Print ISSN: 1738-3110 / Online ISSN 2093-7717
JDS website: http://accesson.kr/jds
http://doi.org/10.15722/jds.23.07.202507.159

User Experience and Satisfaction on Chinese Game Platforms: An Interaction Perspective*

Youjin XIAO[1], Moon Hong KIM[2]

Received: May 01, 2025. Revised: June 04, 2025. Accepted: July 05, 2025.

Abstract

Purpose: This study examines how experiential marketing influences user satisfaction and continued use intention on game distribution platforms. It also investigates the moderating role of platform interactivity between experiential dimensions and user satisfaction. **Research Design, Data, and Methodology:** Based on Schmitt's (1999) Strategic Experiential Modules (SEMs) and the Expectation–Confirmation Model (ECM), experiential marketing is conceptualized across five dimensions: Sense, Feel, Think, Act, and Relate. Data were gathered through an online survey using a structured questionnaire, yielding 394 valid responses. Structural equation modeling (SEM) was employed using AMOS 29.0 to test the proposed hypotheses, and moderation effects were analyzed using the SPSS PROCESS Macro (Model 1). **Results:** All five experiential dimensions significantly predicted user satisfaction, which, in turn, positively influenced continued use intention. Additionally, platform interactivity significantly moderated the relationships between satisfaction and four experiential components—Feel, Think, Act, and Relate—while no significant moderating effect was found for Sense. **Conclusions:** The findings emphasize the importance of interactive platform design in enhancing user satisfaction and retention. This study contributes to experiential marketing theory by validating its application in digital gaming contexts and offers practical implications for optimizing platform interactivity to drive user engagement and strengthen retention strategies.

Keywords : Experiential Marketing, Satisfaction, Continued use Intention, Interactivity, Game Distribution Platforms

JEL Classification Code : M31, L86, L15, D83, O33

1. Introduction

In today's digital environment, psychological strain driven by information overload and demanding workloads has become increasingly common. In response, digital games have emerged as a popular medium for stress relief and emotional regulation (Pallavicini et al., 2021).

According to Newzoo's (2025) PC and Console Gaming Report, the global gaming market is expected to exceed $88.1 billion by 2025. Console and PC gaming are projected to contribute $50.2 billion (+8.2% YoY) and $37.9 billion (+1.6% YoY), respectively. The report also indicates a steady rise in total gameplay hours, signaling broader trends in user engagement. As gameplay time increases, competition among platforms to attract and retain users has intensified. This highlights the strategic importance of enhancing user experience to drive satisfaction and long-term usage intentions.

As the industry evolves, digital distribution platforms such as Steam, WeGame, and Origin have become key

* This paper is supported by the research grant of Woosong University in 2025.

1 First Author. Doctoral Candidate, Dept. of Business Administration, Graduate School of Woosong University, Korea. Email: xiaoyoujin1@naver.com

2 Corresponding Author. Professor, Dept. of Railroad Business, Woosong University, Korea. Email: mhkim@wsu.ac.kr

facilitators of value co-creation between developers and users (Wan et al., 2017). Originally designed as transactional storefronts, these platforms now feature community-building tools, personalized recommendations, and interactive service elements that shape richer and more engaging user experiences.

Much like coworking spaces that create immersive brand experiences through interpersonal interaction (Arief et al., 2024), gaming platforms now operate as experiential hubs where users engage deeply with both content and community (Stecuła, 2024). These platforms have also evolved into essential digital infrastructures, enabling global content delivery via real-time analytics and multi-channel logistics. Among their core features, platform interactivity—referring to the extent of user engagement with system functions or with other users—has become a defining trait of contemporary gaming environments (Pellas et al., 2021).

Experiential marketing, which centers on immersive and emotionally engaging brand experiences, is widely recognized as a strategic approach to enhancing customer satisfaction and shaping user behavior (Urdea & Constantin, 2021a). Schmitt's (1999) framework identifies five experiential modules—Sense, Feel, Think, Act, and Relate—that work together to create comprehensive and memorable brand interactions. Although these dimensions have been thoroughly validated in sectors like retail, hospitality, and e-commerce (M. Kim, 2023; Schmitt, 1999; Xu et al., 2009), their relevance to game distribution platforms remains largely underexplored. Much of the existing research on digital service experiences has concentrated on online shopping, social media, or augmented reality, often overlooking the unique experiential characteristics of gaming environments (Chiang, 2023; Jang, 2022).

Most existing research has treated platform interactivity as an independent or mediating variable affecting user attitudes, satisfaction, and behavioral intentions (Liu & Shrum, 2002; Song & Zinkhan, 2008; Yadav & Varadarajan, 2005). Its potential as a moderator—especially in how experiential marketing drives user satisfaction—has received limited empirical attention. Yet, because interactivity shapes how users navigate content and engage within digital ecosystems (Yadav & Varadarajan, 2005), exploring its moderating role holds important theoretical and practical significance.

To bridge these gaps, this study proposes and empirically validates a theoretical model that integrates experiential marketing and platform interactivity within game distribution platforms. It explores how experiential marketing influences user satisfaction, how satisfaction drives continued use intentions, and how platform interactivity moderates this relationship. By framing interactivity as a contextual moderator, the study advances theoretical insights into digital user experience and provides practical guidance for enhancing platform engagement in increasingly competitive digital markets.

2. Theoretical Background

2.1. Game Distribution Platforms

Game distribution platforms function as critical intermediaries between game developers and consumers, offering a diverse array of services such as content delivery, community engagement, and user review systems. These platforms play a central role in the game industry by facilitating the global dissemination of game content and fostering deeper consumer interaction (Marchand & Hennig-Thurau, 2013; Tudón, 2022).

Historically, game distribution primarily relied on physical media such as CD-ROMs and cartridges. However, with the advancement of digital technologies, online platforms have become the dominant distribution channel. For instance, Steam—a globally prominent game distribution platform—has expanded beyond basic content delivery to include community forums, user-generated reviews, and real-time updates, thereby enriching the overall user experience (Joelsson et al., 2018; Sjöblom & Hamari, 2017).

The growing diversity of distribution platforms has significantly broadened consumer choice while intensifying competition across PC, mobile, and console ecosystems (Haki et al., 2024). This competitive landscape not only drives platform innovation to enhance user satisfaction but also opens the door to strategic partnerships through functional complementarity (Cennamo, 2018). In addition to core content delivery, modern platforms offer downloadable content (DLC), promote active community participation, and incorporate feedback mechanisms, all of which contribute to the commercial success and stickiness of game titles (Reyes-de-Cózar et al., 2022). These capabilities elevate platforms beyond mere delivery channels, positioning them as strategic facilitators of user experience and satisfaction (Reinartz & Saffert, 2013).

In summary, game distribution platforms have evolved into complex digital environments that not only connect producers and consumers but also actively shape user engagement. A deeper investigation into platform characteristics and their influence on satisfaction-related outcomes can inform both academic discourse and practical strategies for sustainable growth in the gaming sector, laying the groundwork for subsequent examination of how specific platform features—such as interactivity and experiential design—affect user satisfaction and engagement outcomes.

2.2. Experiential Marketing on Game Distribution Platforms

Schmitt (1999) systematized the theory of experiential marketing through five Strategic Experiential Modules (SEMs): Sense, Feel, Think, Act, and Relate.

Sense refers to a sensory experience that appeals to the five senses—sight, sound, touch, taste, and smell—to generate aesthetic and emotional stimulation. In digital environments where physical contact is limited, sensory experience—particularly visual stimuli—plays a crucial role in differentiating products, capturing user attention, and conveying hedonic or artistic value (Chen et al., 2008; Schmitt, 1999). Visual elements such as color, tone, graphics, and interface design have been shown to enhance users' perceived attractiveness and strengthen brand distinctiveness. Petit et al. (2019) emphasized that sensory experience in digital contexts activates user motivation and serves as a key value delivery strategy. Zha et al. (2022) further identified how sensory immersion is created by integrating basic sensory elements (e.g., color, sound, lighting) into thematic and stylistic design, reflecting cognitive consistency and sensory diversity. In this study, the analysis of Sense focuses specifically on visual experiences within game distribution platforms, examining how visual components provided by the platform—such as color, layout, and interface—affect user responses and shape user attitudes.

Feel refers to an affective experience that stimulates emotional responses such as joy, pride, or empathy during user–brand interactions (Schmitt, 1999). Affective experience is considered a core strategy for enhancing user satisfaction by establishing deep emotional bonds with the brand (Schmitt & Zarantonello, 2013). Brakus et al. (2009) identified affective experience as one of the key dimensions that predicts brand loyalty, finding that emotional contact through flagship stores, product design, and atmosphere significantly affects brand attachment and purchase intentions. Ding and Tseng (2015) also emphasized that pride, excitement, and hedonic emotions generated through brand interaction help form trust and preference, reinforcing continued brand use. Furthermore, affective experience constitutes a critical component of user experience, bridging emotional differentiation and brand culture (Gentile et al., 2007). With the evolution of digital environments, emotional stimuli have been shown to impact user engagement and differentiation even in the absence of physical contact (Petit et al., 2019). This study defines Feel as an emotional driver that strengthens user–platform bonding through emotional resonance, thereby enhancing satisfaction and continued use intention.

Think involves a cognitive experience that encourages users to engage in intellectual activity such as creative thinking, problem-solving, and information processing. Beyond aesthetic appeal, cognitive experience triggers cognitive immersion, leading to deeper attitudinal change and user engagement (Schmitt, 1999). Brakus et al. (2009) emphasized that Think is shaped through conceptually stimulating interactions—such as slogans, brand philosophy, or innovative design—that spark curiosity and active thought. Bilgihan et al. (2016) found that online communities can generate cognitive satisfaction by enabling users to search for information and share knowledge. Functional elements such as reviews, recommendations, and forums support users' information-processing need and cognitive involvement. In this study, Think is interpreted as a strategic mechanism to promote thoughtful engagement with the game platform, positively shaping user perceptions.

