

Title of Thesis	CONSUMER BEHAVIOR OF ELECTRONIC GAMES IN IBS COLLEGE
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### **ABSTRACT**

Electronic games are getting more and more popular nowadays. No matter male or female, electronic games are popular among them. Not to mention that, it is very popular among young people. Time and money are spent on the electronic games which become a type of hobby to be spent on. Consumer behavior towards electronic games is important as it might affect the player physically or psychologically. Electronic games might affect young people's time management or even financial management if they are not able to control themselves properly. This research aims to identify the consumer behavior on electronic games in IBS College. The researcher adopted quantitative research method and use of self-designed questionnaire for data collection. The results will be analyzed and collected by using statistic method.

The study indicated that young people played electronic games in order to achieve sense of achievement and as a way to express their hobby. They played electronic games whenever there is free time available. Besides, electronic games are the best element in triggering challenging feeling where shooting and action games are the best to trigger it. Therefore, young people will be willing to spend more time and money on electronic games. However, they will be still experiencing few impacts in academic performance due to playing electronic games.

As for recommendations, electronic game producers should design electronic games with more entertainment, challenging and with difficulty level to keep the young people playing the games. Electronic game producer can design action and shooting games that are compatible for smartphone so that everyone can play games. Cheaper games can also be used so that young people able to afford and invest more in electronic games. Through the electronic games with interaction element, young people will be able to interact more with their friends and family.