Abstract

Earlier mobile game studies have largely focused on the pre-adoption phase while ignoring the post-adoption behaviors. Additionally, while intrinsic factors are often considered important in affecting game play, little research has attempted to understand their antecedents. To fill these gaps we examine the role of perceived enjoyment as a driver of mobile game’s continued use, and the antecedents of perceived enjoyment. We adopt design aesthetics, perceived ease of use, variety, novelty, perceived interactivity, and perceived challenge and measure their impact on perceived enjoyment, and its effect on continuance intention. The model is tested against 207 actual users of various mobile games. Structural equation modelling (SEM) is employed for data analysis. The findings lend support to the role of design aesthetic, perceived ease of use and novelty. Our study holds implications for IS post-adoption literature.

1 Introduction

Mobile games refer to gaming applications that are played on small handheld computing devices (e.g., smart phones and tablets) that have wireless communication functionality [1]. Today, this is the largest category of mobile applications measured by number of applications available, number of times downloaded as well as revenues for the developers [2]. It is forecasted that mobile games will be a $30.3 billion business in 2015, up from $25 billion in 2014, globally [3].

While there are mobile games with more complicated design and gameplay, most mobile games are generally categorized as “casual games”, including genres such as puzzle and simple arcade games [4]. These kind of mobile games have been found in market surveys to be the most popular and most successful [5]. They are easy and simple to play and are typically played just for a while [4]. As compared to more complex “hardcore” games more often found on other gaming platforms (e.g., consoles and PCs) that can be time-consuming and might require more skills from the player, mobile games are typically designed for momentary enjoyment and playing them do not require any special skills [4].

Mobile gaming industry is fast growing and intensively competitive. Only a few games succeed and generate high numbers of downloads while most of the games fail [6]. Hence, it is of great importance for both designers and business leaders to understand what drives consumers to download mobile games in the first place. Thus far, this is the question that most mobile game researchers have focused on [7-10]. Yet, attracting potential users to download and install the game is just the first step toward success; retaining them as continuing users is another. In the abundance and diversity of available mobile games - the number of which is continuously increasing - the majority of users tend to delete the downloaded game after the first trial. Given that the revenue for the game developers is created mainly from advertising or from active users willing to pay for upgrades or to buy in-app purchases [11], it is vital to understand what factors influence users’ decision to continue to play any given mobile game, and thereafter to be able to take measures to retain those users.

Information systems (IS) research into understanding the drivers of consumers’ behaviors in post-adoption phase is still rather limited [12-14], even more so in the context of mobile gaming [15, 16]. The extant literature in mobile games and other consumer oriented IS depicts perceived enjoyment as one of the most important drivers of use continuance [17-19]. Yet, the concept of enjoyment – the extent to which the activity of using a specific system is perceived enjoyable of its own ability, apart from any performance consequence that may be anticipated [20] – is not fully understood, neither in IS use in general nor in the more specific context of mobile gaming.

In this paper, we focus on the role of perceived enjoyment as the driver of continued use of mobile games. Furthermore, we also aim at identifying the drivers of perceived enjoyment. By investigating the factors contributing to users’ enjoyment, we hope to
shed light on how enjoyable mobile gaming experience encourages continued use.

The paper is structured as follows. We will next identify research gaps from earlier research and present our research questions. We then introduce our theoretical framework and present the derived research hypotheses. The following sections introduce the empirical study and our findings. We conclude with theoretical and practical implications and discussion on the limitations of the study and avenues for future research.

2 Theorizing continued mobile gaming

2.1 Earlier research

Our review of the extant literature on mobile games (see Table 1) reveals several research gaps. First, most studies have focused on the drivers of the initial acceptance of the games, and the users’ continuance behaviors have been mostly ignored. We found only one paper that examined the moderating effects of contextual factors on intention to continue to play mobile games [21].

