." Increased spending power brought about by economic development is an important factor driving the growth of the game console industry" (Player C). With the economy continuing to improve, more and more gamers have the ability to purchase console devices and high-end games, which provides strong support for the game console industry.

The study reveals the future trends and reasons for the favourable outlook of the international gaming machine industry. The development trends are centred around technological advancements (e.g. virtual reality, augmented reality and cloud gaming), the popularity of cross-platform gaming, and international cooperation, which will further drive innovation and expansion in the gaming industry. Meanwhile, the positive outlook is attributed to growing market demand, continuous technological breakthroughs, the drive for globalisation and the steady development of the global

economy. With the combined effect of these factors, the international gaming machine industry will achieve sustained growth in the future and further consolidate its important position in the global entertainment market.

5.4 Summary of the chapter

This study reveals a number of key drivers and challenges in the global gaming industry through a comprehensive analysis of player behaviour and market trends. The gaming industry is undergoing profound transformations as a result of rapid technological advances, the gradual integration of global markets, and the diversification of player demands. These changes not only affect game development and operation, but also have a wide-ranging impact on player behaviour patterns and the competitive landscape of the market.

Firstly, technological innovation is the core engine driving the development of the gaming industry. In recent years, technologies such as virtual reality (VR), augmented reality (AR) and artificial intelligence (AI) have risen rapidly, providing players with a new immersive experience. The application of these technologies not only improves the interactivity and entertainment of games, but also expands the application scenarios of games. For example, VR technology brings players into the virtual world, while AR technology integrates virtual elements into the real environment, further enhancing the immersion of players. The development of these technologies has provided huge market opportunities for the gaming industry and attracted a large amount of capital and corporate investment.

Secondly, the global game market is gradually integrating. With the deepening of globalisation, more and more international game companies are entering China and other emerging markets, while Chinese game companies are also actively expanding globally. However, cultural differences, market regulation and technical barriers are

still challenges that must be faced in the process of globalisation. Especially in terms of cultural adaptability, how to better integrate game content with local culture to enhance players' sense of identity and engagement has become a key factor for game companies to succeed in the global market.

Third, players' behaviour and consumption patterns are changing. With the popularity of the Internet and social media, players' social interactions and consumption behaviours have gradually shifted from offline to online, forming consumption habits that are highly dependent on digital platforms. Players not only want to get entertainment experience in the game, but also expect social interaction and virtual economic activities through the game. Therefore, gaming companies need to continuously adjust and optimise their business models and increase the social attributes and virtual economic systems of their games in order to adapt to the changing needs of players.

At the same time, market regulation is also an important factor affecting the development of the gaming industry. Especially in emerging markets such as China, the government's policy of censorship and regulation of game content is more stringent, which to a certain extent restricts the entry and promotion of international games. Although market regulation has a positive effect on the protection of minors and the maintenance of market order, it also poses certain challenges to innovation and free competition in the gaming industry. In the future, when formulating their market strategies, gaming companies must comply with local laws and regulations while at the same time finding innovative ways to cope with the restrictions imposed by regulation.

In summary, this study reveals the complexity and diversity of the global gaming industry. Technological advances, globalisation trends, changes in player behaviour and market regulatory policies are all working together to shape the future of this

industry. Gaming companies must find a balance between these changes, seizing the opportunities presented by technological innovations while adapting to the diverse needs of the global market. At the same time, policymakers need to ensure regulatory flexibility and market fairness while driving the industry forward. Through synergy and co-operation, the gaming industry is expected to achieve sustained growth and innovative development amidst future competition.

This study provides valuable insights and references for the future development of the gaming industry, in particular, concrete recommendations on key aspects such as technology-driven, cultural adaptation and market regulation. In the future, with the further development of technology and the deeper integration of the global market, the gaming industry will usher in more opportunities and challenges. By grasping the market trends and deeply understanding players' needs, gaming companies can maintain their competitive advantages in the wave of globalisation and make great strides in future market competition.

Chapter 6 Conclusion

6.1 Introduction

This thesis has undertaken a comprehensive exploration of the Chinese console gaming industry within a global context, focusing on its comparison with the more mature gaming markets of the United States, Europe, and Japan. The global gaming industry has seen exponential growth in recent years, with China emerging as a dominant player, particularly in the mobile gaming sector. However, while China boasts one of the largest gaming markets in the world, its console gaming industry has encountered significant challenges that hinder its ability to compete on a global scale, especially in terms of innovation and market penetration into the West and Japan.

The study has sought to address the key factors driving the rapid development and profitability of China's gaming industry while also identifying the reasons behind the relative lack of original, high-quality console games emerging from the country. By examining the cultural, regulatory, and technological barriers unique to China, the research provides a nuanced understanding of why China has struggled to produce console games that rival the innovative offerings of developers in the U.S., Europe, and Japan. The thesis has also explored strategies for Chinese gaming companies to leverage their significant capital and mobile gaming expertise to break into international markets, particularly in regions where console gaming dominates.

Through this comparative analysis, the thesis has offered new insights into the global gaming landscape, particularly in terms of how Chinese game developers can navigate the complex cultural and regulatory frameworks of foreign markets. The research has highlighted the potential for Chinese gaming companies to play a more prominent role in the global console gaming industry by fostering innovation, developing cross-platform games, and forming strategic partnerships with international studios.

