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ABSTRACT

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In recent years, with the development of smart phones and the continuous progress of mobile networks, mobile games have gradually become an indispensable part of people's social life. As one of the three major game markets, China has great research significance.

There are many problems in the Chinese game market. The homogeneity of mobile games is serious, the profitability of mobile game manufacturers is difficult, and the emergence of short videos has seized many market shares. Improve the Chinese game market and improve the marketing methods of mobile games, so that the Chinese mobile game market can achieve scientific and sustainable development.

This paper takes 6P marketing theory, SWOT theory, PEST theory and STP theory as the guiding theories, and takes China's mobile game market as the research object. It introduces in detail the development status of China's mobile game market, its impact on the environment, profit methods and player needs. Analyzing the entire game market, it is more intuitive to see the shortcomings of the Chinese mobile game market and the points that need improvement. Finally, some relevant suggestions are put forward in the hope that China's mobile game market can be better developed.

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INTRODUCTION

For the Chinese game market, with the continuous development of smart phones and the emergence of short video entertainment, the Chinese mobile game market has been greatly threatened. How to use relevant marketing strategies to promote the progress of mobile games is the current Chinese mobile game market needs to resolve.

This master's thesis studies the current situation of China's mobile game market, and analyzes the current marketing methods of China's mobile game market, in order to propose relevant marketing strategies that are more conducive to the development of China's mobile game market.

The purpose of this article is to clearly understand the problems faced by the Chinese game market and provide some practical suggestions for relevant game companies. As for the goal, I will conduct a literature survey on the marketing methods of the mobile game market and analyze the data related to mobile phones.

The object of this work is literature and related data in the field of mobile game marketing. The theme is the analysis of all collected data based on mobile game marketing methods.

The whole thesis is divided into three parts.

The first part is to understand the current situation of the world game market, to further understand the Chinese game market, to describe the relevant marketing methods used, and to analyze and integrate the current marketing methods of the Chinese game market.

The second part introduces the history and development of mobile games. In the analysis of the profit model of mobile games, and PEST analysis of the current mobile game market in China, to understand the advantages of the development of the mobile game market. We are analyzing the main consumers in the Chinese mobile game market to understand the current situation of the entire game market. Through SWOT analysis, I understand various deficiencies and areas for improvement in the development of China's mobile game market.

The third part is data analysis based on relevant information. First, conduct an STP analysis of this game market, determine the target market and segment target customers, and analyze the marketing strategies currently adopted by the Chinese game market. Through the 6P strategy, it has analyzed the areas of China's mobile game market that need to be strengthened and improved. Finally, analyzing the collected data draws a conclusion.

1 THE STATUS QUO OF CHINA'S MOBILE GAME MARKET AND THE CHOICE OF MARKETING STRATEGY

1.1 Research background and purpose

International research trends: With the improvement of living standards and changes in consumption habits, games have gradually become the mainstream leisure and social activities of consumers [1]. Of course, in addition to the normal development and growth trend of the market, the global epidemic has become the main catalyst. Residents in most countries around the world need to reduce going out, and the game time of game users has generally increased. This also brings more revenue growth to the mobile game market.

Domestic research trends: The revenue of China's game market in 2019 was approximately 288.48 billion Yuan, a year-on-year increase of 17.1%. After the cold winter period when the version number was suspended in 2018, Chinese game manufacturers cherish every game product that has received a version number. This also enables the development of the two-game industries of "deeply polishing product quality" and "improving the level of operational precision" [2]. The direction is truly implemented. Under this premise, not only the newly launched games will be oriented towards players with more sufficient promotion resources and more complete game content, but for the old games that are already online, developers will also invest more energy and cost to produce better version content. With the help of users, the overall payment limit of game users will eventually be increased. Supplemented by the active exploration of major game manufacturers in overseas markets, the size of the Chinese game market in 2019 has achieved a growth rate that exceeds market expectations [3].

In 2019, the scale of China's mobile game market was approximately 209.16 billion Yuan, a year-on-year increase of 27.1%. With the dual factors of leading manufacturers gradually adapting to the tightening policy of game version numbers and continuing to strengthen their exploration of overseas markets, China's mobile game market has achieved a relatively large growth rate in 2019 [4]. At present, China's mobile game market is at a key point of development: whether it is the industry reshuffle caused by the

version number or the industry innovation brought about by new technologies such as 5G and cloud games, it is possible to completely change the industry landscape. The mobile game industry will continue to maintain a relatively stable development trend in the short term. Until new technologies can bring user experience with stable interaction, reasonable pricing, and mature gameplay, the mobile game market may enter a new round of structural changes [5].

In 2019, the number of mobile game users in China is about 660 million. At the same time, mobile games, as a low-threshold, low-cost entertainment method, have become a common part of most people's lives. However, it should be noted that there are a large number of casual users who only play chess and card games or light mini-games among Chinese game users. These users have weak game attributes and low willingness to pay. If the potential needs of such users can be effectively tapped, they will be It has a powerful role in promoting the Chinese game market [6].

Topic selection basis: mobile games benefited from the popularity of smartphones and their novel business models. Since 2012, they have maintained rapid growth. The portability of mobile games is its biggest advantage. It not only inherits the market share of handheld games but also attracts a large number of new light game users because the penetration rate of smartphones is much higher than that of handheld games. Another trend in the domestic mobile game market is the migration of traditional mobile games to mobile game platforms [7]. For top IPs that have been successful in the mobile game market, they still have greater appeal and attraction after migrating to mobile game platforms, except for original players. In addition, because of the popularity of smartphones, it will attract a large number of new players to join. This shows that the mobile game market has huge potential. At the same time, with the continuous development of technology, the development of mobile games is also continuously accelerating, and more market shares can be obtained through correct marketing methods [8]. This topic will analyze the current mainstream mobile games in China, analyze the marketing status and existing problems of mainstream mobile games in China, analyze the internal and external environments of mobile games, and finally analyze the marketing

strategies and existing problems of mobile games. Analyze the product strategy, pricing strategy, sales channel strategy, promotion strategy, and after-sales service in the game, and make suggestions. Then enhance the industry competitiveness of the mobile phone industry and stimulate the country's economic development [9].

Significance of the topic: With the continuous growth of the global game industry market, the Chinese game market will be affected to a certain extent. In the face of the impact of the foreign game market, how to maintain the competitive advantage of the Chinese game industry in the market and maintain the ability of the domestic game industry in a leading position. How to formulate a leading, effective marketing strategy is the key to making domestic mobile games lead. By describing the general situation of the game market in my country, focusing on mainstream mobile games in China, analyzing the external and internal environments of the game market, as well as its advantages, disadvantages, opportunities, threats, etc.; at the same time, analyzing product strategies, pricing strategies, and sales within the game Marketing strategies such as channel strategy, promotion strategy, and after-sales service [10]. Finally, I put forward my own suggestions and opinions on the related mobile game marketing situation and the problems and deficiencies in its marketing strategy. Strengthening customer relationships, improving service concepts, and strengthening the combination of marketing strategies comprehensively improve the overall marketing level of domestic mobile phone games. Let China mobile games gain certain experience and reference from marketing strategies, and strengthen the industrial competitiveness of the game industry [11].

1.2 Research framework

The research thinking of this article mainly adopts the top-down research method. Through the macro analysis of the game industry and the game megatrend environment,

combined with the company's practice in mobile games, the key success factors of mobile games are summarized and summarized induction. Then combined with the development of future mobile technology and Internet technology, innovatively proposed a feasible future mobile game business model and analysis of the possible market segments, supplemented by the formulation of differentiated marketing strategies, to achieve the mobile game marketing strategy Landing and execution [12].

First, define mobile games, analyze the differences between mobile games and traditional online games, and provide a relevant basis for the differentiated marketing strategies of mobile games in the future. Combined with the common theories of marketing strategy analysis, as well as the industry overview of the development of the game industry and related theories, the research content and research objectives of this topic are clarified.

Secondly, conduct benchmarking analysis of representative successful mobile phone game products, obtain a comparison of the advantages and disadvantages of mobile games and key success factors, and then make a preliminary idea of the mobile game marketing strategy [13].

It then analyzes the external environment of mobile games, including the macro-environment analysis of the game market and the micro-environment analysis of mobile games, and summarizes the existing problems and bases in the development of mobile games, and summarizes the advantages, disadvantages, opportunities, and opportunities of the mobile game industry in China. Threatened. Analyze and research the STP strategy of the entire mobile game industry, market segmentation, target market selection, and market positioning [14]. Propose the target market and market positioning corresponding to different mobile game business models.

Finally, combine the above analysis to make a comprehensive overview of the mobile game marketing strategy, and explain the future development of the mobile game industry, and put forward marketing suggestions in terms of products, prices, channels, promotions, and support guarantees [15].

1.2.1 Research method selection

It mainly adopts four research methods: observation method, literature research method, qualitative analysis method, and experience summary method.

Observation method: The observation method refers to a method in which the researcher has a certain research purpose, a research outline or observation table, and uses his own testimonials and auxiliary tools to directly observe the object being studied, thereby obtaining information [16]. Scientific observations are purposeful and planned, systematic and repeatable. In scientific research and investigation, the observation method has the following functions: expand people's perceptual knowledge, inspire people's thinking, and lead to new discoveries.

Documentary research method: The documentary research method is a method that has a certain research purpose or topic, and obtains information by investigating the literature, to understand the research problem comprehensively and correctly. The literature research method is widely used in the research of various disciplines. Its functions are: to understand the history and current situation of related issues, to help determine the research topic, to form a general impression of the research object, to facilitate observation and access, to obtain comparative data of actual data, and to help understand the whole picture of things [17].

Qualitative analysis method: Qualitative analysis method is to analyze the research object in a "qualitative" aspect. Specifically, it is to use methods such as induction and deduction, analysis and synthesis, abstraction, and generalization to process the various materials obtained to realize the essence of things and reveal the internal laws [18].

Experience summary method: The experience summary method is a method of systematizing and theoreticalizing specific situations in practical activities by summarizing and analyzing them, and upgrading them to experience. Summarizing and popularizing advanced experience is one of the more effective methods used for a long time in human history [19].

1.3 Theoretical research

1.3.1 International Marketing Theory

1) PEST analysis

PEST analysis is a method used by strategic consultants to help companies review their external macro-environment. Refers to the analysis of the macro-environment, which is also known as the general environment, and refers to the various macro forces that affect all industries and enterprises. To analyze the macro-environmental factors, different industries and enterprises will have different specific contents according to their own characteristics and business needs. Common analysis elements include the following

- A. Political Factors
- B. Economic Factors
- C. Sociocultural Factors
- D. Technological Factors

Analyzing the market environment of the target market through the PEST model can enable the company to better formulate the goal of entering the market [20].

2) SWOT analysis

The SWOT analysis method was proposed by Weric, a professor of management at the University of San Francisco in the early 1980s, and is often used in corporate strategy formulation and competitor analysis. Including analysis of the company's strengths, weaknesses, opportunities, and threats. SWOT analysis is actually a method to integrate and summarize all aspects of the internal and external conditions of the enterprise, and then analyzes the strengths and weakness of the organization, the opportunities and threats it faces.

By listing the above information one by one, and then conduct a combined analysis.

Through SWOT analysis, you can quickly get the company's own specific situation, and use this as a basis to analyze the future development direction [21].

3) STP analysis

The STP theory first came out of the concept of Market Segmentation first proposed by American marketing scientist Wendell Smith in 1956. Since then, American marketing scientist Philip Kotler has further developed and perfected Wendell Smith's theory and finally formed a mature STP theory (Segmentation, Targeting, and Positioning). It is the core content of strategic marketing [22].

With the increasingly fierce market competition, more and more companies have shifted from the initial half of marketing to differentiated marketing, and then to target marketing. The target market theory mainly helps companies analyze variables such as market segmentation, target market selection, and market positioning in terms of market segmentation, target market selection and market positioning, and market segmentation before market expansion to form different segments. Market, based on market segmentation, companies evaluate different market segments and then compare and screen them, select one or several markets as the target market to enter, and locate the target market, establish product image, and make it Can occupy a unique and valuable position in the hearts of target customers.

Market segmentation is the most effective way to identify market opportunities, an important guarantee for formulating a scientific and reasonable marketing strategy, and an important measure for companies to strengthen their competitiveness. Generally speaking, the subdivision is based on geographical factors, demographic factors, psychological factors, and behavioral factors.

The company does not identify all market segments as target markets, but chooses one or several target markets among many market segments based on its own characteristics and comprehensive strength, and strives to be conducive to exerting itself in this market. Advantages to achieve the best or satisfactory income. Therefore, aftermarket segmentation, market evaluation should be conducted to evaluate the current and potential profitability of each segment, market capacity, cost and difficulty of entry, and the size and capabilities of competitors.

After selecting the target market, the company also needs to position the products in each target market, shape a distinctive personality that is different from its competitors

and determine its proper position, highlight the characteristics of the company and its products, and leave a good impression on consumers, To obtain a competitive advantage in the target market. The market positioning strategy mainly consists of strong positioning, also known as competitive positioning; avoiding strong positioning, also known as avoidance positioning; innovative positioning, also known as differentiated positioning; comparative positioning, that is, climbing, brand-name positioning strategy. With the advancement of science and technology, market positioning must not only determine the position of the product in the hearts of consumers but also determine the position of the enterprise in the hearts of consumers. Establishing Liang Hong's corporate image in the minds of consumers is an important means for companies to improve their competitiveness and gain competitive advantages.

The use of STP theory can make the company's market positioning more precise, so as to enter the market most suitable for its own situation.

4) 4Ps and 6Ps theory

The 6Ps theory is based on the 4Ps theory. The 4Ps theory originated in the United States in the 1960s and appeared with the introduction of the marketing mix theory. In 1953, Neil Borden coined the term "marketing mix" in the inaugural speech of the American Marketing Association, which means that market demand is more or less affected by the so-called "marketing variables". Or the influence of "marketing elements". To seek a certain market response, the company must effectively combine these elements to meet market demand and maximize profits. In 1960, Jerome McCarthy (Jerome McCarthy) in his "Basic Marketing" book summarized these elements into 4 categories: product, price, location, promotion, the famous 4P. In 1967, Philip Kotler (Philip Kotler) in the first edition of his best-selling book "Marketing Management: Analysis, Planning, and Control" further confirmed the 4P-centric marketing mix approach, namely: product, price, location, and promotion. The above four elements are the core content of the 4Ps theory, but these elements cannot fully meet the needs of the times. In this way, after the 1980s, the development of the world economy has generally stagnated, market competition has become increasingly fierce, and political and social factors have

increasingly affected and restricted marketing. In other words, the 4P of the general marketing strategy combination is not only affected by the company's own resources and goals but also affected and restricted by external uncontrollable factors. General marketing theories only see the influence and constraints of the external environment on marketing activities, while ignoring commercial activities will also affect the external environment. On the other hand, on this basis, in 1986, Professor Philip Kotler, a well-known American marketing scientist, proposed a marketing strategy, adding two Ps to the original 4P combination, namely 12 Power and Public Relations, referred to as 6PS [23].

The emergence of the 6Ps theory will provide important theoretical support for mobile game companies entering China.

The 6P theory starts from the perspective of the producer and is a tool used by the producer to market consumers. From the perspective of consumers, the 4C theory was born, namely, customer needs, customer costs, convenience and communication. Compared with 6P, 4C pays more attention to customer demand orientation, but to some extent inhibits the initiative and creativity of the enterprise itself [24].

5) Product life cycle theory

The product life cycle theory was first proposed in 1966, in the book "International Investment and International Trade in the Product Life Cycle" by American economist Raymond Vernon . He believes that products have a life cycle just like living things, and they have to go through different stages of birth, growth, maturity, and death. Then the product has to go through the same stages successively: introduction, growth, maturity and decline. In this cycle, in countries with different levels of technological and economic development, the level and progress are different. During this period, there is a large gap and time difference. It is this time difference that determines the changes in international trade and international investment. This article divides the product life cycle into the following four stages: introduction period (introduction period), growth period, maturity period and decline period.

In the introduction (introduction) period, the product turnover is low and the profit is negative, which is the initial investment period of the enterprise. Because the product has just been put on the market at this time, the product line is not rich, there are not many general categories, and consumers are not familiar with it. Except for a few guide type customers, almost no one actually buys it. The actual product contribution to sales is low. On the other hand, in order to expand sales, companies have to increase marketing costs and promote products. Moreover, at this stage, due to the small sales volume, large-scale production cannot produce economies of scale, which also increases the production cost of the enterprise.

After the product was successfully introduced into the market, the sales volume continued to rise, and it entered the growth period. At this stage, the turnover continued to rise, and the company turned from a loss to a small surplus. Because of the good test marketing effect of the previous stage, the number of purchases has increased significantly. This stage is also the most important stage of product demand growth, and manufacturers are also capable of mass production and sales. With the reduction in production costs and the increase in profits, other manufacturers have also seen this business opportunity and have come in to produce this product. In this way, the supply of similar products has increased, and the price has decreased. The growth rate of corporate profits is not as obvious as before the intensified competition. .

In the mature period, the so-called profits of the manufacturers and the sales generated by the products are still rising. Because after the product has been cultivated during the growth period, the number of consumers' purchases has stabilized, and manufacturers can carry out large-scale production and sales. And with the popularization and standardization of products, the cost is further reduced. On the other hand, with the stable entry of manufacturers and the saturation of the market, market competition has become more intense. As a result, manufacturers of similar products have to increase their differentiated inputs in terms of specifications, appearance, packaging, after-sales, and so on, which also increases the cost of each manufacturer.

