

Strategy Integration and Practical Application of Game Project Consumption Experience Improvement in Digital Age

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Abstract. In the digital age, the game industry is booming and the competition is increasingly fierce, so improving the consumption experience of game projects has become the key. This study deeply analyzes the components of game consumption experience and combs relevant theoretical bases, including user experience theory, consumer behavior theory and service marketing theory. Through the analysis of the current situation of the game industry, it reveals the challenges facing the consumer experience, such as the intensifying market competition, the diversification of user needs, and the rapid upgrading of technology. Furthermore, multi-dimensional improvement strategies such as game quality optimization, user service improvement, marketing strategy innovation and community construction strengthening are proposed, and the practical application and remarkable results of these strategies in game projects are demonstrated in combination with actual cases, aiming to provide theoretical and practical guidance for game enterprises to enhance competitiveness and achieve sustainable development.

Keywords: The Digital Age; Game Project; Consumption Experience; Strategy Integration; Practical Application.

1.Introduction

The digital wave promotes the rapid development of the game industry, the market scale continues to expand, and the competition is fierce. According to statistics, in recent years, the global game market revenue has been rising year by year, and mobile games occupy an important share and grow strongly. In China, the number of game users is huge and the market potential is huge. However, with the explosive growth of the number of games, players are increasingly demanding game quality and consumption experience. If a game wants to

stand out, it must pay high attention to improving the consumer experience.

Game consumption behavior is influenced by many factors, including individual characteristics, social psychological factors, game design and business models, external market environment factors, technology and device characteristics. Zhang Chunhua et al. conducted a study on the influencing factors of online game consumption behavior, and found that entertainment and sociability became the biggest influencing factor, while product innovation was the key to the sustainable development of online games, and game characters were important factors to maintain players' emotions [1]. Feng Haopeng is reflected in his research on the effect of MMORPG player motivation and behavior on consumption [2]. Wang Yamin et al. found that loyalty has a significant impact on players' willingness to consume in their research on factors influencing mobile game consumption [3]. The higher the player's loyalty to a certain game, the stronger the willingness to consume. Li Contented analyzed the experience of free players and paying players in the game [4], and he believed that the motivation of free players to play games is mainly to relax and relax, and free content and game props obtained through time investment can meet their play needs, which leads to their low consumption desire for paid goods. He Jianping pointed out in his research results on game consumption motivation and game "willingness" [5] that game immersion experience is an important factor that causes players' enthusiasm for games. Players are willing to support game design and creativity through consumption, forming a relationship of value resonance and common growth. This is of great reference and enlightening value for game developers to understand players' consumption behavior and formulate game strategies. In the study of online game consumption patterns, Jiang Lei et al. concluded that the consumption experience of players of different payment types

should be balanced to ensure the overall balance of play experience, and both the balance and profitability of the game [7]. In their research on game culture innovation, Jin Pei et al. mentioned that the original work buried in the long river of time is reactivated by modern methods, and the new IP image with contemporary aesthetic characteristics is built into the game scene [8], which arouses the cultural memory of young audiences and gives game developers unlimited inspiration when designing game activities. In their studies on games, science fiction and meta-universe, Kong Lingshun et al. expounded the possibility of future development of games under emerging technologies. As a way of entertainment for people to keep pace with The Times, games have gradually completed the aesthetic shift from simple entertainment to deep entertainment with the support of modern science and technology [9]. Ryan et al. [10] discussed in depth the impact of games on player motivation and their role in game consumption behavior. Edward et al. [11] discussed in depth the policy and legal problems faced by virtual goods exchange in online games, focusing on the complex economic system formed in the virtual world. It reveals the profound impact of virtual economy on real-world consumer behavior.

However, there are still some shortcomings in the existing research. Most of them focus on the influence of a single factor on consumption experience, and lack of systematic integration strategy research. Research on personalized experience for different types of games and diverse player groups needs to be in-depth, especially in the rapidly changing digital market environment, there are relatively few studies on how to continuously innovate and optimize consumer experience. This study will try to fill these gaps and provide more comprehensive and in-depth strategy and practical guidance for the improvement of game project consumption experience.

2.Theoretical Basis of Game Consumption Experience

2.1 User Experience Theory

User experience theory emphasizes the subjective feelings and cognition of users in the process of using products or services. In gaming, the player's experience spans multiple layers. In terms of perception and experience, the picture

quality and sound effects of the game directly affect the player's sensory feelings. High quality graphics and realistic sound can quickly draw the player into the game world and create an immersive atmosphere. For example, some large 3D games, with beautiful graphics and stunning sound effects, make players feel like they are in a fantasy game scene.