The research questions at the heart of this thesis aimed to uncover the reasons behind the rapid growth of China's gaming industry, the challenges it faces in terms of creativity and innovation, and the strategies that could enable Chinese gaming companies to penetrate Western and Japanese markets more effectively. By addressing these questions, this study contributes to the broader understanding of how China's console gaming industry can evolve and compete on a global stage, while also providing practical recommendations for overcoming the barriers to success.

The following sections will address each research question in turn, detailing the key findings of the study, before moving on to the original contributions that this research makes to the field of gaming studies. Finally, the chapter will conclude by discussing the limitations of the study and identifying potential avenues for future research.

This introduction section has thus established the importance of exploring China's console gaming industry within a global framework. It has highlighted how this thesis contributes to the ongoing discourse on globalisation, cultural adaptation, and technological innovation within the gaming sector. As gaming continues to grow into one of the world's most influential industries, understanding the dynamics between different markets, especially those as distinct as China and the West, becomes critical. The need to explore and bridge the cultural and regulatory gaps between these regions offers rich potential for further academic inquiry and practical application, laying the groundwork for future research and international collaboration in the gaming industry.

In sum, this thesis not only provides an analytical comparison of China's gaming industry with those in the U.S., Europe, and Japan but also offers strategic recommendations for Chinese companies seeking to increase their global competitiveness. This sets the stage for a deeper investigation into the future of the Chinese console gaming market and its role in shaping the global gaming landscape.

6.2 Answers to research questions

6.2.1 What are the reasons behind the rapid development and high-profit margins of China's console game industry in recent years? How can these characteristics be maintained for a long time?

The remarkable expansion of the Chinese gaming industry, particularly in mobile gaming, stems from multiple interrelated factors. Firstly, China's vast population, especially its burgeoning middle class, has driven substantial demand for digital entertainment (Chapter 2, Section 2.2.2). The accessibility of affordable smartphones and high internet penetration further fuels this demand, allowing mobile gaming to dominate. Major players like Tencent and NetEase have capitalized on this by developing effective monetization strategies such as in-game purchases, which have substantially boosted revenue (Chapter 5, Section 5.3.2.4).

Additionally, China's robust digital infrastructure, including rapid 5G deployment, enhances the quality of mobile gaming experiences, while widespread integration with mobile payment systems like WeChat Pay and Alipay facilitates seamless in-game transactions (Chapter 7, Section 7.2.1). The growing popularity of esports and live streaming platforms such as Douyu and Huya introduces new revenue streams, increasing audience engagement and profitability (Chapter 2, Section 2.2.1).

To sustain this growth, the industry must continue innovating, particularly as global competition intensifies. Embracing advanced technologies like augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) will help maintain player engagement and offer novel gaming experiences (Chapter 6, Section 6.3.3). Furthermore, diversifying beyond mobile gaming into high-quality console and PC games is crucial for long-term growth. Building a competitive console game sector will require deep investments in creative talent, technological advancement, and

global strategies, all of which are currently areas for development (Chapter 2, Section 2.4)

6.2.2 Why is China's console game industry large in scale but lacks innovation in comparison with the US, Europe and Japan?

Despite the rapid growth and large scale of China's gaming industry, it has struggled to produce a significant number of original and globally acclaimed console games. The Black Myth: Wukong is one of the few successful representatives (Game Science, 2023). One of the main barriers is strict government regulation, especially regarding content censorship, which limits creative expression and discourages risk-taking in game development (Chapter 6, Section 6.3.3.1). Games in China must adhere to government standards, which can restrict thematic variety and narrative depth, thus impacting the overall originality and innovation of local console games (Chapter 2, Section 2.3.2).

The dominance of mobile gaming in China is another factor that impedes the growth of the console gaming sector. Mobile gaming, characterized by a focus on monetization through short, frequent play sessions, lacks the storytelling depth and complex mechanics often seen in console games (Chapter 6, Section 6.3.3.1). This has directed developer efforts toward adapting and localizing foreign games rather than innovating with original content. Consequently, Chinese console games tend to emphasize replication over unique, immersive world-building and narrative richness (Chapter 7, Section 7.2.2).

To address these issues, a systemic shift is required. Reducing regulatory constraints could foster a more innovative development environment. Additionally, promoting original game design, investing in creative talent, and supporting independent developers may allow for more globally competitive, original console games. Policy

incentives, like funding for innovative projects, could further encourage this shift by creating a supportive ecosystem for creativity in game development (Chapter 6, Section 6.3.3.3)

6.2.3 How to bring China's console game capital into the markets among US, Europe and Japan, to seek more cooperation and development?

Entering the competitive markets of the U.S., Europe, and Japan offers both opportunities and challenges for China's console gaming industry. A critical strategy for success is effective localisation, adapting game content, themes, and mechanics to meet the cultural and regulatory needs of these regions (Chapter 2, Section 2.2.3). For instance, Western and Japanese players often value narrative depth, character development, and innovative gameplay, areas in which Chinese console games traditionally underperform (Chapter 7, Section 7.2.3).

Another essential approach is fostering partnerships with established foreign studios. Strategic collaborations, like those led by Tencent, allow Chinese firms to leverage international expertise, technology, and creative talent, providing insights into market dynamics and enhancing game development quality (Chapter 6, Section 6.3.1). These collaborations can also lead to co-created games that better suit global audiences (Chapter 7, Section 7.2.3).

Leveraging China's strength in mobile gaming to develop cross-platform games presents another opportunity. With cross-platform gaming gaining popularity worldwide, creating games accessible on both mobile and console platforms may give Chinese companies an edge in markets where mobile gaming is expanding (Chapter 2, Section 2.3.1).

