

The Impact of Linkage Activities on User Consumption Behavior: Taking the 2024 Konami Live Football and Bayern Munich Events as Examples

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Abstract: With the development of smart phones and wireless Internet, the mobile game industry has developed very rapidly, and the live football mobile game is one of the best mobile games. As a game company that strives to create a realistic gaming experience, Pro Evolution Soccer actively collaborates with major football clubs to produce linked players and events. Compared to traditional football games, these more realistic games will have a certain degree of impact on players' game duration and recharge amount. This article will collect data through survey questionnaires and interviews, and use theories such as brand as a sign to study these issues, in order to understand the impact of collaborative activities on user consumption behavior and game company brands. After analysis, it was found that fan identity has a relatively small impact on the time and money players invest in collaborative activities, while factors such as age and income level have a greater impact. Younger players spend more time playing games than older players. In terms of recharge behavior, younger players recharge much more frequently than older players, but the recharge amount is higher for older players.

1 INTRODUCTION

With the growing popularity of smart phones and the Internet, the mobile game industry has also developed rapidly. Mobile games have gradually become a way for modern people to relax and unwind. There are various classifications of mobile games. Such as leisure cultivation, RPG, strategy, sports, and so on (Xiong, 2025). According to market share research, strategy, leisure development, and RPG categories have a relatively large market share, reaching a total of 75%. However, sports mobile games only account for 9% of the mobile game market share (Chang, 2025). And most of the well-known sports mobile games are represented by foreign game manufacturers, among which live football is a masterpiece by Konami Games. Sports mobile games have a good reputation among players, but compared to other types of games, their popularity is not high. This may be due to its lack of good marketing methods (Shi, 2020). For example, people rarely see advertisements about live football on the internet or television commercials. In addition to promoting the game itself, collaborations and joint activities with well-known clubs such as Barcelona and Bayern

Munich are also a good way to promote the game. The core issue of this study is to explore whether cooperation with a well-known football club (Bayern Munich) can affect players' game duration and recharge consumption habits, as well as the revenue brought to the game company. This type of revenue is divided into two aspects: immediate (recharge revenue) and long-term (brand stickiness and user loyalty) (Yi & Dong, 2025). This research plan adopts two research methods, namely: survey questionnaire method and interview method. To understand the views of game players on collaborative activities.

For existing research on sports games, many studies have found that the market share of sports games is much smaller than other types of games (Zhao, 2022). The low market awareness of sports games is due to the disadvantage of marketing strategies (Zhao and Xie, 2024). However, there are few proposed solutions, and research on consumer behavior in gaming is still not sufficient. Many studies only focus on the surface level of game duration and changes in recharge amounts, mostly studying internal issues within the game. But without stepping out of the game and delving deeper into the underlying reasons, including the psychological

factors of game players and the influence of economic and social backgrounds. This article will start with game linkage activities and analyze the impact of such activities on game user loyalty by combining linkage activity marketing, psychology, and social background. This article hope this study can understand players' attitudes towards collaborative activities, as well as the impact of collaborative activities on game revenue and user stickiness, and provide some suggestions for game companies' collaborative marketing strategies to help sports games increase their market share in the gaming industry.

2 RESEARCH METHODS

The research methods adopted in this article are questionnaire survey and interview (Zhao, 2022). The selected respondents were mainly people who had experience in football mobile games (with a small number of people who did not have sports game experience), because they had some understanding of football games and accumulated some background knowledge when answering related questions (Dong, 2015). There are mainly two groups of people selected. The first group is college students and high school students, who mainly represent the youth group. The second group is office workers, who mainly represent the middle-aged population. In terms of problem setting, this study is based on previous research and the data required for the study. The main questions are divided into three parts: the first part is the basic information of the respondents, mainly including gender, age, income level, and education level. The second part is the player's level of understanding of live football, mainly including the investigation of game duration and recharge amount. The third part is about players' opinions on the linkage activities, understanding the changes in game duration and recharge amount before and after the linkage activities (Liu Chen Jin and Yu, 2015). The above is the design stage of the survey questionnaire.

The next stage is the distribution of the survey questionnaire, which will be delivered online to major social platforms such as WeChat, Weibo, and football forums. Compared to traditional offline advertising. Online advertising can collect data more efficiently and reduce labor costs. It is worth mentioning that online questionnaires can better visualize data and facilitate subsequent research.

In the stage of questionnaire collection and data analysis, after statistics, a total of 93 valid questionnaires were received (note: there is a simple

question in the questionnaire to verify the validity of the questionnaire and select qualified questionnaires). In terms of data analysis, the study mainly used data visualization methods, such as bar charts, line charts, and pie charts, to reflect changes in players' game duration, consumption frequency, and consumption amount. And combined with relevant theories such as brand as a sign and consumer psychology, analyze the consumption behavior of game players and draw corresponding conclusions (Yan, 2025).

