

# An Exploratory Study of Video Game Pricing in the Southeast Asian Market

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Accepted on November 10<sup>th</sup>, 2025

Approved on December 12<sup>th</sup>, 2025

**Abstract**— The exploratory research aims to find out the best video game prices in the rapidly expanding Southeast Asia (SEA) market from the players' point of view. Pricing is the most important factor for industry success as it needs to strike a balance between the player's value and affordability. The main goal is to determine the real/optimal price for video games among SEA gamers, i.e., to fill in a huge gap in the literature. Two-stage quantitative research raised the figures of the respondents to 405 people from the six nations, namely, Indonesia, Malaysia, Singapore, Thailand, the Philippines, and Vietnam. Phase 1 was about setting price expectations, and Phase 2 was engaged in analyzing perceived fair prices for specific AAA and indie titles by means of descriptive statistics. The research points out a unified consistent psychological pricing structure. Essential results reveal the presence of two constant price barriers: USD 20 for indie titles and USD 40–60 for premium AAA games. The study finds that the market is moving from price sensitivity to value sensitivity, whereby the reputation of the developer and the quality of the production become the main factors for the acceptance. This is in line with the rise of "premium indie" as a new genre, where users pay more because of trust and artistry. These findings demonstrate the importance of local pricing tactics that not only take into account value perception but also regional purchasing power.

**Index Terms**—Video Games; Pricing Strategy; Southeast Asia; AAA Games; Indie Games; Consumer Behavior

## I. INTRODUCTION

One type of technological development that occurs is the development in video games [1]. Video games have evolved over the past 30 years, with new technology and processes creating unique challenges for software engineers working on them [2]. At the same time, video games are an established medium that provides interactive entertainment beyond pure enjoyment in many contexts [3]. One of the contexts is the quality of the video game. Higher-quality video games have more reinforcing value compared to lower-quality games, making them more fun and likable [4]. This increased value enhances player engagement and propels the economic performance of video game products, this resulted in an overall improvement in economic performance of video game

related products and fluctuations in financial performance of industry [5]. Firstly, changes in product quality and consumer response to the product, consumer trend changes, the tough competition of the industry, and how effectively the monetization strategies are used are some of the factors that influence these fluctuations. Nevertheless, consumers mostly put necessary things in their basket of goods and this may cause that their interest in gaming as a leisure activity will be decreased [6]. Collectively, these factors impact the capacity of an industry to maintain profitability in a highly dynamic market.

The price at which video games are sold is one of the main factors that determines their success in the video game industry. Changes in pricing have a considerable influence on the customers' buying decisions, as they try to equate the need for value with that of affordability, which affects consumers [7], strategies [8], genre [9] and social [10]. For a number of people, the need for consumer and social connection has led to such a heavy use of video games as a means through which the value proposition of a game can be identified [11]. In contrast, other researchers are concerned with the extent to which social interaction influences the willingness to pay [12]. In order to facilitate the compatibility of different genres (Vargas-Iglesias, 2020). The degree of compatibility is contingent upon the manner in which the strategy exerts an influence on the effectiveness of determining the price of a video game [13]. The different examples can show how different price structures can affect the thinking process of people who want to buy video games.

South East Asia is an area that keeps improving in politics and economics, and its regional body, ASEAN, is a gateway for the region to play major roles in the global community [14]. The development of the transformation of the digital economy in the countries of South Asia can be significantly facilitated [15]. Southeast Asia have built up their reputation in the gaming industry by actively joining the designing, processing, and distributing digital products system [16]. Nowadays, people, especially the younger generation, are spending more time playing games, influencing consumer behavior and influencing the

future of the industry [17]. The phenomenon of new-generation gaming addiction increases gamer loyalty and impulse buying of virtual items in online games [18]. Essentially, the engagement level and the emotional bond of the newer generations of gamers are considerably boosted by key game features such as control functions, reward systems, and interactivity, which in turn, result in a more positive attitude towards paying for video games [19]. Consequently, due to these factors, the gaming community is enlarging and transforming, thus the need to set up efficient pricing strategies becomes very important. In fact, the pricing of video games has always been a disputed issue with gamers frequently arguing what a fair price is.

