# Foreword/Preface

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# Summary / Abstract

# Glossary

# Chapter 1: Introduction

Do you really know why you bought that game or why you didn’t buy the game you so badly wanted? These will be one of the questions that will be answered as you read along.

This article will tackle how a person decides to buy a game, as well as how to set up a good questionnaire so that the answers can be gather from a group of people aging from 16 till around 25.

In the end these answers will be bundled and transformed in a decision tree. Depicting the thought process of an individual buying a game, or not buying one.

Chapter 2 provides information about the research questions, Chapter 3 describes the process towards the result as well as the result itself, Chapter 4 will be a discussion on the result and Chapter 5 bundles it all together into a nice conclusion.

# Chapter 2: Opportunity or problem description

*How does a person decide to buy a game?* This of course results in more questions. Let’s first look at the current situation and purpose. A large group of young adolescences are attracted to gaming. One could say that it is becoming a standard trend in the Netherlands. Most games are not free and need to be bought. This report looks into the buying habit of young adolescences to establish a clear pattern in the process of deciding to buy a game or not. The desired end product will be a decision tree to depict the flow of multiple thought processes.

To do this one must first ask himself on how to gather the data necessary to answer the question.

As I am one of the young adolescences who picked a large liking to games from an early age I decided that I wanted to grow up with them as well as gathered people around me to play games with. This resulted in a large collection of games and lots of people in my surroundings that play game. I grew curious on how others decide if they want a game or not.

There is one limit to the validity of the research. As no group larger than around twenty people can be gathered, one can question the correctness of the result.

The change of this constraint will be reduced by first looking into how to correctly acquire data, as well as translating that data in logical results. First there will be a little research done on constructing a questionnaire and it’s questions. This will be tested for best result until an agreeable questionnaire is created which will then be used for the main research.

To complete this research I divided the main research question into ten sub-questions.

* *How do you make a good questionnaire?*
* *What’s the media’s perspective on buying a game of value?*
* *When are you happy with a game?*
* *Is cost a deciding factor for buyers?*
* *What is the best way for interacting when asking a questionnaire?*
* *Are open or closed questions a better way of getting an effective answer?*
* *How do you make a good decision tree?*
* *What does the internet have to say about buying games?*
* *Is a questionnaire enough to get information from?*
* *When do you decide an answer is valid to use?*
* *What are my personal opinion about games?*
* *Is interviewing less than 20 people valid?*
* *What research has been done on the behavior of buyers.*

**Approach**

*As this is market research I will use the following strategies:*

*Field – This is the biggest strategy as this is how I get my data. I will have to carefully select my participants for my questionnaires.*

*Library – A lot of research is already done on the market as the entertainment market is a profitable place if you know how to sell your game. A lot of critics will have a list of pros and cons that will help them decide if you should get the game.*

*Workshop – I have to put my research to the test and see if it applies for everybody. I need to convert the information into a guide and use that guide myself to see if I am going to buy a game and if I’m happy with the game I bought.*

**Activities needed**

There are four phases throughout the research:

**Research phase:** this is the initialization phase. The research starts off with gathering information necessary on the three topics: games, questionnaires and decision trees. A lot of information can be found on the internet about this as well as a lot of best practice examples that can be used to stir this research in the right direction. This phase is solely about gathering information and deciding the relevance of that information to this research. This document will only contain the results of the research that are of value to the researcher.

Questions that need to be answered in this phase:

* What are games in general?
* How do you make a good questionnaire?
* What’s the media’s perspective on the value of game?
* What is the best way for interacting when asking a questionnaire?
* When do you decide an answer is valid to use?
* Are open or closed questions a better way of getting an effective answer?
* How do you make a good decision tree?
* What does the internet have to say about buying games?
* Is a questionnaire enough to get information from?
* When do you decide an answer is valid to use?
* What are my personal opinion about games?
* Is interviewing less than 20 people valid?
* What research has been done on the behavior of buyers.

**Construction phase:** This is the phase where the knowledge is applied to construct testing tools in the form of a questionnaire. This is also the phase for a decision tree template to be set up and in later phases to be filled in with appropriate data.

**Questionnaire phase:** This is one of the most import phases as this is where the information is gathered for the conclusion phase. The constructed questionnaire from the previous phase is used to gather information from roughly at least 20 people around the age of 21. The results will be gathered and analyzed in the next phase.

**Questionnaire questions created by the researcher prior to the beginning of the research:**

* When are you happy with a game?
* Is cost a deciding factor?

**Conclusion/decision tree phase:** The ending phase where all the knowledge and information comes together to be drawn into a conclusion. The decision tree will be adjusted and enriched with the data and will be the manifest of the result from this research.

# Chapter 3 Phases

## Chapter 3.1 Research Phase

Before any of the other research can be done a basic understanding is necessary about video games. Video games..

* What are games in general?
* How do you make a good questionnaire?
* What’s the media’s perspective on the value of game?
* What is the best way for interacting when asking a questionnaire?
* When do you decide an answer is valid to use?
* Are open or closed questions a better way of getting an effective answer?
* How do you make a good decision tree?
* What does the internet have to say about buying games?
* Is a questionnaire enough to get information from?
* When do you decide an answer is valid to use?
* What are my personal opinion about games?
* Is interviewing less than 20 people valid?
* What research has been done on the behavior of buyers.

# Chapter 4 : Discussion

# Chapter 5: Conclusion(s) and recommendation(s)

# References/Literature List