In the interview method, the study mainly selected two respondents aged 45 and above with experience in sports mobile games. A 20 minute interview was conducted for each interviewee (Zhu, Xiao, Huang and Dong, 2023). During the interview, the content was recorded to facilitate the reproduction of the interviewee's answers in subsequent analysis and research. After the interview, convert the sound from the recording into a document. Extract keywords and code the interview content. Finally, keywords such as 'football faith 'were extracted. Used for auxiliary research on the data obtained from the survey questionnaire in the future.

3 RESEARCH RESULTS

From Figure 1, it can be seen that for the collaborative activities between Konami Live Football Mobile Game and Bayern Munich Club, the average recharge frequency shows a decreasing trend from 18 years old and below to 45 years old and above. From an average of around 30 times to an average of 5 times. It can be seen that teenagers recharge more frequently, while middle-aged people recharge less frequently. This may be because teenagers are more susceptible to impulsive consumption stimulated by game pages. Middle aged people, on the other hand, are relatively mature and stable, and are not easily stimulated by internal game factors such as discount activities and bright game pages.

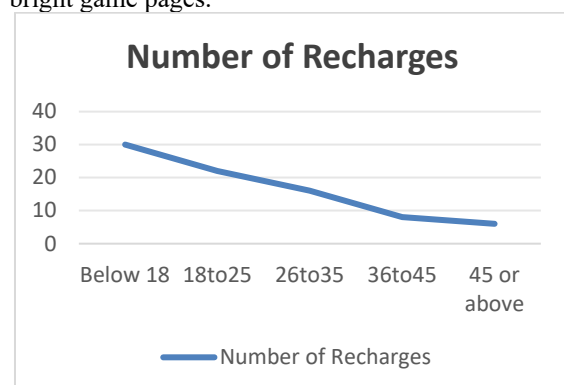


Figure 1: Number of players recharging

From the statistical analysis of the average recharge amount of players in Figure 2, it can be seen that players under the age of 18 and those aged 18 to 25 have the lowest recharge amount, only around 100 yuan. There is an upward trend from the age of 18 to 45 and above. The average recharge amount for players aged 45 and above reached 550 yuan. After interviews and questionnaire surveys, it can be concluded that this is due to the low disposable income of teenagers under the age of 18, and most of them are living expenses or pocket money provided by their parents. So their recharge amount is naturally low. As for office workers, their disposable income is relatively high, and as a result, their recharge amounts are also increasing. Between the ages of 26 and 35, players' recharge amounts have decreased. This may be due to the economic pressures faced by people at this stage, such as mortgages, car loans, and family loans, resulting in lower disposable income.

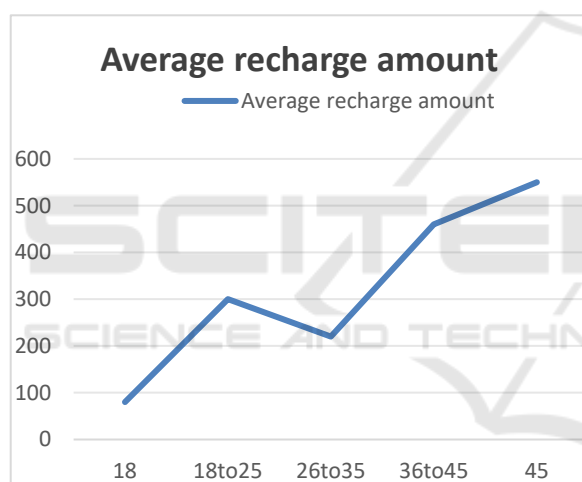


Figure 2: Average recharge amount of players

From the statistical analysis of players' game duration in Figure 3, it can be seen that those under the age of 18 and those aged 18 to 25 have longer game durations, averaging over 2 hours. Starting from the age of 18, the gaming time has been decreasing year by year, and players over the age of 36 generally have less gaming time, below 30 minutes. This indicates that as players age, their gaming time decreases year by year. It is not difficult to see that teenagers have a longer gaming time. On the one hand, this may be due to the increasing pressure of life as people age. They often spend more time in life, dedicating themselves to work or spending time with their families.

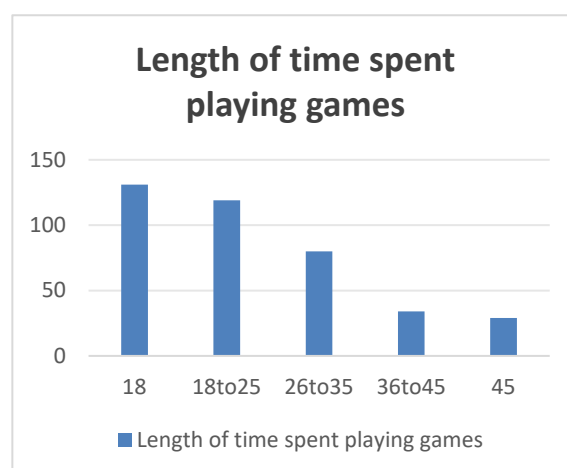


Figure 3: Average player game duration

From the perspective of the game login frequency figure 4, the trend reflected is consistent with the game duration. The login frequency per week shows a decreasing trend from the age of 18 to 45. Players under the age of 18 can almost guarantee to log in to the game every day, while 36 year old players have an average login frequency of twice a week. From this, it can be seen that teenagers have a greater passion for games. Middle aged and elderly people only regard games as a way of entertainment and do not log in to play every day.