Interactive experience focuses on how the player interacts with the game's interface and mechanics. The simple and intuitive user interface and smooth operation flow can improve the efficiency and fun of the players. For example, the touch operation design of mobile games needs to be ergonomic and convenient for players to carry out various game actions. Emotional experience involves the emotional resonance and psychological response of the player in the game. The game's story, characters, and other elements that can trigger emotional fluctuations in the player, such as joy, sadness, and tension, will greatly enhance the appeal of the game. For example, some story-rich role-playing games immerse the player and generate strong emotional engagement through touching story lines and deep character portrayals.

2.2 Consumption Behavior Theory

Consumer behavior theory provides a theoretical framework for understanding players' consumption decisions in games. The consumer decision-making process model in traditional consumer behavior theory, including problem cognition, information search, evaluation and comparison, purchase decision and post-purchase behavior, is also applicable to the game consumption scenario. When players choose a game, they will first be aware of their needs for the game (problem awareness), and then search for game information through various channels (information search), such as game review websites, social media recommendations, etc.

In the evaluation and comparison stage, players will consider the characteristics of the game, word-of-mouth, price and other factors. For example, compare the gameplay innovation of different games, screen performance, internal purchase mode, etc. Purchasing decisions are influenced by a variety of factors, such as personal preference, economic power, social influence, etc. Post-purchase behavior is critical to the long-term growth of the game. Players

will continue to support the game if they have a good experience after purchasing the game or making in-game purchases, such as purchasing value-added services and recommending them to friends; otherwise, it may be lost. In addition, in the digital age, social factors have an increasingly significant impact on consumer behavior. Players' purchase decisions are often influenced by friends' recommendations, the in-game community atmosphere and other factors, and in-game social interactions can also stimulate spending, such as buying virtual gifts and dressing up to show their social image.

2.3 Service Marketing Theory

Service marketing theory emphasizes that enterprises can satisfy customer needs and establish good customer relationships by providing quality service, so as to achieve marketing objectives. In a game project, the game itself can be seen as a service product. The dimensions of service quality include reliability, responsiveness, assurance, empathy and tangibility. For the game, reliability is reflected in the stability of the game and the performance of the server, to ensure that players can smoothly play the game, to avoid problems such as stalling and dropping lines. Responsiveness requires the game operator to deal with player feedback in a timely manner, such as fixing game bugs, answering player inquiries, etc.

Assurance involves the player's trust in the security and fairness of the game, such as ensuring the security of the player's account and preventing cheating. Empathy is reflected in the attention paid to the individual needs of players, such as providing customized gaming experiences for different types of players. Tangibility is reflected in the packaging of the game, promotional materials, etc., although relatively minor in digital games, but the beautiful game interface, promotional posters, etc., can also attract players. By improving the quality of the game service, it can increase player satisfaction and loyalty, which in turn promotes word of mouth and marketing of the game. For example, some game operation teams have won the trust and praise of players by establishing a perfect customer service system and timely solving players' problems, so that the game has achieved better development in the market.

3.Game Industry Status and Consumer

Experience Challenges in the Digital Age

3.1 Overview of Game Industry Development

In the digital age, the game industry has shown an explosive growth trend. Technological advances have led to dramatic improvements in the quality of game graphics, from the early pixel style to today's ultra HD, realistic 3D and virtual reality graphics. The types of games are increasingly rich and diverse, covering a variety of categories such as role-playing, shooting, strategy, casual, etc., to meet the tastes of different players. Take role-playing games as an example, their rich story and diverse character development systems attract a large number of players to immerse themselves in them.

Game platforms also show diversified development. In addition to the traditional PC and console platforms, mobile games with the rapid rise of convenience, occupy an important share of the market. According to statistics, the number of users and market revenue of mobile games have continued to grow in recent years. The integration of social elements in the game has become a trend. Players can team up with friends to open black, join the guild to fight together, enhance the social interaction of the game. For example, some popular mobile games promote communication and cooperation between players through social systems, forming a huge game social circle.

3.2 Challenges Faced by Consumption Experience

The expansion of the scale of the game market has attracted a large number of enterprises, resulting in extremely fierce competition in the market. With the number of new games released every year, players are faced with a huge number of choices. In this case, how to make the game stand out, attract the attention of players and retain players, becomes a huge challenge for game developers and operators. For example, in the same type of game, such as the field of shooting games, multiple products are fiercely competitive. If they can not form a differentiated advantage in gameplay, graphics, user experience and other aspects, it is easy to be eliminated by the market.