After a mature period of varying lengths, the product has inevitably entered a period of decline. At this stage, although the profit is still positive, the turnover and profit are in a downward trend. Because with the development of science and technology and changes in consumption habits, the product has been unable to adapt to market demand and cannot be favored by consumers. New products with lower prices or better performance have replaced it and have been favored by consumers. At this time, the manufacturers that produced this product but were unable to make ends meet have ceased production one after another and switched to producing products with higher profit margins. This product will gradually fade out of the market and announce the end of its life cycle.

Regardless of whether the product manufacturer is in a traditional industry or an emerging industry, it is necessary to understand the life cycle of the product it produces, so as to facilitate the most appropriate strategic and tactical adjustments at all stages of the life cycle, whether it is production, marketing, manpower, etc. In all aspects, control costs, avoid risks, and increase profits.

1.4 Research on the mobile game market

Research on marketing strategy of mobile games

Integrated marketing: Integrated marketing is to integrate various independent marketing into a whole to produce synergistic effects. The current mobile game industry will make full use of huge network resources in marketing and promotion, give full play to the characteristics of fast network transmission and wide range, combine online promotion with offline activities, and integrate various resources into the same game. The promotion and service of the game. With a high degree of integration efficiency, the effect of promotion is obvious. More and more users will know game products, and a certain word of mouth will be formed, and there will be huge returns.

Cross-border marketing: Cross-border marketing refers to the integration and mutual penetration of some originally irrelevant elements based on the commonalities and connections between different industries, different products, and different consumers, thereby highlighting a new and cutting-edge life Attitudes and aesthetics, to win the favor

of target consumers, so that cross-border cooperation products can be maximized marketing. The most common cross-border marketing in mobile games includes game products and mobile, China Unicom and other mobile communications industry traffic marketing activities, users can get free traffic through trial play, download App, and cross-border cooperation with film and television entertainment, including film and television placement, celebrity endorsements, etc. The cross-border cooperation between the mobile game industry and other industries on the one hand expands the use and popularity of game products, on the other hand, it also shows the mainstream marketing methods of most industries in the future [25].

Brand marketing: In simple terms, brand marketing is to deeply reflect the specific image of a company's products into the minds of consumers through some means. The influence of a brand is huge. Under normal circumstances, consumers will choose the brand they are familiar with when facing two different brands of products. For the mobile game industry, a good-quality game product may not be popular in the market quickly. If you can take advantage of the brand advantages that some branded game operators with successful game products have cultivated to promote your own game products, Then user recognition and product popularity will be greatly improved, and game products will better occupy the market. For example, the promotion of game products under Net Ease and Tencent is much more effective than some game products without brand support [26].

Ranking marketing: The so-called ranking marketing is actually to attract consumers' attention through the ranking of some platforms. For mobile games, ranking in various application markets is crucial, because the higher the ranking of game products, the easier it is for users to discover, and the higher the download usage rate of users [27].

Precision marketing: that is, making full use of various new media to push marketing information to more accurately target consumer groups, to save marketing costs, and maximize marketing effects. The mobile game chamber of commerce conducts targeted promotion methods based on the characteristics and needs of users through the analysis of big data technology and some users with specific needs in the residential area (the

game type preferences of these users). This kind of promotion is not a traditional "one-pot", but a targeted promotion and the hit rate of marketing is also high [28].

In short, a successful game is inseparable from reasonable marketing and promotion, in addition to the high quality of its own game content. The mobile game market will inevitably face more intense competition in the future, and the marketing of mobile games is also an important driving force for the development of the mobile game industry.

Take the promotion of the glory of the king as an example:

1. The live broadcast platform builds momentum

The Glory of Kings rose rapidly with a prairie fire, and it was inseparable from the propaganda and momentum of the live broadcast platform. As one of the most influential online communication channels, the huge traffic of the live broadcast platform quickly encircled a group of game players for the glory of the king. The cooperation with the live broadcast platform, on the one hand, uses the live broadcast of professional players to enhance users' understanding of the basic operation and gameplay of the game, so that it can successfully enter the players' sight. On the other hand, mobile games have huge potential. The live broadcast platform is for its own sake. The development will also strengthen the construction of the mobile game live broadcast category. Coupled with the high-priced contracted game anchors and the various forms of mobile game activities held, they have greatly promoted the development of the live broadcast of the glory of the king mobile game category. In the YSL Kings of Glory League event organized by Huya Live and the eight major game media, well-known teams such as Chaowanhui and Xiang'e also signed up for the competition. The entire event was narrated through various live broadcast platforms and media and gained more than tens of millions of exposure the amount. Up to now, the game live broadcast of Honor of Kings is also the most popular category among all live broadcast platforms. Coupled with the promotion of many popular anchors, it has brought a large number of players and users to Honor of Kings [29].

2. Tencent offline promotion activities

In addition to popular online activities, Tencent also held a series of offline promotion activities for the glory of the king. For example, in the first half of 2016, Tencent officially created the "King City Tournament", which went to 16 cities, and cooperated with Huawei Honor to organize campus competitions covering 18 provinces, attracting many gamers to participate in offline activities. The use of city games and campus games, which are widely influential, not only expands the exposure and popularity of King Glory but also greatly improves the popularity of this game. In 2017, Tencent officially organized a new round of campus and city competitions, which further expanded the influence of the game and also continued the enthusiasm of many users for the game.

3. Weibo topic marketing assistance

Weibo is a major public opinion front in the new media era. Weibo itself has the characteristics of openness, the speed of information dissemination, coupled with the spontaneous and diverse communication methods of Weibo users, can realize the rapid spread of professional reputation to the public, which is also the role of Weibo as online marketing. The reason for the main operating position.

Glory of Kings officially uses game stars and important flashpoints of important events to ferment topics. The current topic of "Glory of Kings" has more than 3 billion views, and this topic has also developed into a super-topic with better dissemination effects. The influence of the topic mainly comes from two aspects: one is the widespread dissemination of high-quality content created by players and many Weibo veterans for the topic, such as exciting game clips, funny jokes, and memes related to the game, etc.; the other is the topic With the continuity of the game, many game players have provided rich content materials for Weibo topics, and new topics will emerge every day. Weibo itself has good dissemination and provides an open and free interactive platform for game players and users, which helps to form a good reputation among players.

4. Driven by other factors

In addition to the above several marketing strategies, other factors have played an important role in the promotion of the glory of the king, including the official esports

competition created by Tencent, the major communication power of new media, and the attraction of various welfare activities in the game.

In addition to watching various exciting event commentary through the live broadcast platform, gamers can also watch the live broadcast of the day's match directly in the game user terminal, such as the KPL spring game currently in progress. In addition to being widely discussed by users on Weibo topics, these major events and other information about the game will also be widely disseminated on other new media platforms. They have a wide range of dissemination and influence on WeChat public accounts, Moments of Friends, Toutiao, etc. In addition, Tencent officially launches a variety of gift package welfare activities every weekend, Spring Festival, Valentine's Day, and other festivals, which also enhances user stickiness to a certain extent [30].

PUBG marketing model:

1) Catering to the needs of players

"PUBG Mobile" and "Honor of Kings" are also very popular mobile games at the same time, and they have similarities. According to the research on the search volume of keywords related to "Glory of the King" and "PUBG Mobile" from April to November 2017, the attention of "Glory of the King" has been much higher than that of "PUBG Mobile" before July, while 7-9 The attention of "King of Glory" fluctuated at a high level during the month. During the same period, the attention of Player Unknown's Battlegrounds increased by 504%. This is the so-called natural decay phenomenon of the attention of gamers, which will inevitably lead to the need for gamers to find new games. "PUBG Mobile" games have the same turn-based, easy-to-play, and highly interactive features, and naturally have the genes of a popular mobile game.

2) Exploring new ways to play

Player Unknown's Battlegrounds has many popular elements. Compared with "King of Glory", "PUBG Mobile" is more open, up to 100 people can participate in the game online, and players can team up to fight side by side by themselves. Although there is always one map, more scenes can be iterated under the same core gameplay, and the events encountered each time are also different. This kind of openness is what "Glory of

the King" lacks. Although the PK status of "Glory of the King" is different in each round, after all, the model is more limited and there are fewer strategies to choose from. In addition, on the story axis, the "PUBG Mobile" game can move forward according to the player's preferences, and the details of the game are full enough for players to explore. These innovative elements are extremely attractive to experienced players, and a good reputation brings a large number of user groups.

3) Arouse fan effect

For the "PUBG Mobile" game, the role of key opinion leaders (KOL) is crucial. As the main carrier of game dissemination, live broadcasts have risen rapidly, and anchors have played a great role in the dissemination of the "PUBG Mobile" game through more interesting recommendations. As the most popular live broadcast platform today, Panda Live has become one of the excellent marketing platforms. In June 2017, the live broadcast platform anchor Xiao Jue took Wang Sicong to play "PUBG Mobile" live. In August, Wang Sicong's customized version of the "PUBG Mobile" T-shirt was officially launched. All of these caused the "PUBG Mobile" game to attract explosive attention. Change, in October 2017, the number of popular "PUBG Mobile" anchors reached 662, and even the number of live-streaming viewers of the invitational tournament held on the live broadcast platform exceeded the current very popular game "League of Legends", reaching more than 4 million views. Since then, "Jedi" The "survival" game quickly triggered a fan effect, and the fan community is an important potential player worth exploring. These events have caused the "PUBG Mobile" to spread rapidly from the game community to the fan community and the public, thus occupying a large share of the mobile game market [31].

Problems faced by mobile phone marketing

Its own limitations: mobile games are a low frequency, high-demand, and long-service industry. Consumer behavior can't happen at any time, the frequency is low and the requirements are high.

The traditional mobile game industry uses asymmetric information to make money with transparent prices and lack of profitability.

The level of platform management is backward: the natural contradiction between manufacturers and consumers in the mobile game industry has not been resolved.

Some mobile game companies aim to make profits and do not rigorously review franchisees, resulting in uneven service levels.

The mobile game industry has not yet solved its profitability problem. Profits mainly come from the compression of raw materials, which seriously affects service and product quality.

Low supply chain integration: There are many types of supply chain design in the mobile game industry. Small businesses are unsustainable, and the initial investment is too large, making it difficult to fight a price war.

Product standardization in the mobile game industry is too low, leading to long production cycles and high costs.

Disordered industry services: The mobile game industry standards are not systematic. The quality of service largely depends on personal abilities such as designers, and it is difficult to form large-scale management and replication.

The quality of services in the mobile game industry is difficult to control, leading to frequent quality problems and lack of supervision, which seriously affects user experience.

Insufficient R&D and design capabilities: The supply and demand of R&D and design talents in the mobile game industry are out of balance, and lunch meets the individual needs of users.

The design of the mobile game industry is seriously inconsistent with market demand, and the design products delivered to consumers are poorly matched [32].

Single marketing model: In the current business model of China's mobile phone industry, part of the business model presents the characteristics of "mobile game e-commerce", using the Internet as a supplementary means of marketing channels; while providing low-priced products, intelligently solve the shallow industry pain points.

The integration of the upper and lower resources of the Internet and the mobile game industry uses the "low-price package + service commitment + process monitoring"

method to provide consumers with money-saving, time-saving and physiological services. In the future, the profitability of the mobile game industry is mainly based on its ability to integrate resources and creativity of all parties in the transaction volume [33].

At the same time, the price of mobile game products lacks diversification, and the tariff standard for the entire product series is single. Due to the lack of a correct analysis of the specific needs of users, mobile game developers are unable to realize the innovation of game products, resulting in serious homogeneity of game products, which is not enough to attract users' participation. In addition, in the development of mobile game products, due to the lack of a completely online game product development system, some manufacturers can only simply contact the development experience of stand-alone games and directly realize the networking function of stand-alone games. Because the product lacks the necessary design required for online games, the game experience is poor, even the item charging model cannot be realized, and the operation cannot be smoothly carried out.

2 ANALYSIS OF PROFIT MODE AND MARKET ENVIRONMENT OF CHINA'S MOBILE GAME MARKET

2.1 Introduction of Chinese Mobile Game Market

2.1.1 Basic situation

Definition of mobile games: Game, in a broad sense, refers to a moral activity that has nothing to do with work, life, and other purposeful behaviors but has certain rules of the game for people to entertain, relax and entertain. The game can be divided into single-player and multi-player games according to the number of participants. However, as long as they have certain rules of the game, and the participants follow the rules of the game to be embarrassed and fight against each other, they are all counted as broad game categories.

The game to be discussed in this article refers to the concept of games generally recognized in the modern industry, that is, games in a narrow sense, or monad games. Electronic games are mainly realized through digitization, with the help of various console game platforms, designed and provided by game makers, using electronic media, to provide players with a way and experience to virtualize games under certain game rules.

Mobile games refer to mobile devices including traditional non-smartphones, smartphones, tablet computers, etc., through network connections to support players to play games anytime, anywhere.

Mobile games are an online game that uses smartphones and other portable devices as operating platforms to access the mobile Internet. At present, smartphones are still the most widely used Internet access device in China, due to their excellent platform compatibility and easy availability of smartphones and other portable devices, while making multi-person interaction and social networking easier and more convenient.

More and more online games are being developed for game operations on mobile devices. Therefore, China has become a rapidly growing game industry, and it has

become the world's largest online game market. In 2019, the market size of China's mobile game industry has reached 194.7 billion Yuan per month [34].

2.1.2 Introduction of the development history of mobile game

The first generation of mobile phones (1G) refers to analog mobile phones, which are the big brothers that appeared in Hong Kong, the United States , and other film and television works in the 1980s and 1990s. Second-generation mobile phones (2G) are also the most common mobile phones. Usually, these mobile phones use very mature standards such as PHS, GSM, or CDMA, which have stable call quality and suitable standby time.

This is when the mobile game starts. We started from the early days of mobile games. The earliest mobile games should be considered Tetris and Snake. Back then, mobile phones were only black-and-white screens. There were many fun games in the black-and-white screen era. Tetris, Snake, and a black-and-white version of "Raiden" (many of the color-screen games behind, and even the plane-flight games of smartphone games are imitated). At that time, mobile phones had just started, and mobile games had not received much attention.

In the third-generation mobile communication standards announced by the International Trust Union in 2008, China's TD-SCDMA, WCDMA in Europe, and CDMA2000 in the United States together became the three major 3G technologies.

It can be said that China's mobile phones rose at this time, but at the beginning, it was not the direct emergence and rise of domestic brands, but the proliferation of copycats. At that time, it can be said that the mobile phone market in China was the most chaotic era. There were serious copycat mobile phones, and there were also individualized mobile phones.

In 2008, Apple's first touch-screen iPhone was a huge booster, which shocked the entire mobile phone market while advancing the development of mobile phones.

After launching the first mobile phone, after the 3G network became more popular in 2008, Apple launched its own 3G mobile phone iPhone 3G. Since then, the era of touch-

screen smartphones has begun, and Apple is the dominant player. Before the rise of Huawei, the new generation of mobile phones launched by Apple was the development trend of mobile phones at that time. Later, to meet people's entertainment and cultural requirements, mobile games became more and more abundant. Limited by the speed of the mobile network, the games are also stand-alone "Ninja Cut Watermelon", "Cut the Rope", "Bath the Crocodile", and "Angry Birds". All red ranks for a while.

In the later stage of the development of 4G, in this era when users are king, most major channels will not push without IP at all. The cost of acquiring users without IP is several or ten times higher than the cost of acquiring users with IP. For a time, various IPs flooded in, games, novels, animation, TV, and even IP are not enough. The most obvious change in mobile games besides IP is that there are more and more heavy games. The mobile game concept that emphasizes fragmented time has been abandoned in this era. In the era of rapid 4G development, the era of asynchronous interaction seems to be gone forever. Tencent and NetEase have also established a firm foothold in the industry to establish the advantages of large manufacturers. The rankings of the mobile game market have shown a solidification trend. Many games in the front of the rankings have been online for more than a year, and it is difficult to show the trend that the rankings often change a few years ago. For the mobile game market, when IP is burned out, when capital is withdrawn, when rationality returns, if gamers can return to the original pursuit of the fun of the game, I believe that more good products will appear. With the advent of the 5G era, cloud gaming has begun to develop. The situation of the entire industry environment, in fact, is the most survivable in the whole industry, and the most survivable for the game industry is the product, research and development, and making fine products. The form of the game will also change with the development of technology[35].

2.2 Monetization of mobile games

2.2.1 Industry structure

Upstream products and services: mainly include original manufacturers of products and services, including various raw material manufacturers. (Manufacturer of mobile game materials and services).

Intermediate service integration: mainly for the reprocessing of upstream services and mobile games for upstream services. (Mobile game service and service integrator).

Product and service design: mainly provide design and planning for the entire business link (mobile game design planner).

Industry agency: mainly includes agency services provided by the upstream industry (product and service agency in the mobile game industry).

Industry dealers and consumers: mainly include industry dealers and consumers of products and services (products and service dealers and consumers of the mobile phone industry) [36].

2.2.2 Monetization of mobile games

1) Time charge: also called "time charge" mode. Charges are based on the game time, and each user pays the same fee. In this way, the survival and development of the user character are proportional to the game time. This makes it difficult for users who cannot spend a lot of time to obtain the ability of a higher-level game character. Time charging is an early game profit model. Players have a relatively high acceptance of this charging model, and the game environment is fair.

Although the profit model of hourly charging has played a positive role in promoting the development of mobile games in my country, according to the market response, the prop model has more vitality. However, with the formal implementation of the game anti-addiction system, the online game time of players has been greatly shortened. Under the

influence of these comprehensive factors, time charges have gradually been eliminated [37].

