

## The Effects Of Fan Activity And Views On Purchase Decision In The Genshin Impact Fanwork Market: a Literature Synthesis

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### Abstract

Since the beginning of the industry, role-playing games (RPGs) have been among the most widely played game categories. As one of the worldwide top-grossing role-playing games in 2022, Genshin Impact is currently the 4th most popular game in Indonesia. With this popularity, many commercialized Genshin Impact fanworks circulated daily in the fan community, more popularly known as fandom. However, not all fanworks are accepted in the fandom and are considered "problematic works." Therefore, this research aims to know what factors support the purchase decision of Genshin Impact fanworks in Indonesia and the impact of negative factors of Genshin Impact fanworks on the purchase decision of Indonesian Genshin Impact fans. The findings of this study are expected to be of help to Genshin Impact fan workers in Indonesia.

**Keywords:** fandom, fan workers, fanworks, genshin impact, purchase decision.

### A. INTRODUCTION

Since the beginning of the industry, role-playing games (RPGs) have been among the most widely played game categories. RPG refers to role-playing games where players interact with the game world by controlling characters with motivations and histories. Millions of people worldwide play This game on various gaming platforms (Horsfall and Oikonomou, 2011). One of the most globally popular RPG games in 2022 is Genshin Impact, one of several games developed by HoYoverse, a Chinese video game development and publishing company. Genshin Impact has approximately 9 million players daily and has one of the largest player counts that exceeds 63 million players in August 2022, with 16 million daily users when it first launched in September 2020. This quantity has more than quadrupled in just two years, which is quite impressive (Sharma, 2022). It has become one of the top-grossing role-playing games in 2022, with \$1.2 billion in revenue. Cited from (Syera, 2023), Genshin Impact is ranked as the 4th most popular game in Indonesia. The article also claimed that Genshin Impact is the most popular RPG in Indonesia, with 6,857,493 downloads in App Store and Google Play Store (Willy, 2022).

With the popularity of Genshin Impact, HoYoverse made several official social media accounts for Genshin Impact's global players, namely Discord, Facebook, Instagram, Twitter, Reddit, Youtube, Tiktok, and WhatsApp. The social media that can be accessed easily in Indonesia are Facebook, Instagram, Twitter, Youtube, Tiktok, and WhatsApp. All of them have quite a large number of participants globally and locally in Indonesia. With many active Genshin Impact fans and players, much fanwork is circulating on social media. Even if estimating the quantity of fanwork is rather challenging, one type of fanwork in the form of fanfiction can be counted. As seen on a popular fanfiction website (Archiveofourown.org, 2023), fanfiction of Genshin Impact reached over 120.000 works in April 2023 and is still growing. This number is fantastic because fanworks are often clouded with copyright infringement issues and trademark violations (Bailey, 2016). However, many companies and copyright holders often disregard those infringements and violations because this phenomenon is considered good for the company. After all, as cited by (Jones-Mitchell, 2015), fans who create and share art around a brand, whether it be an illustration, a gif, or a song,

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share the weight of content development and further increase its virality. This is a good opportunity for gaming companies to advertise. Seeing the phenomenon mentioned above as a free advertising opportunity, HoYoverse released a program for Genshin Impact fan workers called "Genshin Impact Content Creators Program," commonly known as "Genshin CC Program," that encourages and often gives rewards to fans that produce fanworks of Genshin Impact through several requirements that can be seen on Genshin Impact's official discord channel (Genshin Impact Wiki, 2023).

Along with the Genshin Impact Content Creator Program, HoYoverse also released an official statement regarding merchandising for global fans, titled "Genshin Impact Overseas Fan-Made Merchandising Guide (Excluding Mainland China)" that was posted on HoYoVerse's official page at ([www.hoyolab.com](http://www.hoyolab.com), 2021), "The Genshin Impact project team would like to thank all of our passionate creators, and we welcome, support and appreciate all creative content. We hope to provide a pleasant and supportive environment for everyone, which protects the rights of creators while supporting their creativity. With this in mind, we have developed the "Genshin Impact Overseas Fan-Made Merchandising Guide (Excluding Mainland China)" (in the future, referred to as "Overseas Guide"). With this statement, HoYoVerse has declared that the company is supporting the creation of fanwork by giving permission (with reasonable restrictions) to produce fan art and fan merchandise.