Finally, understanding and adapting to the complex regulatory environments of the U.S., Europe, and Japan will be crucial for sustained success. This includes navigating intellectual property rights, content standards, and consumer protection laws. Chinese firms must be ready to adjust their practices to comply with local regulations, fostering trust with international consumers by offering high-quality, culturally resonant experiences (Chapter 7, Section 7.2.3)

6.3 Original contributions

This thesis makes several significant and original contributions to both the academic understanding of the global gaming industry and the practical strategies for Chinese gaming companies. By examining the Chinese console gaming market within the context of the more established gaming industries of the United States, Europe, and Japan, the research offers a detailed analysis of the interplay between cultural, regulatory, and technological factors that shape gaming markets globally. These contributions are multi-dimensional, offering both theoretical advancements and practical applications for the future development of China's gaming sector.

One of the key original contributions of this study is its comparative analysis of the regulatory frameworks across different regions, and how these frameworks impact the development and global competitiveness of console games. China's gaming industry operates under a uniquely restrictive regulatory environment, where government oversight significantly influences the content, design, and distribution of games. This research provides new insights into how these regulatory constraints limit creativity and innovation in China's console gaming sector, particularly when compared to the more liberal regulatory landscapes in the U.S., Europe, and Japan. By identifying the specific ways in which these regulations stifle the production of original and innovative games, the study adds to the growing body of literature that examines the relationship between government policies and creative industries.

Additionally, this research sheds light on the role of cultural adaptation in shaping the success of console games in different regions. The study explores the ways in which Chinese game developers can tailor their products to meet the preferences and cultural expectations of Western and Japanese audiences. In doing so, it highlights the importance of localisation in global gaming markets, where cultural sensitivity and understanding are crucial for success. This analysis contributes to the field of globalisation studies within the gaming industry by emphasising the need for cross-cultural awareness and adaptability in game design and marketing strategies. The research demonstrates that a one-size-fits-all approach is insufficient for global success, particularly in culturally diverse regions such as Europe and Japan.

The thesis also provides an original contribution by examining the technological challenges and opportunities faced by the Chinese console gaming industry. While China has made significant strides in mobile gaming, its console gaming sector lags behind in terms of both technical expertise and infrastructure. This study provides a framework for understanding how Chinese developers can leverage emerging technologies such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) to enhance the quality and appeal of their console games. By incorporating these technologies, Chinese companies can not only bridge the gap between their mobile gaming success and their console gaming ambitions but also compete more effectively on a global scale. This focus on technological innovation positions the research within the broader discourse on digital transformation and its impact on creative industries, offering valuable insights for both academics and practitioners.

Another major contribution of this research is its practical analysis of market strategies that Chinese gaming companies can adopt to expand their presence in the U.S., Europe, and Japan. The study outlines several strategic approaches, such as

forming partnerships with international studios, acquiring foreign gaming companies, and developing cross-platform games that can appeal to both mobile and console audiences. By examining successful case studies of Chinese companies like Tencent and ByteDance, the research offers practical recommendations for how Chinese firms can integrate themselves into the global gaming ecosystem while leveraging their substantial capital and expertise in mobile gaming. This pragmatic focus makes the thesis not only academically relevant but also highly applicable to industry professionals looking to expand into new markets.

Furthermore, the study suggests that China's gaming industry can enhance its global competitiveness by integrating technological innovation, regulatory adaptation, cultural sensitivity and international collaboration. By adopting more comprehensive game development and marketing strategies, Chinese companies can overcome current limitations in the field of console gaming and thus position themselves more favourably in the global market. This finding is of great significance for policymakers, as it reveals the potential of regulatory reform in promoting innovation and enhancing China's global competitiveness.

In addition to these theoretical and practical contributions, the research also makes a methodological contribution by employing a mixed-methods approach that combines quantitative and qualitative data. This approach allows for a comprehensive analysis of both the statistical trends within the global gaming industry and the more nuanced, subjective experiences of developers and players. The use of focus groups, surveys, and case studies enriches the research by providing a multi-dimensional perspective on the challenges and opportunities facing the Chinese gaming industry. This methodological contribution adds to the growing recognition of mixed-methods research as a valuable tool for studying complex, multi-faceted industries like gaming.

Moreover, the thesis addresses an under-researched area in the field of gaming studies: the intersection between mobile and console gaming in China. While much of the existing literature focuses on either mobile or console gaming in isolation, this study explores how Chinese companies can capitalise on their dominance in mobile gaming to enhance their console gaming offerings. The research suggests that developing cross-platform games that cater to both mobile and console players could provide a strategic advantage for Chinese developers, particularly in regions where console gaming remains dominant but mobile gaming is on the rise. This intersection between mobile and console gaming is an emerging trend in the industry, and the study contributes valuable insights into how it can be leveraged for future growth.

Lastly, the thesis contributes to the academic discourse on globalisation and creative industries by situating China's gaming industry within the broader context of global market trends. By examining the ways in which Chinese companies interact with international markets, the research offers a case study in the globalisation of a rapidly growing creative industry. It highlights the tensions between local regulatory constraints and global market opportunities, contributing to the ongoing debate about how industries in emerging economies can integrate into the global economy while maintaining their unique cultural and regulatory identities.

In conclusion, this thesis makes original contributions across multiple dimensions, from regulatory analysis and cultural adaptation to technological innovation and market strategies. It offers both theoretical advancements and practical recommendations that will be of interest to academics, industry professionals, and policymakers alike. By providing a comprehensive analysis of the Chinese console gaming industry within a global context, the study not only advances academic knowledge but also offers a roadmap for future development in one of the world's most dynamic industries.

