

FANATICISM AND CONSUMPTIVE BEHAVIOR AMONG PLAYERS OF THE OTOME GAME LOVE AND DEEPSPACE

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Abstract. The expansion of digital gaming has transformed mobile games into psychological and economic spaces that shape players' emotions and consumption behavior. Otome games, characterized by romantic narratives and intense emotional interaction, exemplify this shift. This study investigates the relationship between fanaticism and consumptive behavior among players of the otome game Love and Deepspace. Using a quantitative correlational design, data were collected from 100 active players with a minimum of one year of gameplay experience. Instrument validity was assessed through expert judgment and statistical testing, while reliability was confirmed using Cronbach's Alpha. Due to non-normal data distribution, Spearman's rho correlation was employed for analysis. The results reveal a positive and significant relationship between fanaticism and consumptive behavior ($\rho = 0.583$, $p < 0.001$), indicating a moderate correlation. These findings suggest that emotional attachment, immersive gameplay, and romantic interactions with virtual characters encourage players to engage in in-game spending. This study provides empirical evidence that emotional fanaticism toward virtual characters acts as a pivotal catalyst for repetitive in-game spending. It highlights how the character-centered narrative architecture of otome games effectively reconfigures digital consumption behavior among players

Keywords: Fanaticism, Consumptive Behavior, Otome Game, Love and Deepspace

Abstrak. Perkembangan permainan digital, khususnya mobile gaming, tidak hanya memengaruhi aspek hiburan, tetapi juga aspek psikologis pemain, seperti pada permainan otome yang menghadirkan narasi romantis dan interaksi emosional intens dengan karakter virtual sehingga berpotensi menumbuhkan sifat fanatisme yang dapat memengaruhi perilaku konsumtif pemain. Penelitian ini bertujuan untuk mengetahui hubungan antara fanatisme dan perilaku konsumtif pada pemain permainan otome. Penelitian ini menggunakan pendekatan kuantitatif dengan desain korelasional. Data dikumpulkan melalui metode survei menggunakan kuesioner berskala Likert terhadap 100 pemain game Love and Deepspace yang direkrut melalui komunitas pemain di platform X (Twitter) dengan teknik non-probability sampling. Instrumen penelitian menunjukkan reliabilitas yang tinggi dengan nilai Cronbach's Alpha sebesar 0,894. Analisis data dilakukan menggunakan uji korelasi Spearman's rho. Hasil penelitian menunjukkan adanya hubungan positif yang signifikan antara fanatisme dan perilaku konsumtif dengan nilai koefisien korelasi sebesar 0,583 dan signifikansi $p < 0,001$ pada kategori hubungan sedang. Temuan penelitian menunjukkan bahwa semakin tinggi keterikatan emosional dan tingkat fanatisme pemain, semakin tinggi pula kecenderungan perilaku konsumtif dalam permainan. Penelitian ini menyimpulkan bahwa fanatisme berperan dalam membentuk perilaku konsumtif pada pemain Otome game. Keterbatasan penelitian terletak pada cakupan sampel yang masih terbatas, sehingga penelitian selanjutnya disarankan melibatkan populasi yang lebih luas serta mempertimbangkan variabel psikologis lain. Berdasarkan hasil tersebut, pemain juga disarankan untuk meningkatkan kesadaran dalam mengelola keterlibatan emosional dan pengambilan keputusan finansial agar aktivitas bermain tetap berada dalam batas yang sehat dan proporsional.

Kata Kunci: Fanatisme, Perilaku Konsumtif, Game Otome, Love and Deepspace

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INTRODUCTION

The rapid advancement of digital technology has fundamentally transformed the landscape of contemporary entertainment, particularly through the rapid growth of mobile-based online games (Jiang, 2021). Supported by the widespread accessibility of smartphones and increasing internet penetration, mobile gaming has become one of the fastest-growing sectors within the global digital entertainment industry (Zhang Ling, 2023). Recent industry reports indicate that mobile games now dominate a substantial portion of the global gaming market, attracting users across diverse demographic groups. In Indonesia, the expansion of digital infrastructure has similarly accelerated online gaming participation, allowing users to access digital entertainment platforms anytime and anywhere (APJI, 2023).

