

## The impact of promotion on purchase intentions in Jordan: Video game industry

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### CHRONICLE

### ABSTRACT

#### Article history:

Received: July 2, 2023

Received in revised format: July 25, 2023

Accepted: August 10, 2023

Available online: August 10, 2023

#### Keywords:

Promotional tools, Trailers

Social media

Influencers/streamers

Discounts

Video game industry

Marketing

Purchase intentions

Jordan

This study is done to identify the impact of promotion on the purchase intentions of video games in Jordan. The independent variables used to test promotion were trailers, discounts, influencers/streamers, and social media. The data were collected by using a survey designed on google forms sent or using a Quick Response (QR) code to random gamers in Jordan. 129 people responded to the survey. The data were coded on SPSS and reliability, validity, and correlation among variables were confirmed, then the hypotheses were tested by multiple regressions. The researcher found a statistically significant impact of promotional tools on purchase intentions of the video gaming industry in Jordan, where trailers have the highest significant positive effect on purchase intentions, followed by social media, then influencers/streamers, while discounts do not significantly affect purchase intentions of video games in Jordan. Some limitations and recommendations for future research have been provided at the end of the research.

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### 1. Introduction

The video game industry has become one of the most dominant in the entertainment sector. For decades, it has been worth billions of dollars around the world. For example, in countries like the USA, UK, Japan, and Europe, it had billions of dollars of value at the beginning of the century. In addition, it has been competing with other entertainment industries such as books and music. In 1972, the first video game was released, and the industry has been experiencing a serious innovation. Moreover, video games have many platforms like Atari, Nintendo, and Sega. Then, Sony entered the market by releasing its PlayStation platform. PlayStation had witnessed huge success, which led to becoming an even bigger industry. Even a big company like Microsoft entered the competition by releasing its gaming platform, Xbox. Companies spent billions of dollars on development, marketing, and distribution (Ip & Jacobs, 2006). Not only the video game industry has become one of the biggest industries, which has become bigger than the movie industry, but also the amount of game production is huge as well. For example, between 1994 and 2004 many game publishers submitted 10000 game titles for ratings. Not to mention the number of units each game sells is quite large (Alpert, 2007). Newzoo has made a forecast for the market's overall growth towards 2025 suggesting that in 2022 around 3.2 billion will be playing games and will spend 196.8 billion dollars. It also suggests a revenue per segment of 103.5 billion dollars and suggests growth markets in many regions like Latin America, Asia-Pacific, the Middle East, and Africa (Newzoo, 2022). According to Statista, the video game industry market size between 2013 and 2023 is 97.67bn USD with a monthly hardware revenue by a segment of 393m USD in the USA alone (Clement, 2023b). It also projects the number of video games released by Steam, which is an online gaming platform created by Valve Corporation, from 2004 to 2022 and it reached 10963 in 2022 (Clement, 2023a, 2023b). Steam's website shows the Steam download bandwidth used in the last 48 hours and the Middle East scoured 1 Terabyte (Clement, 2023a). Cambridge Dictionary defines promotion in the marketing section as "an advertisement, event, or other activity used to advertise a product or service, or the use of these advertisements, events, etc." Rowley writes that companies use promotion to connect with customers and

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ISSN 2561-8156 (Online) - ISSN 2561-8148 (Print)

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doi: 10.5267/j.ijds.2023.8.010

describes it as one side process of communication but has the form of two sides in other communications such as service delivery, which is the better way of communication. Connecting with customers gives valuable information about their needs and helps build better relationships with them. Therefore, connecting with customers via promotion can benefit both the producer and the end user (Rowley, 1998). Understanding such a huge market, the video game market, and successfully targeting it can be quite challenging. Besides, being in a strong competitive environment raises the efforts that should be made for firms' products to be recognized. In addition, using the correct promotional strategy and effectively managing it is crucial for marketing success.