2) Charges for items: also known as "free mode", appeared in China in 2005 and became a milestone in the development of the game industry.

In this type of mode, the player's game time is completely free, which is also the main selling point of many mobile games that can attract consumers at that time. But in fact, mobile game manufacturers earn income by selling special virtual items in the game. Online games with discounted "free" slogans are not really free. When players meet demands, they need to pay for them, as small as making their characters more beautiful, as large as building some game equipment or completing higher-level tasks. Value-added products in the game. At the same time, when designing value-added products, mobile game manufacturers should not just start from the purpose of profit, destroy the balance of the game, make players feel the unfairness of the game, and cause the game to lose vitality and lose players [38].

3) Transaction costs: In this mode, the online time and value-added items in mobile games are all free, and mobile game manufacturers only charge a certain percentage of fees for transactions between users as a profit point. It is the two charging modes of "time" and "props" that have reached a balance. However, the premise of this transaction model is that user transactions are prosperous, and consumer acceptance cannot be confirmed. There are certain risks [39].

4) Download charging mode: That is, you need to pay a certain fee for downloading stand-alone games or Internet game clients. Most of these games are made for free. Another part is that the download is free, users can choose not to purchase after a period of trial, and users have full options [40].

5) Third-party payment: This is an independent institution with certain strength and credibility. It adopts the method of signing a contract with major banks to provide an online payment mode of a transaction support platform for the bank's payment and settlement system interface. The advantage is that it is convenient and fast, in line with the psychology of game players [41].

6) Other charging modes: This charging mode is mainly based on some free stand-alone games. The gameplay of this type of game is relatively simple, but it can attract a large number of users in a short period of time. The most common is game advertisements. This type of advertisement is generally in some free games. When the player dies, he can choose to watch the advertisement once. By watching the advertisement, the player can get a chance to resurrect.

The other is that every time the player dies after playing the game, the player will be forced to watch the advertisement, but the game provides a paid purchase function that can remove all advertisements.

There is also an advertising model, in which players can get very generous rewards if they watch advertisements in the game.

The last one, which is often used in some games, is the function of recording and saving points. When a player becomes a senior member, he can read the progress of the save points, avoiding starting from the first level every time. This kind of paid function is often found in some park our games [42].

The profit model of mobile games is mainly based on the following aspects:

1) In-game purchase: In-game currency. Create a base currency in the game, and then add any products that game players can only purchase with a single currency, and these products also need to be purchased.

Resources are limited. One of the best ways to ensure that you have a stable income. When users buy non-consumables, they only need to pay once. When he needs consumables, he will shop regularly.

Holiday supplies. Provide limited products for the festival to stimulate customers' desire to buy. And time the product to increase the sense of presence.

2) Unopened characters: Personalization and skill points. The two areas where players spend the most time are improving skills and upgrading characters. Players are willing to pay to reduce the time they spend on pumping the items they want.

Extra life or movement. If your gameplay is based on a limited number of moves or lives, you can use the following method: When the user loses and wants to try to play

again, provide him with extra moves or lives in exchange for premium currency. The key to the success of the free-to-play mode is to be able to provide the right purchase at the right time.

3) Advertising: Banner: One of the most common types of advertising in games. A banner is a color advertising image at the bottom or top of the screen. It is one of the easiest types of advertising to deploy in a mobile gaming environment.

Full-screen ads and interstitial ads. This kind of advertisement fills the entire screen, closes the game interface, stays on the screen for a period of time, and then disappears. Unlike banners that can fade into the background after direct use, users have time to become fully familiar with interstitial ads before they disappear.

Serving ads in the form of videos. Although video ads usually fall into the category of interstitial ads, they are very different from other types of in-game ads because they can fully capture the user's attention.

4) Build partnership: Advertising game. You can create games that are advertising themselves (advertise your partner's business). Think of the Burger King website or those nice Cap'n Crunch cereal games you see in the box. Building partnerships with these companies requires perseverance and sales skills, but this is easier than it seems at first glance.

Sponsor the project or role. This is not exactly the same as the purchasable items in f2p games, because such items are provided to players for free. You are creating a game, such as a horse racing simulator. You call Levi's and ask them to sponsor a rider to wear their logo. A very effective method, it is suitable for small and medium brands and very niche products.

Paid promotions for partners. Similar to CPI, the only difference is that you need to transact directly with the game owner: X money for Y installs (days or views). Successfully used for rapid development of games or small games that require stable platform development.

5) Paid: Good old paid version. Nothing special: you host the game, you post a price tag, and someone gives you money to download it. You can sell your game on your website or add it to platforms such as Steam.

Multiple game distribution platforms. Believe it or not, most developers forget to list their games in more than one store. Of course, Steam is great, but there are many other game publishing sites. There are many portals that can host these games.

Pay to remove ads. The free version has ads, but you only need to pay a dollar and the ads will disappear forever. It works well in games that require a lot of points or games that require multiple replays.

6) Payment procedure: Multiple payment methods. Using Bitcoin, PayPal, Apple Pay and Google Wallet for payment is usually an underestimated way to increase conversion rates. The simpler and faster the payment process, the more likely someone will make the payment. This is not a way of monetization, but a very important step for any developer.

Operator at the time of payment. Similar to multiple payment methods, only mobile operators are involved in the payment process. Payment through mobile operator services is usually easier than logging in to an account or entering personal information.

Vouchers and gift certificates. Allowing users to choose to buy time, coins and lives for their friends or family members in the form of vouchers is a great way to raise funds. But for this feature to work, your game must be popular and high-quality. If you have a game library, then the certificate can be applied to all your games.

7) Collect message: Email registration. If you ask a user for an email address, then you have the opportunity to contact him directly. Extended monetization: Of course, it is best to combine this method with other methods: membership discounts, sales of goods, downloadable content, or pre-sale of other games.

SMS marketing. Similar to email registration, the difference is that you ask for a phone number instead of an email address. Be very careful when asking for a number: you must ask permission to use this contact method, otherwise the consequences will be disastrous.

However, if everything is done right, you will benefit: SMS displays statistics with a 90% open rate (the rate of open letters).

Sell data. Other companies are very interested in user information (email addresses, phone numbers), and their target audience is the same as your game-they also want more players! Therefore, you can sell the data directly. Email registration. If you ask a user for an email address, then you have the opportunity to contact him directly. Extended monetization: Of course, it is best to combine this method with other methods: membership discounts, sales of goods, downloadable content, or pre-sale of other games.

8) Multiplayer mode: Gifts for players. When your game mechanics are based on team or competitive gameplay, the ability to share items or resources with friends provides a huge incentive to purchase these items or resources.

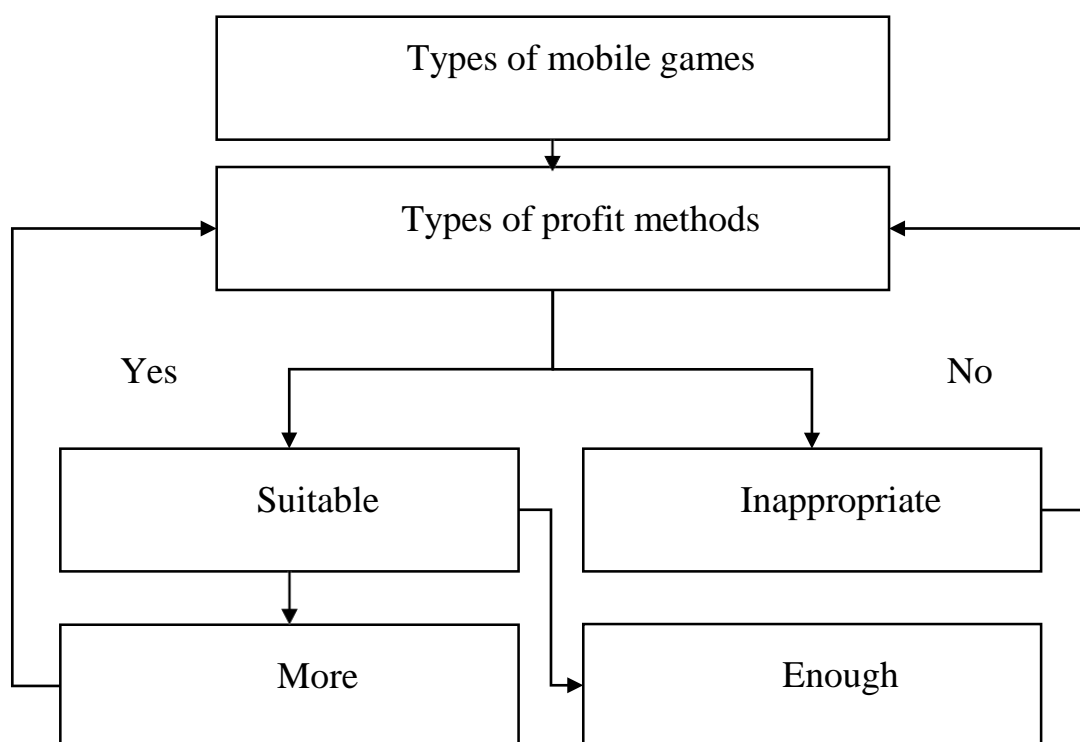
Deal with players. However, similar to the method outlined above, the more you can do with in-game items or resources, the greater their value to players and the more popular they will be.

Competitions and competitions. Charging the lowest fees to participate in competitions with real prizes is the most underrated way to monetize games. It can be arranged weekly or monthly, and players will never get bored.

9) Sale of equipment: Loss leader strategy. This strategy is especially common in shops or landlords. They provide you with products (or locations) for free or at prices far below market value. They advertised the price, and many people started calling (picture 1).

At the same time, they are offered to buy another service or product. If you have other games, please use one as a bait to encourage users to buy other products. Peripheral equipment and hardware kit. The game mechanics of some games require additional controllers or equipment to gain more immersion. You can give the game as a gift when you buy such a device.

Special edition. If people like your game, you can bring it back to the market in a special boxed version.



Picture 1 - Profitable methods

During game release or DLC release (for example, one year later). Game companies can use the following methods for the choice of profitable methods (Table 1).

Table 1– Methods of the hoice of profitable methods

Classificatio n /Classificatio n	A. In- game purch ase	B. Unopened characters	C. Adve rtise ment	D. Establ ishing partne rships	E. Paid for	F. Paymen t process	G. Collec ting infor matio n	H. Multi playe r mode	I. Sellin g parap hernal ia
Chess and Cards games	√	×	√	×	√	√	√	√	×
Park our dodge game	√	√	√	√	√	√	√	×	×

End of table1

Elimination games	√	×	√	×	√	√	√	×	×
Casual puzzle games	√	×	√	×	√	√	√	×	×
Tower defense games	√	√	√	×	√	√	√	√	×
Competitive games	√	√	√	√	√	√	√	√	√
Flying shooting game	√	√	√	×	√	√	√	√	×
Music games	√	×	√	×	√	√	√	√	×
Action fighting games	√	√	√	×	√	√	√	√	√
Gunfight shooting game	√	√	√	×	√	√	√	√	√
Non-card role-playing games	√	×	×	×	√	√	√	×	√
Card role-playing games	√	√	×	×	√	√	√	√	√
Adventure puzzle game	√	×	√	√	√	√	√	×	×
War strategy game	√	√	√	×	√	√	√	√	×

2.3 PEST Analysis of Chinese Mobile Game Market

2.3.1 Policy environment analysis

The Chinese central government issued the "13th Five-Year Plan for the Development of Mobile Game Industry", which clearly requires the mobile game industry to increase by 30% by 2020, and various localities have introduced local policies to increase industry penetration.

In 2019, the mobile game industry has become a market for policy dividends. The State Council government report pointed out that the mobile game industry would help improve the quality of life of the people [44].

2.3.2 Economic environment analysis

The mobile game industry continues to demand living people, capital is good for the mobile game field, and the industry develops for a long time. The increase in the scale of transactions in the downstream industry has given the mobile game industry a new driving force for development.

In 2018, the per capita disposable income of residents was 282,280 rubles, an actual increase of 6.5% year-on-year. The increase in residents' consumption level provided an economic foundation for the market needs of the mobile game industry [45].

2.3.3 Social environment analysis

The traditional mobile game industry has low market thresholds, a lack of unified industry standards, and a lack of special supervision in the service process, which affects the development of the industry. The combination of the Internet and mobile games reduces intermediate links and provides users with more cost-effective services. Post-90s,

post-00s, and other people have gradually become the main consumer in the mobile game industry [46].

2.3.4 Technical environment analysis

Technology empowers VR, big data, cloud computing, artificial intelligence, 5G, etc. to gradually transition from first-tier cities to second-, third-, and fourth-tier cities, realizing the popularization of technology experience in the mobile game industry.

The mobile game industry introduced ERP, OA, EAP, and other systems to optimize the information management and construction links, and improve the efficiency of the industry [47].

2.4 Status analysis of mobile game market

2.4.1 Player status

The overall number of mobile game users in China is increasing year by year, but the growth trend is obviously slowing down, which is mainly caused by the following factors:

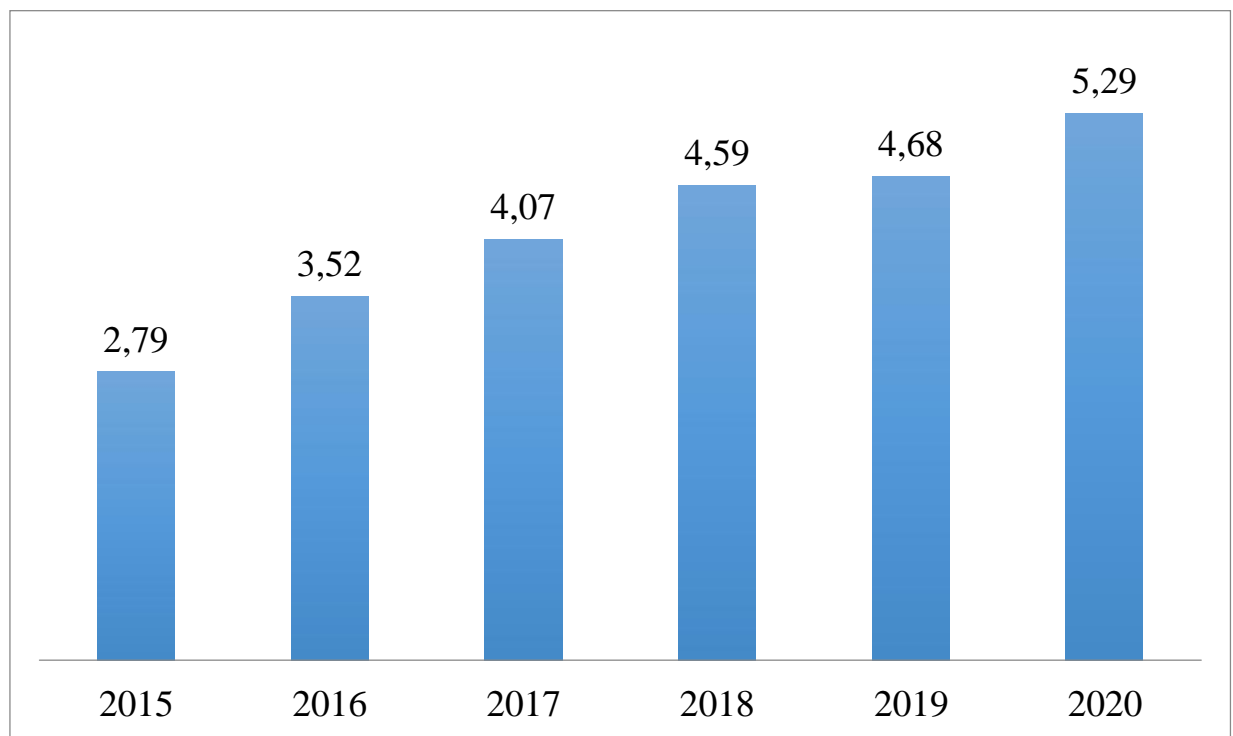
As the current base and proportion of mobile phone users in China have reached a large scale, the natural growth rate has slowed down.

High-end models have been launched one after another, while low-end mobile phones have not dropped significantly. The driving force of mobile phone terminals on the scale of mobile game users has weakened to a certain extent.

In the Chinese market, there is a surplus of mobile games, and the homogeneity of games is serious. At the same time, the brand appeal of mobile game brands has not improved, and user fatigue of mobile games has been improved to a certain extent.

Various types of mobile Internet entertainment are greatly enriched, and users have more choices.

The product quality of mobile games cannot be guaranteed. Although users are still growing, they will still be affected [48] (picture 2).