Within this evolving digital ecosystem, gaming has gradually moved beyond its traditional role as a form of leisure. Digital games increasingly function as interactive spaces where individuals construct identities, form emotional connections, and participate in virtual social communities (Liao dkk., 2020). Contemporary games are designed not only to provide entertainment but also to cultivate long-term engagement through immersive storytelling, social interaction, and personalized experiences (Huang dkk., 2021). These features enable players to develop meaningful psychological relationships with digital content, particularly in games that emphasize character-centered narratives and emotional immersion (Rashed dkk., 2025).

One genre that has experienced remarkable growth within this context is the otome game genre. Otome games are narrative-driven interactive games primarily designed for female audiences, where players engage in romantic storylines with fictional male characters. Unlike conventional games that emphasize competition or skill-based progression, otome games prioritize emotional storytelling, relational development, and dialogue-based interaction. Through branching narratives, interactive choices, and character development systems, players actively influence story progression while gradually building emotional attachment toward virtual characters.

A prominent example of this genre is *Love and Deepspace*, which combines cinematic storytelling, high-quality three-dimensional character design, and interactive communication systems. The game incorporates features such as simulated messaging, voice interaction, and affinity systems that enable players to build increasingly personalized relationships with fictional characters. These mechanics create experiences that closely resemble interpersonal relationships, making emotional engagement between players and virtual characters increasingly immersive and psychologically meaningful (Sheng dkk., 2025).

The emotional engagement created by such interactive systems may encourage players to develop deeper forms of attachment toward fictional characters. In some cases, this attachment may evolve into a form of intense devotion commonly conceptualized as fanaticism (Cole & Gillies, 2022).. Fanaticism refers to an extreme level of emotional commitment, loyalty, and psychological investment toward a particular object, figure, or idea (Goddard, 1976) Individuals who experience fanatic tendencies often demonstrate persistent enthusiasm, strong identification, and continuous dedication toward the object of admiration, not only emotionally but also behaviorally through the investment of time, attention, and material resources (Pandita & Vapiwala, 2023).

In digital gaming environments, fanaticism may emerge when players begin to perceive fictional characters as emotionally significant figures within their personal experiences. The immersive storytelling and interactive relationship systems present in otome games can intensify emotional attachment and strengthen parasocial intimacy between players and virtual characters (Gao dkk., 2025). As players progress through character-driven narratives, emotional involvement may gradually evolve into stronger psychological identification and long-term loyalty toward the fictional characters encountered during gameplay (Whitby dkk., 2023).

Such emotional attachment may further influence players' consumption patterns within digital gaming environments, by (Fromm, 2013) the perspective of consumer psychology, consumption is not solely driven by functional needs but may also be motivated by emotional and symbolic considerations. Individuals often seek psychological satisfaction, identity reinforcement, and emotional gratification through acts of acquisition and possession (Pincus, 2023). Within digital gaming ecosystems, these patterns can be observed through the purchase of virtual goods, premium content, collectible characters, and limited-time event features that are closely integrated with narrative progression and character development (Zendle dkk., 2020).

In the context of *Love and Deepspace*, players may purchase character cards, exclusive story content, cosmetic features, and event-based digital items to deepen their interaction with specific characters. Such purchasing behavior illustrates how emotional attachment toward fictional characters may intersect with digital consumption patterns, transforming entertainment participation into economically significant activity (Xu dkk., 2025). Previous studies have shown that emotional engagement with fictional characters plays an important role in sustaining player involvement, loyalty, and long-term participation in narrative-based games (Patricia & Sahetapy, 2021). Interactive storytelling and character-centered gameplay

structures enable players to develop parasocial relationships that often extend beyond the gaming environment it self .(Hu dkk., 2025).

In the Asian context, fan consumption is strongly influenced by support culture, where purchasing behavior is perceived not merely as personal consumption but also as a symbolic expression of loyalty, commitment, and social identity within fan communities (Preiksaitis & Pearson, 2025) As East Asian popular culture continues to influence digital consumers in Southeast Asia, including Indonesia, these cultural norms increasingly normalize high-frequency digital spending as a form of emotional support and symbolic devotion (Huerta Miranda, 2024). Simultaneously, the growing adoption of monetization systems such as microtransactions, collectible character mechanics, and limited-time digital content has further intensified the relationship between emotional attachment and consumption behavior in digital gaming environments (Gong & Huang, 2023) (Priyanga & Salehudin, 2025)