Act refers to behavioral experience that encourages users to engage physically or psychologically through interactions with the platform. This dimension emphasizes active participation that fosters repeated use and immersion (Schmitt, 1999). Rather than remaining passive recipients, users are guided toward goal-directed behavior, which contributes to user input and behavioral continuity. In offline contexts, behavioral experience has been shown to reflect self-expression and lifestyle adoption (Gentile et al., 2007). In digital environments, such behaviors are extended to include actions such as task completion, point accumulation, and interface navigation, which have been found to strengthen user participation and enhance platform loyalty (Hamari et al., 2014). Additional empirical evidence has confirmed that digital behavioral routines—such as product searching, clicking, and transaction completion—positively influence user satisfaction and continued usage (Gao et al., 2015). Moreover, augmented reality (AR)-based marketing applications demonstrate that interactive behavior, including spatial manipulation and virtual product placement, significantly enhances brand engagement by simulating real-world participation (Scholz & Duffy, 2018). Drawing upon this understanding, the present study focuses specifically on search behavior as the representative form of Act within game distribution platforms, considering it a key behavioral stimulus influencing satisfaction and continued use intention.

Relate encompasses relational or social-identity experiences, integrating the other four experiential dimensions to build social bonds between users and the brand (Schmitt, 1999). It fosters user connection within brand communities, enabling emotional solidarity and collective value through interaction and shared meaning (McAlexander et al., 2002; Schau et al., 2009). Beyond interpersonal ties, relational experiences also shape cultural and national identities through symbolic engagement with the brand (Bulmer & Buchanan Oliver, 2010). On digital platforms, Relate plays a central role in strengthening social

ties via networked user interactions (Zaglia, 2013). Such platforms connect individuals to broader identity groups through symbolic and interactive elements, enhancing a sense of belonging and deepening brand experience (Khazraee & Novak, 2018; Zha et al., 2020). Recent research reinforces this perspective: Möller et al. (2024) found that on platforms like YouTube, the most valued user comments were those that shared personal experiences and fostered community connection. These findings underscore relational engagement—anchored in shared meaning and emotional resonance—as a central mechanism for enhancing user relevance and deepening platform affiliation.

To date, numerous studies have applied Schmitt's (1999) SEM framework across both online and offline contexts. However, limited empirical work has examined these experiential dimensions in the context of game distribution platforms. This study aims to fill this gap by extending the literature on experiential marketing to a platform-based digital environment. While the study adopts the five core dimensions—Sense, Feel, Think, Act, and Relate—it further proposes virtual experiential variables specific to game platforms: visual interfaces (Sense), emotional exploration (Feel), information learning (Think), search behaviors (Act), and community participation (Relate). These reconceptualized dimensions contribute to a differentiated academic perspective.

Accordingly, this study investigates how these virtual experiential variables influence user satisfaction and continued use intention. The findings are expected to offer valuable strategic insights for the operation and user experience management of game distribution and other related digital platforms.

2.3. Platform Interactivity

Platform interactivity has emerged as a critical element in enhancing user experience within digital environments. It plays a pivotal role by enabling real-time feedback and immediate system responses, thereby increasing user engagement and immersion (Islam et al., 2021). In web-based contexts, moderate levels of interactivity have been found to elicit the most favorable user impressions, particularly by optimizing information retrieval and click-based navigation (Sundar et al., 2003). Recent studies further confirm that platform interactivity constitutes a key design strategy that fosters immersion and satisfaction in digital cultural heritage platforms (Zhou et al., 2025). Similarly, in 3D-based virtual and augmented reality platforms, real-time responsiveness and interactive features significantly encourage active user participation and immersion (Pellas et al., 2021; D. Shin, 2019). Moreover, smartphone-based augmented reality platforms demonstrate that real-time data sharing and interactive connectivity enhance user immersion and sustained usage intention, highlighting the experiential benefits of device-level interconnectivity (Kim et al., 2016). Research on global platform economies has shown how Steam's architecture enables multi-level interaction and player-driven markets, positioning interactivity not only as a UX enhancer but also as a strategic economic function (Thorhauge, 2024).

This study builds upon Schmitt's (1999) experiential marketing framework by incorporating platform interactivity as a moderating variable that potentially shapes the relationship between experiential marketing and user outcomes, including user satisfaction and continued use intention. Specifically, it is posited that interactivity—manifested through user feedback loops, system responsiveness, and dynamic interaction—moderates the effect of experiential dimensions (Sense, Feel, Think, Act, and Relate) on satisfaction. While previous studies on experiential marketing have largely focused on its direct effects in online and offline settings, there is a notable lack of empirical investigation into the moderating role of platform interactivity within the unique context of game distribution platforms.

By addressing this gap, the present research explores how platform interactivity influences the experiential marketing–satisfaction linkage in platform-based environments. In doing so, it contributes to the advancement of theoretical understanding and offers differentiated strategic implications for practice. This dual contribution reinforces the significance of interactivity not only as a technical feature but also as a strategic experiential construct that amplifies marketing effectiveness in digital platform ecosystems.

2.4. Satisfaction

Satisfaction is defined as a consumer's overall evaluation formed after experiencing a product or service, representing a psychological and emotional state based on the perceived gap between expectation and actual performance (Oliver, 1980). While early research emphasized cognitive evaluations, subsequent studies have expanded the construct to encompass emotional dimensions also. Oliver (1999) further distinguished between initial satisfaction and cumulative satisfaction developed over repeated usage, positioning satisfaction as a key determinant of brand attitude and behavioral intention.

In online shopping contexts, multiple experiential attributes—such as interface design, sales promotion, customer service, and product information—interact dynamically to shape user satisfaction. Notably, all five experiential marketing dimensions—sensory, affective, cognitive, behavioral, and relational experiences—have been empirically shown to significantly influence

satisfaction (Jia & Hwang, 2013).

In digital platform environments, where user interaction occurs without physical contact, satisfaction functions as a critical psychological factor that drives continued usage (J. Kim & Yum, 2024). From the perspective of the extended Expectation–Confirmation Model (ECM), satisfaction is formed through the user's post-usage comparison of expectations versus actual experiences and directly predicts continued use intention (Daragmeh et al., 2022).

Furthermore, in digital contexts, satisfaction is influenced by antecedents such as platform interactivity, the quality of the information search process, and the responsiveness of system feedback. Recent findings in digital education platforms indicate that service quality dimensions—specifically content and service quality—significantly influence user satisfaction, with perceived consistency and personalization acting as mediating factors (Kang, 2024). Research on web and mobile platforms has demonstrated that real-time interaction and user responsiveness enhance both information-processing efficiency and emotional bonding, thereby contributing to increased overall satisfaction (Anand et al., 2023).

In summary, satisfaction serves as a core indicator for evaluating user experience in digital platforms, shaped by the degree of alignment between expectations and actual use, and influenced by a variety of cognitive and emotional factors. Given that the composition and drivers of satisfaction can differ depending on platform type and functionality, context-specific analyses of satisfaction are essential.

Building on Schmitt's (1999) strategic experiential marketing framework, this study investigates how the five experiential dimensions—Sense, Feel, Think, Act, and Relate—influence satisfaction. In this context, satisfaction is conceptualized as a global evaluation of the platform experience and positioned as the key mediating variable that explains the formation of continued use intention. Additionally, platform interactivity is incorporated into the theoretical model as a moderator that influences the strength of the relationship between experiential marketing and satisfaction.

While prior research has examined the role of satisfaction across various platforms, empirical investigations into the relationship between experiential marketing and satisfaction within immersive game distribution environments remain scarce. Moreover, studies that incorporate platform interactivity as a moderating condition in the formation of satisfaction are limited. This study addresses these two gaps by integrating both elements to advance theoretical understanding and offer practical insights.

2.5. Continued Use Intention

Continued use intention refers to a user's psychological tendency to engage with a specific platform or service over the long term. It is considered a key variable in predicting platform survival, profitability, and user loyalty (Oliver, 1999). In digital environments where physical contact is absent, users' initial experience and level of satisfaction serve as core prerequisites for sustained engagement (Anderson & Srinivasan, 2003). Continued usage goes beyond mere revisits and is instead characterized by voluntary participation and emotional connection that result in repeated engagement.

Major antecedents of continued usage include user satisfaction, perceived information usefulness, system quality, emotional involvement, and platform interactivity (Sharabati et al., 2022). Satisfaction, particularly when user expectations are met or exceeded, has consistently been shown to positively influence behavioral intention across various platform types (Daragmeh et al., 2022). In diverse domains such as mobile healthcare, online communities, educational platforms, food delivery services, knowledge-sharing platforms, and short-form video services, satisfaction has been widely confirmed as a central mediator of continued usage (Obeid et al., 2024; Pang & Ruan, 2024).

In addition, platform interactivity has been identified as a factor that fosters sustained usage by encouraging user participation and amplifying emotional responses to content and systems (Bae & Koo, 2016). In high-immersion platforms such as metaverse and augmented reality (AR)-based services, affective involvement and technological novelty have been found to play a significant role in sustaining user engagement (Hwang et al., 2022).

Continued use intention is a higher-order construct that reflects the outcome of multiple variables—including satisfaction, expectation confirmation, interactivity, and content quality—rather than a simple repetition of use (Lee, 2011). Recent research in omnichannel services indicates that both emotional and functional consumption values significantly influence continuous use intention, with emotional value directly affecting continued usage and functional value impacting service satisfaction, which in turn influences continued usage (Lee & Kim, 2021). In digital platforms, satisfaction and psychological immersion serve as core mechanisms underlying attitudinal loyalty, thereby enabling long-term user involvement (K.M. Kim et al., 2014). As such, identifying structural pathways that promote continued usage is a critical strategic task in both theory and practice.

In this study, Continued use intention is conceptualized as the dependent variable, representing users' long-term engagement with the platform. It is positioned as the downstream outcome of experiential marketing and a subsequent response to user satisfaction. Specifically, the study proposes that the five experiential dimensions—Sense, Feel, Think, Act, and Relate—trigger satisfaction, which in

turn leads to continued use intention. This structural pathway reflects an integrative perspective based on both Expectation–Confirmation Theory (ECM) and the Affective Response Model. Moreover, platform interactivity is incorporated as both a moderating and mediating construct, with the potential to amplify or condition the relationship between experience and evaluation. This mechanism is expected to be particularly salient in immersive environments such as game distribution platforms.

While previous studies have repeatedly confirmed that satisfaction influences continued use intention across various services and platforms, most of these investigations have focused on conventional e-commerce contexts. Empirical analysis of this relationship remains limited in game distribution platforms, where emotional immersion and interactive experiences are central.