Table 1. Empirical studies on mobile games

<table>
<thead>
<tr>
<th>Author</th>
<th>Theory</th>
<th>Key constructs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ha et al. [7]</td>
<td>TAM, Flow</td>
<td>Enjoyment has the greatest effect on attitude. Enjoyment is driven by ease of use and attractiveness</td>
</tr>
<tr>
<td>Penttinen et al. [22]</td>
<td>Consumer values</td>
<td>Four fundamental groups of values: satisfaction of quality expectation, gaming experience, ease and quickness (interactivity) of setup, social aspects</td>
</tr>
<tr>
<td>Zhou [23]</td>
<td>TAM, Flow</td>
<td>Flow and social influence predict intention. Ease of use, content quality (e.g., novelty), and connection quality (interactivity) are drivers of flow</td>
</tr>
<tr>
<td>Okazaki et al. [24]</td>
<td>TAM extension</td>
<td>Novelty seeking affects attitude, which drives intention</td>
</tr>
<tr>
<td>Liu &amp; Li [25]</td>
<td>TAM extension</td>
<td>Attitude, use context, and cognitive concentration are drivers of intention. Usefulness and enjoyment influence attitude, not behavioral intention</td>
</tr>
<tr>
<td>Lee &amp; Quan [8]</td>
<td>TAM extension</td>
<td>Incentives and enjoyment are direct determinants of intention. Enjoyment is driven by self-expressiveness, visibility of others, incentives, and ease of use</td>
</tr>
<tr>
<td>Kleijnen et al. [26]</td>
<td>DOI extension</td>
<td>For game players, navigation (design aesthetics), payment options, and communicability drive mobile gaming adoption</td>
</tr>
<tr>
<td>Liang &amp; Yeh [21]</td>
<td>TAM, TPB</td>
<td>Ease of use influences both continuance intention and playfulness, which determines attitude but not continuance intention</td>
</tr>
<tr>
<td>Okazaki [9]</td>
<td>Experiential value</td>
<td>Novelty seeking affects attitude, which drives intention</td>
</tr>
<tr>
<td>Nysveen et al. [27]</td>
<td>TAM extension, U&amp;G</td>
<td>Enjoyment, usefulness, ease of use, and perceived expressiveness predict intention</td>
</tr>
</tbody>
</table>

Second, in search of relevant drivers to adoption, researchers have built their studies almost exclusively on technology acceptance model (TAM) [28], extended with hedonic drivers such as perceived enjoyment [20], playfulness [19], or flow [29]. While these studies attest to perceived enjoyment being the most influential driver of mobile games adoption [8, 27], its position within the nomological network is still contested. For instance, a recent study demonstrated that perceived enjoyment does not directly affect adoption intentions [25], as TAM would predict. Other studies have built on the flow theory [10, 29], the self-determination theory [30], the value perception theory [9], or integrated models [31].

Third, while perceived enjoyment is repeatedly found to be essential [8, 27, 32-35], its drivers are not well understood, yet. Moreover, perceived enjoyment and other similar factors, such as flow or perceived playfulness appear to have overlapping facets, making identifying the key drivers for each construct challenging.

To address these research gaps, we will investigate the drivers of perceived enjoyment, as well as its influence on continued use of mobile games. The two research questions are accordingly as follows: What factors influence perceived enjoyment in mobile gaming? and; To what extent can perceived enjoyment predict continuance intention?

2.2 Theoretical framework

We adopt behavioral intention as a proxy for actual usage. The theoretical justification of the intention-behavior link is based on cognitive dissonance theory [36], which holds that users attempt to behave in accordance with their intentions. The link has extensive empirical support, particularly in the post-adoption settings [37].

We maintain that perceived enjoyment is linked directly to behavioral intention. While this is in accordance with TAM [20] and Hedonic-Motivation System Adoption Model (HMSAM) [31], our approach builds on alternative reasoning. We argue, based on the causal theory of enjoyment [38], that enjoyment is a pleasurable end-state of using a system. The theory holds that for a system to be considered enjoyable, a set of desires must be subjectively satisfied. Since enjoyment in our approach depends on satisfaction, which is an evaluation construct [39], we assume that there is no need for another evaluation construct. Therefore, perceived enjoyment drives behavioral intention directly - a premise that has received empirical support in different contexts [32, 40, 41].

To better understand what makes a certain system enjoyable the theory states that it is the occurrence-based stream of beliefs that starts the process [38]. Some of these beliefs concern system usage itself, some do not. Those that do, are relevant but only if they turn out desirable in this particular context. The
designs that arise from system usage are many and should concern beliefs about non-performance consequences [20, 42]. This is because a user can only enjoy things she experiences [38], and oftentimes the consequences take place or come into her awareness in the future. The premise that the user does not need to experience the system attentively separates enjoyment from other similar constructs, such as, cognitive absorption [43], flow [29], and perceived playfulness [17]. One should note that also the interruptions to system usage must contribute to the enjoyment. These interruptions are possible since desires do not necessarily exist prior to the experience. Further, desires can be difficult or potentially impossible to articulate and, hence, the causal theory of enjoyment maintains that when satisfied, desires contribute collectively to the enjoyment, not in an individual manner [38].

