

吃鸡类手机游戏顾客感知价值对顾客忠诚影响研究

摘 要

近年来，手机游戏产业逐渐成熟，中国游戏市场在市场和用户两个维度同时步入存量时代。因此，如何提高玩家忠诚度，达到用户期望，减少流失率，延长玩家的生命周期就成了游戏开发商重点关注和需要解决的问题。

本文以吃鸡类手机游戏为研究对象，在文献的基础上，以顾客满意度为中介建立顾客感知价值与顾客忠诚的模型，并从社交、功能、情感、利失将顾客感知价值划分为四个维度，再结合问卷设计与数据分析，分别探讨了四个维度对于顾客忠诚度的影响程度。

研究结果显示，男女在顾客感知价值维度上对于顾客忠诚影响程度存在差异，功能价值对男性玩家顾客忠诚影响程度最大，女性则是社交价值影响程度最大。且通过中介分析，满意度在顾客感知价值对顾客忠诚关系中起到部分中介作用。

关键词：顾客感知价值；顾客忠诚；吃鸡手游

Abstract

In recent years, the mobile game industry has gradually matured, and China's game market has entered the stock age in both the market and the user dimensions. Therefore, how to improve player loyalty, achieve user expectations, reduce the loss rate, and extend the life cycle of players has become the focus of game developers and problems to be solved.

This paper takes chicken eating mobile games as the research object, establishes the model of customer perceived value and customer loyalty based on the literature, and divides the customer perceived value into four dimensions from social, function, emotion, profit and loss. Then, combined with the questionnaire design and data analysis, it discusses the influence of the four dimensions on customer loyalty.

The results show that men and women have different influence on customer loyalty in the dimension of customer perceived value, functional value has the greatest influence on male players' customer loyalty, while women have the greatest influence on social value. And through the intermediary analysis, satisfaction plays a part of intermediary role in the relationship between customer perceived value and customer loyalty.

Keywords: customer perceived value; customer loyalty; chicken eating mobile game

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