ABSTRACT PROCEEDING

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Gender In Video Game Usage And Behavior

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Abstract:
This study aims to identify and analyze the differences of behavior and describe the Usage toward Video Game between Male and Female gamers in Surabaya. The Video Game mentioned covers all electronic games, independent of their platform (computer, consoles, arcades, handheld, Smartphone). By understanding how consumers’ behavior is important to every marketer to develop a marketing strategy to meet their targeted consumer’s needs and wants. The data used in this research gathered through questionnaire which was adopted from Phan. et.al (2012). Using Non-probability purposive sampling technique, sample of this research consisted of 200 respondents; 100 Male and 100 Female respondents whose age is 17 years old or above, domiciled Surabaya, and routinely plays video game for at least two hours in a week. Further data analysis was descriptive analyzed by SPSS 23.0. Result shows that there is significant difference between male and female in behavior on game genres and gaming device, also the usage of the video game.