In order to identify the key drivers of enjoyment within the mobile gaming context, we draw on our literature review. We believe this helps us gain a more reliable pool of artifact-related drivers. We identify six system features that are deemed be earlier research important and potential sources of a pleasurable experience: design aesthetics, perceived ease of use, variety, novelty, interactivity, and challenge. These system features are associated with entertainment, relaxation, excitement and fun [18, 27, 44], all manifestations of an enjoyable system [45-47].

3 Research hypotheses

3.1 Design aesthetics

Design aesthetics has been reported to have a strong impact on enjoyment [48]. Design aesthetic is “the balance, emotional appeal, or aesthetic” of a mobile game [49] (p. 951), also defined as “the degree to which a person believes that [the website] is aesthetically pleasing to the eye” [48] (p. 544). The construct comprises of three facets: overall attractiveness, layout, and colors, all of which we believe to be important for mobile gamers.

Studies have found mobile games with aesthetically pleasing design to receive positive evaluations from the players [49]. Design aesthetics has also been shown to have a positive effect on users’ perception on mobile system’s ease of use, usefulness and enjoyability [49]. According to a recent consumer research [50], nearly half of the mobile gamers cited improved game graphics to influence their game play experience. Hence, we hypothesize that: Design aesthetics of mobile games will positively influence perceived enjoyment. (H1)

3.2 Perceived ease of use

Perceived ease of use (PEOU) is defined as “the degree to which a person believes that using a particular system would be free of effort” [51] (p. 320). It has been suggested that systems that are easy to use encourage enjoyment [19]. The effect of ease of use on enjoyment has been demonstrated in empirical studies in both mobile [49] and gaming contexts [52].

Since mobile games are mostly played in short sessions while on the move or while doing other things at the same time, it is suggested that ease of use has a critical role in contributing to an enjoyable gaming experience. A mobile game should be easy to use so that the user can focus on playing rather than dealing with any user interface issues, particularly as mobile games are played on the small touchscreens. Additionally, mobile games are typically played as a pastime, and if the games are perceived difficult to use, time does not pass enjoyably. We hypothesize accordingly as follows: Perceived ease of use of mobile games will positively influence perceived enjoyment. (H2)

3.3 Variety and novelty

Variety refers to the extent to which the system varies in condition. Novelty, in turn, is the extent to which the system regenerates itself. The constructs have been previously used somewhat interchangeably. Webster and Ho [53], for example, tested the effects of increasing variety by incorporating new sound effects and animation in a presentation. Huang [47], in turn, employed the term novelty to refer to the aspects of system attributes that users perceived surprising and unfamiliar. More recently, variety has been defined as user’s ability to gain variety from system usage, incorporating both new and varying features [17].

We view variety and novelty as separate constructs representing different facets of novel and surprising stimuli. We expect both variety and novelty to be important in maintaining users’ enjoyment. Without novelty and variation, continued system use is likely to decrease the users’ interest towards the game. For example, the entertainment company Rovio1 has introduced a range of different versions of its highly successful mobile game Angry Birds since its first launch, with each version featuring new themes, game characters and mechanics. Given the corroborating empirical evidence from earlier research [17, 53, 54], we propose the following hypotheses: Variety in mobile games will positively influence perceived

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1 www.rovio.com
enjoyment. (H3) and; Novelty in mobile games will positively influence perceived enjoyment. (H4)

3.4 Interactivity

Interactivity refers to the response performance of a system, as experienced by the user [55]. When the system responds quickly, it facilitates active and seamless interaction both with the system as well as with others using it [56].

Since mobile games are typically played casually, within short time intervals when the user is on the move or has some free time, it is of great practical importance for the user that the game starts, stops, and reloads quickly. Furthermore, mobile games are played using fingertips on smart device screens, and any delay in the action as the user moves her fingers will have a negative impact on the user’s gaming experience. Thus, we evaluate interactivity in terms of speed [55-57] and propose the following hypothesis: Interactivity will positively influence perceived enjoyment. (H5)

3.5 Challenge

Challenge is defined as “a sense that one’s capabilities are being stretched” [57] (p. 311). In the context of digital games, it refers to the positive challenges similar to those faced in playing sports. Positive challenges differ from negative challenges, which are associated with problems, such as difficulties in navigation or slow download time [46]. Positive challenge is frequently recognized as among the most important predictors of flow and users’ enjoyment in various IS settings, particularly in hedonic environments [58-61]. Positive challenges are perceived pleasurable when they match the individual’s skills [62, 63].