Picture 2 - 2015-2020 China's mobile game user scale

2.4.2 The current overall market situation and development trend of mobile games

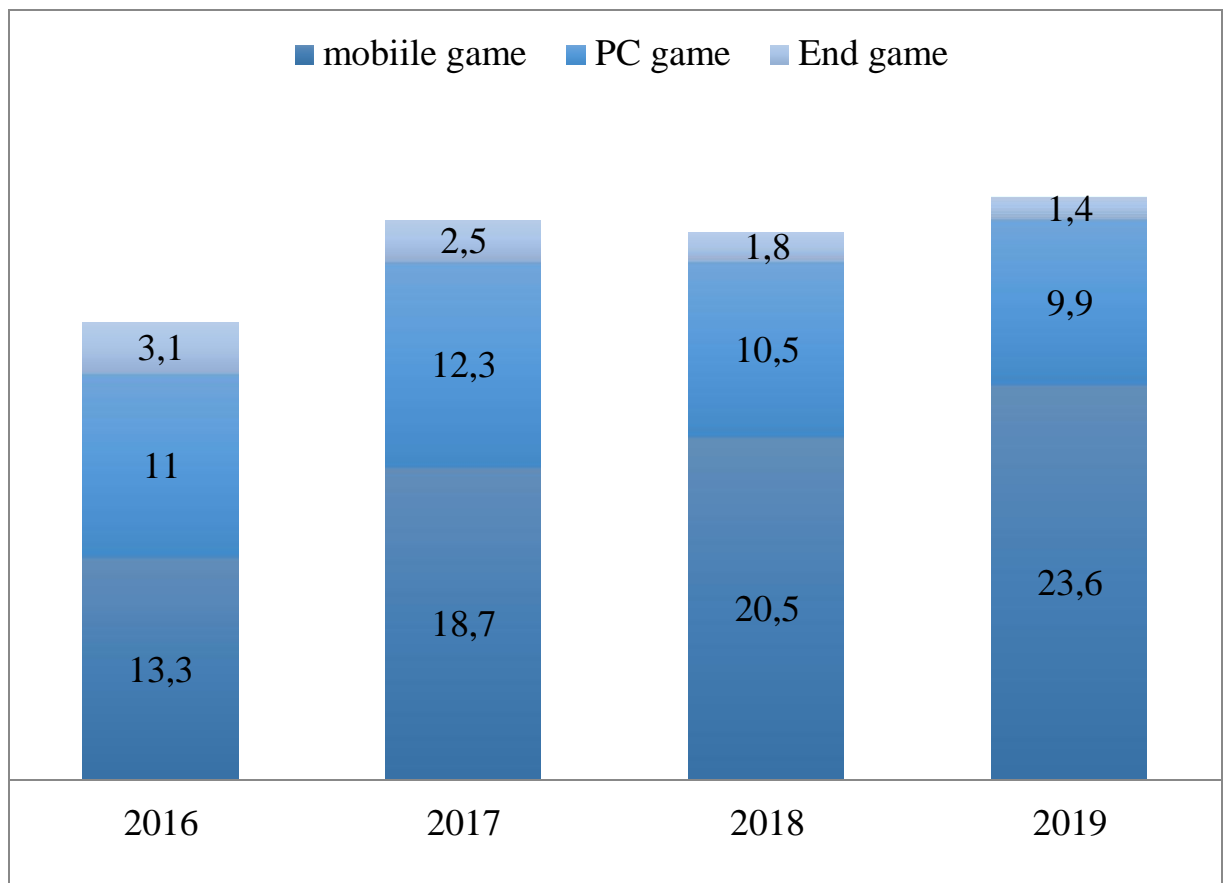
Supply drives demand, and the trend that content is king is intensifying

At present, Chinese games are mainly discussed from several aspects: mobile games, terminal games, and web games. The upstream and downstream of the industry chain are R&D parties, operators, and channel parties. In the past ten years, China's game market has developed rapidly, and the entire chain is very rich. Among them are Tencent, NetEase, Perfect World, and 37 Interactive Entertainment. The manufacturer has the strongest strength [49].

In 2019, the scale of mobile games was 158.11 billion Yuan, an increase of 18.0% year-on-year, and the share rose to 68.5%. It is still the sub-category occupying the largest

market share, but it is mainly affected by the top (king/peace elite, etc.) and explosive models. (Tomorrow's Ark, etc.) Pull the impact.

On the contrary, the scale of the PC client and web game market is shrinking further. Due to the lack of new products and the life cycle of mature products, terminal games have gradually declined in the long term [50] (picture 3).



Picture 3 - 2016-2019 China's game market share (%)

After the release of the version number is 2019, the number of game users in China reached 640 million, an increase of 2.5% compared to 2018, and the growth rate of players has greatly slowed down. The only growing group of mobile game players in recent years has also approached its limit. At the same time, the user's attention battlefield will also face competition from other forms of content, such as short video, which is definitely a dark horse in recent years. Therefore, the stock market opportunities will usher in some changes, from expanding the user scale to digging into the paid penetration rate and user

value, and the key to digging the stock value lies in the content. Chinese mobile game players have gone through four years, and they will mature mobile game players in four years. They have a very rational understanding of good games, bad games, fun or not fun. The younger generation of gamers in China has become mature, and the pursuit of gameplay, graphics, IP, plot, and emotion, and the supply of domestic products cannot meet the needs of the younger generation of users. The mobile game industry is supply-driven demand, that is to say, competitors in the game industry, in fact, many times are not from peers, but maybe short videos or other quick entertainment methods. Throughout 2019, the explosion of the game industry mainly comes from the development of head games, such as mobile games and COD. These are typical supply-side changes, because the quality and standards of your products have reached new heights, and users are complacent. Will attract past consumption [51].

Deep cultivation of technology, micro-innovation, and user experience first

Players' personalized needs are getting stronger and stronger, and the quality requirements for games are getting higher and higher. Game products also need to be upgraded. Just like the movie industry, it's the same for Marvel to fire one when it comes out.

In the final analysis, it is still a question of innovation and technology. Technology plays a big role in the game development process. A large part of the development of China's game industry comes from technology.

For example, in the chicken game, the ballistic system is very distinctive. Five hundred meters, one thousand meters, two kilometers, how the ballistic system hits the opponent, and how much blood is lost, are all part of the game experience [52]. There are also overseas masterpieces, such as the effect of water ripples, including the seemingly small experience effects when a torch is running in different environmental conditions, but they all have a lot of technical content in it.

Technological micro-innovations may give users a different experience. From some past mini-games, such as the ball-to-ball battle, the snake-snake battle, etc., these are all

breakthroughs from a small technical level, and then a simple installation The concept of, can successfully give users a refreshing feeling.

Each technology subset has classification and threshold. Often a game company has mastered a certain specialty ability, and it does well in a certain field. These technologies are the core competitiveness of a company.

Multi-terminal payment

In recent years, with the rapid development of global mobile payment, more and more consumers are accustomed to online consumption on different devices such as mobile phones and tablets. Ocean payment/Qianhai took the lead in developing payment technology solutions based on mobile WEB, APP, smart TV , and other smart terminals based on PC payment docking. For mobile apps, Ocean payment/Qianhai can not only provide a customizable SDK, compatible with iOS/Android systems but also support multi-language service experience, as well as interface adaptation for screens of different sizes [53].

2.4.3 Innovative marketing methods

With the advent of the era of 5G and cloud gaming, a new era of game marketing has begun. With the advent of VR/AR and other devices, different marketing methods are changing.

With the support of cloud technology, game distribution methods have been subverted, distribution channels will be further broadened and begin to become diversified, the focus of marketing has shifted to increased exposure, and the star effect has begun to weaken. Because of the improvement of quality, in the following marketing, the target that publishers are fighting for is no longer the image of popular artists and the "star effect" they may bring, but the game live broadcast platform, social platform , and social platform with a large number of user groups. Popular web pages, head game anchors , and official accounts.

With the diversification of distribution channels, application stores will be relatively weakened. With the mature development of 5G network and cloud platform technology, the threshold of game distribution channels will become lower, excellent works can be more easily spread and reach users, competition around high-quality game content will become more intense, which will benefit upstream content providers.

At present, content marketing with a short video and live broadcast as the core carrier enters the room, which runs through all links of brand marketing, communication, sales, and operation; "content" has become a core variable, changing the time cost of traditional brand building, and also changing brand marketing. The budget structure of the dissemination.

Users love the combination of short video, sound , and picture, rich in content and strong in expressiveness. It fits the user's fragmented time reading habits, lighter and more casual, and its easy-to-spread characteristics can attract more young people.

Use the characteristics of short videos to allow more people to participate, better diversify the fun and playability of the entire game, deepen the game content, let mobile game players have a sense of participation, and make the game itself more interesting.

2.5 SWOT Analysis of China's Mobile Game Market

2.5.1 Strengthen analysis

Mobile payment technology has matured day by day and its popularity has increased significantly, effectively solving a series of problems such as payment monetization in mobile games; smartphones, as the carrier of mobile games, is updated rapidly and their performance continues to improve, providing hardware support for the operation of mobile games. It plays a pivotal role in the development of the mobile game industry.

Heavy mobile games generally have a short life cycle, with an average cycle roughly in the range of two months to half a year. Players' demand for heavy games is constantly escalating, and game manufacturers continue to change their gameplay, interactivity, game themes, and themes. Interface and other factors are used to dig out highlights to

increase player stickiness. As the game industry continues to innovate, the life cycle of heavy games in the future is expected to be further extended

The penetration rate of mobile games in densely populated and economically developed cities is relatively high, but for most of the small and medium-sized cities and rural areas, the market is still huge. The pace of life in small and medium-sized cities and rural areas is slow, and residents have more leisure time. Mobile games are a type of player group that needs to be tapped. In the future, mobile games will expand to small and medium-sized cities and rural areas.

2.5.2 Weakness analysis

China's mobile game market has experienced rapid growth in the early stage, and the current market size has become saturated.

The domestic mobile game market channels are almost monopolized by major manufacturers, and the channel monopoly is too high for the issuance cost of mobile game publishers, which is not conducive to the healthy development of enterprises.

The sales ability of Chinese mobile game manufacturers is poor, and they lack perfect estimation ability before release. The game content has not been improved.

There are no relevant mobile games tailored for Chinese players. Most of them are based on major international IPs. They use other people's IPs to form their own game content, which is not sufficiently attractive to players [54].

2.5.3 Opportunities

In recent years, affected by the new crown epidemic, mobile game revenue has increased by nearly 50% year on year, and the Chinese mobile game market has grown against the trend. The growth rate of mini-games is very fast, and the flow of mini-games has reached an average daily scale of tens of millions, and the form of purchases of mini-games has great potential. Compared with APP-type games, mini-games have the

advantage of being more lightweight. From the perception of the user group to the conversion and activation of the user group, the link is much shorter than that of the APP, and the package size of the APP is first of all a threshold. In addition, the purchase cost is very high at this stage, while the purchase cost of small games that are still in the new ecology is low [55].

The Chinese government is also continuously relaxing relevant policies, and domestic mobile game manufacturers have more room for development and development.

China's mobile game market has a huge user base, which is conducive to manufacturers' active development of games and profitability. Focus on high-quality games and expand the market through overseas channels.

The popularization of 5G will bring new outlets. Cloud gaming will become a hot spot in the future. The cloud game market operation will follow the "platform + developer" model. In the early stage of market development, game products that are easy to spread and have lower barriers to participation will have greater opportunities to detonate the market. At the same time, it will also promote the development of mobile gaming [56].

2.5.4 Threats

The network environment of mobile networks is the biggest obstacle that restricts mobile online games. Signal coverage, mobile Internet bandwidth, the popularization of WiFi points, and the development speed of 5G and cloud games have all become constraints on mobile online games. On the other hand, the reading speed of large-scale mobile online games and the traffic consumed for reading also affect the user's gaming experience. For the mobile game market, the inability to satisfy the user's gaming experience will result in a large loss of users.

On the other hand, there are many mobile phone brands and models in the market, and there are differences in the performance and screen resolution of high-, middle- and low-end phones. The same game runs on different phones, and the user experience that

users get is also different. If the game requires too much mobile phone performance, the experience of mid-to-low-end mobile phone users will be relatively poor, and the audience of the game will be relatively small. The development of multiple adapted versions for different screen resolutions will greatly increase the development cost of manufacturers.

In terms of mobile phone operating systems, continuous updating and updating is also a great challenge for manufacturers. The transfer from one system to another is a great waste of resources and costs for manufacturers.

Chapter summary: Chinese game manufacturers pay more attention to game content. The ever-increasing standard of living and consumption has prompted consumers to demand high-quality and engaging content. Game players are more accepting of mobile games with fascinating storylines and content. To enrich the game content to attract and retain players.

Committed to improving player loyalty. More and more consumers are switching their communication methods and social life from offline to online. Mobile games not only provide entertainment content for game players but also an important way to freely contact and interact with acquaintances, friends , and strangers. By integrating additional interactive functions into mobile games, social interaction is enriched, thereby generating network effects that increase player loyalty and extend the life cycle of mobile games[57].

Game type development and innovation. Driven by the wide coverage of the Internet and the popularization of smartphones, China's mobile gaming market has experienced significant development. Since 2016, the mobile game market has reached a stable stage. To further grasp the market potential, game companies are committed to creating unique game types and innovative gameplay to attract existing and new game players. For example, game developers seek to attract more female players by incorporating feminine elements into MMORPG.

China Mobile Game Company's market share outside of Mainland China has increased. Geographical expansion is another strategy for game developers to expand their player base and increase revenue. Among all markets outside the Chinese mainland,

developing countries and Southeast Asia , and other regions with huge growth potential are China's preferred target countries for exporting mobile games. Geographical proximity and cultural similarity are also the main considerations for business expansion in markets outside of Mainland China. Chinese game developers prefer to publish games in countries and regions such as South Korea, Japan, and Hong Kong. Game players in these countries and regions have cultivated mature players. Payment habits. In addition, mature markets such as Europe and the United States have become the preferred regions for China's mobile game export [58].

The emergence of cloud games. Cloud gaming is an emerging game format that runs games through data synchronization on cloud servers. It provides game players with high-quality games and cross-platform games in a cost-effective manner, thereby further enhancing the gaming experience.

3 MARKET SURVEY AND ANALYSIS OF CHINA'S MOBILE GAME MARKET

3.1 Mobile game marketing strategy design

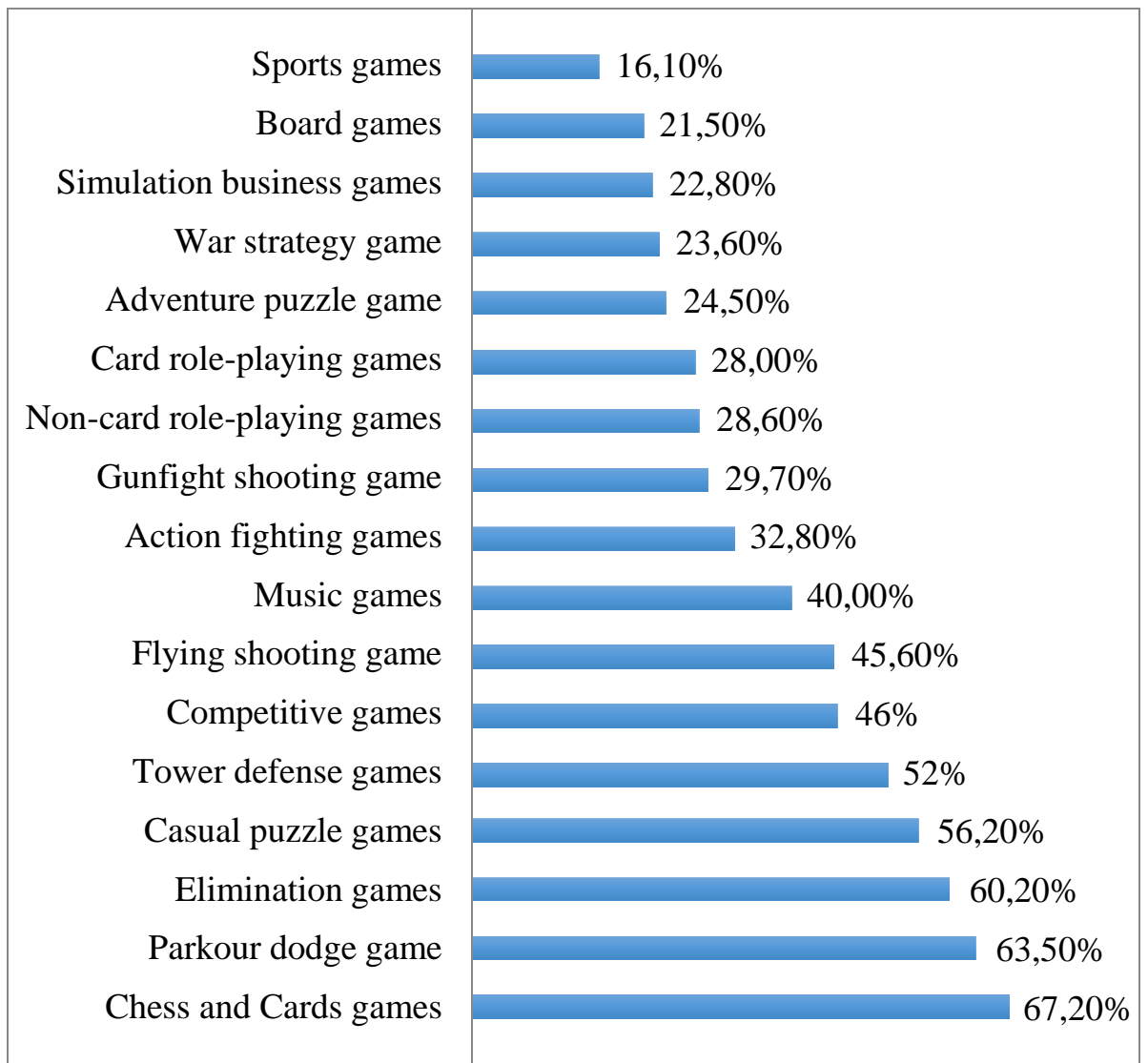
3.1.1 STP analysis of mobile game marketing

How to stand out in China's mobile game market and occupy a place in the mobile game industry. STP analysis is particularly important. By clearly segmenting customers, you can have a clearer understanding of the market you will enter. Determine your target customers based on your game content and clarify your target audience. Through the continuous improvement and development of game content and game quality, customers will have a certain sense of belonging to the current game and strengthen the connection between players and the game.