Even though academics and researchers have been raising their interest in studying the video game industry it is still under-served compared to other entertainment industries like music and movies (Marchand & Hennig-Thurau, 2013). Also, understanding the game consumer behavior is not under-researched as well, even with the growth and expansion of the industry (Jiménez et al., 2019). Moreover, the number of gamers in Jordan is increasing and they are a segment that must be studied and analyzed. Since there is an effect on the world today of promotion strategies like advertising, this study aims to investigate the effect of promotion on the purchase intentions of video game consumers in Jordan. This research seeks to answer the following question: what is the impact of promotion on purchase intention in the video game industry in Jordan? Therefore, this research aims to investigate the impact of promotion on purchase intention in the video game industry in Jordan. The investigation of promotion includes investigating the impact of trailers on video game purchase intentions in Jordan; investigating the impact of discounts on video game purchase intentions in Jordan; investigating the impact of influencers/streamers on video game purchase intentions in Jordan; Investigating the impact of social media on video game purchase intentions in Jordan. Since the video game industry is growing worldwide, it is important to study the way to reach its target market via promotion. The reason for this study is to answer the concerns about the reasons that the customer is willing to buy the product and the way that it would happen. It is important to know the impact of one of the four Ps of the marketing mix in this industry as it is one of the key factors to the success of businesses. Nonetheless, the number of gamers in Jordan has been increasing as well and Jordanians have been participating in global major e-sports tournaments of e-sports. For example, Amer Barqawi is a Jordanian pro gamer who won one international tournament of the famous online game Dota 2. Therefore, it is important to understand this industry's market in Jordan as well. As a result, the purpose of this paper is to investigate the impact of trailers, discounts, streamers, and social media on video game purchase intentions in Jordan.

## 2. Literature Review and Hypotheses Development

### 2.1 Promotion and Purchase Intention

The aim of marketing generally is to create communication to promote the products that customers are satisfied with and need. Marketers must communicate and exchange information about their products through promotional forms like advertising. Marketers need to monitor customers' responses to the marketing to check if the marketing satisfies their needs and wants as well as understand the customers' needs and wants. In addition, marketing can create a positive image of the product and encourage customers to behave in a certain way. Promotion strategies have different purposes. Some of these purposes can be creating awareness of the product, raising interest, creating a positive brand image, or for purchase intentions. Marketers must fully understand the purposes of these strategies to send positive messages to customers that can positively reflect attitudes and purchase intentions (Graeff, 1995). A promotion strategy is used as part of the marketing mix to persuade the targeted consumers to buy a good or service. Although promotional activities may be very expensive, the seller and the buyer must communicate about attitudes and purchasing behavior. Promotion is regarded as a significant influencing component in their study's attempt to stimulate consumers' purchase intentions for online gaming prepaid cards. In their study, promotion was used to spread premium or special in-game or outside-of-the-game products to consumers to boost brand knowledge and game acceptability while spending the same amount of money on promotion (CHOU & KIMSUWAN, 2013). Moreover, promotion is also referred to as communication to keep the product in potential customers' minds and encourage them to buy it. A study made in India shows that promotion has an important impact on customers' purchase intentions. In that study, discounts played a significant role in customers' purchase intentions (Andreti et al., 2013). According to the literature, the following hypothesis has been formed:

**H<sub>01</sub>:** *Promotion has no statistically significant impact on purchase intentions of video games in Jordan.*

### 2.2 Trailer and Purchase Intention

According to Cambridge Dictionary, the trailer is "an advertisement for a film or a television or radio program, consisting of short parts taken from it." Trailers have existed for a while, especially for the movies and television industry but between the 90s and the early 20s, they have been used to describe promotion for other industries in the entertainment field. In addition, products other than films are being promoted with trailers. Trailers can be found on video sites like YouTube where many trailers can be viewed on them including books, videogames, game-play, and other trailers (Vollans, 2015). In addition, the trailer is "an audiovisual form of promotion". In 1993 was the first use of a trailer to address a video game commercial, which is a change in video game promotion (Švelch, 2017). Trailers might impact the decision of consuming art products. For example, in the movie industry, many film consumers watch trailers on YouTube before going to watch the movie. They also mention that according to a Google report made in 2015, millions of hours of movie trailers have been watched and it influenced the decisions of 69 percent of movie fans. Also, one of the benefits of the trailer is that it allows consumers to have an overall idea about the movie since it has short parts of the movie (Oh et al., 2017). The analysis of trailers can make viewers'

interpretations more conscious, which in turn facilitates the process of market positioning. These short stories must be created with well-chosen and captivating cinematic pictures because trailers have a finite amount of time to motivate viewers. Trailers are shown to a viewer in a form that corresponds with the emotions and impressions the viewer is supposed to gain more interest and attraction. Although trailers have an impact as promotion on movie purchase intentions, their impact is searched on video game consumption (Jerrick & Crosby, 2013).