To fill this theoretical gap, the present study empirically examines how experiential marketing influences continued use intention via satisfaction within the specific context of game distribution platforms. By incorporating platform interactivity as a moderating condition, the study further investigates how the relationship between user experience and continued usage varies under different platform configurations. These findings are expected to offer actionable insights for user retention strategies, emotion-driven marketing implementations, and immersive platform experience design.

3. Research Model and Hypotheses

3.1. Research Model

The primary objective of this study is to investigate how experiential marketing on game distribution platforms influences user satisfaction and, subsequently, continued use intention. In particular, the study empirically examines the moderating role of platform interactivity, one of the platform's key features, in shaping this relationship.

Grounded in Schmitt's (1999) Strategic Experiential Modules (SEMs) framework, this study conceptualizes experiential marketing as a higher-order construct composed of five dimensions: sensory experience (Sense), affective experience (Feel), cognitive experience (Think), behavioral experience (Act), and relational or social-identity experience (Relate). It is hypothesized that these experiential dimensions exert a positive influence on satisfaction, which in turn significantly predicts continued use intention.

To explain post-adoption user behavior in the digital platform context, this study adopts the Expectation–Confirmation Model (ECM) proposed by Bhattacherjee (2001), positioning satisfaction as a mediating variable that links experiential inputs with behavioral continuance.

Additionally, acknowledging the immersive nature of game distribution platforms, this study posits that platform interactivity may function as a moderator in the relationship between experiential marketing and satisfaction. Specifically, in environments with high interactivity, the impact of experiential elements may be amplified, indicating that platform-specific user experiences can condition the strength of these effects.

Accordingly, the research model is illustrated in Figure 1, and the hypotheses are derived based on this framework.

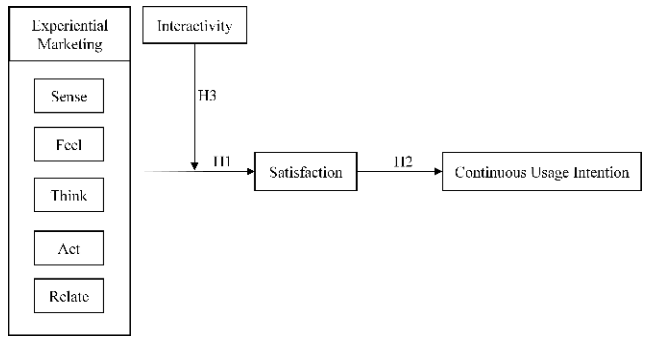

Figure 1: Research Model

By extending the conventional linear pathway models to include both mediating and moderating mechanisms, this study seeks to provide theoretical novelty and practical insights that are particularly relevant to platform experience design and user retention strategies in the digital entertainment domain.

3.2. Hypothesis Development

3.2.1. Relationship Between Experiential Marketing and Satisfaction on Game Distribution Platforms

Experiential marketing is a multidimensional strategy that delivers sensory, affective, cognitive, behavioral, and relational/social-identity stimuli to consumers to foster brand immersion, cultivate favorable perceptions, and ultimately enhance satisfaction (Brakus et al., 2009; Schmitt, 1999). Numerous studies have demonstrated that experiential marketing induces both emotional and cognitive responses that translate into positive evaluations and psychological gratification (Ding & Tseng, 2015; Gentile et al., 2007). These effects are often mediated by psychological mechanisms such as emotional resonance, expectation fulfillment, and the desire for self-expression—mechanisms that are particularly pronounced in emotionally driven digital services (Li et al., 2025).

In the context of digital platforms, where physical interaction is limited, the experiential impact on user satisfaction becomes even more significant (Petit et al.,

2019). Touchpoints such as product discovery, recommendation algorithms, interface design, and community engagement constitute key channels for delivering experiential value, thereby shaping perceptions of overall service quality and user satisfaction (Bilgihan et al., 2016).

Specifically, the sensory experience encompasses visual design, content layout, loading speed, and multimedia elements that stimulate functional and aesthetic satisfaction. Affective experience triggers emotions such as enjoyment, curiosity, and interest. Cognitive experience supports knowledge acquisition and intellectual engagement through exploration and comparison. The behavioral experience reflects users' autonomous navigation and decision-making behavior. Finally, relational or social-identity experience arises from social interaction and emotional connection via community forums, reviews, and comment sections.

The survey items constructed for this study are grounded in these five experiential dimensions, with each item operationalizing one of the core modules—sensory, affective, cognitive, behavioral, or relational experience—in the specific context of game distribution platforms.

Drawing upon the theoretical framework and empirical precedents, the following hypotheses are proposed:

H1-1: Sensory experience positively influences satisfaction.
H1-2: Affective experience positively influences satisfaction.
H1-3: Cognitive experience positively influences satisfaction.
H1-4: Behavioral experience positively influences satisfaction.
H1-5: Relational/social-identity experience positively influences satisfaction.

3.2.2. Relationship Between Satisfaction and Continued Use Intention

Continued use intention refers to the psychological tendency of users to engage repeatedly with a specific platform or service over time. It is considered a key performance indicator that is directly related to platform loyalty, resistance to switching, and long-term profitability (Oliver, 1999). This concept is especially salient in digital platforms, where user satisfaction following the initial use plays a pivotal role in determining sustained engagement (Bhattacherjee, 2001). Satisfaction is defined as a cognitive and affective response formed when users evaluate a platform's performance against their initial expectations after use (Oliver, 1980, 1999). In the information systems domain, it has been consistently positioned as a central explanatory variable in models such as the IS Continuance Model and the Expectation–Confirmation Model (ECM).

Numerous empirical studies have validated this relationship across various digital service contexts. For example, in OTT platforms, content diversity and user agency enhance satisfaction, which in turn positively affects long-term usage intention (Jang, 2022). In food delivery platforms, service quality serves as a reinforcing factor linking satisfaction to sustained use (Ahmad et al., 2025). On streaming platforms, the perceived quality of information and interface design foster satisfaction, which contributes to continued engagement (Kuo & Hsu, 2022). Research on mobile game users has shown that affective experiences mediate the link between satisfaction and usage continuity, and that platform features interact with individual experience to form the core mechanism of behavioral persistence (Zheng, 2019).

However, most existing studies have focused on general e-commerce, education, and media consumption platforms. Empirical research on how satisfaction influences continued usage specifically within game distribution platforms—which are characterized by high user immersion, emotional engagement, and interactivity—remains limited. Given the unique nature of these platforms, the mechanisms underlying satisfaction and sustained use may differ from those in other digital environments.

Accordingly, the following hypothesis is proposed:

H2: Satisfaction has a positive effect on continued use intention.

3.2.3. Moderating Role of Interactivity in the Relationship Between Experiential Marketing and Satisfaction

Experiential marketing, structured around the five strategic experiential modules—sensory, affective, cognitive, behavioral, and relational experiences—serves as a pivotal strategy for enriching user experience and enhancing both satisfaction and platform loyalty (Schmitt, 1999). Within digital environments, one of the most influential platform attributes for amplifying the effects of experiential marketing is platform interactivity (Urdea et al., 2021b).

In this context, platform interactivity refers to the degree to which a system allows real-time feedback, reciprocal communication, and user-system responsiveness. It is considered a core functional mechanism that fosters user autonomy, active participation, and immersive engagement (Liu & Shrum, 2002). A high level of interactivity can deepen the experiential impact by enhancing emotional absorption in sensory and affective modules, as well as increasing the efficiency and responsiveness of cognitive and behavioral components.

In the context of game distribution platforms, interactiv ity is particularly salient due to the immersive nature of ga meplay environments and the dynamic interaction loops be tween users and platform interfaces.

Based on the above reasoning, this study hypothesizes t hat platform interactivity positively moderates the relations hip between each experiential dimension and user satisfacti

on, amplifying the effects of experiential marketing under high-interactivity platform conditions.

Accordingly, the following hypotheses are proposed:

H3-1: Platform interactivity positively moderates the relationship between sensory experience and user satisfaction.

H3-2: Platform interactivity positively moderates the relationship between affective experience and user satisfaction.

H3-3: Platform interactivity positively moderates the relationship between cognitive experience and user satisfaction.

H3-4: Platform interactivity positively moderates the relationship between behavioral experience and user satisfaction.

H3-5: Platform interactivity positively moderates the relationship between relational (social-identity) experience and user satisfaction.

3.3. Operational Definitions and Measurement Items

This study measured four core constructs relevant to the game distribution platform context: experiential marketing, platform interactivity, satisfaction, and continued use intention.

First, experiential marketing was conceptualized based on Schmitt's (1999) Strategic Experiential Modules (SEMs), comprising five dimensions: sensory, affective, cognitive, behavioral, and relational/social-identity experiences. Guided by previous studies (Schmitt, B. 1999; Schmitt & Zarantonello, 2013; H.S. Shin & Kim, 2021; Zha et al., 2022), a total of 20 measurement items were developed to reflect these five experiential domains.

Second, platform interactivity was defined as the degree to which users can engage in real-time interaction with the system, other users, and platform operators. This construct draws upon prior frameworks by Sundar et al. (2003) and Zhou et al. (2025), and was measured using six items capturing system responsiveness, bidirectional communication, and user-system engagement.

Third, satisfaction refers to users' subjective evaluation of their overall experience with the platform (Anand et al., 2023; Kim et al., 2014; Oliver, 1999). Four items were developed to capture satisfaction within the specific context of game distribution platforms.

Fourth, continued use intention represents users' willingness to continue using the platform in the future, reflecting a long-term behavioral orientation toward platform engagement (Bae & Koo, 2016; Oliver, 1999; Pang & Ruan, 2024). This construct was assessed using six items based on validated scales from prior studies.

3.3.1. Experiential Marketing on Game Distribution Platforms

To measure experiential marketing, this study adopted Schmitt's (1999) Strategic Experiential Modules (SEMs), which include five dimensions: sensory, affective, cognitive, behavioral, and relational/social-identity experiences. The measurement items for each sub-dimension were developed based on prior literature and tailored to the characteristics of game distribution platforms.

First, the sensory experience dimension was designed to capture visual stimulation and system-related perceptions during platform use. While Schmitt (1999) originally proposed sensory experience as encompassing all five senses—sight, sound, smell, touch, and taste—this study focused specifically on visual design and navigational ease, given the inherently visual nature of game distribution platforms. Four items were developed based on the works of Schmitt (1999), Shin and Kim (2021), and Zha et al. (2022).