6.4 Limitations and future research

While this thesis provides important insights into the global gaming industry, particularly focusing on the challenges and opportunities for China's console gaming sector, there are several limitations to be acknowledged. These limitations highlight potential areas for further exploration, where future research can expand upon the foundation laid by this study.

One of the primary limitations of this research is its focus on macro-level trends in the global gaming industry, with limited attention given to the micro-level strategies and operational practices of individual companies. While this thesis has analysed industry-wide developments, it does not delve deeply into how specific Chinese game developers or companies manage challenges such as innovation, regulatory compliance, and competition. This limitation leaves a gap in understanding how different types of companies—ranging from large corporations like Tencent and NetEase to smaller independent developers—navigate the complexities of both the domestic and international markets. Future research could adopt a case-study approach, examining how specific companies are leveraging their resources, forming international partnerships, and responding to regulatory challenges. Such research could provide a more granular view of the strategies that are proving successful for individual firms and offer insights into how these strategies contribute to broader industry trends.

Another limitation is the geographic scope of this study. While the research focuses on the most prominent global gaming markets—namely, the United States, Europe, Japan, and China—it does not fully explore other growing markets that are becoming increasingly important to the global gaming ecosystem. Emerging markets such as Southeast Asia, South Korea, and Latin America are experiencing rapid growth in gaming, particularly in the mobile sector, and offer distinct cultural and regulatory

environments that differ from those in the established markets. Further research could expand the geographical scope to include these regions, providing a more comprehensive analysis of how China's gaming industry interacts with diverse markets beyond the dominant Western and Japanese spheres. Examining the dynamics in these emerging regions could offer additional perspectives on global expansion strategies for Chinese companies.

The study also places considerable emphasis on regulatory challenges, particularly focusing on how China's strict regulatory environment limits creative freedom and innovation. While this focus is essential for understanding the constraints faced by Chinese developers, it could be expanded to explore how recent changes in global regulatory frameworks impact the gaming industry as a whole. For example, increasing concerns about data privacy, loot box regulations, and consumer protection are becoming prominent issues in Western gaming markets. A deeper exploration of how these global regulatory trends intersect with Chinese regulations could offer valuable insights into the broader challenges of global market integration. Future studies could explore how Chinese game developers navigate not only domestic regulations but also international regulatory landscapes, where compliance with diverse legal systems is critical for successful market entry.

A further limitation is the thesis's focus on the dominant players within China's gaming industry, such as Tencent and NetEase. While these companies have substantial market influence and have been the focus of significant attention in terms of their globalisation strategies, this study has not fully explored the role of independent and smaller developers in driving innovation. Independent developers often face different challenges compared to their larger counterparts, particularly in terms of resource limitations and access to funding, but they also bring unique creative approaches to the market. Future research could examine the specific contributions of smaller studios in China, investigating how they are fostering

innovation and possibly challenging the dominance of larger corporations. By focusing on the independent sector, future studies could provide a more comprehensive understanding of the creative landscape in Chinese gaming, highlighting the diversity of approaches to game development within the country.

Additionally, the thesis acknowledges the importance of technological advancements, such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI), in shaping the future of the gaming industry. However, further research could explore how these technologies are being integrated into game development and whether Chinese companies are at the forefront of or lagging behind in adopting these innovations. Investigating the technological trajectories of Chinese developers compared to their global counterparts could provide deeper insights into the role of technological innovation in the future competitiveness of China's gaming industry. Moreover, as the boundaries between mobile, console, and PC gaming continue to blur, future research could examine how Chinese companies are adapting to these cross-platform trends and whether they are successfully leveraging their dominance in mobile gaming to expand into the console space.

Finally, while this research provides a broad analysis of the Chinese console gaming industry and its globalisation strategies, it does not fully explore the role of player communities and social dynamics in shaping the success of gaming products. As social gaming, esports, and live-streaming platforms become increasingly influential in the gaming industry, understanding how player communities engage with games and drive their popularity is crucial. Future research could focus on the relationship between game developers and player communities, both in China and internationally, to better understand how these interactions influence game design, marketing, and long-term player engagement. Additionally, examining the differences in player preferences across various markets could offer further insights into how Chinese developers might refine their localisation strategies to better cater to the cultural and

social preferences of global audiences.

In conclusion, while this thesis provides a significant contribution to the understanding of China's console gaming industry and its place within the global gaming market, there are several areas where further research could expand upon these findings. Future studies should consider a more micro-level approach, examining individual companies and their strategies, as well as broadening the geographic focus to include emerging gaming markets. Additionally, greater attention could be given to evolving global regulatory trends, the role of independent developers in fostering innovation, and the integration of new technologies into game development. By addressing these areas, future research can build on the foundation established by this thesis, providing deeper insights into the challenges and opportunities facing China's gaming industry as it continues to navigate the global marketplace.

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Appendix

Appendix 1: Participant Consent Form

Participant Consent Form	
I confirm that I have read the information sheet dated.................... for the above study. I have had the opportunity to consider the information, ask questions and have had theseanswered satisfactorily.	Choose an item.
I understand that my participation is voluntary and that I am free to withdraw at any time withoutgiving any reason.	Choose an item.
I have had the purpose and nature of the study explained to me in writing and I have had the opportunity to ask questions about the study.	Choose an item.
I understand that I will not benefit directly from participating in this research.	Choose an item.
I agree to my participatory being audio-recorded.	Choose an item.
I understand that in any report on the results of this research my identity will remain anonymous. This will be done by changing my name and disguising any details of my interview which may reveal my identity or the identity of people I speak about.	Choose an item.
I understand that under freedom of information legalisation I am entitled to access the information I have provided at any time while it is in storage as specified above.	Choose an item.
I understand that I am free to contact any of the people involved in the research to seek further clarification and information.	Choose an item.