Video game trailers were a common form of advertising in the 1990s and they are important at video game exhibits. Video trailers can display staged gaming from the viewpoint of a viewer watching players engage with the game or from the viewpoint of a viewer viewing the game screen itself. Combining these two viewpoints give the game trailer more representation credence (Švelch, 2015). The main tool used to promote video games is the trailer. The largest industry gatherings, like the Electronic Entertainment Expo (E3), essentially consist of trailers and other audiovisual promotional materials being shown. In 2016, first-person shooter games Battlefield 1 and Call of Duty: Infinite Warfare released reveal trailers. As a result, the former became the most popular media trailer ever with over two million likes, and the latter became one of the most disliked online videos in history with over three million dislikes. Although these figures are extraordinary, they demonstrate that video game trailers have become one of the most well-known elements of the gaming culture (Švelch, 2017). The analysis showed that 41.3% of the surveyed believe that video game trailers are significant. In addition, Vatal found in the analysis that the gaming industry uses a variety of digital marketing techniques, including advertising in mobile games, influencer marketing, game trailers, and others. The majority of respondents gave these digital marketing methods a favorable reception, except for mobile game promotions, which received a majority of negative comments. As a result, both the strategies and their effectiveness have been evaluated, with respondents giving the strategies positive feedback. The majority of respondents said they did believe digital marketing tactics were important in influencing their purchasing intention and 69.2% of them found that game trailers are very important (Vatal, 2021). Therefore, the following hypothesis has been developed:

**H<sub>01a</sub>:** *Trailer has no statistically significant impact on purchase intentions of video games in Jordan.*

### 2.3 Discount and Purchase Intention

Price has a significant role in attracting and influencing consumers' intentions to buy a product. Price discount refers to a short-term reduction of a certain amount from the overall price to increase customer profit and sales. It also refers to receiving the same services at a different price for the same product. Price discount has a significant impact on expensive goods, impacts consumers, and raises the worth of the goods. Price affects people's buying intentions, according to research. Furthermore, the discount promotion increases the worth of the product by encouraging customers with a lower price. In addition, price discounts affect both customer purchasing intents and quantity purchased, meaning that when the same product is discounted, more people purchase it. Discount significantly influences consumers' intention to buy (Bhatti Scholar, 2018). As it is a very important way of promotion, a discount stimulates consumers to purchase the product right away since it refers to a direct stimulant via an additional benefit or incentive provided by sellers (Lee & Stoel, 2014). One of the reasons customers engage in interpersonal interactions is to save money. Price would have a favorable impact on purchasing habits, leading to a rise in perceived trustworthiness and value. It makes sense to assume that having the option of a reduced price would have a beneficial impact on trust and purchasing intentions. Also, professionalism and interaction did not have a significant positive impact on purchase intentions while only the price discount, though, displays a significant positive connection with purchase intention among the three variables. Although they study the live-streaming shopping environment, this paper aims to test the impact of price discounts on the purchase intentions of video games (Zhong et al., 2022).

The discount gives value to the consumers for goods and services that are lower than the previous price. Discount includes two periods: the first one is the period of the original price, and the second one is after the discount. Consumers get an impression of the product's value at the original price and another at the lower price. Therefore, a consumer who regularly purchases a discounted item gets more sensitive to the prior price, yet the consumer value is strengthened by a price below the previous discount price. This is why creating tactics that employ ongoing discounts could lead to issues in the future (Çavuşoğlu et al., 2020). Finally, the degree to which consumers intend to purchase a good or service is known as purchase intention. The location and state of the goods being purchased are two factors that customers typically consider when comparing the differences between alternative products and competing offers such as discount, redemption, distribution, or premium (CHOU & KIMSUWAN, 2013). Therefore, the hypothesis formed is the following:

**H<sub>01b</sub>:** *Discount has no statistically significant impact on purchase intentions of video games in Jordan.*

### 2.4 Influencers/Streamers and Purchase Intention

Digital products can be promoted and marketed similarly to physical goods by using streamers, or gamers who broadcast their gameplay online. Streaming has gained popularity because it allows gamers to interact with other players of games they enjoy and enhance their gaming while also serving as a kind of entertainment. Streaming has become very popular to the degree that some streamers have millions of subscribers and watchers like Ninja who has 21 million subscribers on YouTube. Many gamers watch streamers as they provide gamers with new tricks, information, and updates about the game. Since streamers are pro gamers and millions like to watch them, they influence the gaming community. Therefore, streamers are important to study and their impact must be tested (King & de la Hera, 2020). Researchers as well as professionals in the disciplines of online video games and marketing communication now have new options to promote their brands and products in business-to-customer and/or customer-to-customer contexts thanks to the growth of broadcasting services. Two of the most famous