Although the "Genshin Impact Overseas Fan-Made Merchandising Guide (Excluding Mainland China)" article only mentioned fanart and fan merchandise, other than those two subcategories, according to T.V. Tropes (2023), fanwork itself includes but is not limited to fan art, fan fiction, cosplay, doujinshi, fan theory, game live streaming, and gaming guide. In order to see how the players portray fanwork in a gaming fanbase, two preliminary surveys were conducted via a Google form. The respondent's criteria were people who play or are known as gamers. The surveys show several aspects of fanwork that are generally disliked by the Genshin Impact fan community. Five main types of fanworks that fall into such categories are as follows: 1) Toxic shipping culture and ship wars; 2) Excessive fan service and character sexualization are largely prominent in women and children characters; 3) Character depiction or mischaracterization of game characters; 4) Offensive and overused jokes, often in the form of memes; and 5) Disagreements in the community turn into fan wars.

With these survey responses, it became clear that these aspects are prone to incite negative responses and backlash towards the fanwork from the audiences, especially those in the fanbase, and will likely make it harder to make fanwork appeal to the eyes of the people in the fandom. However, in contrast to the expected negative effect, the survey still shows a positive response of the willingness to purchase fanworks. Therefore, this study examines the variables that affect Genshin Impact fans' purchase decisions towards fanworks despite the negative aspects. By being aware of the aspects that can affect fans' purchase decisions, Genshin Impact fanworks can create strategies to further increase their appeal in the fandom.

## B. RESULTS

In order to construct the conceptual framework and gain more clarity on relevant variables, eighteen studies were gathered with the conclusion as mentioned in Table 1.

**Table 1. Prior Research**

Authors	Findings
(Fadhillah, 2020)	virtual community participation significantly affects purchase intention, and hedonic motivations significantly affect virtual community participation.
(Pavita, 2021)	social media could facilitate fandom and sales-and-purchase activity.
(Fatmala, 2019)	fandom affects irrational buying interest positively, fans' irrational buying interest positively impacts irrational purchase decisions, and fanaticism positively affects irrational buying interest.

Authors	Findings
(Delmar et al., 2016)	There is a strong relationship between fandom and eudaimonic motivations.
(Tsay-Vogel & Sanders, 2015)	There is a strong relationship between fandom and eudaimonic motivations.
(Ghazwani, 2019)	There is a strong relationship between fandom and fanaticism.
(Sanitnarathorn, 2018)	Idolatry or fanaticism directly affects purchase intention.
(Lacasa et al., 2017)	There is a connection between fandom participation and fans' collective and individual identity.
(Kampersal, 2017)	There is a connection between fandom and the development of fans' identities.
(Landon. Jr., 1974)	There is a connection between self-image and purchase intention.
(Veronica et al., 2019)	Fans' self-concept affects their purchase intention positively, and fan loyalty positively affects the purchase intention toward K-Pop albums.
(Obiegbu et al., 2019)	Fandom participation is a heightened expression of loyalty.
(Drengner et al., 2012)	Community and loyalty have a strong connection.
(Linh Pham et al., 2023)	Gaming community identification positively relates to online gamer loyalty.
(Hameed & Kanwal, 2018)	Brand loyalty has a positive, notable impact on purchase intentions.
(Rusli & Berlianto, 2022)	Loyalty positively impacts players' Purchase Intentions.
(Amri & Prihandono, 2019)	Purchase intention significantly affects purchase decisions.
(Rahmaningtyas et al., 2017)	the intention to buy significantly affects purchasing decisions.

Most of the fanworks circulate in communities with the same interest of a media that is known as a fandom. A fandom is where the fans share their enthusiasm and creative works for the whole community to see. With the increasing popularity of the internet, fandoms are often based on social media, where information traffic is going rapidly (Hellekson, 2009). Fandom started from a minor phenomenon, growing into a rather big movement that infuses many factors of current society and its consumer culture (Fuschillo, 2018).

Fandom participation is associated with the expression of fan-appropriate looks and attitudes. In order to create a social identity that is representative of their membership in a particular media fandom, fans modify aspects of their self-expression, such as their wardrobe choices, hairstyles, and accessories (Groene and Hettinger, 2015). Additionally, as described by Hills (2002), whatever this 'participation' and 'activity' may be, whether it is video editing, costuming/impersonation, folk singing and performing, or fanzine production, fans' inventiveness as producers have served as the foundation for theories of fandom that celebrate this 'activity.'