Second, the affective experience dimension measures emotional responses such as enjoyment, interest, and emotional satisfaction during service usage. Items were selected based on Schmitt (1999) and Petit et al. (2019), with an emphasis on positive emotional reactions triggered during platform navigation.

Third, the cognitive experience dimension reflects experiences related to information processing and judgment, such as diversity of information, ease of access, and comprehensibility. Measurement items were developed with reference to Schmitt (1999), Bilgihan et al. (2016), and Shin and Kim (2021).

Fourth, the behavioral experience dimension assesses user behavior change resulting from platform engagement, such as shifts in information-seeking patterns or purchase behavior. Items were constructed based on Schmitt (1999) and Scholz and Duffy (2018), with a focus on capturing tangible behavioral outcomes after platform usage.

Finally, the relational/social-identity experience dimension captures social connectedness and emotional resonance experienced through interactions with other users, user-generated reviews, and participation in community features. Four items were developed in reference to Schmitt (1999) and Khazraee and Novak (2018), emphasizing users' sense of belonging and formation of collective identity within the platform. A detailed summary of the items used in this study is presented in Table 1.

Table 1: Operational Definitions of Experiential Marketing Constructs

Dimension	Operational Definition	References
Sensory Experience	Refers to visual stimuli such as platform design, product display, search speed, and multimedia composition, which offer visually centered sensory cues to users and contribute to forming overall visual satisfaction and aesthetic perception.	Schmitt, B. (1999) H.S. Shin & Kim. (2001) Zha et al. (2002)
Affective Experience	Involves emotional responses such as enjoyment, interest, and curiosity elicited during game navigation, serving to enhance users' emotional immersion and positive affective experiences.	Schmitt, B. (1999) Petit et al. (2019)
Cognitive Experience	Includes diverse game information, user reviews, images, and explanations provided through the platform, improving accessibility and comprehension while promoting users' cognitive satisfaction and knowledge acquisition.	Schmitt, B. (1999) Bilgihan et al. (2016) H.S. Shin & Kim. (2021)
Behavioral Experience	Captures behavioral changes such as information search, game comparison, and repeated usage patterns, encouraging active participation and leading to a shift in users' perceptions of existing consumption behavior.	Schmitt, B. (1999) Scholz & Duffy. (2018)
Relational Experience	Encompasses interactions through reviews, communities, and comments that facilitate interest-based communication among users, forming the foundation for social bonding and collective identity within the platform.	Schmitt, B. (1999) Khazraee & Novak. (2018)

3.3.2. Platform Interactivity in Game Distribution Platforms

Platform interactivity was defined within the experiential marketing context of game distribution platforms and measured based on prior literature. As shown in Table 2, the construct was operationalized to capture key interactive features that enhance immersive user experiences.

Table 2: Platform Interactivity Variable: Construct and Operational Definition

Variable	Operational Definition	References
Interactivity	Refers to the platform's two-way communication features, such as opinion exchange, experience sharing, and user input reflection, which enhance engagement, control, and immersive experience.	Sundar (2003) Zhou et al. (2025)

3.3.3. Satisfaction

The variable satisfaction was defined based on prior research and adapted to the experiential marketing context of game distribution platforms. As shown in Table 3, this construct was operationalized to reflect users' overall psychological and emotional evaluations of their platform experience, following interactions with various experiential dimensions.

Table 3: Operational Definition of the Satisfaction Variable

Variable	Operational Definition	References
Satisfaction	Satisfaction is defined as the user's overall cognitive and emotional evaluation of the game distribution platform during use. This includes perceived quality of information, ease of search, content diversity, and the bidirectional communication system among users. The level of satisfaction is determined by the degree to which user expectations are met.	Oliver (1999) Anand et al. (2023) K.M. Kim et al. (2014)

3.3.4. Continued use intention

The variable Continued use intention was defined and operationalized based on prior studies in alignment with the experiential marketing context of game distribution platforms. As shown in Table 4, this construct was measured to capture users' ongoing intention to continue using the platform following their experiential engagement.

Table 4: Operational Definition of the Continued use intention Variable

Variable	Operational Definition	References
Continued use intention	Based on users' prior experiences with the platform, this construct refers to the psychological tendency to continue using the service in the future. It includes intentions such as repeated usage, recommendation behavior, continued use despite others' opinions, and voluntary review contributions.	Oliver (1999) Bae & Koo (2016) Pang & Ruan (2024)

4. Abstract Research Methodology and Empirical Analysis

4.1. Research Design

This study employed a structured survey methodology to collect empirical data. The survey instrument was organized into three main sections. The first section collected demographic information from respondents, including gender, age, education level, occupation, and residential type. The second section consisted of items measuring experiential marketing dimensions—namely, sensory, affective, cognitive, behavioral, and relational experiences—associated with platform-based services. The

third section measured user perceptions of satisfaction, continued use intention, and platform interactivity.

The questionnaire items were adapted from established measures in prior studies, with minor modifications made to suit the specific context of this research. All responses were recorded using a 7-point Likert scale, ranging from 1 ("strongly disagree") to 7 ("strongly agree"). All items were framed as positively worded statements to reduce respondent bias and ensure clarity.

4.2. Data Collection and Research Procedures

This study aimed to empirically investigate the impact of experiential marketing on user satisfaction and continued use intention within game distribution platforms, with a particular focus on testing the moderating role of platform interactivity.

The survey was administered via the Chinese online survey platform Wenjuanxing from March 29 to April 11, 2025. A total of 515 responses were initially collected.

Regarding the participant recruitment process, this study adopted a convenience sampling strategy to recruit participants. The questionnaire was distributed via gaming-related online communities and social media platforms, including WeChat, QQ groups, and digital forums. Participation was voluntary, and to enhance engagement and reduce attrition, each valid respondent received a nominal incentive of approximately USD 0.5 (RMB 3.5). Given the exploratory nature of the study and the absence of a comprehensive user registry, this approach was deemed both pragmatic and appropriate for accessing active users of game distribution platforms.

To ensure the reliability of the empirical analysis, a rigorous data screening process was conducted, resulting in a final valid sample of 394 responses. The following exclusion criteria were applied: First, respondents who selected option “2” in the demographic filter question (Q1) were removed, as their profiles did not align with the target population.

Second, responses with a standard deviation below 0.2 across key measurement items (Q10 to Q45) were considered insufficiently varied and indicative of low response consistency, and thus excluded.

Third, any case in which the same extreme value (e.g., all 1s or all 7s) was selected across all items was identified as exhibiting extreme response bias and removed from the dataset.

Fourth, responses with missing or unidentifiable demographic data such as gender or age were either excluded or processed as missing data, depending on their severity.

Lastly, surveys completed in an abnormally short amount of time were assumed to reflect a lack of thoughtful engagement and were excluded from further analysis.

Through this data-cleaning process, a final sample of 394 valid and reliable responses was secured. All subsequent empirical analyses were conducted using this dataset.

4.2.1. Demographic Characteristics

The demographic characteristics of the valid sample (n = 394) are summarized in Table 5. Among respondents, 57.7% identified as male, 32.7% female, and 9.6% as other genders, indicating a predominantly male user base. Regarding age distribution, the largest group comprised individuals aged 15–25 (41.6%), followed by 26–35 (25.1%) and 36–45 (14.5%), reflecting a high concentration within Generation Z and Millennials.

Concerning educational attainment, 34.0% of respondents held a bachelor’s degree, 27.2% had graduated from junior college or vocational institutions, 18.0% possessed a master’s degree or higher, and 20.8% had completed secondary education, suggesting a relatively high educational profile among platform users.

Regarding employment status, students, including university students, represented the largest group (39.8%), followed by full-time employees (24.6%) and freelancers (20.8%). These findings indicate that game distribution platforms are primarily used by individuals engaged in academic pursuits or flexible employment.

Monthly income data revealed that 40.9% earned between 3,000 and 5,999 RMB, 9.6% fell into the high-income category (7,000 RMB or above), and 6.3% earned less than 1,000 RMB, suggesting that most users possess moderate purchasing power.

In terms of platform usage, the most frequently used platform was WeGame (41.4%), followed by Steam (29.9%) and Epic Games (14.5%), indicating a relatively decentralized usage pattern. Usage frequency showed that 30.2% of users played 2–6 times per week, 26.4% played once weekly, and 11.7% reported daily gameplay, with over half of the respondents regularly engaging in gaming.

Regarding residential distribution, 28.9% resided in “new first-tier” cities (e.g., Hangzhou, Xi’an, Wuhan), followed by second-tier or lower-tier cities (30.5%) and first-tier metropolitan areas (21.1%). This suggests users of game distribution platforms primarily concentrate in medium to large urban centers.

The sample’s demographic and behavioral profile aligns well with the study’s theoretical model. A majority of respondents are young adults (66.7% aged ≤35), a group associated with higher cognitive, emotional, and behavioral engagement on digital platforms (Hollebeek et al., 2014). The prevalence of students and freelancers (60.6%) reflects user types inclined toward exploratory, hedonic, and socially motivated technology use (Leung, 2009; Turel et al., 2010). Additionally, the dominance of moderate-income, urban

users matches the typical digital entertainment consumer profile in emerging markets—users who value immersion and interactivity while remaining cost-conscious (Chen et al., 2008). These attributes strengthen the model's relevance and enhance the external validity of the findings.

Table 5: Characteristics of Participants

Characteristic		n	%
Gender	Male	227	57.7
	Female	129	32.7
	Others	38	9.6
Age	<15	37	9.4
	15~25	164	41.6
	26~35	99	25.1
	36~45	57	14.5
	Above 45	37	9.4
Education	Junior school and below	43	10.9
	High school/Technical secondary school	39	9.9
	College	107	27.2
	Bachelor's degree	134	34.0
	Master's degree and above	71	18.0
Job title	Junior / High school student	76	19.3
	University / Graduate student	105	26.6
	Employed	97	24.6
	Freelancer	82	20.8
	Housewife / Househusband	32	8.1
	Others	2	0.5
Monthly Salary (¥)	<1000	10	2.5
	1000 - 1999	25	6.3
	2000 - 2999	78	19.8
	3000 - 3999	65	16.5
	4000 - 4999	35	8.9
	5000 - 5999	34	8.6
	6000 - 6999	29	7.4
	>7000	38	9.6
	Others	80	20.3
Game Distribution Platform	Steam	118	29.9
	Epic Games	57	14.5
	PlayStation Store	24	6.1
	Xbox Store	21	5.3
	Nintendo eShop	22	5.6
	WeGames	163	41.4
	UPLAY	22	5.6
	Battle.net	24	6.1
	Others	33	8.4
Usage Frequency	More than once a day	46	11.7
	2–6 times per week	119	30.2
	Once a week	104	26.4
	2–3 times per month	38	9.6
	Less than once a month	40	10.2
	Irregularly / Occasionally	47	11.9
Place of Residence	Tier 1 cities (e.g., Beijing, Shanghai, Guangzhou, Shenzhen)	83	21.1
	New Tier 1 cities (e.g., Hangzhou, Chengdu, Xi'an, Wuhan)	114	28.9
	Tier 2 and lower-tier cities	120	30.5
	Rural areas / County-level towns	38	9.6
	Others	39	9.9

4.3. Analytical Strategy

This study employed the two-step approach to structural equation modeling (Anderson & Gerbing, 1988). In the first step, a confirmatory factor analysis (CFA) was performed using AMOS 29.0 to evaluate the reliability, construct validity, and overall model fit of the measurement model. In the second step, the structural model was tested to examine the hypothesized relationships among experiential marketing dimensions, user satisfaction, and continued use intention.