platforms for streaming are Twitch.TV and YouTube. Players have been able to broadcast their actions at the moment using live streaming services, including playing online video games like League of Legends and World of Warcraft and conversing with other players while playing. Additionally, viewers of live-streaming services contribute funds to support the broadcasts of their favorite streamers, and numerous video game publishers sponsor streamers' broadcasts as a form of advertising (M. Kim & Kim., 2022). Finally, there are high positive benefits for purchase intentions due to influential people in comparison to standard advertising approaches; the idea of influencers has been extensively studied as a research issue. Influencers typically rely significantly on creating viral content. In the sense that consumers seek relevant content for sharing and creators try to make relevant content to share, both content creators and consumers follow these principles. Streamers are essentially influencers in the world of free-to-play games, and streamers are valued by players as a source of knowledge and entertainment (Goldsmith & Clark, 2008; King & de la Hera, 2020). Based on the previous literature, the following hypothesis has been formed:

**H<sub>01c</sub>:** *Influencers/streamers have no statistically significant impact on purchase intentions of video games in Jordan.*

### 2.5 Social Media and Purchase Intention

The effectiveness of the promotion will be impacted by designing it with the correct clients in mind and directing them to the right site where they can learn more about the goods or services being offered. The development and effective positioning of the brand online is a crucial component of effective promotion. Since promotional activities allow organizations to reach out to and speak with potential customers directly, promotion is crucial to many organizations. To affect purchase intention and other online behaviors, the promotion function in an organization's marketing mix educates, persuades, and reminds the customer of the organization's current and past offerings. Online advertising, promotional emails, optimization for search engines, affiliate marketing, and social media marketing are a few of the well-known online promotion strategies (Sulaiman et al., 2017). Different social media platforms are now available for information exchange, and users prefer these platforms to traditional media because of their effectiveness and speed. More than 4 billion people use social media each month globally, and on average, 2 million new users sign up every day. People believe social media platforms make it simple and quick to search for, find, and assess information about purchases. Internet access is available to everyone, and users on different social media platforms read and write reviews on goods and services. Social media benefits users to gain information about the product or services as well as discounts and offers. Brands use social media as well to raise awareness about their existence and their offers to increase their reach (Sangwan et al., 2022). One of the most important aspects of a game's success is its social component. The more debates there are about a given game, the more likely it is to find new fans. Single-player games were popular in the decades before the Internet became extensively used, but in the 1980s, online communication and chat rooms gained enormous popularity. Gamers have been diversifying their gaming time with a variety of games over the past ten years because of the exponential growth in the number of games accessible. In addition, there are important gaming platforms such as Discord and Twitch.TV, where gamers communicate through, chat, audio, and video calls or watch streamers play their game. In addition, many huge gaming championships are streamed via Twitch. The viability of yearly or biannual releases of new games is becoming precarious due to the scale of a select few large gaming businesses. They are researching strategies to advertise their games and draw in new players. Blizzard Entertainment is a good example, where a new feature aimed at utilizing social networks is delivered during a significant patch to their most popular game. For example, World of Warcraft gets an update in 2015 that enables users to log in with their Twitter accounts and instantly share and post in-game screenshots to the social media platform (Bankov, 2019). In 2016, Twitter integrated the well-known game development engine Unity with its mobile development source kit Fabric. The fabric enables software developers to connect various game events to an API that may produce posts and broadcast them on Twitter. Moreover, the creation of mobile games is on the rise, and social media marketing is one of the best means of generating interest and reaching a large audience. In 2016, after the emergence of live streaming services and the success of Twitch, Blizzard Entertainment teamed up with Facebook to add Facebook Streaming to its game launcher Battle.net, but this did not significantly affect the company's player base. Although senior gamers don't seem to be eager to interact and share their gaming experience through social media platforms like Facebook or Twitter, younger generations use social media for that purpose, especially for mobile games (Bankov, 2019). According to the previous literature, the following hypothesis has been formed:

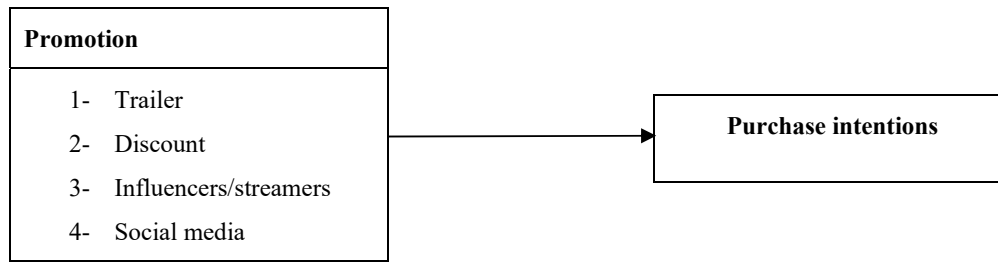
**H<sub>1a</sub>:** *Social media has no statistically significant impact on purchase intentions of video games in Jordan.*

