

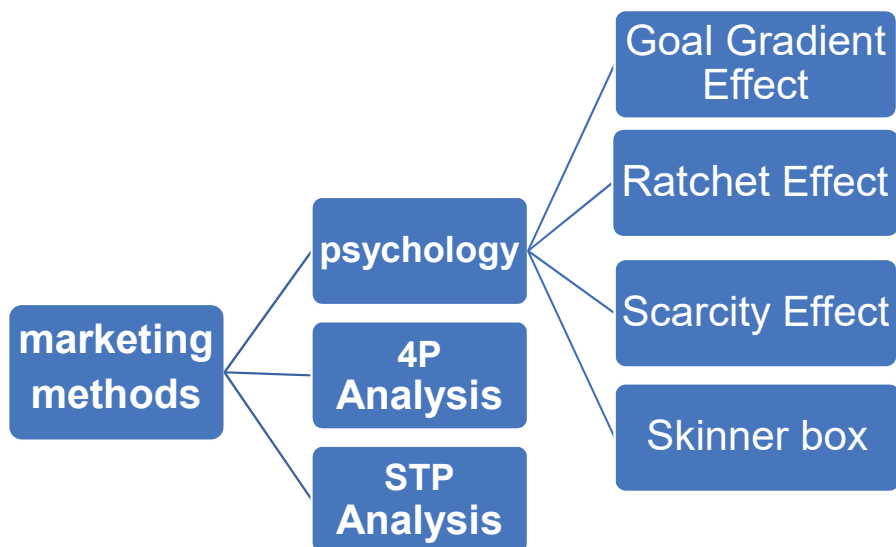


# Introduction

## Why Monetize?

### Modern Consumer Habits and Analysis of Monetization

This study aims to investigate the mobile gaming monetization habits, pricing, marketing methods, and post-monetization satisfaction in the era where almost everyone owns a mobile device. Initially, a literature review was conducted to gather and integrate relevant concepts. Subsequently, a series of questionnaire items were designed and distributed through social media or randomly distributed via AIRDROP.



#### Recommendations from our team

- Utilize Mobile Gaming Industry Resources to Market Our Products and Increase Brand Awareness.
- With a fixed product quality, we can attract consumers to make consistent purchases.
- The gacha mechanism allows consumers to choose whether to forgo obtaining duplicate virtual items.
- Introducing more affordable virtual items and special designs with higher cost-effectiveness.