Examining the Adoption of Online Game Using the Uses and Gratifications Theory

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Examining the Adoption of Online Game Using the Uses and Gratifications Theory

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ABSTRACT
Recent years have witnessed rapid advancement in mobile entertainments. Online games have emerged widely in the computer and mobile telecommunication areas in the world. They have become the front line of the battle among organizations that have recognized online games as a platform of branded fun. Based on this, it is believed that understanding the players’ intention to play, especially for game designers, marketers, organizations and device developers is mission critical. Drawing on the Uses and Gratifications theory, this paper addresses this need by proposing an integrated model that depicts the factors that have the potential to impact the behavioral intention to adopt online games.

Keywords
Online game adoption, Uses and Gratifications, Enjoyment, Social Interaction, Achievement, Flow experience.