1) Market segmentation

Through the relevant questionnaires, we can understand most of the game types on the market, as well as the main game content of current players. From the perspective of the types of games users use mobile devices to play, the relatively mild casual games such as chess, parkour, and elimination are still For the main game types, users accounted for more than 60%. The relatively heavy action fighting, gunfight shooting, and role-playing game types appeared late, but the users accounted for more than 25%. In terms of the user groups targeted by the product, light games are mainly aimed at users with a large amount of time fragmentation and low paying ability, while heavy games are mainly aimed at verticals that can invest more time and energy into the game and have strong paying potential user (picture 4).

The diversified development of game types is conducive to satisfying the different demands of different user groups, and at the same time, it promotes the differentiated development and innovation of gameplay, which in turn also plays a positive role in the healthy development and healthy competition of the industry.



Picture 4 - Proportion of customers of different game types

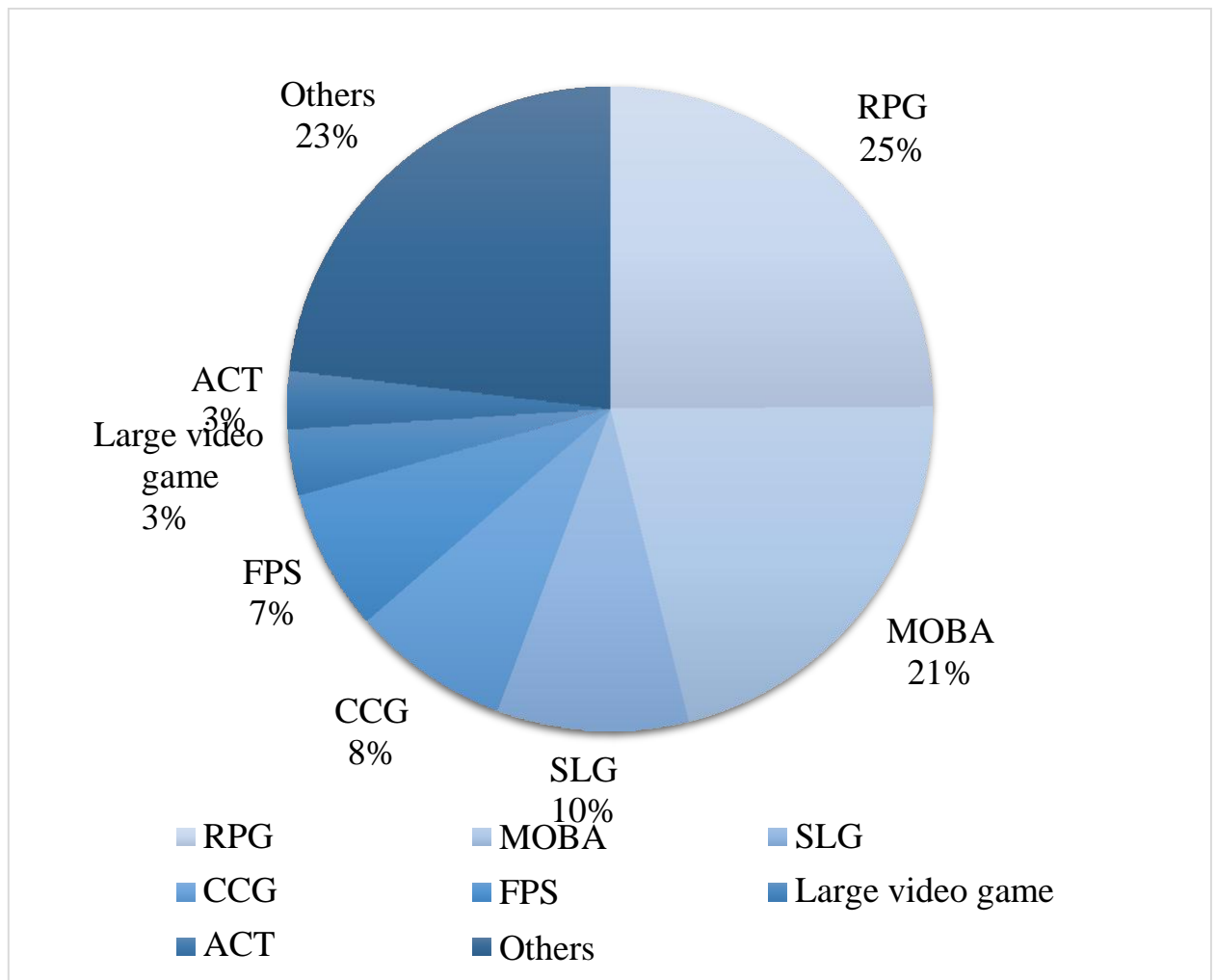
To subdivide the entire game industry, mainly by the following types of games, according to the following categories of games to understand customer consumer preferences, as well as the main game types of the game market (picture 5).

Types:

1. RPG
2. CCG
3. ACT
4. MOBA
5. FPS
6. SLG

7. Large video games

8. Others.

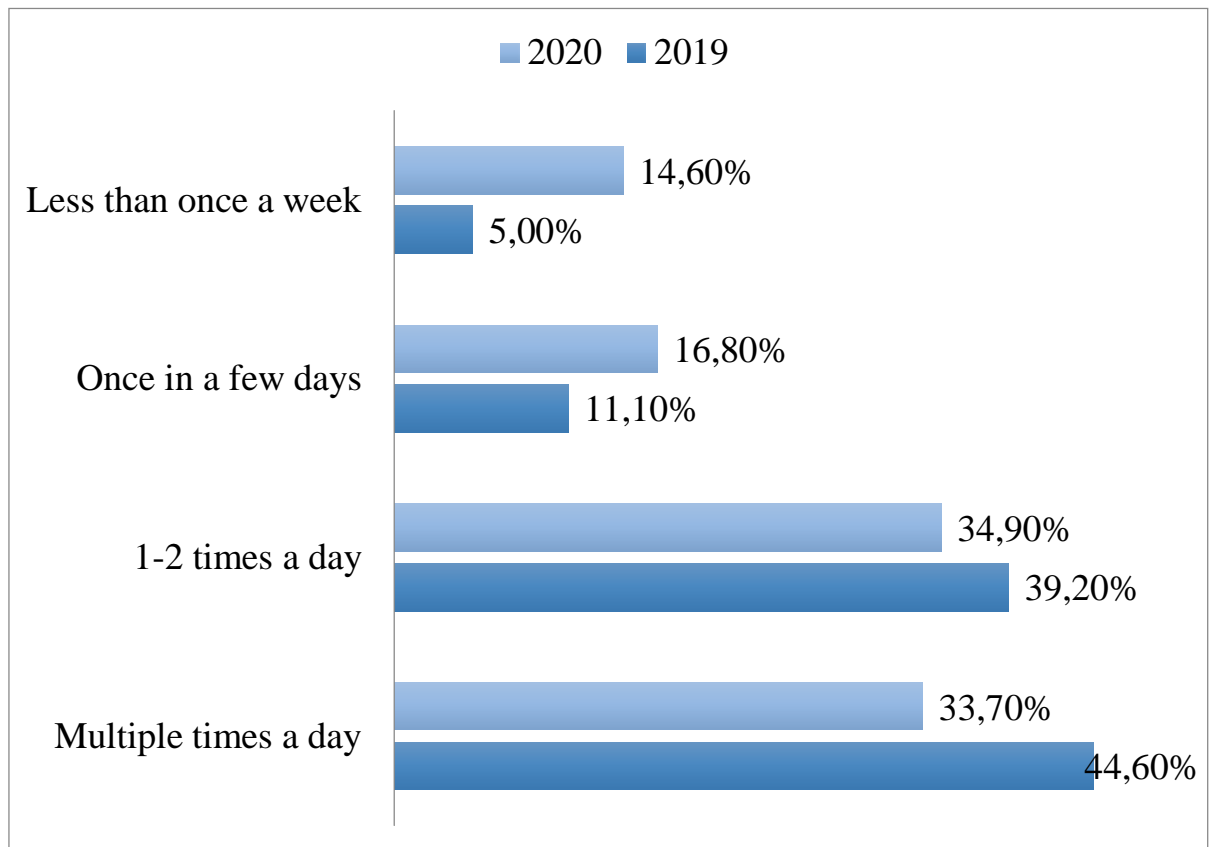


Picture 5 - Distribution of China's mobile game industry segmentation types in 2019

2) Target market selection

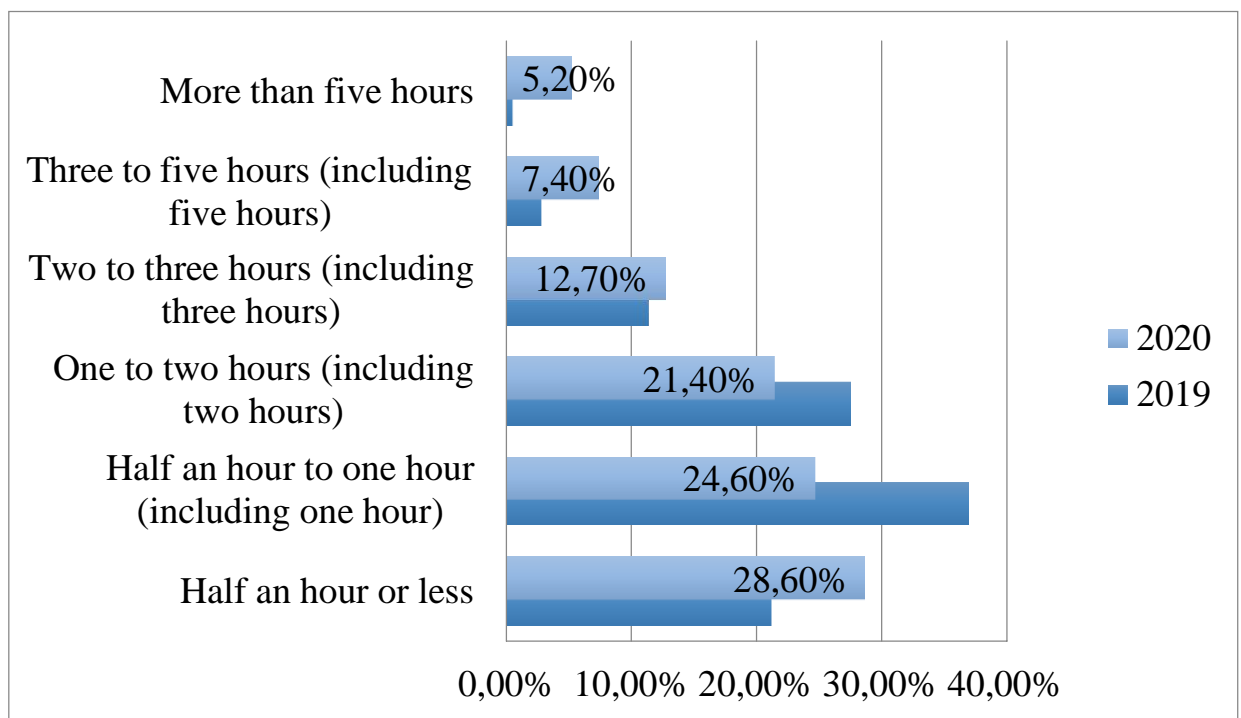
Judging from the behavior of mobile game users using mobile phones or tablet computers to play games, with the heavier development trend of domestic mobile games, the frequency and duration of users' games have undergone significant changes compared to 2019. In terms of frequency of use, the proportion of users who use this type of device to play games more than once a day has dropped from 83.8% last year to 68.6%, but the proportion of users with an average daily use time of more than two hours has risen from 14.6% last year to 25.3%, which shows Users are transitioning from a fragmented usage

habit of "high frequency and low duration" to a heavy usage habit of "low frequency and high duration". The change in user habits from "light" to "heavy" reflects the increase in-game user stickiness, which in turn increases the possibility of users paying for games. Therefore, affected by this factor, the overall revenue of the mobile game industry is expected to be relative to this year. There will be a significant increase over last year (picture 6, picture 7).



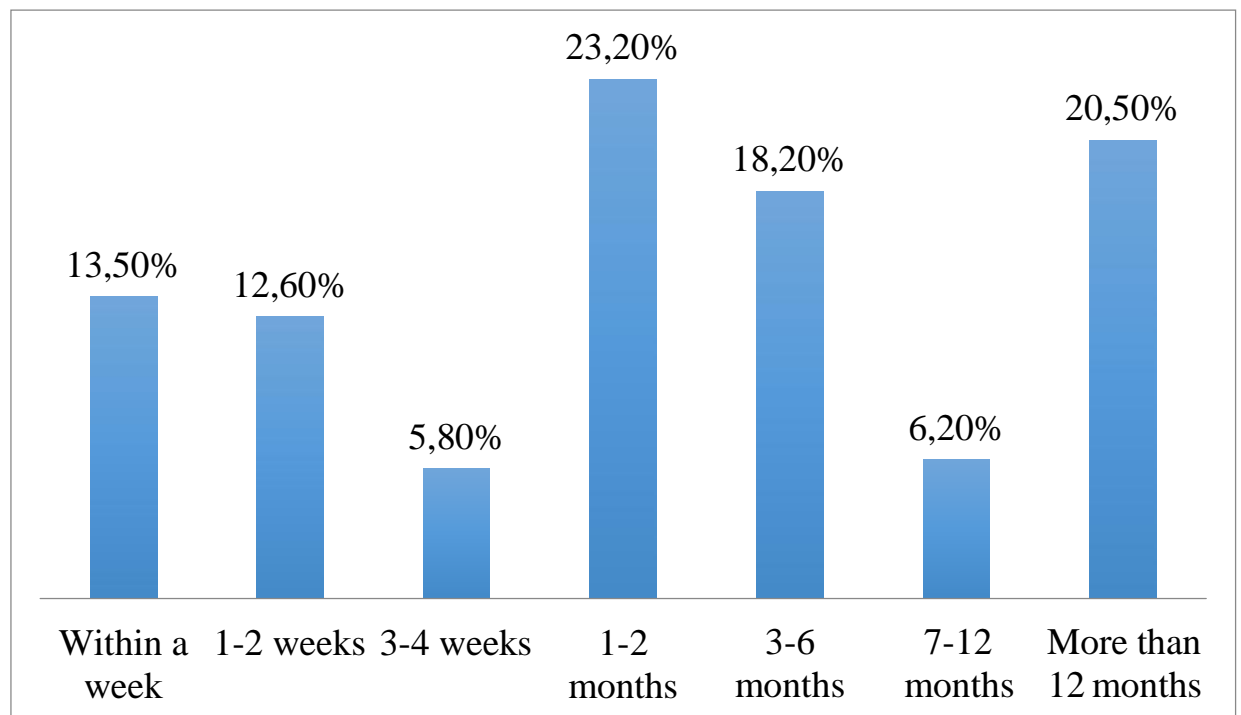
Picture 6 - Game frequencies

Game service life is one of the core indicators to measure the success of a game. Although the average service life of games on mobile devices is often shorter than that of PC games, from the survey results, if users accept the content and gameplay of a game on mobile devices, most of them will be in the next few days.



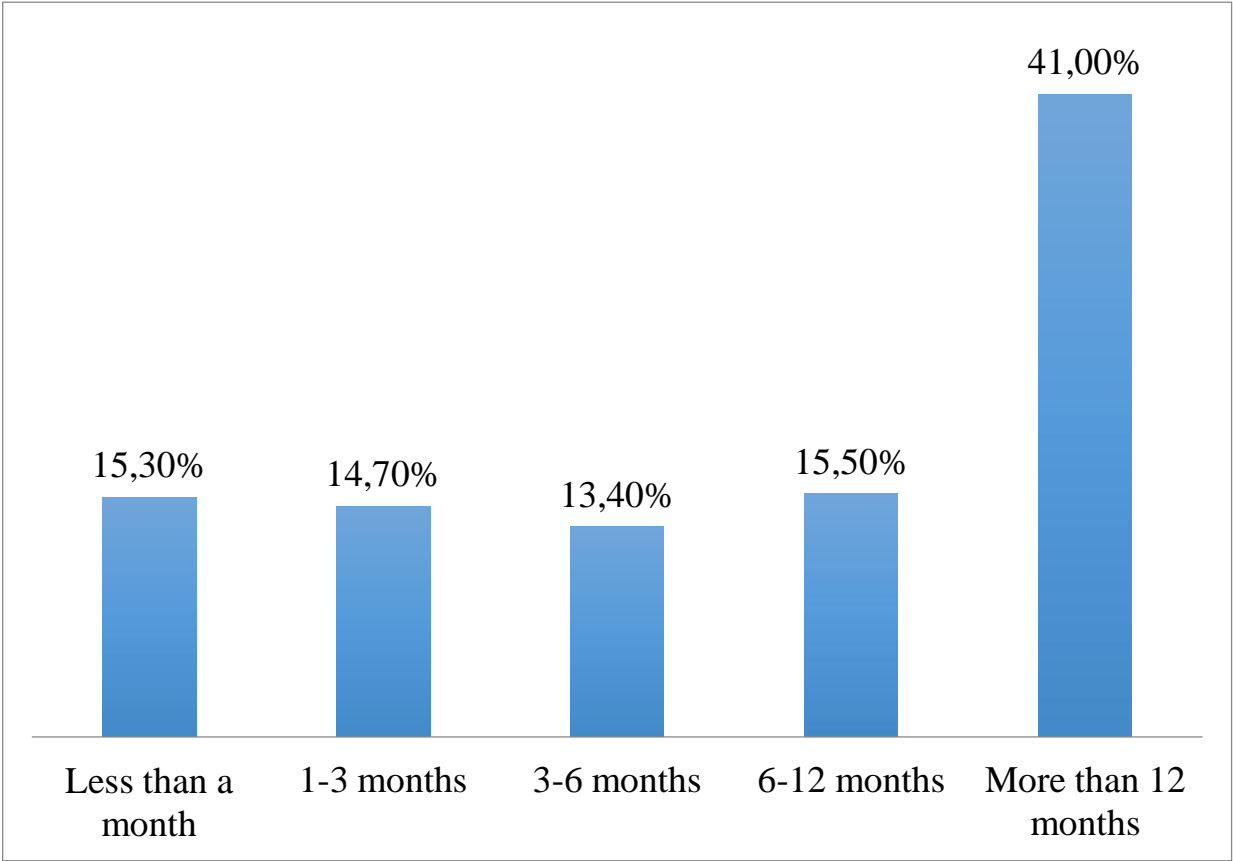
Picture 7 - Game duration

Stay interested in the game for a month. The data shows that the average number of user playing a game for less than one month is only 31.9%, while the proportion of users lasting more than 3 months is as high as 44.9% (picture 8).