Although previous studies have established that parasocial relationships can foster emotional intimacy in digital environments (Gao dkk., 2025) and that fanaticism may significantly influence consumptive behavior in Indonesian gaming communities (Arthur & Abiyasa, 2025). a critical research gap remains regarding female-oriented narrative games, particularly within high-fidelity three-dimensional otome games such as Love and Deepspace. Existing scholarship in Indonesia has predominantly focused on competitive gaming, e-sports ecosystems, and general digital consumer behavior, where purchasing decisions are largely explained through functional utility, competitive prestige, impulsivity, or social influence (Adiputra & Nurfauzan, 2024) (Arifi dkk., 2023); (Jung & Pawlowski, 2014). Consequently, limited empirical evidence explains how emotionally driven fanaticism toward fictional characters directly shapes repetitive consumptive behavior within female-oriented narrative gaming environments (Hu & Ge, 2025).

Therefore, this study aims to examine the influence of fanaticism toward fictional characters on consumptive behavior among Indonesian players of Love and Deepspace. By focusing on character-driven emotional attachment within narrative-based digital entertainment, this study seeks to extend current understanding of emotional economies, digital fandom culture, and consumer behavior within Indonesia's emerging digital entertainment landscape.

METHOD

This study employed a quantitative approach with a correlational design, aiming to examine the relationship between two or more variables without intervention or manipulation of the research subjects. The quantitative approach was selected due to its emphasis on objective measurement and its capacity for statistical generalization, specifically for the variables of fanaticism and consumptive behavior, with data gathered via structured questionnaires and represented numerically. The correlational design is utilized to analyze the relationship between fanaticism as the independent variable (X) and consumptive behavior as the dependent variable (Y) among players of the otome game Love and Deepspace. This research does not seek to establish direct causality; rather, it focuses on identifying the direction and magnitude of the correlation between the two variables based on the acquired empirical data.

This study employed a purposive sampling technique to identify and recruit respondents from a specific Love and Deepspace player community on Twitter (X) in Indonesia. This community was selected as the primary research site due to its high level of activity and the prevalence of gong-yu (public support) culture, which provided an ideal environment for observing the intersection of emotional fanaticism and digital consumption. While the community consisted of approximately 1,700 members, the study utilized purposive sampling to ensure that the data originated from individuals who met specific inclusion criteria: (1) active players with at least one year of experience, (2) a history of in-game or merchandise transactions, (3) aged 18–30, and (4) residency in Indonesia. Although this strategy focused on highly engaged fans which may limit the generalizability of the findings to more casual players this approach was justified as it captured the specific psychological and behavioral drivers of the "emotional economy" that this research aimed to investigate. To ensure statistical adequacy for the correlational analysis, the sample size was determined using the Slovin formula with a 10% margin of error:

$$n = \frac{N}{1 + Ne^2}$$

Based on a population of 1,700 and an error tolerance level of 0.10, the sample size calculation indicated a minimum requirement of 94 respondents. A total of 100 participants successfully completed the survey, exceeding this minimum threshold and ensuring adequate statistical power for subsequent statistical analyses. The data collection technique in this study utilizes a closed-ended questionnaire with a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The research instrument was designed to measure two primary

variables: fanaticism and consumptive behavior, specifically within the context of the otome game *Love and Deepspace*. The fanaticism variable was operationalized by adapting indicators from Goddard's (2001) theory, while the consumptive behavior variable was developed based on the conceptual framework of Erich Fromm (1995). This adaptation process involved aligning theoretical constructs with statements relevant to the digital gaming environment. Given that these indicators were modified for the specific context of this study, the final questionnaire was subjected to rigorous validity and reliability testing to ensure its psychometric properties and suitability for data analysis.

The instrument testing in this study comprises validity and reliability assessments. Validity testing is conducted to determine the extent to which each item accurately measures the intended construct, ensuring that the items remain relevant and do not deviate from the targeted variables. In this procedure, validity is established by comparing the calculated r -value r_{calc} against the r -table value r_{table} of 0.1966; an item is deemed valid if the r_{calc} exceeds 0.1966. Simultaneously, reliability testing is employed to evaluate the internal consistency of the instrument in measuring fanaticism and consumptive behavior, ensuring that respondent answers across items are stable and coherent. These two evaluations are essential prerequisites prior to further data analysis, as they guarantee that the research instrument is both reliable and methodologically sound.