### 2.6 Purchase Intentions

When a customer is willing to purchase a certain product/service, it is called purchase intention. In other words, it describes a consumer thinking about or planning to buy something from a specific place (Kim et al., 2023). There is a process leading to the purchase of a certain product/service. After consumers see, communicate, or interact with an advertisement, they become aware of the offering, and then they move to the preferred stage, then to the purchase stage. Therefore, this suggests that promotion stimulates purchase intentions (Jeon, 2022). One of the most important things that a promotion creates is a positive attitude from consumers toward the company's products/services. This positive behavior would result in a positive action that would support purchase intentions, especially online buying (Al-Haddad et al., 2021).

## 3. Research model

This model was developed by the researcher based on the literature: (Andreti et al., 2013; Bankov, 2019; Bhatti Scholar, 2018; M. Kim & Kim., 2022; King & de la Hera, 2020; Vatal, 2021; Vollans, 2015).



**4. Methodology**

*4.1 Data collection*

A questionnaire has been designed online as the primary source of data for testing the hypothesis. The survey was in both English and Arabic languages. It was designed using Google Forms and the link was sent to adults living in Jordan through social media and text messages. In addition to asking people to fill out the survey through a Quick Response (QR) code that directs them to the survey. The total sections of the survey are six sections. The first section is the demographic section: gender, age, degree, where are they from, if they play video games, and frequency of buying video games as multiple-choice questions. Then from section two to the last section are questions testing the factors according to the model. To answer the questions, a Likert scale has been used from 1 to 5 where 1 strongly disagrees and 5 strongly agree. Section 2 has 3 questions testing purchase intentions. Section 3 tests the trailer with 4 items. Section 4 tests discount by 5 paragraphs. Section 5 tests influencers/streamers with 4 questions. Section 6 tests social media with 5 items.

*4.2 Study sample*

The questionnaire targeted adults who have been playing video games. 372 samples were sent to them and received 129 responses. The responses were distributed from the demographic variables as follows: 107 males and 22 females. The age range was divided into less than 20 years old, from 20 to less than 25 years old, from 25 to less than 30 years old, and above. 39 respondents were less than 20, 73 respondents were from 20 to less than 25, 14 respondents were from 25 to less than 30, and 3 respondents were 30 and above. In addition, the academic degree was a demographic variable and distributed as diploma or less degree, bachelor’s degree, and master’s or doctorate (postgraduate). 32 respondents had a diploma or less degree, 93 had a bachelor’s degree, and 4 had a master’s or doctorate. As the target of this study are game consumers, the survey was sent to gamers at gaming centers, gaming community platforms, and anyone who plays video games in Jordan. 122 of them are still playing video games. For frequency of purchasing video games, 5 answered never, 58 answered rarely, 44 answered regularly, and 22 answered always. 119 of the respondents are Jordanians and 10 of them are not Jordanians but are living in Jordan.

**5. Results**

*5.1 Reliability Coefficient*

How closely connected a group of things are to one another is measured by Cronbach's alpha. It measures the reliability scale. Even if alpha has a high value, the measure may not be one-dimensional. Additional analyses can be carried out if you want to show that the scale in question is unidimensional in addition to testing internal consistency. Cronbach's alpha is a measure of reliability rather than a statistical test. Cronbach's alpha more than 0.60 is accepted (Bruin, 2006; Green et al., 2011; Sharabati et al., 2022; Taber, 2018)

Table 1 shows the reliability test for each factor where purchase intentions have a value of 0.880, the trailer has 0.863, the discount has 0.921, influencers/streamers have 0.884, and social media has 0.877. Since values of Cronbach’s alpha coefficient that are greater than 0.60 are accepted as reliable values (Al-Haddad et al., 2021).