As the player base grows more diverse, its needs become more complex and diverse. Players of different ages, genders, regions and cultural backgrounds have different preferences for games. Younger players may be more interested

in trendy, trendy game elements and social interaction, while older players may be more interested in the casual and cultural aspects of games. In addition, players' requirements for the quality of the game continue to improve, not only hope that the game picture is beautiful, novel gameplay, but also have higher expectations for the game's plot, music, user interface and other aspects. Meeting these diverse needs makes it extremely difficult to design, develop, and operate games.

In the digital age, technology is developing rapidly. New game development technologies and engines continue to emerge, such as artificial intelligence, blockchain, cloud computing and other technologies are gradually popularized in games. If gaming companies can't keep up with the pace of technological updates, games may fall behind their competitors at a technical level. For example, the use of advanced artificial intelligence technology can provide players with more intelligent game opponents and personalized game recommendations. Without such technology application, the game experience will be greatly compromised. At the same time, technological updates have also put forward higher requirements for the hardware adaptation of games, and the need to ensure that games can run stably on different devices, which increases the complexity of game development and optimization.

4. Game Project Consumption Experience Improvement Strategy

4.1 Game Quality Optimization Strategy

Invest more resources in the game screen design, the use of advanced graphics processing technology, such as ray tracing technology, enhance the light and shadow effect, make the game scene more realistic. Pay attention to the scientific and artistic color matching, according to the game type and scene to create a suitable visual atmosphere. For example, in a horror game, dark colors and spooky lights are used to add a sense of horror. In terms of sound effects, professional music teams are invited to create original music to ensure that the music is highly compatible with the plot and scene of the game. For example, intense music can be used in battle scenes to increase the player's sense of tension and excitement. At the same time, optimize the mixing and playback effects of sound effects, so

that players can clearly distinguish various sound elements, such as footsteps, weapons, etc., to enhance the immersion of the game.

Research player needs and market trends to develop unique gameplay. For example, the combination of virtual reality technology to create a new way of interaction, allowing players to participate in the game. At the same time, focus on balanced gameplay to avoid situations where certain classes, characters, or strategies are too strong or too weak. Through a lot of testing and data analysis, adjust the game parameters to ensure that different players in a fair environment to play, improve the game's competitiveness and playability. For example, in a multiplayer online competitive game, constantly adjust the hero's stats and skills to keep the game dynamically balanced.

4.2 User Service Improvement Policies

Establish a multi-channel customer service platform, including online customer service, customer service hotline, email, etc., to ensure that players can easily and quickly contact customer service staff. Train a professional customer service team, improve its business level and service attitude, so that it can timely and accurately answer player questions, deal with player complaints. For example, customer service staff should have game expertise and be able to provide players with gameplay guidance, troubleshooting and other services. Establish a sound player feedback mechanism, regularly collect player comments and suggestions, and use them as an important basis for game optimization and improvement.

Using big data and artificial intelligence technology to analyze player behavior data, understand player preferences, game habits and other information, and provide personalized game recommendation, activity push and other services for players. For example, recommend a similar type of game based on a player's gaming history or a new game content that suits their tastes. Provide exclusive customer service to high-value players, such as prioritizing problems, providing special packages, etc., to enhance their sense of belonging and loyalty. At the same time, according to the different needs of players, provide in-game personalized settings options, such as interface layout, sound preferences, etc., to meet the personalized experience needs of players.

4.3 Marketing Strategy Innovation Strategy

Make full use of social media platforms for game promotion, create official social media accounts, and regularly release game-related content, such as game trailers, new feature introductions, and wonderful moments of players, to attract players' attention. Cooperate with Internet celebrities and game anchors, invite them to try out and broadcast games, and expand the popularity of the game with their influence. For example, the recommendations of some well-known game streamers can attract a large number of fans to download and try the game. Host social media engagements, such as sweepstakes and discussion topics, to increase player engagement and brand engagement.

By collecting and analyzing player data, such as age, gender, region, consumption habits, etc., market segmentation is conducted to determine the target customer group. Develop personalized marketing strategies for different target groups to improve marketing effects. For example, for young male gamers, you can focus on competitive gaming products and use marketing methods tailored to their preferences, such as esports tournament sponsorship. Use data analysis tools to monitor the effect of marketing activities in real time, adjust marketing strategies according to feedback, optimize the allocation of marketing resources, and improve the return on marketing investment.

4.4 Strategies for Strengthening Community Construction

Improve the function of the game community. In addition to the basic forum communication function, you can also add player interaction modules, such as player formation system, guild management system, etc., to facilitate players to find like-minded partners in the community to play together. Provide game guide sharing, player creation display and other sections to encourage players to share game experience and creative works, and enhance the activity and attraction of the community. For example, in the strategy game community, players can share their tactical walkthroughs, learn from each other and communicate with each other.

