

People Abandoning Mobile Social Games: Using Candy Crush Saga as an Example

Authors : Pei-Shan Wei, Szu-Ying Lee, Hsi-Peng Lu, Jen-Chuen Tzou, Chien-I Weng

Abstract : Mobile social games recently become extremely popular, spawning a whole new entertainment culture. However, mobile game players are fickle, quickly and easily picking up and abandoning games. This pilot study seeks to identify factors that influence users to discontinue playing mobile social games. We identified three sacrifices which can prompt users to abandon games: monetary sacrifice, time sacrifice and privacy sacrifice. The results showed that monetary sacrifice has a greater impact than the other two factors in causing players to discontinue usage intention.

Keywords : abandon, mobile devices, mobile social games, perceived sacrifice

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