Appendix 2: Participant Information Sheets

Title of study:

Analysing the prospects for the Chinese console game industry based on the case studies of US, European and Japanese markets.

Name of Researcher:

Feiyun Peng, MPhil student, University of Salford

Invitation:

You have been asked to participate in a study that examines the future of the Chinese console gaming market using case studies of the US, European, and Japanese markets. It's crucial that you comprehend the purpose of the study and its scope before determining whether or not to participate. Before deciding whether or not to participate, please take the time to thoroughly read the following information. Before you decide, you are welcome to talk to others about this initiative. I can be reached at F.Peng@edu.salfod.ac.uk.

What is the purpose of the study?

The project will contribute to our understanding of the console gaming industry by surveying games and players from a range of different backgrounds. Cross-national console game research can bring benefits to the game industry and gamers. This study contributes to knowledge in three areas. First, it aims to present the patterns of game industries in different countries and backgrounds. Secondly, it provides new empirical evidence for the transnational game industry and users. Third, the empirical evidence from this project can be used to broaden the practical understanding of the game console industry, analyze the game industry and game players in different countries, learn from each other's strengths, and promote development.

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Why have I been chosen?

You have been selected because you are a gamer first and have experience analyzing the prospects for the Chinese console game industry based on the case studies of US, European and Japanese markets.

Do I have to take part?

Whether or not to participate is entirely up to you. You will be given this information sheet to keep, asked to sign a permission form, and offered the option to withdraw at any time without jeopardizing your entitlement to any benefits if you choose to participate. Giving a reason for leaving the study is not required.

However, you should be aware that the University may still use the data you have already submitted if you decide to withdraw. It will only do this in an anonymous manner and for research reasons, making it impossible to identify you.

What do I have to do? / What will happen to me if I take part?

You will be interviewed for approximately one hour in a focus group. The interview questions will focus on your understanding of console games in China, the USA, Europe and Japan, and explore the differences between the various contexts. The interview will be conducted in Chinese to ensure that you fully understand the questions being asked. Due to geographical differences in locations, the interview will be conducted via telephone, Skype, webcam or smartphone technology.

Expenses and payments?

No

What are the possible disadvantages and risks of taking part?

Participating in the research is not anticipated to cause you any disadvantages or

discomfort.

What are the possible benefits of taking part?

Although there will be no immediate benefits to those participating in the project, it is hoped that this work will have a beneficial impact on the project of Analysing the prospects for the Chinese console game industry based on the case studies of US, European and Japanese markets.

What if there is a problem?

If you have any questions or concerns about any aspect of this study, you should ask to speak to the researcher by email: F.Peng@edu.salford.ac.uk, Feiyun Peng will do her best to answer your questions.

Will my taking part in the study be kept confidential? / What will happen to the results of the research project?

I promise to keep all of the information I gather about you during the research completely private. No publications or reports will contain any information that could identify or identify you. Additionally, your institution won't be recognized. Any information gathered about you through the online survey will be kept on the internet in a format secured by passwords and other pertinent security procedures and tools.

What will happen if I want to stop being part of the study?

We will delete all of your identifiable samples and taped interviews if you decide to leave the study, but we will still need to use the data gathered up until your withdrawal.

What will happen to the results of the research study?

The study's findings will be published. No report or publication will contain your name. No report or publication will include your institution's name. Please get in touch with me if you would like a copy of any research-related reports, and I will provide them to you.

Will I be recorded and how will the recorded media be used?

You will not be recorded in any way other than your input to the interview without separate permission being gained from you.

Who is organising or sponsoring the research?

The project is organisd by Feiyun Peng of the University of Salford.

Further information and contact details:

Feiyun Peng, School of Art Media, University of Salford. Tel: +44 (0)7398935576, email: F.Peng@edu.salford.ac.uk

Thank you for taking part in this research.

Feiyun Peng

Appendix 3: Ethical Approval

University of
Salford
MANCHESTER

The Crescent,
Salford, M5 4WT,
United Kingdom

0161 295 5000
www.salford.ac.uk

31 January 2024

Dear Feiyun Peng

Study title: Analysing the prospects for the Chinese console game industry based on the case studies of US, European and Japanese markets.
Reference: 2023-0130-77
Panel Decision: Favourable Opinion

We are pleased to inform you that your application has been reviewed and received a Favourable Opinion and your research project may commence. Please ensure you follow all relevant guidance as laid out in the **Research Code of Practice**.

One of your reviewers suggested that you may want to consider more open-ended questions in your questionnaire. However, since this does not constitute an ethical issues, and considering the timeline of the research project, I have giving you a favourable opinion. If you do decided to change your questions, then you will be required to obtain an Amendment to modify the project and this includes extensions to periods of approval.

Please be aware that, for the purposes of audit, your Ethics Administrator may contact you to ascertain the status of your research.

If you have queries about any aspect of this ethics approval, please contact your ethics administrator.

