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Abstract
Most of the related studies about online games were discussing from one kind of games or one dimension of industries; they were more lacked the integrated considering from how the firm's other aspects of activities (such as the design of game, the way of marketing, and the mechanism of management) to influence the game loyalty. This study thought the freshness feelings and the visual effects of the online game could attract consumer's attention though; however, the code of conduct and the recognitions (Competition, Cooperation, and Fairness) of constitution value were the real key factors to form the game loyalty. This general concept would be a more suitable basis to carry out the comparison of operational effects in different category of game industries. By using of competition, cooperation, and fairness as independent variables, and the game player's loyalty as dependent variable, this study conducted the convenience sampling by the questionnaire to survey the different type of online game consumers. There were total 389 effective questionnaires after the return mails; then we tested and verified the hypotheses by regression analysis.

The study results are showing that: (1) Generally speaking, the higher degree of competition, cooperation, and fairness on the players gaming, the greater the game loyalty can be; in addition, the cooperation has the profoundest influence and effect among these; (2) competition and cooperation have interactive strengthening effects on the game loyalty; (3) Comparing to the player's personal traits, the competition, cooperation, and fairness have stronger interpretive capability of the game loyalty; (4) Comparing to the player's personal traits, the design of online game, the way of marketing, and the mechanism of management are the main causes of influencing the player's competition, cooperation, and fairness; (5) The competition designing of online game can sort into four dimensions as comparison, opposition, growth, and incentive. The cooperation designing of online game can distinguish into three dimensions as interpersonal interactivity, cluster mutual helps, and resources interactive. The fairness designing of online game can class into two dimensions as balance and firm's feedback activity. The game companies can accord to these dimensions for adding the competition, cooperation, and fairness into the game, hence improving the company's administrating effects.
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