The research on video game pricing is mainly confined to different demographic groups such as gamers in South East Asia. Hence, it is quite obvious that more studies are needed to understand their preferences and behaviors deeply and thus get a clearer view of this demographic's role in the gaming industry. Such research can assist developers in establishing more competitive and appealing pricing for video games, with offerings tailored to the preferences and purchasing behaviors of Southeast Asian gamers. The objective of this study is to ascertain the actual/optimal price for video games from the perspective of Southeast Asian gamers.

## II. LITERATURE REVIEW

This study is primarily concerned with the pricing of video games, with a particular emphasis on four key themes: consumer demand, genre, strategy, and social interaction. Each of these areas has been the subject of extensive research. Research consumption demand evidence the significance of video game pricing, perceived quality, and promotional strategies of games developers as major determinants of consumer demand and purchasing behavior. This study often highlights the delicate balance between pricing, perceived quality and timing as the main factors that determine consumer purchasing behavior. It points out that discounts, quality assurance, and promotions can sometimes have a double-edged effect on long-term demand. As far as genre is concerned, the statement focuses on the role of genre as the main factor that determines the pricing of video games. The authors point out that the prices vary significantly from one genre to another and some are consistently higher than others. They also emphasize the importance of econometric modeling and price index construction in studying these genre-based price differences. Regarding strategy, the main issue is to find the best pricing strategies that will lead to the highest revenue in the gaming industry. The researchers inform that strategic pricing, which depends on resale markets, subscription models, and customer behavior insights, can be a great source of profitability and a means of ensuring competitiveness. Social interaction as a means of influencing video game pricing and

purchasing has also been recognized as a major factor. The researchers have noted that social effects, such as market expansion, community engagement, and word-of-mouth, can result in price reduction, competition intensification, and influence of group buying. This, in turn, can benefit high-quality firms while impacting consumer surplus and seller revenue.

Consumer demand is frequently identified as a principal factor influencing the optimal pricing of video games. Research by [20] defined that the causal effect of exposing consumers to such intertemporal price variation is unclear. While sales can boost short-term purchases, they might hurt long-term sales if consumers wait for low prices or see them as signs of poor product quality. The research conducted by [21] indicates that video game stores have the potential to affect the quality of video games. Basically, these stores are the middlemen who facilitate buying and selling, and at the same time, they are the ones who assure the quality of the games. This result goes in line with the research by [22], which showed that consumers might consider games that have low performance or contain critical bugs as a source of their dissatisfaction. This is particularly true when game companies charge high prices for these games. Another research conducted by [23] found that consumer innovators charge lower prices than firms for comparable games and that consumers and firms show different inclinations in aligning prices with the games development costs and perceived quality. This statement also aligns with the study conducted by [24] which defined promotional games increase consumer conversion rates and spending through multiple factors, including perceptions of luck and store affective attitude.

Genre categorizes video games based on shared traits. This helps players choose games within a certain genre based on the average price. Methods grounded in economics were instrumental in the modeling of video game prices, as indicated by the research of [25]. Price indices were established for different game genres: RPG (Role-Playing Game), strategy (Strategy), action (Action), adventure games (Adventure), casual games (Casual), indie games (Indie), and simulators (Simulators). [26] points out that genre is an important factor in setting video game prices, with some genres regularly priced higher than others. Similarly, [27] re-identified factors whose outcomes on prices differ significantly depending on which genres, modes and user audience scale groups the objects under consideration fall into. This statement aligns with the study conducted by [28] which defined The variable 'genre' aims to identify and compare different types of games, mainly in terms of gameplay differences.

Strategy is one of the important keys to determine the actual price for video games. Research by [29] reveal the most suitable pricing strategy for game companies and proved that such a strategy may generate about 63.1% more revenue as compared to the optimal strategy without a resale market. [30]

identify optimal control models that can effectively optimize investment and pricing strategies for online video platforms using the subscription-based pricing model, reducing investment and platform scale-down. This aligns with the study conducted by [31] which defined a two-staged decision process for determining optimal pricing strategies for mobile games, considering game, boost-ups, cosmetics, and advertisements, and a mathematical model for maximizing profit. In the same way, [32] goes on to state that a company should take into consideration not only social learning but also positive network externality if it wants to be able to predict customer purchasing behavior and to establish a correct pricing strategy as time passes. At the same time, [33] point out that the main source of a consumer's willingness to get involved with video games is influenced by online media advertising, which, hence, has a great impact on user interaction.