Given the technical complexity and limited flexibility of AMOS in modeling latent interaction effects, the moderating hypotheses (H3-1 to H3-5) related to platform interactivity were tested separately using the PROCESS Macro (Model 1) in SPSS 30.0. This dual-method approach enables a robust validation of the theory-driven structural framework while addressing conditional moderation effects through a widely accepted complementary analysis technique.

4.4. Empirical Analysis

Evaluating the goodness-of-fit of the measurement model is an essential procedure for determining how well the multidimensional constructs specified by the researcher align with the observed data (Sarstedt et al., 2014). In this study, confirmatory factor analysis (CFA) was employed to assess the model fit, using several representative fit indices including the Absolute Fit Index, Incremental Fit Index, and Parsimonious Fit Index.

The analysis revealed that all fit indices met the recommended thresholds, as detailed in Table 6. Specifically, the root mean square error of approximation (RMSEA) was 0.02, well below the conventional cutoff of 0.08, indicating an excellent level of fit. The comparative fit index (CFI), Tucker–Lewis index (TLI), and incremental fit index (IFI) all exceeded 0.90 (CFI = 0.992; TLI = 0.992; IFI = 0.993), demonstrating strong explanatory power and a high degree of concordance with the data. Additionally, the χ^2/df value was 1.16, comfortably within the accepted range of 1.00 to 3.00, further supporting the model's statistical adequacy.

Collectively, these results confirm that the measurement model exhibits robust validity and reliability, thereby

providing a solid foundation for subsequent structural model analysis.

Table 6: The Summary of Fitness Indexes for Measurement Model

Name of category	Name of index	Index value	Standard criteria	Comments
Absolute fit	RMSEA	0.020	<0.08	Achieved
Incremental fit	CFI	0.992	>0.9	Achieved
	TLI	0.992	>0.9	Achieved
	IFI	0.993	>0.9	Achieved
Parsimonious fit	Chisq./df	1.160	1.00-3.00	Achieved

4.5. Reliability and Convergent Validity Analysis

Following confirmation of the measurement model's overall goodness-of-fit, this study conducted reliability and convergent validity analyses to assess whether the measurement items functioned consistently within each construct. Reliability was evaluated using Cronbach's alpha (α) and composite reliability (CR), while convergent validity was assessed based on factor loadings and average variance extracted (AVE), in accordance with established guidelines (Bagozzi & Yi, 1988; Fornell & Larcker, 1981).

The results indicated that all constructs demonstrated strong internal consistency, with Cronbach's α coefficients exceeding 0.875 and CR values surpassing 0.876. Furthermore, all factor loadings exceeded the threshold of 0.70, and AVE values for each construct were above 0.639, thereby satisfying the criteria proposed by Fornell and Larcker (1981), which recommend a minimum of 0.50 for both loadings and AVE. These findings suggest that the observed indicators effectively capture the underlying latent constructs.

In addition, CR values for all constructs were above 0.70, indicating strong inter-item consistency and construct reliability. The detailed results are presented in Table 7, confirming that the major constructs in this study meet both reliability and convergent validity requirements. These results provide a solid basis for ensuring the validity of subsequent structural model testing.

Table 7, which is presented on the following page, provides a comprehensive summary of the construct-level reliability statistics and convergent validity estimates. Including factor loadings, Cronbach's alpha, composite reliability, and AVE values, this table ensures full methodological transparency and facilitates empirical traceability across all measurement indicators. Importantly, all constructs were measured using four to six items, each yielding strong standardized loadings, which further confirms the robustness of the measurement model.

Table 7: Reliability and Convergent Validity of Constructs

Construct	Items	Estimate	Cronbach's α	Composite Reliability (CR)	Average Variance Extracted (AVE)
Sense	SE1	0.737	0.875	0.876	0.639
	SE2	0.829			
	SE3	0.778			
	SE4	0.848			
Feel	FE1	0.875	0.922	0.922	0.747
	FE2	0.868			
	FE3	0.844			
	FE4	0.870			
Think	TH1	0.862	0.921	0.921	0.746
	TH2	0.858			
	TH3	0.884			
	TH4	0.850			
Act	AC1	0.872	0.922	0.923	0.750
	AC2	0.846			
	AC3	0.864			
	AC4	0.881			
Relate	RE1	0.867	0.925	0.926	0.757
	RE2	0.869			
	RE3	0.874			
	RE4	0.870			
interactivity	IN1	0.837	0.924	0.884	0.718
	IN2	0.812			
	IN3	0.846			
	IN4	0.793			
	IN5	0.802			
	IN6	0.826			
Satisfaction	SA1	0.883	0.923	0.923	0.749
	SA2	0.874			
	SA3	0.857			
	SA4	0.847			
Continued use intention	CO1	0.870	0.952	0.952	0.768
	CO2	0.881			
	CO3	0.870			
	CO4	0.872			
	CO5	0.871			
	CO6	0.894			

4.6. Correlation Analysis

A Pearson correlation analysis was conducted using SP SS 30.0 to examine the interrelationships among the main c onstructs. As summarized in Table 8, most correlation coeff icients were statistically significant at the $p < 0.01$ level.

Table 8: Discriminant Validity

	Sense	Feel	Think	Act	Relate	Interactivity	Satisfaction	Usage Intention
Sense	0.799							
Feel	0.357**	0.864						
Think	0.340**	0.674**	0.864					
Act	0.049	0.565**	0.564**	0.866				
Relate	0.377**	0.527**	0.585**	0.556**	0.870			
Interactivity	0.048	0.466**	0.578**	0.505**	0.459**	0.820		
Satisfaction	0.452**	0.606**	0.638**	0.505**	0.699**	0.437**	0.865	
Usage Intention	0.279**	0.600**	0.677**	0.645**	0.652**	0.485**	0.702**	0.876

Note: N=394.**p<0.01

Notably, relatively strong correlations were observed between Feel and Think, Relate and Satisfaction, and Satisfaction and Continued use intention. In contrast, no significant correlation was found between Act and Sense or between Interactivity and Sense, indicating potential structural independence among certain subdimensions.

Overall, the results support the hypothesized theoretical linkages among the key constructs and provide preliminary empirical justification for the subsequent structural model analysis.

4.7. Hypothesis Testing

A structural equation modeling (SEM) analysis was conducted using AMOS 29.0 to examine the causal relationships among the key variables. As shown in Table 9, all hypothesized paths were found to be statistically significant, thereby supporting the proposed model.

First, each subdimension of experiential marketing—sensory experience (Sense), affective experience (Feel), cognitive experience (Think), behavioral experience (Act), and relational experience (Relate)—had a significant positive effect on satisfaction, with all path coefficients statistically supported at conventional significance levels (H1-1 to H1-5). Among these, relate exhibited the strongest effect ($\beta = 0.339$).

Furthermore, satisfaction was found to have a strong positive influence on continued use intention (H2), with a path coefficient of $\beta = 0.757$ and a critical ratio (C.R.) of 15.576, indicating high statistical significance.

These findings empirically validate the theoretical assumptions of the proposed model and confirm the presence of robust causal linkages among the core constructs.

Table 9: Regression Weight

Hypotheses	Path	Estimate	S.E.	C.R.	P	Supported
H1-1	Sense → Satisfaction	0.227	0.047	4.815	***	Yes
H1-2	Feel → Satisfaction	0.111	0.055	2.023	*	Yes
H1-3	Think → Satisfaction	0.190	0.058	3.285	**	Yes
H1-4	Act → Satisfaction	0.265	0.054	4.932	***	Yes
H1-5	Relate → Satisfaction	0.339	0.052	6.488	***	Yes
H2	Satisfaction → Usage	0.757	0.049	15.576	***	Yes

Note: *p<0.05, **p<0.01, ***p<0.001

Table 10: Regression Weight

Hypotheses		coeff	se	t	p	LLCI	ULCI	Supported
H3-1	constant	3.544	0.503	7.047	***	2.555	4.533	No
	Sense	0.435	0.046	9.438	***	0.345	0.526	
	Interactivity	0.462	0.053	8.767	***	0.358	0.565	
	Int_1	-0.028	0.031	-0.885	0.377	-0.089	0.034	
H3-2	constant	3.473	0.488	7.119	***	2.514	4.433	Yes
	Feel	0.492	0.046	10.641	***	0.401	0.583	
	Interactivity	0.223	0.057	3.947	***	0.112	0.335	
	Int_1	0.084	0.031	2.769	**	0.025	0.144	
H3-3	constant	3.920	0.481	8.152	***	2.975	4.865	Yes
	Think	0.530	0.048	11.068	***	0.435	0.624	
	Interactivity	0.150	0.059	2.542	*	0.034	0.266	
	Int_1	0.092	0.032	2.895	**	0.030	0.154	

Hypotheses		coeff	se	t	p	LLCI	ULCI	Supported
H3-4	constant	4.259	0.484	8.800	***	3.307	5.210	Yes
	Act	0.493	0.048	10.339	***	0.399	0.587	
	Interactivity	0.214	0.057	3.755	***	0.102	0.325	
	Int_1	0.162	0.031	5.170	***	0.100	0.223	
H3-5	constant	4.319	0.438	9.871	***	3.459	5.179	Yes
	Relate	0.649	0.043	15.215	***	0.565	0.733	
	Interactivity	0.156	0.051	3.069	**	0.056	0.255	
	Int_1	0.147	0.029	5.166	***	0.091	0.203	

Note: *p<0.05, **p<0.01, ***p<0.001

To examine whether platform interactivity moderates the relationship between the subdimensions of experiential marketing and satisfaction, the present study employed SPSS PROCESS Macro (Model 1). The moderation analysis results are presented in Table 10.