**Table 1**  
Description, Reliability Statistics (Cronbach’s alpha), and Validity (Factor with KMO Analysis)

Item	M	S.D.	t	Sig.	F1	KMO	Chi2	BTS	Var.	Sig	Alpha
Trail1	4.202	1.214	11.238	.000	0.765	0.778	272.172	6	71.747	0.000	0.863
Trail2	3.798	1.234	7.352	.000	0.853						
Trail3	4.031	1.118	10.478	.000	0.931						
Trail4	3.558	1.322	4.794	.000	0.83						
Disc1	4.209	1.177	11.669	.000	0.857	0.851	477.903	10	76.195	0.000	0.921
Disc2	3.884	1.203	8.343	.000	0.861						
Disc3	4.124	1.125	11.347	.000	0.920						
Disc4	3.713	1.239	6.539	.000	0.850						
Disc5	3.954	1.172	9.243	.000	0.875						
InfStr1	3.465	1.317	4.010	.000	0.863	0.811	286.336	6	74.359	0.000	0.884
InfStr2	3.473	1.335	4.023	.000	0.868						
InfStr3	3.333	1.289	2.937	.004	0.907						
InfStr4	3.473	1.323	4.059	.000	0.809						

T-Tabulated=1.960

**Table 1**

Description, Reliability Statistics (Cronbach's alpha), and Validity (Factor with KMO Analysis) (Continued)

Item	M	S.D.	t	Sig.	F1	KMO	Chi2	BTS	Var.	Sig	Alpha
SocMed1	3.217	1.172	2.103	.037	0.836						
SocMed2	3.349	1.210	3.275	.001	0.786						
SocMed3	3.519	1.153	5.116	.000	0.875	0.789	383.877	10	67.413	0.000	0.877
SocMed4	3.302	1.260	2.725	.007	0.833						
SocMed5	3.194	1.263	1.743	.084	0.772						
PurInt1	3.605	1.289	5.326	.000	0.926						
PurInt2	3.713	1.324	6.118	.000	0.913	0.717	217.652	3	80.805	0.000	0.880
PurInt3	3.388	1.354	3.252	.001	0.856						
<b>Purchase Intentions</b>	<b>3.568</b>	<b>1.188</b>	<b>5.434</b>	<b>.000</b>							
Trailer	3.897	1.031	9.889	.000	0.777						
Discount	3.977	1.032	10.754	.000	0.825						
Influencers	3.436	1.134	4.368	.000	0.778	0.736	154.162	6	61.452	0.000	0.790
Social Media	3.316	.993	3.618	.000	0.754						
<b>Promotion</b>	<b>3.658</b>	<b>.821</b>	<b>9.108</b>	<b>.000</b>							

T-Tabulated=1.960

### 5.2 Validity Tests

Validity was tested by using Factor Analysis with KMO. Factor loading more than 0.50 is accepted (Hair et al., 2016; Sekaran & Bougie, 2016). KMO indicates sample harmony and inter-correlation, more than 0.80 show high harmony, and more than 0.60 is accepted, this is supported by the  $\chi^2$  value. If the significance of Bartlett's Test of Sphericity is less than 0.05 then the Factor Analysis is suitable. Finally, the variance percentage shows the explanatory power of the construct (Cerny & Kaiser, 1977; Kaiser et al., 2008; Van Der Eijk & Rose, 2015). Table 1 suggests that factor loading for all items within its construct is more than 0.50, and all KMO values are more than 0.70, Bartlett's Test of Sphericity significance is less than 0.05, and finally, the variance percentage is more than 50% for all constructs. Therefore, sample validity is assumed.

### 5.3 Descriptive Analysis (Statistics)

To describe the statistics of this paper means ( $M$ ), standard deviation ( $SD$ ), and  $t$ -value and its significance ( $t$ ) were used, this describes how the Video Game Industry implements each item (Al-Haddad et al., 2021; Sharabati, 2018). Table 1 indicates that: All items rated more than the outpoint 3 with a  $t$ -value more than T-Tabulated 1.960, except one item SocMed5, which rated a mean of 3.194 with a high standard deviation 1.263, and  $t$ -value of 1.743 less than 1.960 with significantly more than 0.05 i.e. 0.084.

### 5.3 Relationships among Variables and Sub-Variables

**Table 2**

Bivariate Pearson Correlation test

#	Variables/Sub-Variables	1	2	3	4	5	6
1	<b>Trailer</b>						
2	<b>Discount</b>	.627**					
3	<b>Influencers</b>	.418**	.481**				
4	<b>Social Media</b>	.386**	.452**	.548**			
5	<b>Promotion</b>	.772**	.814**	.793**	.755**		
6	<b>Purchase Intentions</b>	.508**	.472**	.503**	.516**	.638**	1

\*\* Correlation is significant at the 0.01 level (2-tailed).

Bivariate Pearson Correlation analysis was performed to test the relationship between variables and sub-variables. Table 2 shows that there is a medium to strong significant relationship among variables and sub-variables but not more than 85%, which is accepted.

### 5.4 Hypothesis Test

Multiple linear regression was used to test the study hypotheses.

**H<sub>01</sub>:** Promotion has no statistically significant impact on purchase intentions of video games in Jordan at  $\alpha \leq 0.05$ .