Social interaction is a crucial aspect of video games. It is essential to engage people in order to ascertain their inclination to purchase games and the extent to which they are willing to pay. According to research by [34] social interactions like market-expansion effect (MEE) and value-enhancement effect (VEE) usually lower prices and increase price competition, where MEE profits both high-quality and low-quality firms as well as consumers, whereas VEE profits only high-quality firms and decreases consumers' monetary surplus. [35] corroborate this statement by suggesting that social interaction strategies like information, word-of-mouth, sense of community, and combining these strategies can prompt consumers to make group-buying decisions. This aligns with the study conducted by [36] which defined High-preference buyers strategically manipulate their social interactions to hurdle personalized pricing, but this only slightly reduces the seller's revenue, while [37] highlight it as social learning among customers contributes to utilities by causing a massive drop in average price in real-time pricing schemes, deteriorating retailer's revenue but stabilizing total demand distributions.

Even so, some factors within these topics that have been barely talked about, especially in terms of demographic groups, e.g., the opinion of South East Asian Gamers, mainly in relation to consumer demand, genre, strategy, social interaction, and video games pricing. The extant literature on this topic tends to focus on broad, global trends, with relatively little attention paid to the role of cultural, social, and generational factors in determining the optimal / actual price for video games from the perspective of Southeast Asian gamers. There is, for example, very little research that looks at how the unique views and preferences of this group influence their decision-making when they pick the best price for video games. To be more precise, very little research has been done to figure out how the unique views of this group influence consumer demand, genre, strategy, and social interactions in the case of video game pricing.

Building on the aforementioned gap in the literature, this research aims to explore how people in Southeast Asia would determine the optimal / actual price for video games from a gamer perspective. In order to achieve this, the study will take into account a number of factors, including consumer demand, genre, strategy, and social interaction. This study will examine the actual optimal pricing for video games in Southeast Asia. It will also investigate how consumers determine the value of a game and the factors that influence that value proposition. Moreover, it will look at the influence of genre on video game pricing, analyzing how prices differ for various categories of games and what factors affect consumers' willingness to pay more for certain types of games. Additionally, the research will delve into social interaction's contribution to the most suitable video game pricing in Southeast Asia. In particular, it is going to reveal how social interaction influences people's way of forming relationships with each other and what role the community plays in the game's value proposition. Knowing these elements, the local game developers and publishers can be very effective in adjusting their pricing strategies to correspond to the wants and needs of their target customers.

### III. METHODOLOGY

#### A. Instrument Development

This study is an ongoing quantitative research project that aims to explore the optimal pricing for video games for Southeast Asian gamers. Video games in this study are defined as follows: The study will refine data collection methods and analysis in each cycle to uncover price sensitivities and influencing factors across different player segments and regional markets. To achieve this objective, the research will develop the necessary instruments.

Phase 1 - Initial Price (IP) - (Multiple Choice: Free, Under \$20, Under \$40, Under \$60, Under \$80, Under \$100, Above \$100)

IP1: AAA game development involves substantial investments in personnel, technology, and marketing. To support continued innovation and quality, how strongly do you agree that AAA games should be priced at release?

IP2: Console game developers need to account for console manufacturer royalties, development costs, and quality assurance. Considering these factors, and balancing affordability with supporting future development, what do you consider an optimal price point for a high-quality console game?

IP3: What price point allows PC/Desktop game developers to create compelling, high-quality content that also fosters ongoing game development (patches, DLCs, etc.) and support for consumers?

IP4: Mobile games often utilize a free-to-play model with in-app purchases. However, considering

the time and resources required to develop high-quality mobile games, what price point do you think would be fair for a premium mobile game?

IP5: Indie games are often created by small teams or individuals with limited budgets. Consider that the sales from this game will often affect the creator financially. Taking these points into account what the pricing should be?

The instruments to be employed in subsequent phases will be determined following the analysis of the data collected in the initial phase.