The results show that the interaction terms (Int_1) for H3-2 (Feel), H3-3 (Think), H3-4 (Act), and H3-5 (Relate) were statistically significant, with p-values of .006, .004, .000, and .000, respectively. Additionally, the 95% confidence intervals for each path did not include zero, indicating the presence of significant moderation effects. Accordingly, these hypotheses were supported.

In contrast, for H3-1 (Sense), the p-value of the interaction term was .377, and the confidence interval ranged from [-0.089, 0.034], which includes zero. This suggests that the moderation effect was not statistically significant, and therefore, H3-1 was rejected.

These findings indicate that platform interactivity significantly moderates the relationships between affective, cognitive, behavioral, and relational experiences and user satisfaction, whereas no significant moderation was observed for sensory experience.

Figure 2 (presented on the following page) visually illustrates how platform interactivity moderates the relationship between the four experiential marketing dimensions—Feel, Think, Act, and Relate—and user satisfaction. Across all graphs, the slopes under the high interactivity condition (dotted lines) appear steeper than those under the low interactivity condition (solid lines), suggesting that platform interactivity amplifies the effect of experiential dimensions on satisfaction.

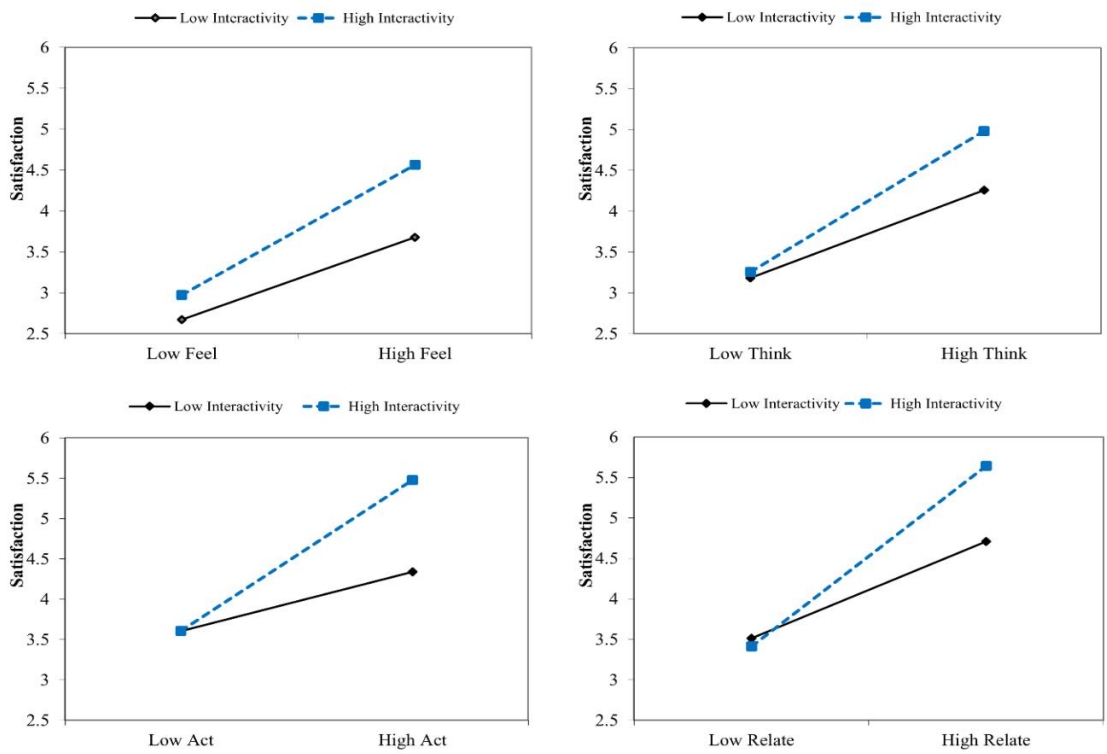

Figure 2: Interaction Plots for Interactivity × Experiential Dimensions

In particular, the Act and Relate dimensions exhibit more pronounced differences in slope and satisfaction change between high and low interactivity conditions, indicating relatively stronger moderation effects. In contrast, although moderation is also present for Feel and Think, the magnitude of change is more gradual. These results highlight that behavioral and relational experiences, when combined with high platform interactivity, exert a more substantial influence on enhancing user satisfaction.

5. Discussion

This study empirically examined the impact of experiential marketing on user satisfaction and continued use intention in the context of game distribution platforms, while also exploring the moderating role of platform interactivity. Experiential marketing was conceptualized into five core dimensions—Sense, Feel, Think, Act, and Relate—serving as independent variables, with continued use intention as the dependent variable. Platform interactivity was incorporated as a moderator to address the limited empirical attention given to moderation effects in prior studies.

Structural equation modeling (SEM) using AMOS showed that all five experiential marketing dimensions positively predicted user satisfaction (H1-1 to H1-5 supported). Satisfaction, in turn, significantly influenced continued use intention (H2 supported). These results indicate that platform environments designed around experiential principles can effectively boost user satisfaction and foster sustained user engagement.

Moderation analysis using SPSS PROCESS Macro (Model 1) revealed that interactivity significantly moderated the effects of the Feel, Think, Act, and Relate dimensions on satisfaction (H3-2 to H3-5 supported), while no significant moderating effect was found for Sense (H3-1 rejected). The absence of a moderating effect for the Sense dimension may be explained by the static nature of visual design in digital game platforms. Prior studies suggest that visual elements such as color, layout, and typography are processed passively and primarily support basic usability (Zha et al., 2022; Petit et al., 2019). Consequently, these sensory components are less susceptible to real-time interactivity—especially in standardized environments like Steam or WeGame, where interface design remains largely consistent. This result implies that sensory experience may be less responsive to interactive enhancement than other experiential dimensions. Notably, the strongest moderating effects were observed for Act and Relate, underscoring the role of interactivity as a powerful amplifier of behavioral and relational engagement in shaping user satisfaction.

6. Conclusion

6.1. Theoretical Implications

This study advances experiential marketing theory (Schmitt, 1999) by extending its application to the context of game distribution platforms. Prior research has predominantly focused on experiential marketing's influence within traditional offline retail, hospitality, and e-commerce environments. In contrast, this study empirically validates how sensory, affective, cognitive, behavioral, and relational experiences contribute to user satisfaction and behavioral intention within digital gaming platforms, such as WeGame and Steam. These findings demonstrate that experience-driven marketing strategies are not limited to product or service content, but are critically relevant to the holistic design of digital platform environments.

The research also contributes to the literature by positioning platform interactivity as a moderating variable in the experiential marketing–satisfaction relationship. While prior studies have primarily conceptualized interactivity as an independent or mediating factor, this study highlights its role as a contextual amplifier of experiential effects. The empirical validation of interactivity's moderating influence expands the theoretical understanding of environmental variables in shaping digital user experiences and underscores the need to consider platform design features as integral components of experiential value delivery.

In addition, the study enhances methodological rigor by employing a dual analytical approach—structural equation modeling (SEM) via AMOS and moderation analysis via SPSS PROCESS Macro. By combining these techniques, the research not only validates the direct experiential pathways but also captures the interaction effects embedded within the user experience process. This multi-method strategy provides a comprehensive and multidimensional framework for understanding user responses in technology-mediated environments, offering a robust foundation for future behavioral research in digital platform contexts.

6.2. Practical Implications

This study provides actionable insights for platform marketers by demonstrating how experiential marketing strategies (Schmitt, 1999) can be effectively applied within the game distribution platform environment. While experiential marketing has traditionally been implemented in offline retail, hospitality, and e-commerce settings, this research empirically confirms its relevance in digital platforms such as WeGame and Steam. Specifically, the study shows how the five experiential dimensions—sensory, affective, cognitive, behavioral, and relational—

significantly enhance user satisfaction and continued use intention. These findings suggest that immersive marketing tactics should extend beyond game content to encompass the entire platform interface and user journey.

The identification of platform interactivity as a significant moderating factor provides clear strategic guidance for platform designers and managers. Interactivity—defined as real-time feedback, system responsiveness, and user-to-user communication—can amplify the effectiveness of experiential inputs, particularly in enhancing satisfaction through behavioral and relational experiences. The findings highlight the importance of designing interactive environments that foster user agency and emotional connection, especially in highly immersive platforms like gaming ecosystems.

Building on these findings, this study proposes dimension-specific platform design strategies to enhance existing experiential content via interactive mechanisms. These suggestions do not redefine the experiential dimensions themselves but aim to amplify user perception and satisfaction by embedding responsive interaction layers into the platform experience.

For affective experience, platforms can add interactive emotional feedback such as real-time emoji responses, personalized greetings, or animated reactions to enhance emotional resonance.

For cognitive experience, AI-powered recommendation engines, searchable FAQs, and dynamic tooltips can facilitate two-way information flow and encourage deeper cognitive engagement.

Behavioral experience, which showed the strongest moderating effect, can be reinforced through gamified feedback such as task cues, progress indicators, and achievement badges to boost user autonomy and participation.

For relational experience, features such as co-play invitations, threaded comments, or in-app voting can foster community connection and strengthen social identity.

While many of these mechanisms are already technologically feasible, future designs may benefit from deeper integration with artificial intelligence (AI). Nonetheless, it is essential to first understand the logic of interaction amplification before embedding AI-powered features strategically.

The study's dual-method approach—employing both structural equation modeling (SEM) and moderation analysis using SPSS PROCESS Macro—offers a replicable analytical framework for platform operators seeking to evaluate and optimize user experience. The integrated modeling of experiential marketing → satisfaction → continued usage, moderated by interactivity, allows practitioners to identify high-impact pathways for user engagement and retention. As such, the study provides a diagnostic toolkit for managers to assess the strength of experiential touchpoints and strategically adjust platform design elements to strengthen user satisfaction and optimize continued use intention. In this regard, aligning experiential strategies with efficient platform-level distribution flows may further enhance user stickiness and optimize content delivery across digital ecosystems.