Kind Regards,

ethics@salford.ac.uk

Ethics Administration

For and on behalf of

Chair:
Panel: School of Arts & Media
Cc: Juan Hiriart, Yun Chen

Appendix 4: Questionnaire Questions

Questionnaire for the Differences of Console Game Development Between China and Other Countries

中外主机游戏发展差异调查问卷

Thank you for participating in this survey. This questionnaire aims to understand players' perspectives, habits, and preferences on the development of console games across different cultural backgrounds. Please fill out the survey based on your actual situation. All answers will be kept as confidential.

感谢您参与本次调查问卷。本问卷旨在了解不同文化背景下玩家对主机游戏发展的看法、习惯和偏好。请根据您的实际情况填写问卷，所有答案将被严格保密。

1. Your Age 您的年龄:

    o   18-24 years old 18-24 岁

    o   25-34 years old 25-34 岁

    o   35-44 years old 35-44 岁

    o   45 years and above 45 岁以上

2. Your Gender 您的性别:

    o   Male 男

    o   Female 女

    o   Other 其他

3. Your Current Country of Residence 您的目前居住国家:

    o   China 中国

    o   United States 美国

    o   United Kingdom 英国

    o   Japan 日本

    o   Other Country 其他国家

4. Your Occupation 您的职业：

   o Student 学生

   o Employed 上班族

   o Freelancer 自由职业者

5. Your Annual Income Level (GBP) 您的年收入水平（英镑）：

   o Under £20,000

   o £20,000-£50,000

   o Above £50,000

6. Time you spend playing console games per week 您每周花费在主机游戏上的时间：

   o Less than 5 hours 少于 5 小时

   o 5-10 hours 5-10 小时

   o 10-20 hours 10-20 小时

   o More than 20 hours 20 小时以上

7. How many years of console gaming experience do you have 您的主机游戏经验：

   o Less than 1 year 少于 1 年

   o 1-3 years   1-3 年

   o 3-5 years   3-5 年

   o More than 5 years   5 年以上

8. Which gaming platform do you play most often? 您最常玩的游戏平台是：

   o PlayStation

   o Xbox

   o Nintendo Switch

   o PC

   o Mobile 手机

9. Number of gaming consoles you own 您拥有多少台主机：

   o 1 console 1 台

   o 2 consoles   2 台

   o 3 consoles   3 台

   o More than 3 consoles   3 台以上

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10. Your Main Channel for Buying Console Games 您购买主机游戏的主要渠道:

- o Physical store 实体店

- o Online store (e.g., PlayStation Store, Xbox Store) 在线商店（如 PlayStation Store、Xbox Store）

11. Your Average Monthly Spending on Games (GBP) 您每月在游戏上的平均花费 (GBP)：

- o Less than £50 少于 50 镑

- o £50-£100 50-100 镑

- o £100-£200 100-200 镑

- o More than £200 200 镑以上

12. What is your favorite game type? 您最喜欢的游戏类型

- o Action 动作游戏

- o Adventure 冒险游戏

- o Role-playing game (RPG) 角色扮演游戏（RPG）

- o Shooter 射击游戏

- o Sports 体育游戏

- o Racing 竞速游戏

- o Puzzle 益智游戏

- o Strategy 策略游戏

13. For Which of the Following Reasons Would You Buy a Game? 您会因为以下哪些原因购买某款游戏？

- o Friend recommendation 朋友推荐

- o Media review 媒体评价

- o Game trailer 游戏预告片

- o Reputation of the developer 游戏开发商的声誉

- o Interested Game Types 感兴趣的游戏类型

- o Price 价格

14. How Many Different Console Games Do You Play Monthly on Average? 您每月平均玩几款不同的主机游戏？

- o 1-2 games   1-2 款

- o 3-5 games   3-5 款

- o 6-10 games   6-10 款

- o More than 10 games   10 款以上

15. What is the Primary Factor for Your Game Purchases? 您购买游戏的主要决定因素是什么?

- o Game reviews 游戏评价

- o Game trailer 游戏预告片

- o Game from a good brand/company/developer 游戏公司品牌

- o Friend recommendation 朋友推荐

- o Price 价格

16. In Which of the Following Aspects Do You Think There Are Differences Between Chinese and the US, European, and Japanese Console Games 您认为中外主机游戏在以下哪些方面存在差异?

- o Game art style 游戏画风

- o Game Storyline 故事情节

- o Game Character design 角色设计

- o Level of Game Difficulty

- o Game Mechanics 游戏机制

- o Social interaction 社交互动

17. Which of the Following Aspects Affect Your Game Preferences? 您觉得以下哪些方面会影响您对游戏的喜好?

- o Cultural background 文化背景

- o Language 语言

- o Game style 游戏风格

- o The Player Community 社区氛围

- o Game development team 开发团队

1. Do you like free games? 您是否喜欢免费游戏:

- o Strongly like 非常喜欢

- o Like 喜欢

- o Neutral 无所谓

- o Dislike 不喜欢

- o Strongly dislike 非常不喜欢

2. Do you prefer offline games over online games? 您更倾向于玩本地游戏而不是在线游戏?

   - o Strongly agree 非常同意

   - o Agree 同意

   - o Neutral 中立

   - o Disagree 不同意

   - o Strongly disagree 非常不同意

3. Do you prefer single-player games over multiplayer games? 您更倾向于单人游戏而不是多人游戏?

   - o Strongly agree 非常同意

   - o Agree 同意

   - o Neutral 中立

   - o Disagree 不同意

   - o Strongly disagree 非常不同意

4. Are you looking forward to the development of AI (artificial intelligence) technology in games? 您对游戏中的 AI（人工智能）技术发展持什么看法?