### B. Data Collection

Data collection will be through a quantitative approach and will continue until data saturation is reached. At each phase of the study, the questionnaire will be posted on social media via a link that can be shared and is generated through Google Forms, with the intent of contacting a representative sample of Southeast Asian gamers. The sampling method used is random sampling. As per the statistics, the total number of gamers in Southeast Asia is estimated to be around 270 million. Based on Slovin's formula, with a population of 270,000,000 and a margin of error of 5%, the sample size requirement is about 400. The population will be surveyed at each stage to ensure proper representation. The quantitative data collection instrument is a detailed questionnaire that will be distributed via various social media platforms. The method takes advantage of the popularity of social media among Southeast Asian gamers, thus making the survey distribution both effective and extensive. Google Forms is used to facilitate participation by the respondents through the creation of a shareable link. The random sampling method used is intended to draw from the gaming community in Southeast Asia a sample that is not only diverse, but also representative, thus minimizing the sample bias and maximizing the research findings' generalizability.

The study, with an estimated 270 million gamers in Southeast Asia, employs Slovin's formula to figure out an adequate sample size which is about 400 participants providing for a 5% margin of error. The iterative nature of the data collection process, continuing until data saturation is achieved, ensures that the study captures a comprehensive understanding of the research topic. The research, through its survey of the population at each phase, keeps its promise of precise representation, thus giving the possibility of changes in the sampling method to correspond to any newly formed trends or parts of the gaming community that are less familiar.

### C. Data Analysis

This study adopts an inductive methodology to the research takes an inductive approach in analyzing the prices of video games. It plans to gather and review the data on video game prices with the goal of identifying patterns first, which will then be used to

draw conclusions about the possible existence of an appropriate price range for video games. Therefore, such a bottom-up strategy requires going from specific cases (price data) to broader generalizations (appropriate price range). The main test (Phase 1) is aimed at determining the most attractive price points. The research is focused on identifying consumer preference patterns for different game categories. Further stages of this ongoing quantitative study will depend on the results of the previous stage. The study will conclude upon reaching data saturation, it will end with an analysis using the mean, median, and mode statistics. The purpose of this analysis is to bring to light the stable trends by contrasting descriptive statistics such as the mean, median, and mode for different game categories and regions.

## IV. RESULT AND DISCUSSION

### A. Phase 1

The initial phase of this research study was a data gathering exercise that required quantitative data from 108 respondents. The main goal was to grasp the consumers' perceptions of the most reasonable prices for video games. The study sought to find differences in consumers' preferences for the five categories of games: AAA Games, Console Games, PC/Desktop Games, Mobile Games, and Indie Games. The results of this phase are outlined here with the help of descriptive statistics that summarize the distribution and central tendencies of the data gathered. First of all, the frequency distribution of the preferences of the respondents across different price brackets was examined in order to determine the most popular price points for each game category. The findings are presented in Table I.

Table I. Respondent Price Distribution

Price Category	AAA Game	Console Game	PC/Desktop Game	Mobile Game	Indie Game
Free	8	15	31	14	0
Under \$20	16	11	25	54	55
Under \$40	23	27	26	8	26
Under \$60	32	38	20	3	6
Under \$80	14	14	9	7	0
Under \$100	5	6	4	2	4
Above \$100	3	4	9	3	3

The table illustrates the consumer pricing expectations for various video game categories. AAA games, generally referring to high-budget titles from large publishers, are the ones for which the highest price expectations are made, and in most of the cases, the respondents expect the price to be \$60 or more.

The prices for console games are more varied and range mostly between \$40 and \$80. PC/Desktop games have a more diversified pricing format, and most of them are expected to be priced below \$60. As a matter of fact, most people expect mobile games to be free or extremely cheap, and in the majority of the cases, the price is under \$20. Indie games that are typically made by small developers show the price of the expectations extensively varied, although a large number of them are expected to be under \$40. The data in the form of the number of respondents choosing a particular price range for different game types, provides a deep understanding of consumer price expectations across different gaming platforms and genres. This information might be a great help to game developers and publishers while they draft their pricing strategies to be in line with consumer expectations and still retain profitability.

Table I illustrates the raw counts of respondents' price preferences for five game categories. A comprehensive examination highlights numerous significant trends. The highest number of preferences for both AAA Games and Console Games are at the "Under \$60" price level, with 32 and 38 respondents, respectively, pointing to this as the most accepted standard price for premium titles. The preferences for PC/Desktop Games vary more from the lower to the middle ranges, with the greatest number of respondents in the "Under \$40" category (26 respondents). Quite differently from that, the distributions of the Mobile Game and Indie Game categories are heavily skewed towards the lower price points. The majority of respondents chose "Under \$20" as the best price for both Mobile (54 respondents) and Indie (55 respondents) games. This reinforces the fact that consumers strongly expect the products to be cheap and have a low barrier of entry specifically in these two market segments.