Motivation is the process that starts, drives, and maintains a goal-oriented mindset. It also influences people's decisions to take particular actions (Cherry, 2020). Fandom participation is not exempt from this concept. There are always motivations for joining a community. Furthermore, both hedonic and eudaimonic motivation is at the root of fandom, and both theories are still important and helpful for study into how individuals pursue happiness and well-being conceptually and philosophically. These concepts are frequently crucial as researchers examine many facets of human existence, such as fandom (Delmar et al., 2016).

A self-image is "one's view or concept of oneself. Self-image is a crucial aspect of an individual's personality that can determine the success of relationships and a sense of general well-being (dictionary.apa.org, 2023). A negative self-image is often a cause of dysfunctions and self-abusive, self-defeating, or self-destructive behaviour". (Sicinski, 2015) also mentioned that self-image also describes someone's view on life, degree of happiness, and sense of fulfilment are continually impacted by how someone thinks and feels about themselves in light of their looks, performance, and relationships. By engaging

in fandom activities, a fan can adopt attributes shared by the community and, thus, makes it a part of their self-branding and/or self-image.

Fanaticism expresses great and frequently unthinking fervour, excitement, or dedication for anything, such as a belief system, political position, or cause. It may also describe actions brought on by zeal or commitment. A fanatic is a person who practices fanaticism, and fanaticism may be used to characterize that person's actions or views. The word "fanatic" is occasionally used disparagingly to suggest someone goes too far in their commitment. Today, however, the term "fanatic" merely denotes someone extremely devoted to or enthusiastic about their interests or hobbies. Those interests and hobbies can also manifest in fandom activity, where fans express their excitement over something. Additionally, The term "fan" is a shortened version of "fanatic" (www.dictionary.com, 2023).

Loyalty is a general term defined as a person's devotion or sense of attachment to a particular thing, such as another person or group of people, an ideal, a responsibility, or a cause. It seeks to align the faithful person's interests with the object's, expressing itself in thinking and behaviour (Encyclopedia Britannica, 2023). In both popular culture and scholarly discourses, the word "fan loyalty" refers to the allegiance that a fan feels and expresses toward the subject of their passion. Furthermore, in fan loyalty, participation refers to the actions and feelings a fan exhibits for the object of his or her fervour. It entails a series of actions the fan takes independently and with others (Zhang et al., 2015).

According to (MBA Skool Team, 2018), purchase intent refers to a customer's willingness to purchase a specific good or service. As a dependent variable, purchase intention is influenced by both internal and external variables. It indicates a respondent's attitude toward purchasing or using a service as their purchase intention. Purchase intention is crucial for assessing consumer purchasing behaviour (Angkouw & Rumokoy, 2016).

Purchase decision refers to the process a consumer goes through after determining a need, coming up with possibilities, and selecting a certain brand and product. Such decisions are based on customer actions or behaviours that result in purchases or transactions and are impacted by various factors (Nilda et al., 2020). From the eighteen types of research and the definitions of each variable, the relationship between the variables can be constructed and displayed in the proposed theoretical framework in the next subchapter.

### C. PROPOSED FRAMEWORK

In this study, the researcher employs a framework that includes variables significantly affecting fans' decisions on purchasing Genshin Impact fanworks after joining the fandom. The framework includes the variables gathered from the eighteen types of research. Furthermore, it can be inferred that the factors contributing to a customer's purchase decision are fandom participation, fanaticism, self-image, and loyalty, mediated by purchase intention. This theory generates and merges the framework and variables based on those above eighteen prior studies.

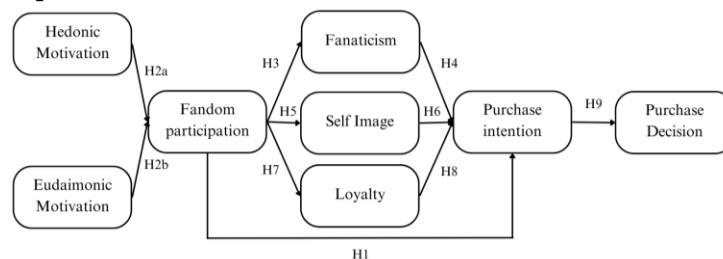


Figure 1. Proposed Conceptual Framework

A conceptual model that might affect purchase decisions in the Genshin Impact fanwork market is provided after the literature review. It has advised future researchers to consider these eight variables while analyzing the Genshin Impact fanwork industry to determine if they significantly affect one another. Future quantitative surveys are suggested to evaluate the suggested conceptual model. The author also suggests that future researchers use PLS-SEM as a data analysis method to estimate models with multiple constructs, indicator variables, and structural paths.

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