   - o Strongly agree 非常同意

   - o Agree 同意

   - o Neutral 中立

   - o Disagree 不同意

   - o Strongly disagree 非常不同意

5. Do you agree that virtual reality (VR) and augmented reality (AR) games are the trend of the future? 您是否同意虚拟现实（VR）和增强现实（AR）游戏是未来的趋势?

   - o Strongly agree 非常同意

- o Agree 同意

- o Neutral 中立

- o Disagree 不同意

- o Strongly disagree 非常不同意

6. Do you agree that technological innovation affects games' quality? 您是否同意技术创新对游戏质量有影响?

- o Strongly agree 非常同意

- o Agree 同意

- o Neutral 中立

- o Disagree 不同意

- o Strongly disagree 非常不同意

7. Are you willing to try more games from different cultural backgrounds? 您是否愿意尝试更多来自不同文化背景的游戏?

- o Strongly agree 非常同意

- o Agree 同意

- o Neutral 中立

- o Disagree 不同意

- o Strongly disagree 非常不同意

8. Do you think console games will gradually be replaced by cloud gaming? 您是否认为主机游戏会逐渐被云游戏取代?

- o Strongly agree 非常同意

- o Agree 同意

- o Neutral 中立

- o Disagree 不同意

- o Strongly disagree 非常不同意

9. Would you choose games from specific countries/regions based on cultural background? 您是否会因文化背景而选择特定国家/地区的游戏?

- o Strongly agree 非常同意

- o Agree 同意

o Neutral 中立

o Disagree 不同意

o Strongly disagree 非常不同意

10. Do you think Chinese games are being heavily promoted in oversea market? 您是否认为中国游戏在海外的推广力度较大？

    o Strongly agree 非常同意

    o Agree 同意

    o Neutral 中立

    o Disagree 不同意

    o Strongly disagree 非常不同意

11. Do you think cultural differences affect gameplay experience? 您是否认为文化差异会影响游戏的玩法体验？

    o Strongly agree 非常同意

    o Agree 同意

    o Neutral 中立

    o Disagree 不同意

    o Strongly disagree 非常不同意

12. Do you prefer games with your own cultural background? 您是否更倾向于玩本国文化背景的游戏？

    o Strongly agree 非常同意

    o Agree 同意

    o Neutral 中立

    o Disagree 不同意

    o Strongly disagree 非常不同意

13. Do you think games from the US, Europe and Japan are well-localized when in a different market? 您是否认为外国游戏在本地化方面做得完善？

    o Strongly agree 非常同意

    o Agree 同意

    o Neutral 中立

- Disagree 不同意

- Strongly disagree 非常不同意

14. Do you agree that games from the US, Europe and Japan are better than Chinese games? 您是否同意外国游戏比中国游戏更好:

    - Strongly agree 非常同意

    - Agree 同意

    - Neutral 中立

    - Disagree 不同意

    - Strongly disagree 非常不同意

15. Do you think games from in the US, Europe and Japan are face cultural barriers in their promotion in Chinese market? 您认为国外游戏在中国的推广是否面临文化障碍?

    - Strongly agree 非常同意

    - Agree 同意

    - Neutral 中立

    - Disagree 不同意

    - Strongly disagree 非常不同意

16. Do you think the differences between the Chinese and the US, European and Japanese gaming markets will decrease in the coming years? 您认为未来几年内中外游戏市场的差异会缩小吗?

    - Strongly agree 非常同意

    - Agree 同意

    - Neutral 中立

    - Disagree 不同意

    - Strongly disagree 非常不同意

17. Do you think payment mechanisms in games need a regulation? 认为游戏中的付费机制是否需要监管?

    - Strongly agree 非常同意

    - Agree 同意

    - Neutral 中立

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- Disagree 不同意

- Strongly disagree 非常不同意

18. Do you think the game rating system helps protect minors? 您认为游戏分级制度对保护未成年人有帮助吗?

    - Strongly agree 非常同意

    - Agree 同意

    - Neutral 中立

    - Disagree 不同意

    - Strongly disagree 非常不同意

19. Do you think cultural content in games should be regulated by the government? 您认为游戏中包含的文化内容是否需要政府监管?

    - Strongly agree 非常同意

    - Agree 同意

    - Neutral 中立

    - Disagree 不同意

    - Strongly disagree 非常不同意

20. Do you think the game censorship system in the US, Europe and Japan are strict? 您觉得外国的游戏审查制度如何?

    - Strongly agree 非常同意

    - Agree 同意

    - Neutral 中立

    - Disagree 不同意

    - Strongly disagree 非常不同意

21. Do you think the game censorship system in China is strict? 您认为中国的游戏审查制度严格吗?

    - Strongly agree 非常同意

    - Agree 同意

    - Neutral 中立

    - Disagree 不同意

o   Strongly disagree 非常不同意

22. Do you think government regulation of game content has a positive impact on the gaming industry? 您认为国家对游戏内容的监管对游戏产业有积极影响吗?

