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Consumer Perceptions & Video Game Sales: A Meeting of the Minds

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Poster Presentation O8.3

CONSUMER PERCEPTIONS & VIDEO GAME SALES: A MEETING OF THE MINDS

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This paper examines the determinants of video game software sales. What little literature currently exists points to an array of factors, ranging from which hardware a title is released on to the game's genre. This paper incorporates several of these variables, but adds in a new one: quality. Literature up to this point has not addressed the effect that a game's quality has on its eventual sales, yet one would logically expect this to have a strong positive impact. To account for quality, the model incorporates the average review score a game receives from professional critics. The results indicate that indeed, quality does play a role in consumers' purchase decisions.