In sum, this research provides a comprehensive blueprint for experience-driven growth strategies in the digital platform industry, extending its implications to platform marketing, strategic service innovation, and user interface design.

6.3. Limitations and Future Research Directions

This study is based on a cross-sectional online survey conducted with Chinese users during a specific period, which limits the generalizability of the findings. Given the dynamic nature of user engagement on game platforms, a cross-sectional design restricts the ability to observe temporal changes in perceptions and behaviors. It also limits causal inference regarding the relationships among key variables. To address these issues, future research could adopt longitudinal designs with panel data to track how experiential variables and behavioral outcomes evolve over time. Alternatively, experimental approaches could manipulate platform interactivity conditions to assess their causal effects on satisfaction and continued use intention, particularly in testing moderation effects.

The sample was drawn from users of specific domestic platforms, primarily composed of younger Chinese individuals. This demographic concentration may not reflect the full diversity of gaming behavior across age groups, regions, or cultural contexts. Additionally, the limited platform diversity constrained our ability to examine structural differences—such as centralized versus decentralized distribution models—which may shape user experience and retention patterns. Comparative studies across varied platform types could offer more generalizable insights into the mechanisms driving continued use intention.

Although this study examined the moderating effect of platform interactivity on the relationship between the five experiential marketing dimensions and user satisfaction, it did not include psychological constructs such as emotional response, perceived value, or personal motivation. Incorporating these factors in future models could enhance our understanding of the experiential process and its downstream outcomes.

Furthermore, the analysis focused on satisfaction as the sole mediating variable, excluding other potential outcomes like brand attitude or detailed retention behavior. Expanding the outcome framework would contribute to a more holistic view of platform-based consumer engagement.

While the study employed robust statistical tools—including structural equation modeling (SEM) and the PROCESS Macro—some methodological limitations remain. In particular, the model did not account for nested data structures or nonlinear relationships, which may obscure the complexity of user experience formation. Future work could utilize multilevel or nonlinear modeling to better capture these patterns.

Finally, the current research centers on system-level interactivity, without addressing user-to-user interaction or community-based engagement. Including these social mechanisms—perhaps through multi-path models—could provide valuable insights into the participatory dimensions of gaming platforms.

References

Ahmad, P., Ram, N., Shekhar Bellamkonda, R., & Kumar, A. (2025). Consumer Satisfaction and Reuse Intention of Food Delivery Apps: Integration of Service Quality Model and Expectation Confirmation Theory. *Journal of Quality Assurance in Hospitality & Tourism*, 1–29. https://doi.org/10.1080/1528008X.2025.2462994

Anand, K., Arya, V., Suresh, S., & Sharma, A. (2023). Quality Dimensions of Augmented Reality-based Mobile Apps for Smart-Tourism and its Impact on Customer Satisfaction & Reuse Intention. *Tourism Planning & Development*, *20*(2), 236–259. https://doi.org/10.1080/21568316.2022.2137577

Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin, 103*(3), 411–423. https://doi.org/10.1037/0033-2909.103.3.411

Anderson, R. E., & Srinivasan, S. S. (2003). E-satisfaction and e-loyalty: A contingency framework. *Psychology & Marketing*, *20*(2), 123–138. https://doi.org/10.1002/mar.10063

Arief, A. A., Puspitarini, I., Abrahams, F. G., Indra, R., & Mani, L. (2024). Distribution in Coworking Space: Exploring Brand Experience and Brand Image on Brand Equity through Brand Loyalty. *The Journal of Distribution Science, 22(7)*, 13-22. https://doi.org/10.15722/jds.22.7.202407.13

Bae, J., & Koo, D.M. (2016). The Effect of Game Platforms Selection of Mobile Game Firms on Value Capture: Content Qualitative Analysis. *Journal of Korea Game Society*, *16*(6), 173–184. https://doi.org/10.7583/JKGS.2016.16.6.173

Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, *16*(1), 74–94. https://doi.org/10.1007/BF02723327

Bhattacherjee, A. (2001). Understanding Information Systems Continuance: An Expectation-Confirmation Model. *MIS Quarterly*, *25*(3), 351. https://doi.org/10.2307/3250921

Bilgihan, A., Barreda, A., Okumus, F., & Nusair, K. (2016). Consumer perception of knowledge-sharing in travel-related online social networks. *Tourism Management*, *52*, 287–296. https://doi.org/10.1016/j.tourman.2015.07.002

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What is It? How is it Measured? Does it Affect Loyalty? *Journal of Marketing*, *73*(3), 52–68. https://doi.org/10.1509/jmkg.73.3.052

Bulmer, S., & Buchanan-Oliver, M. (2010). Experiences of Brands and National Identity. *Australasian Marketing Journal*, *18*(4), 199–205. https://doi.org/10.1016/j.ausmj.2010.07.002

Cennamo, C. (2018). Building the Value of Next-Generation Platforms: The Paradox of Diminishing Returns. *Journal of Management*, *44*(8), 3038–3069. https://doi.org/10.1177/0149206316658350

Chen, J., Ching, R. K., Luo, M. M., & Liu, C.C. (2008). Virtual experiential marketing on online customer intentions and loyalty. *Proceedings of the 41st Annual Hawaii International Conference on System Sciences (HICSS 2008)*, 271–271. https://ieeexplore.ieee.org/abstract/document/4438976/

Chiang, C.T. (2023). Engraving customer experiences through digital technologies. *Journal of Services Marketing*, *37*(5), 671–685. https://doi.org/10.1108/JSM-05-2022-0164

Daragmeh, A., Saleem, A., Bárczi, J., & Sági, J. (2022). Drivers of post-adoption of e-wallet among academics in Palestine: An extension of the expectation confirmation model. *Frontiers in Psychology*, *13*, 984931. https://doi.org/10.3389/fpsyg.2022.984931

Ding, C. G., & Tseng, T. H. (2015). On the relationships among brand experience, hedonic emotions, and brand equity. *European Journal of Marketing*, *49*(7/8), 994–1015. https://doi.org/10.1108/EJM-04-2013-0200

Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, *18*(1), 39–50. https://doi.org/10.1177/002224378101800104

Gao, L., Waechter, K. A., & Bai, X. (2015). Understanding consumers' continuance intention towards mobile purchase: A theoretical framework and empirical study–A case of China. *Computers in Human Behavior*, *53*, 249–262. https://doi.org/10.1016/j.chb.2015.07.014

Gentile, C., Spiller, N., & Noci, G. (2007). How to sustain the customer experience: An overview of experience components that co-create value with the customer. *European Management Journal*, *25*(5), 395–410. https://doi.org/10.1016/j.emj.2007.08.005

Haki, K., Blaschke, M., Aier, S., Winter, R., & Tilson, D. (2024). Dynamic capabilities for transitioning from product platform ecosystem to innovation platform ecosystem. *European Journal of Information Systems*, 33(2), 181–199. https://doi.org/10.1080/0960085X.2022.2136542

Hamari, J., Koivisto, J., & Sarsa, H. (2014). Does gamification work? –a literature review of empirical studies on gamification. *2014 47th Hawaii International Conference on System Sciences*, 3025–3034. https://ieeexplore.ieee.org/abstract/document/6758978/

Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. *Journal of Interactive Marketing*, *28*(2), 149–165. https://doi.org/10.1016/j.intmar.2013.12.002

Hwang, I., Kim, J., & Lee, I. (2022). The Effect of Innovation and Presence Factors of Metaverse on the Intention to Continuous Use Through Platform Trust: Analysis of the Moderating Effect of Digital Technological Competence. *The Korean Academic Association of Business Administration*, *35*(6), 1055–1079. https://doi.org/10.18032/kaaba.2022.35.6.1055

Islam, H., Jebarajakirthy, C., & Shankar, A. (2021). An

experimental based investigation into the effects of website interactivity on customer behavior in on-line purchase context. *Journal of Strategic Marketing*, *29*(2), 117–140. https://doi.org/10.1080/0965254X.2019.1637923

Jang, S. (2022). A study on the influence of service and platform attribute, satisfaction and continuance usage intention in OTT-Focus on MZ generation. *Journal of Speech, Media and Communication Research*, *21*(3), 71–114. https://doi.org/10.51652/ksmca.2022.21.3.3

Jia, Z., & Hwang, J. (2013). The relationships among online fashion shopping mall attributes, experiential marketing, and customer satisfaction-Focused on Chinese consumers. In *Journal of Korea Society of Design Forum* (Vol. 41, No. 4, pp. 215-226).

Joelsson, T. N., Hyrynsalmi, S., & Molenaar, S. (2018). The Role of Prosumers in the Evolution of a Software Ecosystem: Case Steam. *International Workshop on Software-Intensive Business: Start-Ups, Ecosystems and Platforms*, 72–88. https://researchportal.tuni.fi/en/publications/the-role-of-prosumers-in-the-evolution-of-a-software-ecosystem-ca

Kang, M. (2024). A Study on the Impact of E-Service Quality in E-Learning Satisfaction. *The Journal of Distribution Science*, 22(12), 123-132, https://doi.org/10.15722/jds.22.12.202412.123

Khazraee, E., & Novak, A. N. (2018). Digitally Mediated Protest: Social Media Affordances for Collective Identity Construction. *Social Media + Society*, *4*(1), 2056305118765740. https://doi.org/10.1177/2056305118765740

Kim, J., & Yum, K. (2024). Enhancing Continued use intention in E-Commerce Marketplace Platforms: The Effects of Service Quality, Customer Satisfaction, and Trust. *Applied Sciences*, *14*(17), 7617. https://doi.org/10.3390/app14177617

Kim, K., Hwang, J., Zo, H., & Lee, H. (2016). Understanding users' continuance intention toward smartphone augmented reality applications. *Information Development*, *32*(2), 161–174. https://doi.org/10.1177/0266666914535119

Kim, K.M., Choi, H.W., & Kwon, S.I. (2014). Influence of Social Presence on Online Community Users' Continuance Intention. *The Journal of the Korea Contents Association*, *14*(2), 131–145. https://doi.org/10.5392/JKCA.2014.14.02.131

Kim, M. (2023). Connecting artificial intelligence to value creation in services: Mechanism and implications. *Service Business*, *17*(4), 851–878. https://doi.org/10.1007/s11628-023-00547-7