Prior to hypothesis testing, the research data are subjected to classical assumption tests, including normality and linearity tests. These tests aim to ensure that the data meet the prerequisites for parametric statistical analysis. Descriptive statistical analysis is used to describe the research data characteristics, including the minimum, maximum, mean, and standard deviation of each variable. This analysis provides a general overview of the respondents' levels of fanaticism and consumptive behavior. Hypothesis testing is conducted to determine the relationship between fanaticism and consumptive behavior among *Love and Deepspace* otome game players. The statistical test used is adjusted according to the results of the classical assumption tests. The hypothesis test results determine whether a significant relationship exists between the fanaticism and consumptive behavior variables.

RESULTS

This section presents the research findings obtained from the analysis of respondents' questionnaire data in accordance with the research objectives. The data were collected from active players of the game *Love and Deepspace* with a minimum of one year of gameplay experience and were analyzed using statistical software. Prior to hypothesis testing, instrument

quality tests consisting of validity and reliability tests were conducted to ensure that the research instrument was appropriate, accurate, and consistent in measuring the study variables. After the instrument was confirmed to meet the required criteria, data analysis proceeded to the examination of the relationships between variables and the discussion of the research findings.

Validity testing was conducted to assess the extent to which each questionnaire item accurately measured the research variables. The validity assessment consisted of expert judgment and statistical testing using SPSS version 30.0, based on data from 100 respondents. Although the minimum sample size calculated using Slovin's formula with a 10% margin of error was 95 respondents, all 100 responses were included to enhance analytical robustness. At a 5% significance level, the *r*-table value was 0.1966. The results showed that all items had *r*-calculated values exceeding the *r*-table value, indicating that all questionnaire items were valid. These findings confirm that the instrument adequately represents the constructs under study and is suitable for subsequent data analysis without requiring item revision or removal.

Table 1. reliability test

Indicator	Value
Cronbach's Alpha	0.894
Number of Items	31

The reliability test was conducted using Cronbach's Alpha. The results showed a Cronbach's Alpha value of 0.894 across 31 items, exceeding the minimum acceptable threshold of 0.70. This indicates that the research instrument demonstrates very good reliability. Therefore, the instrument is considered consistent and suitable for use in data collection and subsequent analysis.

Table 2. Descriptive Statistics

Variabel	N	Minimum	Maximum	Mean	Std. Deviation
Fanatisme	100	44.00	80.00	63.7500	8.72055
Konsumtif	100	28.00	75.00	53.4400	9.98516
Valid N (listwise)	100	-	-	-	-

Based on the descriptive statistical analysis of 100 respondents, the fanaticism variable had a mean score of 63.75, with scores ranging from 44 to 80 and a standard deviation of 8.72. These results indicate that respondents' levels of fanaticism tended to fall within the moderate to high range, with relatively diverse response patterns. Meanwhile, the consumptive behavior variable had a mean score of 53.44, with a minimum score of 28 and a maximum score of 75, and a standard deviation of 9.99.

Table 3. Results of One-Sample Kolmogorov-Smirnov Normality Test

		Unstandardized Residual
N		100
Normal Parameters ^{ab}	Mean	0.0000000
	Std. Deviation	6.91525173
Most Extreme Differences	Absolute	0.098
	Positive	0.098
	Negative	-0.065
Test Statistic		0.098
Asymp. Sig. (2-tailed) ^c		0.019
Monte Carlo Sig. (2-tailed) ^d	Sig.	0.018

The normality test using the One-Sample Kolmogorov-Smirnov method yielded a significance value of 0.019. Since this value was lower than the alpha level of 0.05, the null hypothesis was rejected, indicating that the research data were not normally distributed. Consequently, a non-parametric approach was adopted for the subsequent hypothesis testing to ensure the validity of the results.

Table 4. Correlation Analysis Test (Spearman's rho)

		Fanatisme	Konsumtif
Spearman's rho	Fanatisme	Correlation Coefficient	1.000
		Sig. (2-tailed)	.583**
		N	<,001
	Konsumtif	Correlation Coefficient	100
		Sig. (2-tailed)	100
		N	.583**
			<,001
			100

**. Correlation is significant at the 0.01 level (2-tailed).

The relationship between fanaticism and consumptive behavior among players of Love and Deepspace was examined using Spearman's rho correlation. This test was selected because the data did not meet the assumption of normal distribution, making a non-parametric correlation method more appropriate than Pearson's correlation. The analysis revealed a Spearman's rho coefficient of 0.583 with a significance value of $p < 0.001$. This result indicates a positive relationship of upper-moderate strength between fanaticism and consumptive behavior. Based on common correlation interpretation guidelines (0.40–0.59 = moderate), the correlation can be classified as moderate (sedang) rather than low or high. Since the significance value is below 0.05, the relationship is statistically significant, indicating a meaningful association between the two variables among players of the otome game Love and Deepspace.