   o   Strongly agree 非常同意

   o   Agree 同意

   o   Neutral 中立

   o   Disagree 不同意

   o   Strongly disagree 非常不同意

23. Do you support government regulation of violent content in games? 您是否支持政府对游戏中的暴力内容进行监管?

   o   Strongly agree 非常同意

   o   Agree 同意

   o   Neutral 中立

   o   Disagree 不同意

   o   Strongly disagree 非常不同意

24. Do you think it is reasonable to restrict minors' gaming time each day? 您认为未成年人每天游戏时间限制是否合理?

   o   Strongly agree 非常同意

   o   Agree 同意

   o   Neutral 中立

   o   Disagree 不同意

   o   Strongly disagree 非常不同意

25. Do you think game companies should be responsible for players' data privacy? 您认为游戏公司是否应对玩家的数据隐私负责?

   o   Strongly agree 非常同意

   o   Agree 同意

   o   Neutral 中立

   o   Disagree 不同意

   o   Strongly disagree 非常不同意

26. Do you think local game developers from China are disadvantaged in market

    competition? 您认为本土游戏开发商在市场竞争中处于劣势吗？

    - o   Strongly agree 非常同意

    - o   Agree 同意

    - o   Neutral 中立

    - o   Disagree 不同意

    - o   Strongly disagree 非常不同意

27. Do you think there are differences in console game pricing strategy between Chinese

    market and the US, European, and Japanese market? 您认为主机游戏的定价在中国和

    国外是否存在差异？

    - o   Strongly agree 非常同意

    - o   Agree 同意

    - o   Neutral 中立

    - o   Disagree 不同意

    - o   Strongly disagree 非常不同意

28. Do you think there are differences in the market promotion efforts of games between

    Chinese market and the US, European, and Japanese markets? 您觉得国内外游戏的市

    场推广力度有差异吗？

    - o   Strongly agree 非常同意

    - o   Agree 同意

    - o   Neutral 中立

    - o   Disagree 不同意

    - o   Strongly disagree 非常不同意

29. Do you think the pricing of games in your area is reasonable?   您认为您所在地的游戏

    定价合理吗？

    - o   Strongly agree 非常同意

    - o   Agree 同意

    - o   Neutral 中立

    - o   Disagree 不同意

o   Strongly disagree 非常不同意

30. Do you think there are differences between Chinese and in the US, European and Japanese game companies in complying with data privacy regulations? 您认为中外游戏公司在遵守数据隐私法规方面有差异吗?

o   Strongly agree 非常同意

o   Agree 同意

o   Neutral 中立

o   Disagree 不同意

o   Strongly disagree 非常不同意

31. Do you think local game developers from China are disadvantaged in market competition? 您认为本土游戏开发商在市场竞争中处于劣势吗?

o   Strongly agree 非常同意

o   Agree 同意

o   Neutral 中立

o   Disagree 不同意

o   Strongly disagree 非常不同意

32. Do you think Chinese players prefer to buy domestic developer's games or oversea developer's games? 您认为中国玩家更倾向于购买国内游戏还是国外游戏?

o   Domestic developer's games 国内游戏

o   Oversea developer's games 国外游戏

o   No clear preference 无明显倾向

Appendix 5: Focus Group Questions

Q1: Please tell us about the types of games you like to play and why you like them.

问题 1：请各位介绍一下自己平时喜欢玩的游戏类型，以及为什么喜欢这种类型的游戏？

Q2: What is the most popular platform for playing games? Console, computer or mobile. Which do you prefer and why?

问题 2：大家游玩的最多的游戏平台是什么？主机，电脑还是手机？你们更喜欢哪一种？为什么？

Q3: Do you prefer playing single-player or multiplayer games? Why do you think this is?

问题 3：您更倾向于玩单人游戏还是多人游戏？您觉得为什么会有这样的偏好？

Q4: What do you think of in-game purchases (such as buying items, costumes, etc.)?

问题 4：您对游戏内购（如购买道具、服装等）有什么看法？

Q5: What do you think is the reason for the Chinese mobile game market being larger than the console game market?

问题 5：您认为中国手机游戏市场比主机游戏市场大的原因是什么？

Q6: How much do you think the cultural background of a game influences your gaming experience? Have you ever had an experience where your opinion of a game changed due to cultural differences?

问题 6：您认为游戏中的文化背景对您的游戏体验有多大影响？是否有过因为文化差异而改变对一款游戏看法的经历？

Q7: When are you choosing a game, do you prefer to buy games developed locally or internationally?

问题 7：在选择游戏时，您是否更倾向于购买本土开发的游戏还是国际开发的游戏？

Q8: What do you think are the biggest challenges to promoting console games in China?

问题 8：你们觉得主机游戏在中国推广的最大挑战是什么？

Q9: How do you think your country's game content regulation policies affect the local game market? In what ways do they have the greatest impact? Is the game rating system effective in protecting minors? What are the significant differences between Chinese and foreign games in terms of censorship? How do these differences affect the content and marketing of games?

问题 9：您认为所在国家的游戏内容监管政策对本地游戏市场有何影响？在什么方面影响最大？游戏分级制度在保护未成年人方面有效吗？还有中外游戏在审查制度上有哪些显著差异？这些差异对游戏的内容和市场推广有何影响？

Q10: Do you think the difference between the Chinese and foreign console game markets will narrow in the next few years? What factors will drive this change?

问题 10：您认为未来几年内，中外主机游戏市场的差异会缩小吗？是什么原因推动了这种变化？

Q11: What advice would you give to console game developers, regulators or marketers? What improvements would you like to see in the future game market?

问题 11：您对主机游戏开发商、监管机构或市场推广者有什么建议？您希望在未来的游戏市场中看到哪些改进？

Q12: What do you think the future holds for the international console game industry?

问题 12：如何看待国际主机游戏行业的未来？

Q13: What do you think about the social responsibility and cultural influence of the game industry?

问题 13：如何看待游戏行业的社会责任与文化影响？