Create a positive and healthy community cultural atmosphere, formulate community rules, regulate player behavior, and prevent the spread of bad information. By holding community events, such as online competitions, festivals, etc., to enhance players' sense of community

belonging and cohesion. Cultivate community opinion advocates, give play to their guiding and exemplary role, and promote the harmonious development of the community. For example, in the game community, old players are encouraged to help new players, forming a community culture of mutual help.

5. Case Analysis of Strategy Practice

Choose "Genshin Impact" as a case to analyze. Genshin Impact is an open-world role-playing game that is extremely popular around the world, and it has achieved remarkable results in improving the consumer experience, providing an excellent example for the game industry.

On the game screen, "Genshin Impact" uses a beautiful cartoon rendering style, bright colors, delicate, exquisite scene design, from mysterious islands to magnificent mountains, each scene brings visual shock to the player. In terms of sound effects, the soundtrack is rich and diverse, and the music is just right according to different scenes and plots, such as melodious melody when exploring mysterious relics, and passionate rhythm when fighting, effectively enhancing the immersion of the game. In terms of gameplay, it integrates various elements such as open world exploration, element combat, and character cultivation. Innovative element interaction mechanisms bring players rich and diverse combat strategies and exploration fun, and constantly updated game content keeps the gameplay fresh.

"Genshin Impact" has established a perfect customer service system, and players can contact customer service through various ways such as in-game feedback channels and official website customer service. The customer service team responded quickly and was able to solve player problems in a timely manner, such as dealing with game bugs, account anomalies, etc. At the same time, the use of player data to provide personalized services, according to the player's game progress and preferences to push related activities and rewards, to provide exclusive benefits for high-value players, such as limited roles, weapons, etc., effectively improve player satisfaction and loyalty.

In terms of social media marketing, "Genshin Impact" regularly releases high-quality game promotion content through official Weibo, Twitter and other platforms, including character trailers, game story shorts, etc., which attracts a large number of fans. Cooperated with

well-known game anchors, whose live demo and recommendation attracted many players to try the game. In addition, innovative marketing activities such as online concerts have further enhanced brand awareness and influence. In terms of precision marketing, according to the preferences and cultural characteristics of players in different regions, we adjusted the game promotion strategy, such as focusing on promoting character cultivation elements in Asia and highlighting the characteristics of open world exploration in Europe and the United States, and achieved good market response.

The Genshin Impact community is rich in features, and the official community forum has several sections where players can exchange game ideas and share creative content. The community actively organizes various activities, such as photo contests, fan creation activities, etc., to encourage players to participate and foster a vibrant community culture. Community administrators actively guide the community atmosphere, timely deal with bad information, promote the harmonious development of the community, players form a strong sense of belonging in the community, and further promote the word of mouth spread of the game.

The success of Genshin Impact shows that the quality of the game is the core of attracting players. Continuous investment in graphics, sound, and gameplay innovation can lead to competitive games. Quality user service is the key to retaining players. Timely response to player needs, to provide personalized service, can enhance the loyalty of players. Innovative marketing strategies and active community building can expand the reach of a game, attract new players and increase player engagement. Game enterprises should pay attention to the integration of multi-dimensional strategies, take players as the center, constantly optimize the consumption experience, adapt to the market changes in the digital era, so as to gain advantages in the fierce market competition.

6. Conclusion

This research has deeply explored the strategy and practical application of game project consumption experience improvement in the digital age, and achieved remarkable results. At the theoretical level, the paper explains in detail the mechanism of user experience, consumer behavior and service marketing theory in games, and provides a theoretical framework for

understanding game consumption. Analysis of the current situation of the industry shows that although there are opportunities such as technology promotion, market competition, diverse needs and technological updates bring many challenges. To this end, we propose improvement strategies covering game quality, user service, marketing and community building. Game quality optimization focuses on picture, sound and gameplay innovation; The improvement of user service emphasizes the construction of a perfect system and the provision of personalized service; Marketing strategy innovation focusing on social media and precision marketing; The strengthening of community construction focuses on functional expansion and cultural cultivation. Through the case of "Genshin Impact", it shows the good effect of strategy application, and summarizes the importance of player-centered integration strategy. However, there are some limitations in the research. The impact of emerging technologies is not studied deeply enough, and the scope of case analysis is narrow. In the future, it is necessary to deepen the application research of emerging technologies, expand the selection of cases, strengthen the comparison of different types of games, continuously monitor and optimize strategies, explore cross-cultural differences, and help the global development of game enterprises. In short, game enterprises should continue to innovate integration strategies, and the academic community should strengthen research to jointly promote the game industry to enhance competitiveness in the digital era and move to a new height.

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