DISCUSSION

The findings of this study reveal a statistically significant and moderately strong positive relationship between fanaticism and consumptive behavior among players of the game *Love and Deepspace* (Spearman's $\rho = 0.583$, $p < 0.001$). This result indicates that higher levels of emotional devotion toward the game and its characters are associated with stronger tendencies for consumptive spending within the gaming environment. More importantly, this finding demonstrates that emotional attachment developed through interactive digital media does not merely influence psychological engagement, but may also shape players' economic behavior and financial decision-making within narrative-driven digital entertainment.

These findings strongly support the concept of fanaticism proposed by Edwin Goddard (1976), which defines fanaticism as an intense emotional commitment characterized by strong loyalty, continuous dedication, and deep psychological attachment toward an admired object. In the context of *Love and Deepspace*, fanaticism appears to manifest through sustained emotional involvement with fictional characters, repeated engagement with narrative content, and a persistent desire to maintain emotional closeness with preferred characters. This finding confirms that fanaticism in digital environments extends beyond admiration and may evolve into behavioral commitment, including the willingness to invest personal resources such as time, attention, and financial expenditure. Such behavioral manifestations are consistent with previous findings by Cole and Gillies (2022), who argue that intense emotional devotion toward media figures often develops into long-term behavioral engagement, and by Whitby et al. (2023), who found that prolonged narrative exposure strengthens psychological identification and loyalty toward fictional characters.

The present findings also reinforce Erich Fromm's (2013) theory of consumptive behavior, which explains that consumption is not always motivated by utilitarian needs, but may emerge from emotional, symbolic, and psychological desires. Within the context of this study, players' purchasing decisions such as acquiring premium story content, character cards, exclusive events, or affinity-related features appear to function not merely as transactional activities, but as symbolic mechanisms for sustaining emotional relationships with fictional characters. This supports Fromm's argument that modern consumption often serves as a means of achieving emotional satisfaction, identity reinforcement, and psychological gratification through acts of acquisition. In digital gaming environments, such emotionally motivated consumption is increasingly relevant, particularly when monetization systems are directly integrated with character development and narrative progression.

The moderate correlation coefficient ($r = 0.583$) further suggests that fanaticism functions as a substantial motivational factor in shaping consumptive tendencies, although it does not fully explain spending behavior. This indicates that players' economic decisions are influenced by multiple interacting psychological and structural factors. One possible explanation lies in the technological architecture embedded within *Love and Deepspace* itself. The game incorporates cinematic storytelling, high-fidelity three-dimensional character design, simulated messaging, voice interactions, and affinity systems that create highly personalized experiences. Such interactive mechanisms are consistent with the findings of Liao et al. (2020) and Huang et al. (2021), who found that immersive digital environments facilitate identity formation, emotional bonding, and long-term engagement. Furthermore, Gao et al. (2025) demonstrated that parasocial relationships in interactive digital environments can intensify emotional intimacy between users and fictional characters, thereby increasing behavioral commitment toward media products.

The findings of this study also provide empirical support for previous research concerning monetization and digital consumption. Zendle et al. (2020) argue that contemporary digital games increasingly utilize microtransaction systems, limited-time content, and collectible mechanics designed to stimulate repeated purchasing behavior. Similarly, Gong and Huang (2023) found that monetization systems integrated with narrative progression significantly increase users' willingness to engage in digital spending. The present findings suggest that such structural monetization mechanisms may become even more effective when combined with high levels of emotional fanaticism. In other words, emotional attachment acts as an internal psychological driver, while monetization systems function as external structural triggers that together shape players' consumptive behavior.