Kuo, C.S., & Hsu, C.C. (2022). Continuance Intention to Use and Perceived Net Benefits as Perceived by Streaming Platform Users: An Application of the Updated IS Success Model. *Behavioral Sciences*, *12*(5), 124. https://doi.org/10.3390/bs12050124

Lee, K. H., & Kim, B. Y. (2021). Service satisfaction and continuous use intention on omnichannel-based pickup service. *Journal of Distribution Science*, *19*(10), 5-15. https://doi.org/10.15722/jds.19.10.202110.5

Lee, M.B. (2011). A Study on exploring factors influencing continuance intention in the SNS. *Journal of Korea Society of Industrial Information Systems*, *16*(5), 151–161. https://doi.org/10.9723/jksiis.2011.16.5.151

Leung, L. (2009). User-generated content on the internet: An examination of gratifications, civic engagement and psychological empowerment. *New Media & Society*, *11*(8), 1327–1347. https://doi.org/10.1177/1461444809341264

Li, L., Yu, M., Choi, H.S. C., & Lee, H. (2025). Exploring the psychological benefits of value co-creation in tourism: Enhancing hedonic and eudaimonic well-being through empowerment, social connectedness, and positive emotions. *Journal of Vacation Marketing*, 13567667251320111. https://doi.org/10.1177/13567667251320111

Liu, Y., & Shrum, L. J. (2002). What is Interactivity and is it Always Such a Good Thing? Implications of Definition, Person, and Situation for the Influence of Interactivity on Advertising Effectiveness. *Journal of Advertising*, *31*(4), 53–64. https://doi.org/10.1080/00913367.2002.10673685

Marchand, A., & Hennig-Thurau, T. (2013). Value Creation in the Video Game Industry: Industry Economics, Consumer Benefits, and Research Opportunities. *Journal of Interactive Marketing*, *27*(3), 141–157. https://doi.org/10.1016/j.intmar.2013.05.001

McAlexander, J. H., Schouten, J. W., & Koenig, H. F. (2002). Building Brand Community. *Journal of Marketing*, *66*(1), 38–54. https://doi.org/10.1509/jmkg.66.1.38.18451

Möller, A. M., Vermeer, S. A., & Baumgartner, S. E. (2024). Cutting through the comment chaos: A supervised machine learning approach to identifying relevant youtube comments. *Social Science Computer Review*, *42*(1), 162-185. https://doi.org/10.1177/08944393231173895

Newzoo. (2025). *Global Games Market Report 2025*. Retrieved from https://www.newzoo.com

Obeid, A., Ibrahim, R., & Fadhil, A. (2024). Extended Model of Expectation Confirmation Model to Examine Users' Continuous Intention Toward the Utilization of E-Learning Platforms. *IEEE Access*, *12*, 40752–40764. https://doi.org/10.1109/ACCESS.2024.3373190

Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, *17*(4), 460–469. https://doi.org/10.1177/002224378001700405

Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, *63*(4_suppl1), 33–44. https://doi.org/10.1177/00222429990634s105

Pallavicini, F., Pepe, A., & Mantovani, F. (2021). Commercial Off-The-Shelf Video Games for Reducing Stress and Anxiety: Systematic Review. *JMIR Mental Health*, *8*(8), e28150. https://doi.org/10.2196/28150

Pang, H., & Ruan, Y. (2024). Disentangling composite influences of social connectivity and system interactivity on continuance intention in mobile short video applications: The pivotal moderation of user-perceived benefits. *Journal of Retailing and Consumer Services*, *80*, 103923. https://www.sciencedirect.com/science/article/pii/S0969698924002194

Pellas, N., Mystakidis, S., & Christopoulos, A. (2021). A Systematic Literature Review on the User Experience Design for Game-Based Interventions via 3D Virtual Worlds in K-12 Education. *Multimodal Technologies and Interaction*, *5*(6), 28. https://doi.org/10.3390/mti5060028

Petit, O., Velasco, C., & Spence, C. (2019). Digital Sensory Marketing: Integrating New Technologies into Multisensory Online Experience. *Journal of Interactive Marketing*, *45*(1), 42–61. https://doi.org/10.1016/j.intmar.2018.07.004

Reinartz, W., & Saffert, P. (2013). Creativity in advertising: When

it works and when it doesn't. *Harvard Business Review*, *91*(6), 106–111.

Reyes-de-Cózar, S., Ramírez-Moreno, C., & Barroso-Tristán, J. M. (2022). A Qualitative Analysis of the Educational Value of Commercial Video Games. *Education Sciences*, *12*(9), 584. https://doi.org/10.3390/educsci12090584

Sarstedt, M., Ringle, C. M., Smith, D., Reams, R., & Hair Jr, J. F. (2014). Partial least squares structural equation modeling (PLS-SEM): A useful tool for family business researchers. *Journal of Family Business Strategy*, *5*(1), 105–115. https://www.sciencedirect.com/science/article/pii/S1877858514000060

Schau, H. J., Muñiz, A. M., & Arnould, E. J. (2009). How Brand Community Practices Create Value. *Journal of Marketing*, *73*(5), 30–51. https://doi.org/10.1509/jmkg.73.5.30

Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management*, *15*(1–3), 53–67.

Schmitt, B., & Zarantonello, L. (2013). Consumer Experience and Experiential Marketing: A Critical Review. In N. K. Malhotra (Ed.), *Review of Marketing Research* (Vol. 10, pp. 25–61). Emerald Group Publishing Limited. https://doi.org/10.1108/S1548-6435(2013)0000010006

Scholz, J., & Duffy, K. (2018). We ARe at home: How augmented reality reshapes mobile marketing and consumer-brand relationships. *Journal of Retailing and Consumer Services*, *44*, 11–23. https://doi.org/10.1016/j.jretconser.2018.05.004

Sharabati, A.A. A., Al-Haddad, S., Al-Khasawneh, M., Nababteh, N., Mohammad, M., & Abu Ghoush, Q. (2022). The Impact of TikTok User Satisfaction on Continuous Intention to Use the Application. *Journal of Open Innovation: Technology, Market, and Complexity*, *8*(3), 125. https://doi.org/10.3390/joitmc8030125

Shin, D. (2019). How does immersion work in augmented reality games? A user-centric view of immersion and engagement. *Information, Communication & Society*, *22*(9), 1212–1229. https://doi.org/10.1080/1369118X.2017.1411519

Shin, H.S., & Kim, C.J. (2021). The Effect of Experiential Marketing on Customer Satisfaction and Repurchase Intention: Focusing the moderation effect of self-efficacy and the mediation effect of customer satisfaction. *Journal of Korea Culture Industry*, *21*(1), 13–22. https://doi.org/10.35174/JKCI.2021.03.21.1.13

Sjöblom, M., & Hamari, J. (2017). Why do people watch others play video games? An empirical study on the motivations of Twitch users. *Computers in Human Behavior*, *75*, 985–996. https://doi.org/10.1016/j.chb.2016.10.019

Song, J. H., & Zinkhan, G. M. (2008). Determinants of Perceived Web Site Interactivity. *Journal of Marketing*, *72*(2), 99–113. https://doi.org/10.1509/jmkg.72.2.99.

Stecuła, K. (2024). *Analysis of asymmetric VR games – Steam platform case study*. Technology in Society, 78, 102673. https://doi.org/10.1016/j.techsoc.2024.102673

Sundar, S. S., Kalyanaraman, S., & Brown, J. (2003). Explicating Web Site Interactivity: Impression Formation Effects in Political Campaign Sites. *Communication Research*, *30*(1), 30–59. https://doi.org/10.1177/0093650202239025

Thorhauge, A. M. (2024). The steam platform economy: From retail to player-driven economies. *new media & society*, *26*(4), 1963-1983. https://doi.org/10.1177/14614448221081401

Tudón, J. (2022). Distilling network effects from Steam. *Quantitative Marketing and Economics*, *20*(3), 293–312. https://doi.org/10.1007/s11129-022-09254-5

Urdea, A.M., & Constantin, C. P. (2021). Experts' perspective on the development of experiential marketing strategy: Implementation steps, benefits, and challenges. *Journal of Risk and Financial Management*, *14*(10), 502. https://doi.org/10.3390/jrfm14100502

Urdea, A.M., Constantin, C. P., & Purcaru, I.M. (2021). Implementing experiential marketing in the digital age for a more sustainable customer relationship. *Sustainability*, *13*(4), 1865. https://doi.org/10.3390/su13041865

Wan, X., Cenamor, J., Parker, G., & Van Alstyne, M. (2017). Unraveling platform strategies: A review from an organizational ambidexterity perspective. *Sustainability*, *9*(5), 734. https://doi.org/10.3390/su9050734

Xu, H., Teo, H.H., Tan, B. C. Y., & Agarwal, R. (2009). The Role of Push-Pull Technology in Privacy Calculus: The Case of Location-Based Services. *Journal of Management Information Systems*, *26*(3), 135–174. https://doi.org/10.2753/MIS0742-1222260305

Yadav, M. S., & Varadarajan, R. (2005). Interactivity in the Electronic Marketplace: An Exposition of the Concept and Implications for Research. *Journal of the Academy of Marketing Science*, *33*(4), 585–603. https://doi.org/10.1177/0092070305278487

Zaglia, M. E. (2013). Brand communities embedded in social networks. *Journal of Business Research*, *66*(2), 216–223. https://doi.org/10.1016/j.jbusres.2012.07.015

Zha, D., Foroudi, P., Melewar, T. C., & Jin, Z. (2022). Experiencing the sense of the brand: The mining, processing and application of brand data through sensory brand experiences. *Qualitative Market Research: An International Journal*, *25*(2), 205–232. https://doi.org/10.1108/QMR-09-2021-0118

Zha, D., Melewar, T. C., Foroudi, P., & Jin, Z. (2020). An Assessment of Brand Experience Knowledge Literature: Using Bibliometric Data to Identify Future Research Direction. *International Journal of Management Reviews*, *22*(3), 287–317. https://doi.org/10.1111/ijmr.12226

Zheng, L. (2019). The role of consumption emotions in users' mobile gaming application continuance intention. *Information Technology & People*, *33*(1), 340–360. https://doi.org/10.1108/ITP-04-2018-0197

Zhou, Q., Wang, S., & Wang, J. (2025). Exploring User Experience in Virtual Industrial Heritage Platforms: Impact of Cultural Identity, Functional Clarity, Scene Interactivity, and Narrative Quality. *Buildings*, *15*(2), 253. https://doi.org/10.3390/buildings15020253