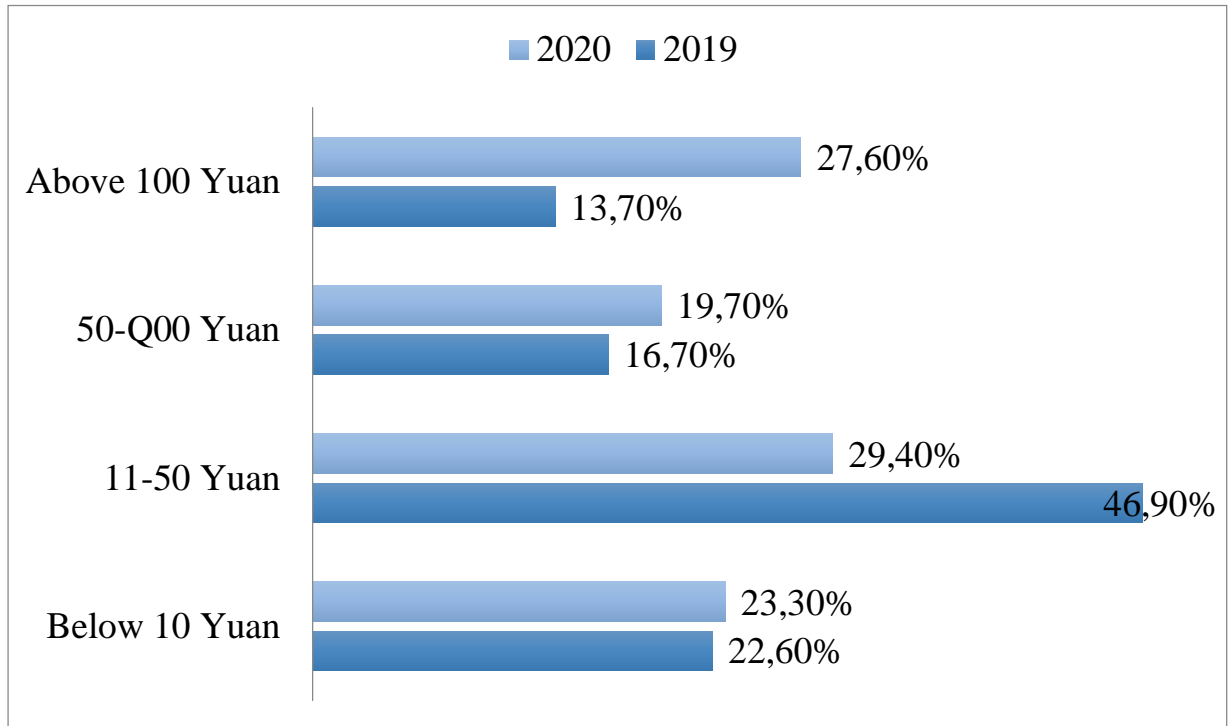
Picture 8 -Average game lives

The survey shows that the lifespan of the games that users play most often on mobile devices is much longer than the average lifespan of other games. 41% of users spend more than a year on the games they play most often (picture 9).



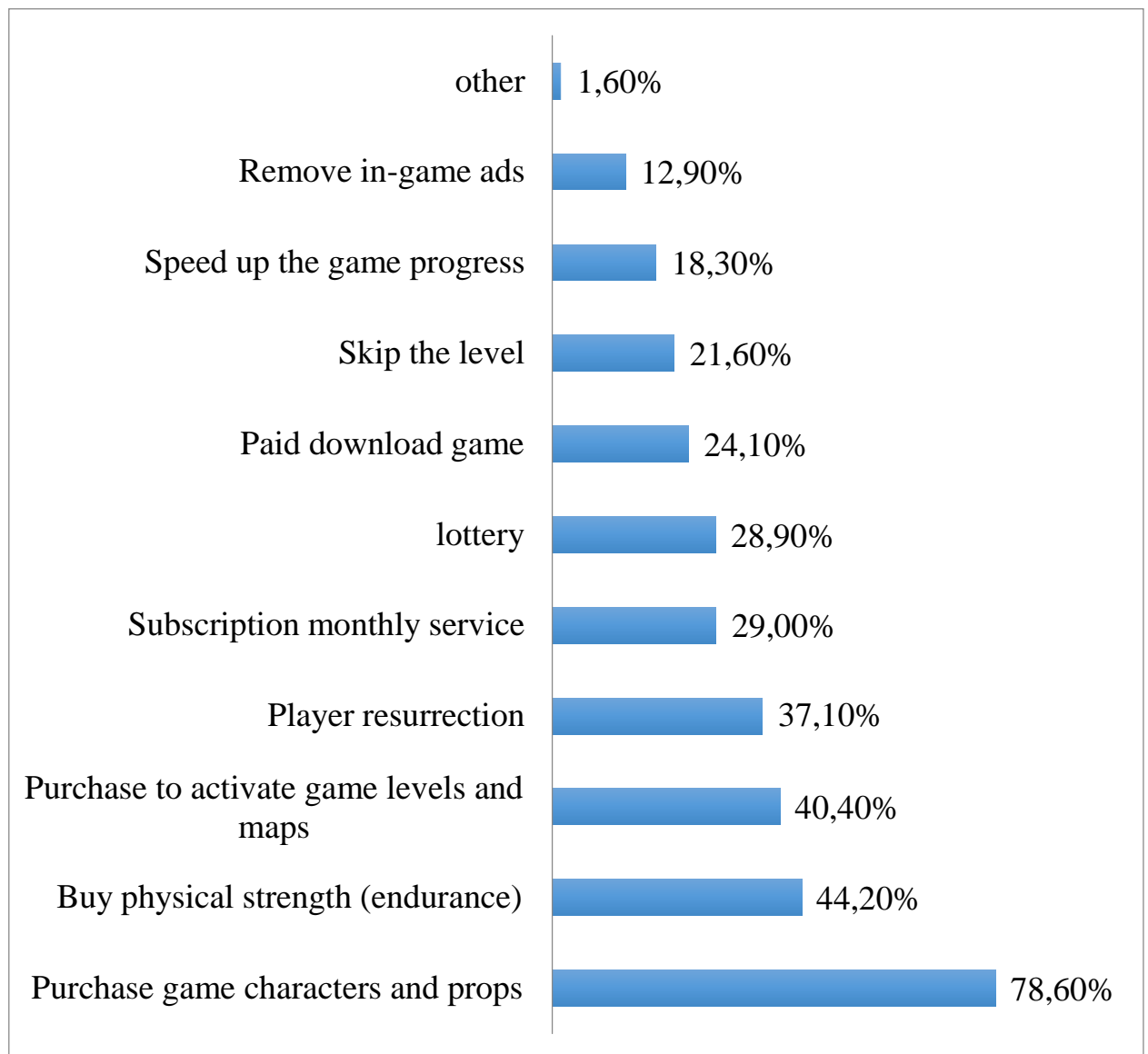
Picture 9 - Players often play the game life

Compared with the player's game time and game life, the willingness of mobile games to let players pay is the top priority of the game. As of the first half of 2020, the proportion of users paying for mobile or tablet games has increased significantly compared to before. 46.6% of users have paid for mobile games. This figure was only 28% in 2019. Many reasons have contributed to this result, including the increase in average user income, the increase in user stickiness caused by the heavier game, and the increase in user payment awareness caused by manufacturers through marketing methods. From the perspective of users' ability to pay, according to the survey, the proportion of users who paid more than RMB 100 per month for games increased from 13.7% last year to 27.6% this year (picture 10).



Picture 10 - User's ability to pay

The user's payment purpose is also one of the main points we need to pay attention to. The consumption purpose of our target customers is what every game manufacturer needs to understand. From the perspective of users' payment purposes, paying for game characters, props, and equipment is still the main payment purpose of users, and 78.6% of users have paid for this. With the increasing number of in-game purchases of physical strength in free games, the proportion of users paying for this purpose has reached 44.2%. The third-ranked payment purpose is to pay for the activation of levels and maps in the game, and the proportion of users exceeds 40%. It is worth noting that the subscription service for monthly subscriptions has also developed rapidly, with 29% of users paying for it (picture 11).



Picture 11 - User payment purposes

3) Market positioning

The positioning of game companies for their own market mainly depends on the following aspects:

Icon: Whether it can attract players in the first place, and being able to stand out from many games is extremely critical. An excellent icon can attract more players who want to understand and participate in the game.

Loading performance: We need to weigh the loading size and time of the game whether it exceeds the player's tolerance limit. The length of time for a game to load content seriously affects the evaluation of game players on the entire game. Whether the

player will spend a lot of time in the game loading, after the game is loaded, can meet the expectations of game players for loading content, is a problem that game manufacturers need to face and solve. These are problems that need to be solved after game manufacturers have clarified their positioning.

The added value of the game itself: This part may involve more levels, including:

- 1) Does the game have clear player goals?
- 2) Does the game have a very simple and powerful novice navigation
- 3) Can you keep interacting with player feedback at all times?
- 4) Can the UI be concise and not provide redundant irrelevant options?
- 5) Use built-in ads but do not interfere with the basic user experience as the major premise
- 6) Satisfy users' expectations and do not impose harsh penalties on users
- 7) Allow users to easily pause, save and continue operations
- 8) Construct virtual emotions and maintain player retention
- 9) Have a sound experience that can impress the user's heart
- 10) Has a good player achievement display and comparison function
- 11) Continuous updates can maintain the freshness of the player's game
- 12) There is a good enough picture effect to keep the user's aesthetic pleasure
- 13) The gameplay is often seemingly simple, but the fun of the game is endless
- 14) Continuous self-test to eliminate the harm caused by potential loopholes
- 15) Provide challenge elements to satisfy players' enjoyment in handling game tasks
- 16) Provide free elements to allow players to choose in terms of interesting game results
- 17) The fantasy element satisfies the player's immersion in the entire game.

3.1.2 Marketing mix strategy analysis

The marketing strategies cooperate and make full use of various advantages to achieve the company's marketing goals. The marketing mix here refers to the optimized

combination and comprehensive utilization of various marketing factors (such as product quality, design and price, channels, and product promotion) that can be controlled by the enterprise according to the target market demand.

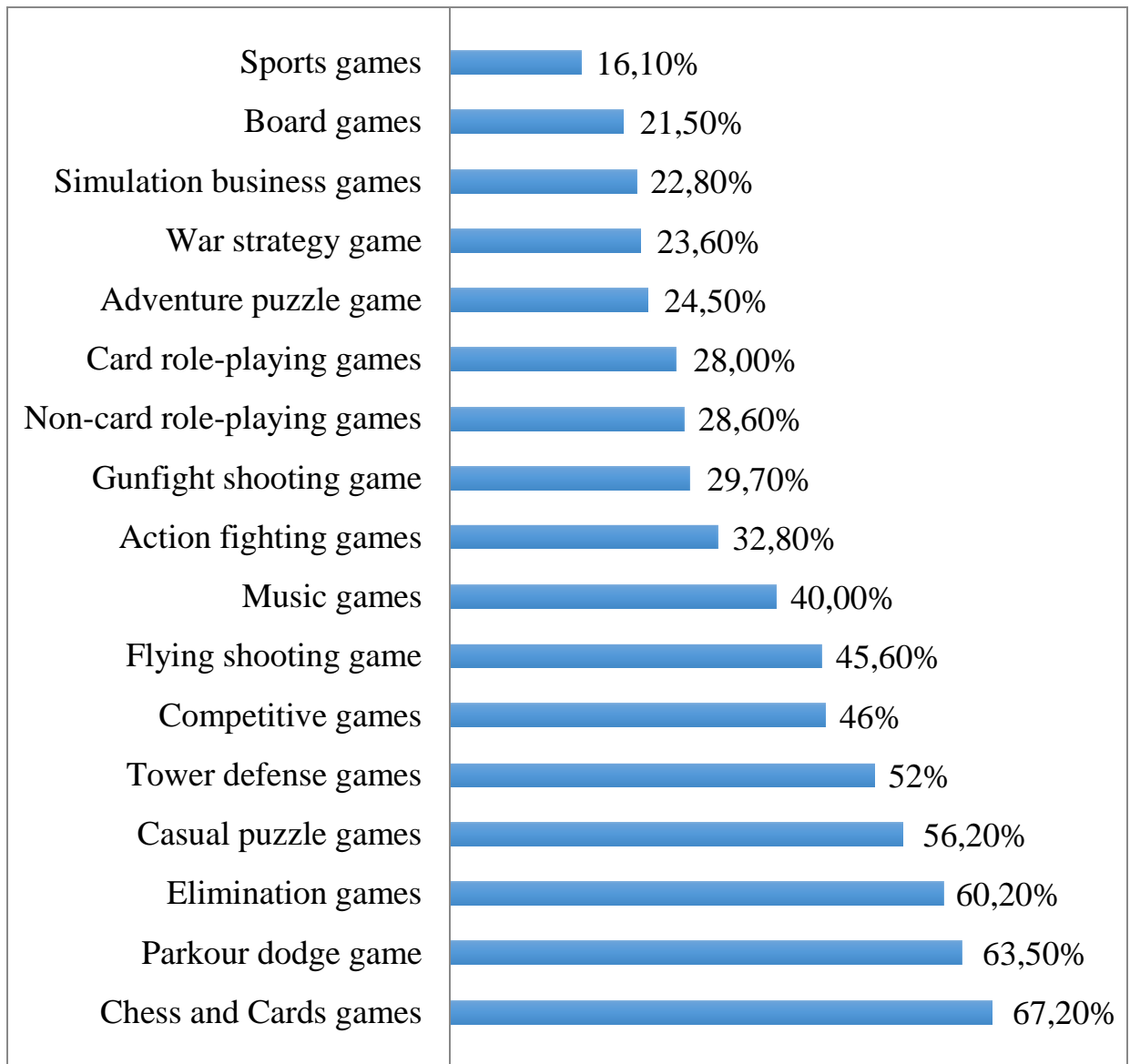
First, analyze the target market, mainly from the types of games consumers mainly consume, the reasons for consumers not paying, and the factors that lead to the loss of consumers to clarify the marketing strategies that should be available.

Game payment type: From the perspective of the proportion of users paying for various types of games, the payment rate of heavy games such as role-playing and action fighting is significantly higher than that of light casual games such as tower defense and elimination. The main reason is that, first of all, heavy games require players to invest a lot of time and energy. Therefore, the threshold of the game is relatively high. After the users are screened, vertical users with high paying potential are retained. At the same time, the user stickiness of its products far exceeds For light casual games, users are more willing to pay for it; secondly, heavy games tend to be richer in content and gameplay, resulting in far more charging points in games than casual games (picture 12).

