

# HOW DO THE HUNGARIAN PLAYERS DECIDE? CONSUMER PREFERENCES FOR VIDEO GAMES

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## 1 INTRODUCTION

AAA (Triple-A) video games are those with the highest development and marketing budgets, typically produced by the most renowned studios. The rapid growth of the video game industry has made AAA games increasingly significant within the entertainment sector. The purpose of our research was to investigate the factors that influence the popularity of AAA games in Hungary. We hypothesized that price, genre, platform, and ratings are key factors in purchasing decisions. Our findings may help develop effective marketing strategies for the gaming industry.

## 2 MATERIAL AND METHODS

Our research used quantitative methods, with an online questionnaire completed by 914 people. We used the Best-Worst Scaling (BWS) method to assess preferences, allowing us to identify the most and least important factors [1]. The questionnaire evaluated seven key factors: price, sequel, publisher, genre, platform, reviewer ratings and user ratings. Participants were asked to select the most important and least important of three factors for each question.

Statistical methods were used to analyse the data. Best-worst scores were calculated to determine the order of importance of each factor. Cluster analysis was used to examine preference heterogeneity, which allowed the identification of different consumer groups. Statistical analyses were conducted using R and SPSS programs, including a K-means clustering method and a chi-square test to examine group differences [2].

## 3 RESULTS

Our results show that video gamers are most likely to choose AAA games based on genre. Genre was followed by price and platform importance, while sequels were of medium importance. Publishers and reviews were less important, and in particular, the role of critical reviews was low. The cluster analysis identified three main groups of players. The first group includes players who are less price-sensitive but pay much attention to the platform and user reviews. They are willing to spend more money on a game if the platform and user feedback align with their expectations. The second group comprises young women, for whom price and publisher

are the most important factors, while platform and sequel are less critical. Members of this group are typically less likely to buy full-price games and place more emphasis on campaigns and promotions. The third group is made up mainly of older, long-time gamers who prefer sequels but ignore reviews. They seek out new episodes of established series and are less interested in new releases or unknown developers. Our results show that genre and price are central to Hungarian players' choices. The importance of price sensitivity suggests that most gamers consider cost-effectiveness and value for money when purchasing. In contrast, critics' ratings have minimal impact on decision-making, suggesting that players prefer to rely on their own experiences and the opinions of other users [3]. The research also highlighted that the choice between platforms is a key factor influencing players' preferences. Different consoles and PC platforms have different exclusive titles and game menus, and gamers' choices are significantly influenced by their preferred system. The results show the importance of genre-oriented development for the video game industry and consider gamers' price sensitivity when designing future strategies.

## 4 CONCLUSIONS

Our results show that the popularity of AAA games is primarily influenced by genre and price. The significant role of price sensitivity shows that most gamers make purchase decisions based on value for money. The relatively low impact of reviewer ratings suggests that gamers prefer to rely on their own experience and the opinions of other users when making a purchase. The choice between platforms is also a key factor, as different platforms offer different gaming options and exclusive titles. Developers and publishers need to monitor changes in consumer preferences and be flexible to adapt to market trends. In the future, the role of subscription models, the balance between digital and physical spending and player loyalty could be explored in more detail. These findings could contribute to a more effective design of strategies for the video game industry [4].

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