Challenge is of great relevance also in gaming context. A mobile game typically presents a series of challenges to overcome or goals to achieve the user needs to accomplish before she can move on to the next level of the game. The user is likely to lose interest in the game if the challenge is perceived overly easy. On the other hand, if it is too, the user might grow frustrated and anxious. Hence, subjectively perceived positive challenge is the key in maintaining user’s interest and engagement.

Drawing from the arguments above, we posit the following hypothesis: Challenge will positively influence perceived enjoyment. (H6)

3.6 Perceived enjoyment and continuance intention

Applying our theoretical argumentation above and the principal notion that gaming is driven by enjoyment [8], we postulate that perceived enjoyment directly drives continuance intention of mobile games: Perceived enjoyment positively affects continuance intention of playing mobile games. (H7)

Figure 1. Research model

Our research model and the hypotheses are presented in Figure 1 and definitions and sources of the related constructs are summarized in Table 2.

Table 1. Research model constructs

<table>
<thead>
<tr>
<th>Construct</th>
<th>Definition</th>
<th>Source</th>
</tr>
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<tbody>
<tr>
<td>Design aesthetics</td>
<td>The degree to which a user believes that the website is aesthetically pleasing to the eye</td>
<td>[44]</td>
</tr>
<tr>
<td>Perceived ease of use</td>
<td>The extent to which a user perceives that using the system is free of efforts</td>
<td>[28]</td>
</tr>
<tr>
<td>Variety</td>
<td>The extent to which the system varies in condition</td>
<td>[53]</td>
</tr>
<tr>
<td>Novelty</td>
<td>The degree to which the system regenerates itself</td>
<td>[47]</td>
</tr>
<tr>
<td>Interactivity</td>
<td>The speed at which the system responds to a user’s actions</td>
<td>[55]</td>
</tr>
<tr>
<td>Challenge</td>
<td>The extent to which a user sense the her capabilities are being stretched</td>
<td>[46]</td>
</tr>
<tr>
<td>Enjoyment</td>
<td>The extent to which system usage is perceived enjoyable in its own right</td>
<td>[20]</td>
</tr>
<tr>
<td>Continuance intention</td>
<td>The intention to continue using the system</td>
<td>[64]</td>
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4 Empirical research

4.1 Research design and data collection

For data collection, we used an online survey with convenience sampling approach where respondents choose to participate into the survey voluntarily. Since the target respondents were mobile gamers, we assumed that they were easily reachable using online
channels. Therefore, we posted a link to our survey on several mobile game forums and social networks. No compensation or reward was offered. The survey was open for three weeks during January and February 2014. In the development of the survey instrument, we adopted established measurement items (e.g., “The game has visually appealing overall look and feel” [DA1]; “Learning to use the game is easy for me” [PEOU1]; “The game usually loads quickly” [INTER2]). The survey instrument was first pilot-tested with seven mobile game users and one academic professional, and based on their feedback, structure of the questionnaire and some of the wordings were slightly revised.2

4.2 Sample and data analysis

In total, there were 549 visitors to the survey. Out of these, 288 responses were received, yielding a response rate of 53%. To ensure the quality of the data set, 81 responses that were only partially completed or failed the attention traps3 were excluded. As a result, the final sample comprised of 207 responses. The sample is free from non-response bias.

The median respondent is a North American woman aged between 25 and 39 who plays mobile games every day. The games she plays most often are Candy Crush Saga and Angry Birds. At the time of the survey, both these games were also the most downloaded games available in Apple’s Appstore [65]. Overall, the demographics of our survey respondents correspond to recent market reports, according to which these games are particularly popular among women over the age of 26 [66].