Game types are:

1. Sports
2. Board
3. Business simulation
4. War strategy
5. Adventure puzzle
6. Card role-playing
7. Role-playing
8. Gunfight shooting
9. Action fighting
10. Music
11. Flying shooting
12. Competitive
13. Tower defence

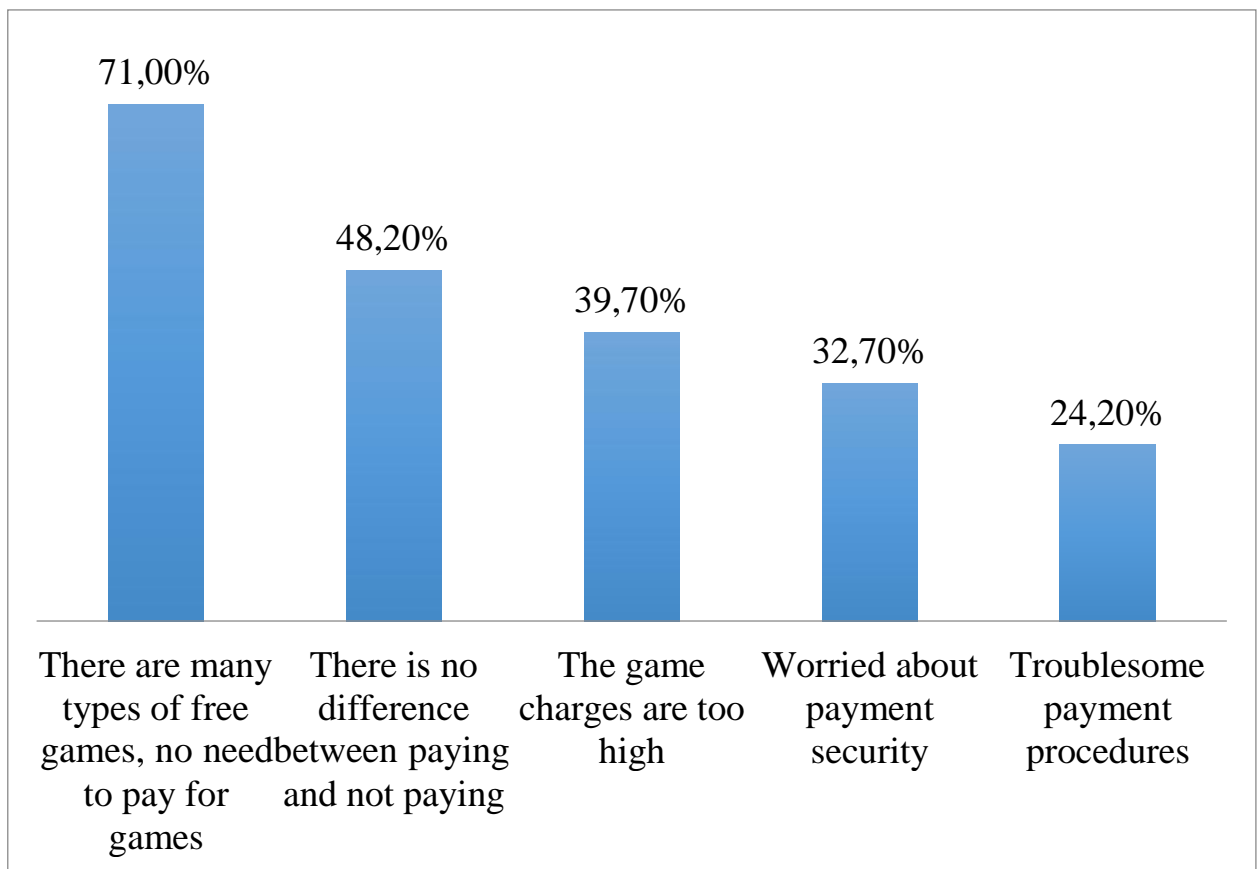
- 14.Casual puzzle
- 15.Elimination
- 16.Parkour dodge
- 17.Chess and cards



Picture 12 - Percentage of customers paying for different game types

Reasons for users not paying: Among the user groups who have not paid for the game, the vast majority of users think that free games can meet their entertainment needs, so there is no need to pay for the game. The other half of users think about whether to pay for their games. The experience has no obvious impact. It is worth noting that 32.7% of users are worried about the security issues caused by paying for games, and 24.2% of

users think that the payment procedures are too cumbersome and give up paying (picture 13).



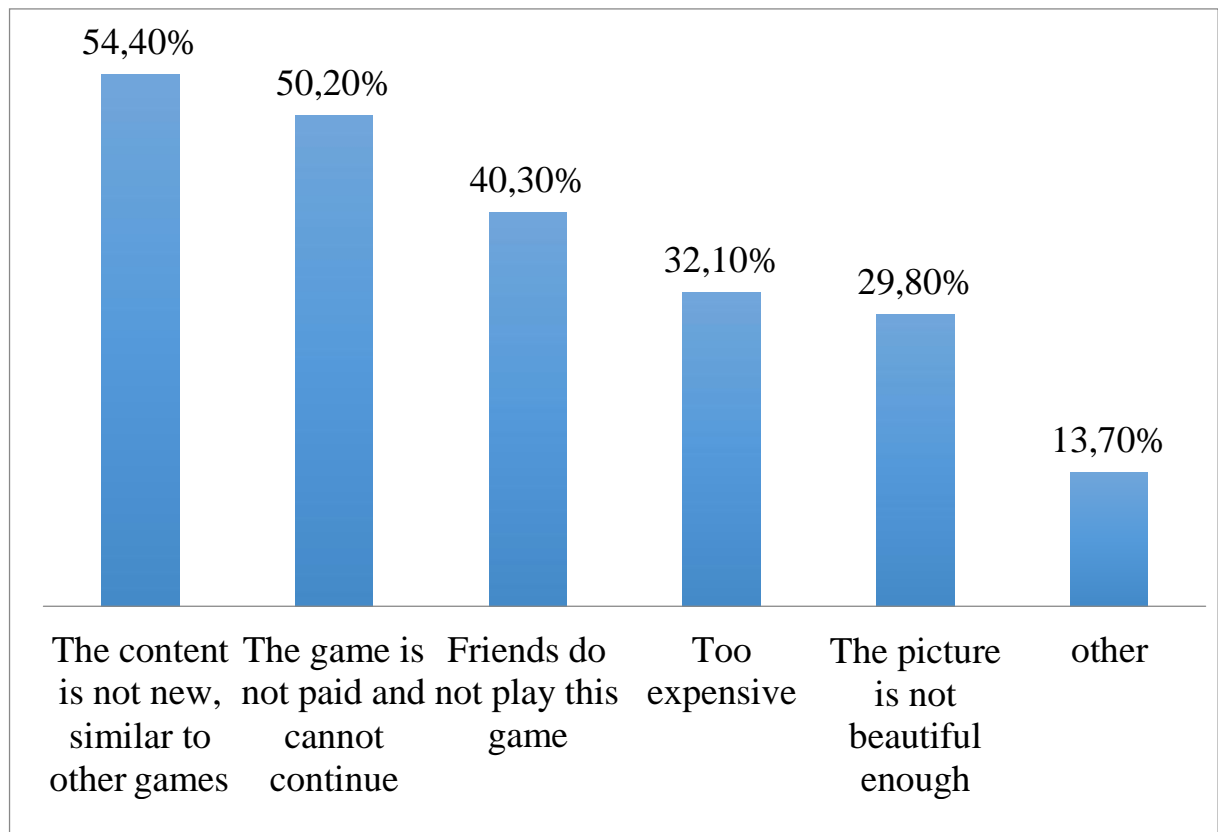
Picture 13 - Reasons for users not paying

User churn factor: At present, the homogeneity of game content and gameplay is still the biggest factor causing user churn. 54.4% of users will abandon a game because its content is not new or similar to other games. 50.2% of users will abandon the game because the game cannot proceed without paying. This reflects the current high degree of homogeneity of mobile game products in my country, and on the other hand, it shows that Chinese game users pay for games on mobile devices. Awareness still needs to be cultivated. It is worth noting that 40.3% of users also abandon a game because other friends have abandoned the game. It can be seen that the influence of social factors in the game cannot be ignored (picture 14).

Reasons are:

- 1) The content is not new
- 2) The game is not paid

- 3) Friends do not play this game
- 4) Too expensive
- 5) The picture is not beautiful enough
- 6) Others



Picture 14 - Reasons for customer churn

3.2 6PS ANALYSIS

3.2.1 Product Strategy

Product portfolio strategy refers to the implementation of product features according to customer needs during the provision of products and services, to meet customer functional requirements through technological innovation and product structure changes, and to introduce comprehensive and high-quality services to customers and obtain profits from them. The product portfolio strategy can effectively extend the product life cycle by innovating existing products to meet the upgrading of customers' functional requirements,

which is of great significance to corporate competition. The product strategy focuses on the functions that have been developed, requires the product to have a selling point, and puts the functional requirements of the product in the first place. As the core of marketing 4Ps product portfolio, product strategy is the basis of price strategy, distribution strategy, and promotion strategy.

At present, the homogeneity of games in the Chinese game market is very serious. How to make customers interested in the product, attract consumers, and at a reasonable price, then the game has certain commercial potential. In other words, similar games have different interpretations of the game content, which will also attract customers to a certain extent. Each product has its advantages and disadvantages. Knowing the strengths and weaknesses of your products is very important in formulating plans designed to convince consumers that they are willing to try and buy.

In addition, it is necessary to clarify the needs of the target audience, and display the value proposition of your product in different ways: text-describe the product with words that emphasize the main selling point of the product and explain the difference of the product. Be careful to be consistent when using game-specific terms and character names.

Picture - A picture is worth a thousand words, so be careful to use a picture to emphasize the highlights of your product. The screenshots of the game should focus on the scenes that bloggers have eyeballs: epic battle scenes, monsters, vehicles, puzzles, etc.

Video - Game trailers are an extremely effective way to arouse the interest of potential players. The trailer should focus on conveying the points that your product is worth playing. Game operation images of you and key opinion leaders are another effective way to attract players' attention.

Behind the scenes interviews, webcasts, blog posts — let the audience see the development process of the product. This approach can build a fan base for the pre-release of the product, and you and your team can fully demonstrate the value of the product.

Promote consumers on different media platforms.

3.2.2 Pricing Strategy

Price strategy depends on different market positioning; the company's brand strategy is the basis of product pricing. A very important factor in the marketing mix is price. The price of a product directly determines whether a company is profitable, which is also an important factor that affects the competitiveness of a product in the market. Many factors affect prices, such as cost, demand, competition, etc (Table 2).

Table 2- Sample table for determining pricing factors of competing products

Price	Competitive product	Competitive product	Our product
List price			
Discount			
Revenue model			

Comparing revenue models and conducting the competitive analysis can better understand pricing strategies. Tracking pricing and discounts can also understand the impact of actual considerations on net income and cash flow.

By tracking the revenue model, we can understand whether the revenue of competitors is based on the following points:

One-time payment (downloaded content pricing or DLC pricing)-Players pay for the product in a one-time payment.

Subscription fee-Players pay a recurring fee to access the game online.

DLC pricing — players purchase other content and upgrades that enhance their gaming experience.

Subscription fee-Players pay a recurring fee to access the game online.

Situational pricing — players pay to access single episodes or entire seasons of games.

Micro transactions (in-game purchases)-players purchase key unlock functions and additional permissions.

Free games-Players do not need to pay any fees in advance, but they need to pay to block advertisements during the game, get an enhanced game experience, additional content, and more features.

Bundled pricing — Bundled sales allow you to increase the visibility of your product and extend the product's life cycle by selling it together with other developers' products.

Read reviews and end-user feedback to understand what customers are saying about competing products. Play games similar to yours, or your own games are different from any other games on the market, find and play other unique game products, understand consumer needs and improve pricing strategies.

3.2.3 Place strategy

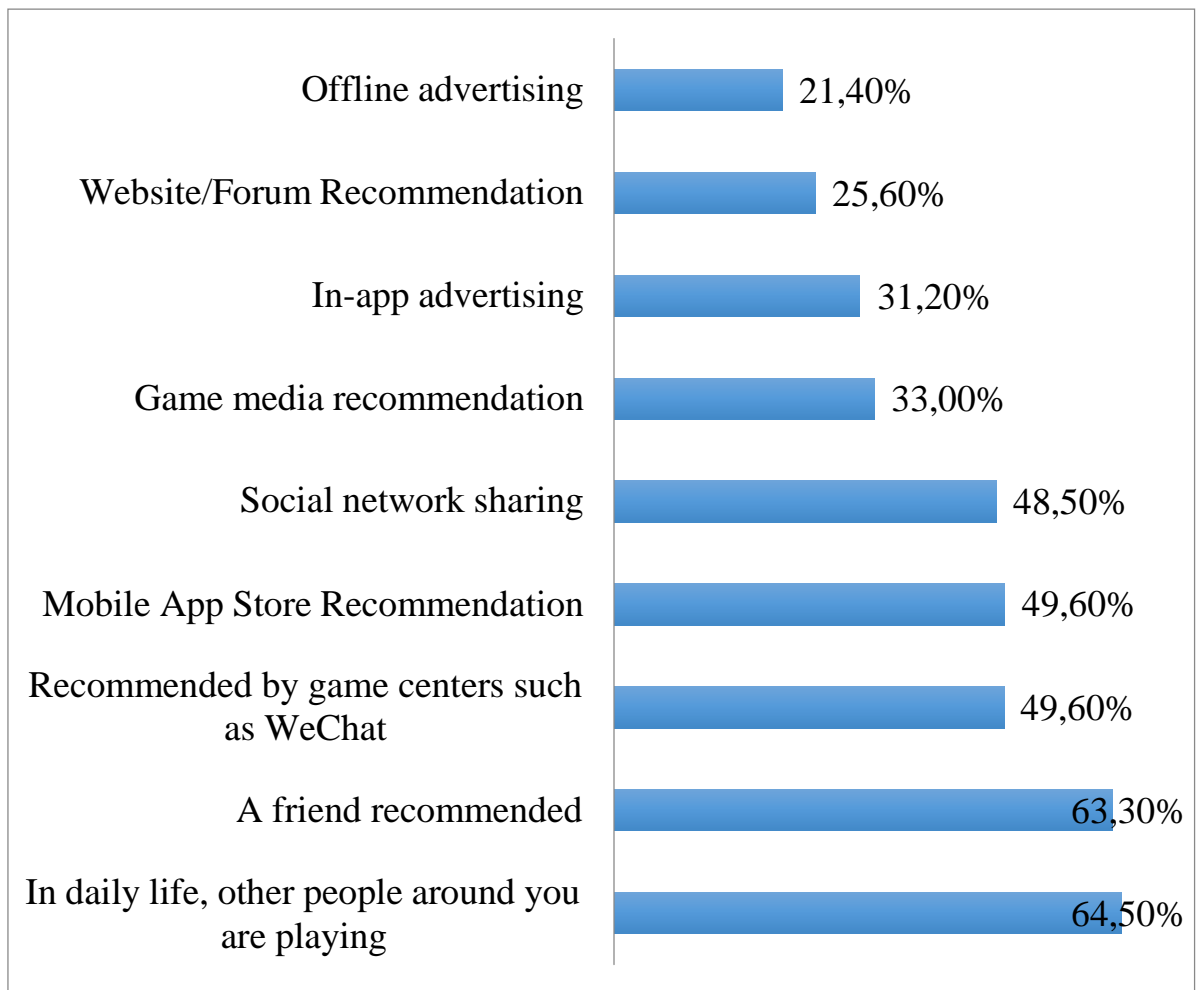
Place strategy refers to the strategy of performing various activities to enable target customers to access and obtain their products. Marketing channels directly affect the other three major marketing strategies. Like product strategy, price strategy, and promotion strategy, location strategy is also an important part of the marketing system. This is an important means for an enterprise to successfully explore the market, achieve business goals, obtain profits, and reflect its competitiveness.

Strengthen consumers' understanding of game acquisition channels, and understand the current consumer's main game acquisition channels (picture 15).

Main channels are:

- 1) Offline advertising
- 2) Website/Forum recommendations
- 3) In-app advertising
- 4) Game media recommendations
- 5) Social network sharing
- 6) Mobile app store recommendations
- 7) Game centers recommendations
- 8) Friend recommendations

9) In daily life



Picture 15 - User game learning channel

It can be seen from the figure that the core factor for whether a game can be accepted by more users lies in the impact of the environment of potential users. It is more effective to see other people playing or being recommended by friends. While paying attention to game promotion, game companies must also ensure that games can form a good market environment.

3.2.4 Promotion strategy

The marketing strategy aims at bringing consumers into contact with the company's products through various effective methods, and inspiring consumers' desire to buy, thereby encouraging consumers to eventually buy the company's products. Information exchange

It is the essence of promotional strategy. In recent years, promotional strategies tend to emphasize interactive communication. Not only to introduce the company's products to customers but to focus more on analyzing and feeding back customer opinions and suggestions to achieve interactive communication.

The promotion of the game is mainly based on sustainable activities:

Build good relationships with key opinion leaders, YouTube gamers, and streamers - ask others to help promote the content of the game being built.

Establish partnerships with other brands-use the marketing power of well-known companies to promote your products and promote the effectiveness of sales promotion.

Publish development progress information on relevant media software — let your audience understand the behind-the-scenes situation and stimulate their interest in the final result. Turn you and your team into the main selling point of the product.

Update your content on your social media channels (Facebook, Instagram, YouTube, etc.)-build a fan base and ignite interest in the product.

Build and maintain an email list of potential customers - to stimulate the interest of potential customers and convert subscriber lists into paying consumers.

Establish a website and update the content of the website, so that customers have a continuous enthusiasm for the development of the product-attract attention, stimulate interest, and facilitate user operations-read reviews, play games, watch trailers, subscribe to your email list, and make purchases your product.

3.2.5 Public relations strategy

In handling public relations, it is necessary to show understanding and respect for people in the media industry. Do not exaggerate their own products, only to emphasize the selling point of the product, to avoid disgusting consumers, and let consumers judge the game content.

3.2.6 Political power strategy

China has promulgated and implemented the "legal protection" part of the "Law on the Protection of Minors", and at the same time has issued regulations on game publishing: strengthening planning and guidance, establishing a game publishing topic selection plan system, setting up a key selection database for game publishing, and improving my country's games The level of publishing topic selection planning. Accelerate the business docking of online game real-name verification platforms, carry out anti-addiction inspections, and intensify the investigation and punishment of problematic online games and violations of laws and regulations.

The requirements for game companies are becoming stricter and stricter, and game companies must continue to sharpen themselves and design more games that meet China's current requirements.

3.3 Marketing Strategy of Mobile Game Manufacturers

3.3.1 Life cycle strategy

From the previous explanation of the life cycle theory and the extremely rapid change of the domestic mobile game market, it is required to extend the life cycle of mobile games as much as possible.

