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Abstract
Online game has been one major recreational activity for juveniles in more recent years, thus leading to the creation of prosperous trading of market “Virtual treasure.” The annual output value for such trading in Taiwan area has surmounted to an approximately NT$0.6 billion and presented a trend of continuous growth. Such trading has also turned out to be the major source of earnings for online game operators and the key reason that fascinates those avid players of online games. As the trading of virtual treasure also decides significantly the success of online game operation and such trading behavior will involve the distinguishing characteristics by such special group of online game players and trading pattern in the virtual world, it is one realm which can hardly be reached by studies on the traditional consumption behavior, thus further highlighting its research value. This research aims to probe into the trading behavior of online game-based virtual treasure, as the focal points center on the analyses of: 1. The distribution of demographic variables for the virtual treasure traders; 2. The patterns of virtual treasure trading behavior; 3. The association of virtual treasure traders’ values with their trading behavior; and 4. The association of virtual treasure traders’ life style with their trading behavior. This research has collected related data through online questionnaire survey and further adopted factor analysis and typical analyses to analyze the data. Findings of this research have indicated that the virtual treasure trading patterns of online games can be classified into “ Opportunistic presentation,” “Profit-seeking substitution” and “Virtual friendship.” Male students make up the major trading group with their aged below 15, while the percentage for females has shown significant increase in comparison to that in the past, reaching at 30%. In the respect of influence on trading pattern from values, the factors of “Reputation and standing,” “Skill attachment ” and “Intimacy and friendly affection” have demonstrated significant influence, among which “ Reputation and standing” will be the most influential. This finding will indicate sufficiently that the virtual class, social community and promotion system offered by online games will be the important drives to help avid players of online games gain their social achievements; in the respect of the influence on trading pattern from life style, “A good command of information” will be the most influential as it signifies that online game developers should offer more diversified virtual commodities and update mechanism rapidly when they are face these avid players who are good at using internet to obtain the latest information, satisfying these players’ freshness and replayability and further creating more joys from online games.
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