The sample was analyzed using the covariance-based structural equation modelling (SEM) with Amos software. To test the model we employed maximum likelihood estimation. Model fit, construct validity and reliability (Cronbach’s alpha, composite reliability, average variance extracted) of the measurement model were assessed based on confirmatory factor analysis. All the constructs met the (convergent and discriminant) validity and reliability requirements (see Table 3 below). Also, fitness indices (RMSEA=.046; CFI=.962; TLI=.956; AGFI=.817) signaled a good model fit. Common method bias (CMB; Harman’s one-factor approach) was not likely to distort the results.

The complete survey instrument can be requested from the authors. 3 “Attention traps” are survey questions designed to help in recognizing respondents who are not answering carefully or in earnest.

4.3 Results

The results of the analysis are shown in Figure 2.

![Figure 2. SEM results](image)

The fit of the structural model was satisfactory (RMSEA=.052; CFI=.956; TLI=.950; AGFI=.804). Covering everything, the results lend partial support to our model. Perceived enjoyment is a strong driver (.59) and explains 35% of the variance in the continuance intention. The selected drivers of perceived enjoyment, in turn, determine 63% of perceived enjoyment. Six of the eight hypotheses are statistically significant. Paths with a standardized value less than 0.2 were not built

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2 The complete survey instrument can be requested from the authors.
3 “Attention traps” are survey questions designed to help in recognizing respondents who are not answering carefully or in earnest.
on (Chin, 1998), and the hypotheses related to variety (H3) and interactivity (H5) were rejected.

5 Discussion

5.1 Findings

The aim of our study was to identify the drivers of perceived enjoyment in mobile gaming context, and to explain the extent users’ perceive enjoyment to influence their continuance intentions. Three key findings of our study respond to our research questions.

First, perceived enjoyment alone explained 34% of the variance of continuance intention, confirming its leading role in explaining continued mobile gaming. The result is in line with prior studies [31]. Also, its strong direct effect on continuance intention lends support to our assumption that enjoyment is also a value in itself.

Second, our model explains 63% of the variance for users’ perceived enjoyment, again in line with earlier research [67]. Furthermore, the model elaborates the extant definition of perceived enjoyment by identifying its key drivers and demonstrates the validity of the causal theory of enjoyment [38] in the context of mobile games. As per our expectations, our results confirm that design aesthetics, perceived ease of use, and novelty have significant influence on perceived enjoyment. The indication is that perceived enjoyment in the context of mobile games is driven by the system’s visual appearance, ease of use, and its capacity of regeneration.

Third, much against our anticipation, the elements of flow, namely challenge, interactivity and variety, turned out to have very little relevance to our respondents. This implies that flow and enjoyment are not uniform in their operations or effects.

To summarize, we find that continuance intentions in mobile gaming context are driven by perceived enjoyment, which in turn is influenced by the system’s capacity of regeneration and visually attractive and easy-to-use interface.

5.2 Theoretical implications

From a theoretical standpoint, we contribute to IS post-adoption literature in several ways. First, we demonstrate that causal theory of enjoyment [38] adds to our understanding of perceived enjoyment. It reminds us that enjoyment involves direct experience. We could enjoy the fact that a system is aesthetic without ever having used the system. But we can only enjoy its aesthetics when using the system. The dependence upon experience corroborates the well-established definition of perceived enjoyment (“the extent to which the activity of using computers is perceived to be enjoyable in its own right, apart from any performance consequences that may be anticipated” [20] (p. 1113)) since it rules out non-existent factors.

Second, our research puts forward that enjoyment is an end-state [38] and as such, an antecedent to continued use. It results from a set of satisfied desires and, hence, the more enjoyable the system is, the more valuable it is perceived. This makes us infer a direct link between perceived enjoyment and continued use intentions, an outcome that can help guide future studies on hedonic systems.

Third, we believe that when a user enjoys using a system, she seeks to nurture her desires and to increase their effect on her enjoyment. But unlike self-determination theory, according to which enjoyment is fostered by three primary needs (autonomy, competence, and relatedness) [30, 68], our approach puts more emphasis on the artifact itself by leaving room for relevant beliefs and desires that arise from the system usage itself. Some of these desires may disturb user’s concentration on her current task but if satisfied they would still add to her enjoyment. Therefore, and based on our results that interactivity, variety, and challenge had a moderate effect on enjoyment, we assume that, game flow model [61], and flow theory [29] can to a certain extent be over-determining. In fact, many mobile games are rather slow-paced and the game play does not require complicated and rapid maneuvers, allowing opportunities for situational interruptions. In regards to the challenge construct, the open ended responses to our survey indicate that many of our respondents most often play mobile games while having nothing else to do or when waiting for something. In these situations, enjoyment is not derived purely from challenge but from a pleasant means of recreation. Such a less goal-oriented motive is likely to decrease the relevance of challenge in the mobile game context. Again, support for this view can be drawn from the causal theory of enjoyment [38], which holds that enjoyment does not necessarily require absorption.