If the life cycle of a mobile phone game is too short, its manufacturers will not only fail to make a profit, but the R&D and operating costs will not be recovered, and the company will be at a loss. In this way, several major game manufacturers have tried how to extend the life cycle of the product, and what strategy to adopt to maintain efficiency when the product enters a period of decline or is about to be eliminated by the market. Among them, the serialization of products is a good way. By dividing the game into multiple game series to meet the needs of more players. Serialized products, on the one hand, expand the product line, provide more choices, and avoid the loss of players; on the other hand, use the huge appeal of successful works and stable player scale to increase the probability of success in subsequent games.

In the introduction period, during the introduction period of the game, mobile game manufacturers can adopt a "free trial" marketing gimmick, and players can experience the game for free. Because of this stage, in order to find and clear the program and planning loopholes of the game products, mobile game manufacturers need a large number of players to test and collect suggestions for improvement. In this way, the manufacturer will be able to open all the restricted functions of the game to the player's experience. In addition, when the game is first launched on the market, how to expand the popularity and reputation of the product is the most important issue that operators need to consider. In order to achieve a good transition from the testing period to the growth period, it requires the investment of the initial cost to obtain the follow-up market scale and the number of players. On this basis, there are conditions for considering profitability.

After the introduction period, the game operation has also entered the growth period. The online game has been modified and debugged, and all functions have been enabled, and it has become the official version. In this period, the marketing focus of mobile game manufacturers is to expand the user base and improve user experience. By opening a new service area, hosting a large number of new players, and in the case of a large number of online people, to ensure the stability of the server.

After the expansion of the scale of mobile game players, mobile game manufacturers can adopt a two-part fee system to partially recover the strength of the initial research and

development expenses and operating costs. Because players don't invest much in money, time, and energy in the game during this period, the transfer cost is relatively low. And the game also needs to be further improved to improve the user experience. Under these two factors, mobile game manufacturers need to weigh the pricing model, and obtain a balance between the upper limit of the consumer's affordable price and the bottom line of their own research and development costs.

After entering the maturity period, manufacturers can keep players by releasing new upgrade patches, providing new content and gameplay. Because of this period, the number of players and game zones is relatively stable. Divided by the Boston matrix, mobile games at this time act as cash flow, with low investment and high and stable operating income. Mobile game manufacturers have passed the break-even point, and the initial R&D expenses and agency costs have been recovered. Therefore, the main problem they consider during this period is how to extend the life cycle of the game and reduce the churn rate of players, rather than attracting new users.

And in the mature period, the pricing strategy is suitable to adopt the "free" model. From practice to development, a large number of mobile game manufacturers have reached the maturity stage, and their profit model has changed from a timed model to a "free" model, which has expanded revenue and profits. On the other hand, in the mature period, the number of mobile game players is the largest and the loyalty is the highest. This is also the peak period of mobile game embedded advertising revenue. Advertisers are willing to advertise and take advantage of the size and huge influence of mobile game players.

After a period of maturity, the game has entered a period of decline. However, due to the characteristics of mobile games and the lower switching costs of players, the decline of mobile games is relatively rapid. The focus of marketing at this stage is to delay the churn rate of players, and not focus on acquiring new players. There will also be new game areas, but unlike the newly opened game areas during the growth period, the service areas at this time are more of a patch function, providing special functions that the old game areas do not have. At this time, the profit model is still dominated by the "free"

model. On the other hand, manufacturers can tap the potential of the game peripheral market, such as dolls, clothing, daily necessities, etc., to realize the value of the game; or mobile game companies have interesting deployments to slowly withdraw the game from the market, which will maintain the power and power of operating this game. The cost is transferred out.

3.3.2 Differentiation strategy

The competition in China's mobile game industry is fierce, and there are countless R&D teams. Large companies have brand advantages and strong strength. Small companies strive for creativity and low cost. The homogenization of products has led to a red sea in the domestic mobile game market. How to attract players in fierce competition and expand market share. According to the characteristics of the mobile game industry and the analysis of relevant data, the differentiation breakthrough points that Chinese mobile game manufacturers can use are: game type, game theme, charging model, and corporate brand.

A. Differentiation of game types According to different standards, mobile games can be divided differently. Mobile games can be divided into the following categories according to the theme: Chess and Cards games, Parkour dodge game, Elimination games, Casual puzzle games, Tower defense games, Competitive games, Flying shooting game, Music games, Action fighting games, Gunfight shooting game, Non-card role-playing games, Card role-playing games, Adventure puzzle game, War strategy game, Simulation business games, Board games, Sports games. According to different game types, different mobile game charging modes are adopted, which can better Profit. Different types of games target different types of consumer groups and determine marketing models to better gain market access.

B. Enterprise brand differentiation In the research and development power of mobile games, established European and American manufacturers often mean that the brand advantage of high game quality and strong market appeal is also what many Chinese

manufacturers hope to obtain. Blizzard Games' card game Hearthstone occupies a huge mobile game market in China. Good brand operation and brand appeal have already attracted a large number of players. At the same time, a game developed by some Chinese game manufacturers, such as NetEase, Tencent, etc., has not yet been publicly tested, which has attracted many players to try it out. In sharp contrast, the products of many small companies are well-made and creative, but due to lack of fame, they are rarely sought after by the market. It can be seen that the brand effect plays a very important role in the success of a game. Therefore, in their daily operations, game manufacturers must ensure that they continue to produce high-quality goods, improve user experience, and also enhance the reputation of the brand; and in the operation link, avoid vulgar marketing and improve brand image.

3.3.3 Innovative profit model

The business model is constantly changing, and the profit model will also change accordingly. Therefore, there is no specific profit model that can be the mainstream model for a long time, and it needs to be modified or even reformed continuously. The innovation of profit model is fundamentally the innovation of business model, and it is the most essential part of business behavior. It affects the practice in all aspects of R&D, operations, and organizational structure.

With the continuous development of my country's mobile game industry, the general profit model has shown many problems in practice. My country's mobile game manufacturers can adjust the profit model, change the decline of the mobile game industry, expand revenue, and guide the trend. Starting from the characteristics, status quo and characteristics of the industry chain of the mobile game industry, this article proposes the following new profit methods:

A. The embedded advertising model is a kind of commercial behavior in which online game manufacturers display commercial advertisements in online games to advertise products of advertisers in order to obtain income. Advertisers choose mobile games as

the advertising channel for their products. They believe that online games have the following advantages:

Compared with traditional media, online games can embodied embedded advertisements more covertly and friendly, and players will be less disgusted. In addition, mobile game players are a group with potential, high spending power and willingness to pay. In addition, through mobile game communication, advertisements can be quickly and widely spread, attracting tens of thousands of players. Third, embedded advertising in mobile games is conducive to accurate advertising and cost control. Advertisers can learn the impact of advertisements based on the click-through rate of the website, compare it with the increase in sales after the advertisement is put on, and analyze whether the advertisement is worth putting on for adjustment.

For mobile game manufacturers, they have a lot of resources for placing embedded advertisements, such as the dressing of game characters, the layout of game scenes, the nouns of virtual items, etc. As a virtual world, mobile games involve all aspects of the items. If these resources are not fully utilized, they are a waste in themselves. In order to ensure the quality of the game and not arouse the disgust of players, the design and placement of embedded ads must be in harmony with online games.

B. The model of selling game peripheral products The game peripheral product market is a market with abundant market share and revenue as the game reaches its maturity stage. At this stage, if the mobile game manufacturer owns the copyright of the game, it can authorize some manufacturing companies or independently develop products related to online games, such as toys, clothing, novels, daily necessities and other series based on game characters. Commodities, get sales income.

Mobile game manufacturers use this model to have the following advantages: On the one hand, it can realize the value of game products and bring huge profits. According to relevant data, in the relatively mature markets of the online game industry such as Europe, America and Japan, the ratio of the sales revenue of a successful online game in the peripheral market to its operating income is 1:8. On the other hand, peripheral products can expand the game's The popularity can attract new players into the game; it can also

increase the old players' sense of identity and belonging to the game experience, and reduce the loss rate.

The peripheral market for foreign games is generally 8 to 9 times the output value of the online game industry. In Japan, the ratio of game sales to peripheral product sales is 3:7, and in Europe and the United States, the ratio is 1:9. China's game peripheral products are still in their infancy. This underdevelopment is mainly due to the following reasons:

A large proportion of young people have no economic income and low payment ability;

At present, there are few successful manufacturers of peripheral products in China and lack of development and promotion experience;

Channels are not smooth. There are no special chain stores or e-commerce websites in China for the distribution and sales of game peripheral products, and there are not many product choices designed and manufactured, and the scope of consumer purchases is limited.

C. Cross-industry cooperation model, which refers to the cooperation between companies in different industries, complementing each other's advantages, and opening up sales for each other in their respective areas of expertise. This model requires the advanced business ideas of both parties, seeing the intersection of their comparative advantages and their own fields, and achieving a win-win goal. If mobile game manufacturers can follow the trend and try to cooperate with different industries such as film, television, animation, etc., to realize the comparative advantages of both parties and complement each other, so as to increase the added value of the game, it will be of great benefit to both parties.

3.3.4 Integrated marketing strategy

Integrated marketing is such a marketing concept and method: under the premise of a unified marketing goal, analyze the advantages and disadvantages of various marketing tools and methods, and carry out selective adoption and integration according to the

market environment, and strengthen the interaction of all parties. The advantages and disadvantages are reduced, resulting in a synergy of $1+1>2$. These independent marketing tools and methods include advertising, platforms, public relations events, sales promotion, etc.

The concept of integrated marketing is adopted because in the increasingly competitive industry environment, how to use and integrate various methods to improve the promotion effect and reduce costs is a challenge for every game manufacturer.

A. Advertising investment

Compared with a variety of marketing methods, advertising has a higher cost and a wide audience, which can attract the attention of players in a short period of time. However, mobile games are essentially an experience economy. If players are attracted by advertising and experience the game, the game experience meets their needs and continue to play; if the game experience and advertising are insufficient, leave the game. In this way, the remaining players have a certain degree of loyalty to the game product, and have a higher conversion rate of payment. This is also the purpose of advertising. If there is no investment in advertising, it also reduces the possibility of player expansion. With the current fierce competition in the game industry, major manufacturers can increase their advertising investment based on the actual situation of each company.

B. Driven by channels, network operators and universities are typical channels for mobile games. College students are the main target group of mobile games, and its members are highly likely to be converted into players. The college channel is an accurate and low-cost channel, and college students themselves have a large proportion of the occupational distribution of mobile phone players. Through activities, products can be introduced to students at the fastest speed, which is conducive to attracting leisure in the short term. Groups with a lot of time and strong payment.

C. Platform marketing model Platform marketing has relatively high requirements for manufacturers in all aspects. The establishment of the platform, its own user scale, brand building strength, and construction timing all affect the influence and market share of the platform. At present, the most successful platform marketing in China is Tencent, because

its instant messaging tool has a large number of users. Based on this, it expands its product line and develops a series of applications and platforms to meet the various needs of users and prevent the loss of users. . If other manufacturers have a large joint operation business scale, they can also increase their investment in platform construction; or cooperate with platforms with a high proportion in the market.

3.3.5 Social image strategy

Since the beginning of the successful operation of online games, it seems that as many accusations have been gained as to how much revenue it has created. The public's evaluation of mobile games is not high. Generally, playing mobile games is regarded as plaything, waste of time, and even cause some bad incidents. And such perceptions are not fair to online games. First of all, games are a way of relaxation that human beings have in the long-term development. Mobile games are based on certain mobile phone technology to create a virtual environment for players to experience. The mobile game itself is neutral, and the key is how businesses guide and how consumers use it. Moreover, the educational potential of mobile games should be tapped, especially with the development of science and technology, people's lives are increasingly inseparable from the Internet.

First, increase the role of mobile game knowledge carriers. For example, in some games with historical themes as the game background, when players experience the game and have a strong sense of substitution, they will unconsciously learn a variety of knowledge, learn the strategy of sending soldiers, learn the role of various weapons and equipment, and learn all kinds of knowledge about living in a virtual city, and learn how to cooperate with teammates in surprise attacks. For this knowledge, there is no need for teachers and parents to teach them repeatedly. Players will spontaneously observe, study, compare, try, and try in the game.

To sum up. This is undoubtedly a learning process, and it is all-round and spontaneous. Secondly, the plot and level design focuses on training players' thinking

style, improving intelligence, and cultivating sentiment. For example, players can learn from each other in traditional chess and card casual games to improve their skills and combat level. Moreover, from shooting and dancing sports to MMORPG's survival and development in the game, it improves the players' ability to control the rhythm, quickly respond to crises, and adapt to teamwork. Therefore, online games will definitely make a big difference in modern online education. At present, game developers in the United States, Japan, South Korea and other countries have seen this characteristic of online games, and have carried out corresponding changes in the direction of research and development and operation. Moreover, Taomi, which focuses on the children's game market, has not only won the trust of children and parents with its targeted products, but also achieved great revenue success. For domestic game manufacturers, since there are successful precedents and it is the trend of the industry, it is worth emulating and breaking through.

3.3.6 Overseas strategy

In the mobile game industry chain, in the division of profits, operators can obtain 30% of profits through marketing and other value-added services, which shows the importance of marketing. In order to expand the product line, the powerful operators often act as agents for several products at the same time. The reasonable placement of marketing resources must be consistent with the market trend. In this way, agents must determine the intensity of resource input based on the pros and cons of the product. The market acceptance and profitability of game products are unknown without market testing. In the current fierce competitive environment of the mobile game industry, if the marketing of the game is not increased, it will not be able to attract enough players, and expanding the popularity of the game will create a virtuous circle for operations. So how to choose the right game and how to control the marketing efforts are all risky.

In terms of mobile game export, overseas markets such as the United States, Japan, South Korea, Singapore, Southeast Asia, etc. have all appeared in China's self-developed games.

With regard to the export of mobile games, as the oversupply of domestic game products has intensified, homogenization and competition have intensified; the impact of the good income of some mobile game manufacturers abroad; and the support of government agencies for the "going out" strategy, I believe that domestic The pace of internationalization of mobile game manufacturers will increase. However, in this process, Chinese mobile game manufacturers will face the challenge of how to create new operating models in different industrial environments, grasp the mentality of players, realize the localization of games, and cooperate with other local manufacturers.

For the export of mobile games, the first step is product research and development. The design should be based on the consumption behavior and psychology of local consumers, and sufficient space should be left for later adjustment and localization. The second step is to divide the target market according to market size, market maturity, and consumer consumption level, and adopt different R&D and operation strategies, and the design of organizational structure. The first category, such as the mainland and North America, has a large increase in market size, so that a local subsidiary can be established to be responsible for the independent operation of the game; the second category is Japan, South Korea and Taiwan, China, with high scores in three dimensions, and joint ventures can be adopted. Or self-operated business methods; the third category is some countries in Southeast Asia and Europe, the scores of the three dimensions are low, this type of market can be entered by authorization or joint venture. To export the version of overseas games, you need to learn local laws and regulations, respect local customs, and do a good job of localization. It is not only in the design of character images that refer to the standards of beauty advocated by local culture, but also in the design of worldviews and game guidelines. Respect the local mainstream values.

CONCLUSION

At present, the Chinese game market has gradually become stable and mature. In this context, the Chinese government's version number control content review has almost laid the tone for the entire Chinese mobile game market, and has had a great impact on the entire Chinese game market. . The first is that the entire life cycle of mobile game products is subject to stricter requirements. In the early game incremental market, short-term profit-based mobile games have gradually faded out of the mainstream game market. For the current mobile game market, how to maintain the long-term operation of the game is the most important issue for the entire mobile game revenue. The second point is that China's mobile phone game market will gradually become saturated, and China's mobile phone games need to gradually expand overseas to obtain enough room for survival and development. The Chinese game market has begun to gradually develop in the direction of differentiated R&D to ensure the quality of mobile games and obtain sufficient revenue space.

Game types are very different:

- 1) Chess and Cards games
- 2) Park our dodge game
- 3) Elimination games
- 4) Casual puzzle games
- 5) Tower defense games
- 6) Competitive games
- 7) Flying shooting game
- 8) Music games
- 9) Action fighting games
- 10) Gunfight shooting game
- 11) Non-card role-playing games
- 12) Card role-playing games
- 13) Adventure puzzle game
- 14) War strategy game

China's mobile game market has gradually turned to refinement and industrialization. At the technical level, with the gradual development of 5G and cloud games, the cost of game players' acquisition is constantly decreasing, and the network services of game manufacturers have also gained great convenience and foundation. Artificial intelligence has provided a solid foundation for the operation and promotion of games.

The core issues for producers are:

- 1) Product Strategy
- 2) Pricing Strategy
- 3) Place strategy
- 4) Promotion strategy
- 5) Public relations strategy
- 6) Political power strategy
- 7) Marketing Strategy of Mobile Game Manufacturers
- 8) Life cycle strategy
- 9) Differentiation strategy
- 10) Innovative profit model
- 11) Integrated marketing strategy
- 12) Social image strategy
- 13) Overseas strategy

In terms of industry elements, big data, as the main data source, has been accumulated in the mobile game industry for many years, which has greatly helped the entire game operation. Game IP is also a resource for combat readiness in the entire game industry, which is very attractive to related game players.

The game industry cannot rely solely on channel promotion. More game manufacturers should focus on game content. China's mobile game industry is mainly focused on channel promotion, and the game content has not been improved and enriched to a large extent. As a result, game players' enthusiasm for the game and desire to recharge is greatly reduced, which greatly reduces the income of the mobile game industry.

The significance of the digital economy, digital technology, and virtual space to society is becoming more and more profound. The era of "unity" of cloud games is also being implemented. How to gain a place in the vertical and differentiated game market is a matter for every company to think deeply.

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