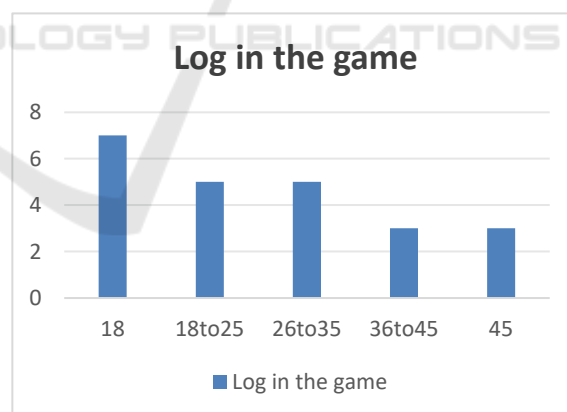


Figure 4: Login Game Frequency (Weekly)

4 ANALYSIS AND DISCUSSION

4.1 Brand as a Sign

According to the brand as a sign theory, the linkage with Bayern Munich Club includes the external manifestation of the brand, such as the realistic player

image and Bayern Munich Club endorsement. It can help players achieve a good gaming experience. In the signed part of the brand, through the linkage with major clubs, live football conveys to players the promise of a real football game and a symbol of football culture. For Bayern Munich fans, this is a football belief, and compared to other ordinary players, people are more inclined to pay for their favorite players. For the Konami Pro Evolution Soccer brand, the collaborative operation of major clubs can help players extend their football dreams and cultivate emotional dependence and loyalty towards the Konami brand. Continuing with the theme analysis, keywords such as "real experience" and "football belief" were extracted from the questionnaire data and interview records. Furthermore, it can be concluded that in each linkage activity, players will have a real experience of playing against each other. One interviewee also said that genuine collaboration can ignite their football faith.

4.2 Consumer Behavior

According to research on consumer behavior, it can be concluded that young consumers are more likely to make impulsive purchases than middle-aged and elderly consumers. From a psychological perspective, teenagers are more susceptible to being driven by emotions. Stimulated by the Bayern Munich linkage event and vibrant game pages, there is a desire to consume. This kind of impulsive consumption is often related to emotional decision-making, and young people are relatively immature in emotional management. And young people's ability to delay gratification is relatively weak. The Delayed Gratification theory suggests that adolescents are more inclined towards immediate gratification, while middle-aged and elderly individuals are better able to restrain short-term desires for long-term goals. Nowadays, teenagers face less social pressure and mostly spend their parents' money. Middle aged and elderly people face more pressure from their families, such as car and mortgage loans. The expenses are also relatively high. So this can explain why more young people choose to spend money on games. But the number of middle-aged and elderly people who recharge is relatively small.

4.3 Playing for Faith

It is worth noting that many age group fans and players have a nostalgic mentality in the current social context. The notion of 'paying for faith' circulating in society. Many middle-aged and elderly

people left a deep impression on their hearts when they were young and watching football. The triangulation theory was initially adopted to verify this hypothesis. In addition to collecting user responses through questionnaire data, the study also conducted discussions and posts in the football community, and interviewed two 45-year-old live players. In the end, it was concluded that purchasing their favorite players through game recharge is also a reflection of their memories of their youth. Teenagers are still in a stage of understanding the world and their obsession with faith is not as deep. More importantly, at the economic level, research has found that teenagers have relatively low incomes, and most of them are living expenses provided by their parents. And the income of middle-aged and elderly people is significantly higher than that of teenagers, and they earn discretionary income for themselves. This also explains why middle-aged and elderly people recharge much more than teenagers.

5 CONCLUSIONS

After research and data analysis, it was found that the relationship between the amount of money and time invested in live football mobile games and the players' fans and non-fans is not significant. But it is closely related to the age and income level of the players. Older and higher income players have less gaming time and lower recharge frequency. But the total recharge amount is relatively large. Younger gamers with lower income levels generally have longer game durations and higher recharge frequencies. The total recharge amount is relatively small.

The significance of conducting research lies in two aspects, one is theoretical: this study can broaden the relevant theories on game operation and user stickiness, and provide some references for subsequent research. On the other hand, in practical terms: With the increasing competition in football games, a good collaborative management strategy is crucial for games to stand out among a group of football online games. This study can provide reference for the operation of football game companies, enabling them to understand consumer needs and enhance brand loyalty among game users. Bring good economic and social benefits.

However, this study also has some limitations, such as the limited sample size obtained, with only 93 questionnaire samples. Compared to studies with large sample sizes, there may be some randomness. In the future, this study may expand the sample size

and research methods and theories, striving for more scientific and comprehensive research.

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