Fourth, the results of our analysis confirmed the role of design aesthetics, perceived ease of use, and novelty as determinants of perceived enjoyment. This indicates that despite the experience users might have with mobile games, ease of use still functions as an antecedent of enjoyment [69, 70]. As most users play mobile games in short sessions, they are assumed to become frustrated and lose interest in playing if their time and efforts are wasted on mastering the system due to an overly complex user interface. For games played on mobile devices with small screens of different sizes, interface design is a particularly crucial
issue. This is in line with prior studies on internet websites [48] and mobile websites [49] that have found interface design to play a central role in the level of enjoyment experienced by users of the services. The high relevance of novelty, which is more related to the content than system usability, indicates that new features introduced frequently can maintain users’ enjoyment. Despite its intuitiveness, the link has not been tested before. Together these constructs suggest that perceived enjoyment comprises of system features related both to content and usability.

5.3 Practical implications

Our study has several practical implications for game developers in how to create an enjoyable game experience and as a result, drive continued use of mobile games.

Most mobile games today are based on freemium model, where the game is free of charge for users to download and play. The revenue is generated through advertisements, in-app purchases or users upgrading to a paid version (that typically offers more features or game levels). Revenue from these sources can be generated only if the users continue playing the game after the initial trial. A game has to be and remain over time entertaining and fun for the users to continue playing it. Users’ continued enjoyment can be enhanced with frequently introduced fresh and innovative new features and contents, such as, new game items, themes or episodes.

At the same time, the game and its new features should be initially and remain easy to use. In the same accord, the new features should not change the interface or game play significantly, which would decrease the ease of use. Indeed, several respondents specifically complained about how a game “keeps adding more things that don’t work and I get real tired of this” or how they get frustrated because of “new design that changes the game play”. The gameplay is expected to be simple.

Additionally, responses to open questions of the survey suggest that mobile game developers should be cautious in utilizing in-app purchases in mobile games. Many respondents told that they stop playing a game if they are asked to pay for an update or for continuing to the next levels. This is supported by industry figures showing that even within the top games, less than 10 percent of gamers make in-app purchases [11]. In the context of mobile games, advertising on side or within the game seem to be less disliked by the users.

5.4 Limitations and future research

Although our study makes several contributions to the understanding of enjoyment in mobile games, there are limitations that need to be addressed. The first relates to the sample of the study, which was collected using a convenience sampling method. This method is often criticized for being a nonsystematic way to recruit respondents, who may not be the precise representation of the actual population [16]. Here, a randomized sample would have been practically impossible. Nevertheless, results of the non-response bias test and comparison of the respondent demographics to market surveys indicate the reliability of our findings. Additionally, the sample size is rather small given the research model with many constructs. Though the statistical tests show satisfactory validity, reliability as well as model fits, larger sample size is needed in order to generalize any of the results.

Our data was collected at a single point of time to measure continuance intention, not actual use. Though existing literature agree that individual has a tendency to act as they intend, longitudinal studies with data collected at different points of time would add further insights on the causality and interrelationships among enjoyment, continuance intention and the actual use.

We acknowledge that in addition to enjoyment, users can also have other reasons and motives for playing games. Extrinsic benefits, such as, developing strategic thinking skills or creativity were often stated by respondents of the survey as additional reasons that contribute to their continued playing. Future research should investigate in more detail what factors contribute to users’ perceptions of such extrinsic benefits and to what extent these drive continued use of mobile games. While the scope of this study was limited to mobile games, future research should investigate whether the same results would be achieved in different game genre settings.

5.5 Conclusions

By applying the causal theory of enjoyment [38], we examined the relationship between enjoyment and continuance intentions and what makes mobiles games enjoyable. Our findings confirm enjoyment has a direct effect on continued use intentions. In addition, our study suggests that enjoyment in the mobile game context depends on three variables in particular: design aesthetics, perceived ease of use, and novelty, all of which originate from the gaming experience itself. Interestingly, only novelty concerns plain content, the others interact also with the gaming situation.
References


