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## **A STUDY OF PERCEIVED VALUE FACTORS ON CONTINUED USE AND PURCHASE INTENTION IN MOBILE GAMES AMONG INDIAN GAMERS**

A number of studies have been conducted in a few parts of the Globe identifying the Impact of Perceived Value factors on the continued use intention purchase behavior of the gamers. The Purpose of this study is to study the impact of two important Perceived value factors i.e. Enjoyment Value and Social Value on the continued use intention and Purchase Behavior of the Gamers with the mediating role of Gamers Type in India.

Perceived value Factors i.e. Enjoyment Value and Social value were taken for the purpose of study. The study took into account youth of age 16-24 for the purpose of the study. Data was collected from 800 respondents selected from PAN India. The data collection was based upon the reports published by Lumikai (India's First Gaming and Interactive Media Venture Capitalist) and MPL. States and Cities with Higher number of Gamers was targeted for the purpose of Data Collection. Structure Equation Modelling using Smart PLS4 was applied on a sample of 256 respondents.

The study suggested that Enjoyment Value and Social Value plays a very crucial role in the association with the game and thus the user becomes a continues player and gradually with the development of this habit the free user then gets converted into the paying one. The results in context to both the perceived value factors were different from each other. While in case of enjoyment value there is a positive and significant relation between enjoyment value and continued use intention but there is negative relation between enjoyment value and purchase behavior. While when we talk about the Social Value it positively affects the continued use intention and purchase intention.

India stands in top three in terms of number of mobile gamers while in terms of revenue making from mobile games we are not even in top 10. And for every company free users are necessary for operations but for long run survival the conversion from free to the paid version is very much necessary. So, the present study will definitely help the companies having a new outlook about the money-making factors.

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## **LOOKING AHEAD TO FUTURE ECONOMIC CONDITIONS IN CHINA**

The Central Economic Work Conference of 2023 introduced a new strategy for managing the economy, emphasizing the importance of the principles of pursuing progress while ensuring stability, promoting stability through progress, and establishing the new before abolishing the old. This method signifies a shift in China's economic policy revisions. China's economic growth rate has repeatedly underperformed in recent years, with a pre-exist tendency towards falling growth rates even before the epidemic [1]. It is imperative to reverse this tendency and attain high-quality development [2].