Table 3 shows that there is a significant correlation between promotional tools (Trailer, Discount, Influencers, and Social Media) and purchase intentions, where  $r$  equals 0.644. The promotional tools can explain 41.5% of the variation of purchase intentions, where ( $R^2 = 0.415$ ,  $f = 21.999$ , and  $\text{sig.} = 0.000$ ). Hence,  $H_{01}$  is rejected, and results ensure that promotion has a statistically significant impact on purchase intentions of video games in Jordan, at  $\alpha \leq 0.05$ .

**Table 3**

Multiple Regressions (ANOVA)

Model	r	R <sup>2</sup>	Adjusted R <sup>2</sup>	f	Sig.
1	0.644	0.415	0.396	21.999	0.000

**Predictors:** (Constant), Social Media, Trailer, Influencers, Discount

**Table 4**  
Multiple Regressions

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.194	0.379		0.512	0.609
Trailer	0.305	0.103	0.265	2.951	0.004
Discount	0.102	0.108	0.089	0.944	0.347
Influencers	0.216	0.091	0.207	2.371	0.019
Social Media	0.312	0.102	0.261	3.056	0.003

**Dépendent Variable: Purchase Intentions, T-Tabulated = 1.960.**

**H<sub>01a</sub>:** Trailer has no statistically significant impact on purchase intentions of video games in Jordan at  $\alpha \leq 0.05$ .

Table 4 presents that trailer can explain 26.5% of purchase intentions ( $\beta=0.265$ ,  $t=2.951$ , sig. 0.004), so H<sub>01a</sub> is rejected and the trailer has a statistically significant impact on purchase intentions of video games in Jordan at  $\alpha \leq 0.05$ .

**H<sub>01b</sub>:** Discount has no statistically significant impact on purchase intentions of video games in Jordan at  $\alpha \leq 0.05$ .

Table 4 presents that does not explain purchase intentions ( $\beta=0.089$ ,  $t=0.944$ , sig. 0.347), so H<sub>01b</sub> is accepted and the discount has no statistically significant impact on purchase intentions of video games in Jordan at  $\alpha \leq 0.05$ .

**H<sub>01c</sub>:** Influencers/streamers have no statistically significant impact on purchase intentions of video games in Jordan at  $\alpha \leq 0.05$ .

Table 4 presents that trailer can explain 20.7% of purchase intentions ( $\beta=0.207$ ,  $t=2.371$ , sig. 0.019), so H<sub>01c</sub> is rejected and influencers/streamers have a statistically significant impact on purchase intentions of video games in Jordan at  $\alpha \leq 0.05$ .

**H<sub>01d</sub>:** Social media has no statistically significant impact on purchase intentions of video games in Jordan at  $\alpha \leq 0.05$ .

Table 4 presents that trailer can explain 26.1% of purchase intentions ( $\beta=0.261$ ,  $t=3.056$ , sig. 0.003), so H<sub>01d</sub> is rejected and social media has a statistically significant impact on purchase intentions of video games in Jordan at  $\alpha \leq 0.05$ .

In summary, promotional tools have a statistically significant impact on purchase intentions, trailer has got the highest effect on purchase intentions, followed by social media, then influencers/streamers, while discount does not significantly affect purchase intentions.

## 6. Discussion

After ensuring the data validity and reliability, the correlation analysis was conducted, which shows that there is a medium to strong relationship among promotion sub-variables, a medium relationship between promotion sub-variables and purchase intentions a strong relationship between total promotion tools and purchase intentions.

Results of multiple regressions show that:

The promotion has a statistically significant impact on purchase intentions of video games in Jordan, at  $\alpha \leq 0.05$ , so Hence H<sub>01</sub> is rejected. This result is going in line with previous literature such as marketers must fully understand the purposes of promotional strategies to send positive messages to the customers that can positively reflect attitudes and purchase intentions (Graeff, 1995). Promotion is regarded as a significant stimulator for consumers' purchase intentions for online gaming prepaid cards (CHOU & KIMSUWAN, 2013). The promotion has an important impact on customers' purchase intentions. In that study, discounts played a significant role in customers' purchase intentions (Andreti et al., 2013). The promotion stimulates purchase intentions (Jeon, 2022). Promotion creates a positive attitude from consumers toward the company's products/services, which in turn supports purchase intentions, especially online buying (Al-Haddad et al., 2021).