More importantly, this study addresses a significant gap identified in previous Indonesian research. Existing studies on digital consumption in Indonesia have largely focused on competitive gaming environments, esports participation, and multiplayer platforms, where spending behavior is commonly associated with performance enhancement, competitive prestige, or social recognition (Adiputra & Nurfauzan, 2024; Arifi et al., 2023). In contrast, the present findings demonstrate that within female-oriented narrative games such as *Love and Deepspace*, consumptive behavior may emerge primarily from emotional devotion rather than functional gaming objectives. This finding extends previous work by Patricia and Sahetapy (2021), who highlighted the role of emotional engagement in sustaining player loyalty, and by Y. Hu et al. (2025), who found that parasocial relationships in digital entertainment often extend beyond the immediate media experience.

Beyond psychological explanations, these findings may also be interpreted within a broader sociocultural framework. In many Asian fandom communities, consumption is often embedded within what Preiksaitis and Pearson (2025) describe as support culture, where purchasing behavior serves as a symbolic expression of loyalty, identity, and collective commitment toward admired figures. Similarly, Huerta Miranda (2024) explains that within East and Southeast Asian fandoms, spending may function as a form of “public support” or *gong-yu*, where financial expenditure represents not only personal satisfaction but also social participation within fan communities. In the Indonesian context, such cultural dynamics may further normalize repetitive digital spending among players who seek recognition, belonging, and emotional validation within online gaming communities.

Nevertheless, several limitations should be acknowledged. First, the respondents were recruited from a specific online community of Love and Deepspace players using a non-probability sampling technique, limiting the generalizability of the findings. Second, this study focuses exclusively on a single otome game, which may restrict the applicability of the results to other gaming genres or digital entertainment platforms. Third, although the findings reveal a significant correlation between fanaticism and consumptive behavior, correlational analysis does not establish causal direction. It remains possible that repeated consumption may also strengthen emotional attachment over time, suggesting a potentially reciprocal relationship between fanaticism and spending behavior. Future studies employing longitudinal or experimental designs would therefore be valuable in examining these causal dynamics more comprehensively.

Overall, this study contributes to the growing literature on digital consumption, emotional attachment, and fan behavior by demonstrating that fanaticism, as conceptualized by Goddard (1976), plays a significant role in shaping consumptive behavior as explained by Fromm (2013) within character-driven digital entertainment environments. These findings provide an alternative perspective on digital consumer behavior by emphasizing that within narrative-based games, economic engagement may be driven not solely by functional utility or competitive motivations, but also by emotional devotion, symbolic attachment, and culturally embedded forms of fan participation.

CONCLUSION

The primary objective of this study was to examine the relationship between emotional fanaticism and consumptive behavior among players of the otome game, *Love and Deepspace*. By focusing on this specific digital fandom, the research sought to understand how psychological attachment to fictional characters translates into economic engagement within interactive media environments. The findings reveal that fanaticism serves as a significant driver of digital consumption. Players who exhibited higher levels of emotional devotion and commitment to the game's characters were more likely to engage in financial transactions, such as purchasing in-game content and merchandise. This suggests that in narrative-driven games, spending is not merely a functional necessity but acts as a symbolic expression of emotional attachment and fan identity.

Theoretically, this research underscores the importance of emotional engagement as a key psychological factor in the digital economy. While many studies focus on competitive gaming motivations, this study demonstrates that the "emotional economy" is a powerful force in character-oriented genres. These insights provide a more nuanced understanding of how modern digital entertainment platforms monetize parasocial relationships through immersive storytelling and character design. Despite these contributions, the study is limited by its focus on a specific online community and its correlational nature, which precludes definitive causal claims. Future research should aim to include a more diverse range of player demographics and explore different gaming genres to enhance the generalizability of these results. Additionally, longitudinal studies would be valuable to determine how these emotional and economic behaviors evolve over longer periods of gameplay.

RECOMMENDATIONS

Based on the findings of this study, several recommendations can be proposed. First, players of narrative-driven digital games are encouraged to develop greater financial awareness and self-regulation in managing in-game spending, particularly when emotional attachment to fictional characters may influence purchasing decisions. Second, game developers are advised to consider implementing ethical monetization strategies that balance commercial objectives with player well-being, especially in games that rely heavily on emotional engagement and parasocial interaction. Third, mental health professionals and digital literacy educators may use these findings to promote awareness regarding the psychological influence of digital fandom on consumer behavior. Finally, future researchers are encouraged to examine additional variables such as self-control, peer influence, fear of missing out (FOMO), and parasocial

interaction, as well as to employ longitudinal or experimental research designs in order to better understand the causal dynamics between fanaticism and consumptive behavior.

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