

COMM  
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Jannie Wang

**Why do gacha game players prefer powerful or attractive characters?**

Hello, I am U-  
Official(◦ • ◡ • ◦)



[https://arknights.fandom.com/wiki/U-Official?  
file=U-Official.png.](https://arknights.fandom.com/wiki/U-Official?file=U-Official.png)

# CONTEXT

## 【Gacha Game】

Gacha game is generated from “Gashapon”, a kind of capsule toy derived from Japanese Bandai company that consumers can get a random one from a set of given capsule goods in a loot box (Toto, 2012).

FREE GAME  
CONTENT

LARGE  
NUMBER OF  
PLAYERS

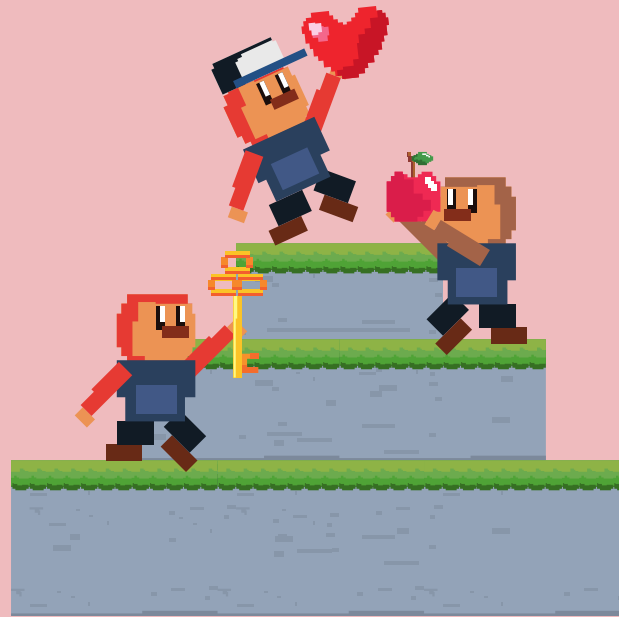
IN-GAME  
PURCHASE

## 【F2P Model】

The free-to-play (F2P) model is a business strategy used in the gaming industry where the core game is offered to players at no cost, but additional content or features can be purchased within the game. It relies on attracting a large player base and generating revenue through optional in-game transactions or advertisements.



# AUDIENCE



## 【Game Designer】

- Understand the specific elements that players prefer and create characters that align with those preferences.
- Understand what game mechanics and events might shape player preferences and modify gameplay to enhance player satisfaction.
- Understand why players spend real or virtual currency to obtain in-game items and use the monetization model to encourage player purchase.



## 【Game Player】

- Understand the mechanics of gacha games and the F2P model.
- Understand the reasons behind player's preferences and use this knowledge to foster player's decisions in team-building and character investment.
- Understand the importance of discussion and community interaction in shaping player's preferences.

## Player's preference for powerful Characters

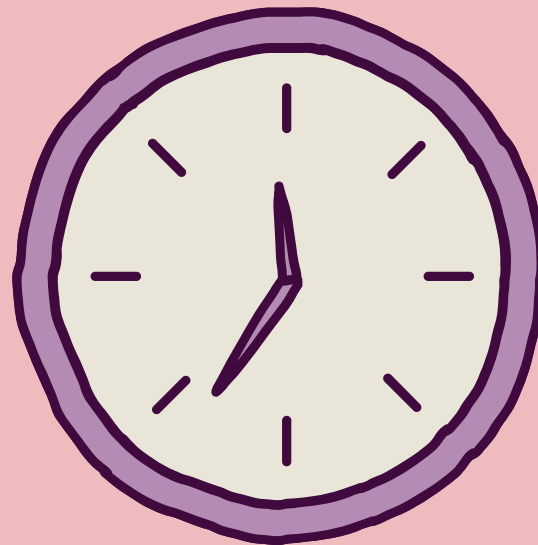
1

**Progress  
further in  
the game**



2

**Restricted  
time of  
gaming**



## Player's preference for attractive Characters

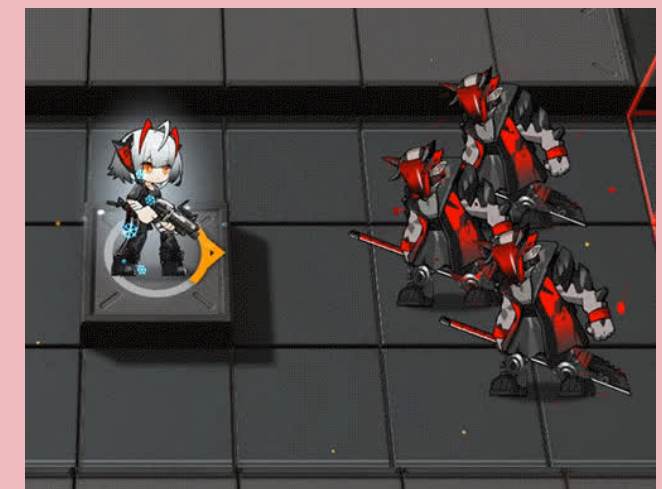
1

**Evoke  
positive  
emotions**



2

**Special  
effects of  
skills**



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