The trailer has a statistically significant impact on purchase intentions of video games in Jordan at  $\alpha \leq 0.05$ , so H<sub>01a</sub> is rejected. The result matches previous studies like those that trailers have been used to describe promotion for customers. Products and films are being promoted with trailers to affect customers' purchase intentions (Vollans, 2015). Also, the trailer is an audio-visual form of promotion to address a video game commercially (Švelch, 2017). One of the benefits of the trailer is that it allows consumers to have an overall idea about the movie since it has short parts of the movie (Oh et al., 2017). Trailers facilitate the process of market positioning, and trailers have an impact as promotion on movie purchase intentions (Jerrick & Crosby, 2013). Video game trailers have become one of the most well-known elements of the gaming culture (Švelch, 2017). Digital marketing tactics are important in influencing customers' purchasing intention (Vatal, 2021).

Discount has no statistically significant impact on purchase intentions of video games in Jordan at  $\alpha \leq 0.05$ , so H<sub>01b</sub> is accepted. This result contradicts most of the prior literature. Price affects people's buying intentions. Price discounts affect both the customer's purchasing intent and the quantity purchased. Discount significantly influences consumers' intention to buy (Bhatti Scholar, 2018). Discount stimulates consumers to purchase the product right away (Lee & Stoel, 2014). Price would have a favorable impact on purchasing habits. The option of a reduced price would have an impact on trust and purchasing intentions. Price discounts have a significant positive impact on the purchase intentions of video games (Zhong et al., 2022). A consumer who regularly purchases a discounted item gets more sensitive to the prior price (Çavuşoğlu et al., 2020). Prices affect customer purchase of goods by comparing the differences between alternative products and competing offers such as discount, redemption, distribution, or premium (CHOU & KIMSUWAN, 2013).

Influencers/streamers have a statistically significant impact on purchase intentions of video games in Jordan at  $\alpha \leq 0.05$ , so  $H_{01c}$  is rejected. This result is in agreement with previous studies' results for example a large number of gamers watch streamers as they provide gamers with new tricks, information, and updates about the game, and they influence the gaming community (King & de la Hera, 2020). Viewers of live-streaming services contribute funds to support the broadcasts of their favorite streamers, and numerous video game publishers sponsor streamers' broadcasts as a form of advertising (M. Kim & Kim., 2022). Streamers are essentially influencers in the world of free-to-play games, and streamers are valued by players as a source of knowledge and entertainment (Goldsmith & Clark, 2008; King & de la Hera, 2020).

Social media has a statistically significant impact on purchase intentions of video games in Jordan at  $\alpha \leq 0.05$ , so  $H_{01d}$  is rejected. This result matches prior studies' results e.g. promotional activities affect purchase intention and other online behaviors. Online advertising, promotional emails, optimization for search engines, affiliate marketing, and social media marketing are a few of the well-known online promotion strategies (Sulaiman et al., 2017). Social media benefits users to gain information about the product or services as well as discounts and offers (Sangwan et al., 2022). One of the most important aspects of a game's success is its social component. Blizzard Entertainment is a good example, where a new feature aimed at utilizing social networks is delivered during a significant patch to their most popular game (Bankov, 2019). Moreover, the creation of mobile games is on the rise, and social media marketing is one of the best means of generating interest and reaching a large audience, which significantly affects the company's player base (Bankov, 2019).

## 7. Conclusion

This paper was done to test the impact of promotion (trailer, discount, influencers/streamers, and social media) on purchase intentions of video games in Jordan. Data were gathered from 129 responses, then checked and coded against SPSS, after confirming both validity and reliability the correlation test showed that the promotional tools are having medium correlation and affect each other, and a strong correlation with purchase intentions. The regression results showed that promotional tools have a statistically significant impact on promotion on purchase intentions; the trailer has the highest effect on purchase intentions, followed by social media, then influencers/streamers, while discount does not significantly affect purchase intentions. The value of this research is its contribution to the literature on trailers, discount influencers/streamers, and social media as promotion to stimulate video games purchase intentions, especially in the Jordanian market. Moreover, it contributed to the local and international video game companies that exist or are interested in the Jordanian market since it contains data about Jordanian customers' buying intentions.

## 8. Limitations and suggestions

Although this study provided valuable information and data, it still has limitations. First, most of the respondents were university students and males. As a result, the researcher would suggest future studies to test or conduct research targeting female gamers and non-students like employees. Second, all responses were from Amman. Therefore, the researcher suggests covering more cities in the future to enhance the results. Finally, the dependent variable was for purchase intentions and video games have in-game purchases like skins in addition to subscriptions. In addition, there are freemium games. The researcher suggests for future research to test game consumption, subscription, in-game purchases, or freemium games.

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