To provide a more comprehensive summary, measures of central tendency were calculated. Table II presents the mean, median, and mode for all five categories, offering a consolidated view of the perceived optimal price for each.

Table II. Descriptive Statistic Summary For Optimal Game Prices

Statistical Measure	AAA Game	Console Game	PC/Desktop Game	Mobile Game	Indie Game
Mean	\$40	\$60	\$40	\$20	\$20
Median	\$40	\$60	\$40	\$20	\$20
Modus	\$60	\$60	\$40	\$20	\$20

This table consolidates the information from Table I into three main statistics. Their mean is the average price that the respondents would be willing to pay. Console Games have the highest mean at \$44.77, which is probably the reason why they are considered

the highest overall price tolerance, followed closely by AAA Games at \$39.72. Mobile Games have the lowest mean at \$20.37, thus confirming the market expectation for very low-cost premium experiences. Their median is the middle value of the data; for Console Games, their median is \$50 which is higher than their mean, hence, it suggests a skew towards higher prices. However, in most other categories, their median is very close to or even lower than their mean. The mode refers to the most frequently selected price category. It points out very clearly the fact that "Under \$60" is the most popular choice for both AAA and Console games, whereas "Under \$20" is the dominant choice for Mobile and Indie games. Altogether, these measures give a strong quantitative basis for comprehending the financial expectations that customers have for different types of video games.

### B. Phase 2

The second phase of the analysis goes beyond the initial limitations and includes a cross-country comparison of gamers from six Southeast Asian countries: Indonesia, Malaysia, Singapore, Thailand, Vietnam, and the Philippines with a total of 405 respondents. The objective of this phase is to investigate the influence of regional economic and cultural factors on gamers' perceptions of fair pricing for both AAA (high-budget) and independent (indie) video game titles. To this end, two categories of games were scrutinized. The AAA category comprised nine globally recognized titles—Assassin's Creed Shadows, Black Myth: Wukong, Grand Theft Auto V, The Elder Scrolls IV: Oblivion Remastered, Elden Ring Nightrregn, Tekken 8, Marvel's Spider-Man 2, Stellar Blade, and Cyberpunk 2077—representing high-production-value games familiar to most respondents. On the other hand, the indie segment represented ten different types of games that have been highly praised by the critics but haven't been on a large-scale: Terraria, Hollow Knight, Stardew Valley, Palworld, Liar's Bar, Nine Sols, Balatro, Animal Well, Cuphead, and The Binding of Isaac: Rebirth. These titles were chosen due to their accessibility and popularity among Southeast Asian gaming communities. The survey relies on descriptive statistical measures--mean, median, and mode--to identify the respondents' perception of fair prices for each title. This way of measurement shows not only the central tendency of the prices but also the range of the expectations so the research can highlight mental price levels and money habits among gamers. By contrasting answers from various places, this phase aims to clarify the influence of local economic conditions, purchasing power, and cultural familiarity with digital gaming on customers' readiness to pay for mainstream and independent titles.

### C. AAA and Indie Games – Indonesia Region

A total of 200 respondents from the Indonesian region participated in this stage of Phase 2,

constituting a significant portion of the 405 total participants surveyed across all areas. Building upon the findings from Phase 1, which highlighted the price sensitivity, affordability preferences, and purchasing caution of Indonesian gamers, this section aims to determine the most appropriate pricing range for video games within the Indonesian market. The research through comparison of both AAA (high-budget) and indie (independent) games wishes to clarify the impact of variation in production scale and brand recognition on consumers' willingness to pay. The corresponding price ranges in Indonesian Rupiah (IDR) were converted from USD-based pricing categories of Phase 1 to keep the pricing categories consistent between the two phases. The exchange rate used for the conversion was 1 USD = Rp 16,500, which represented the average rate during the data collection period. The conversion allowed for a valid comparison across regions while keeping the value of each pricing tier equal. Descriptive statistical indicators such as mean, median, and mode have been used to depict the central tendencies of respondents' price expectations. These measures shine a light on the way Indonesian gamers think about the most reasonable pricing of AAA as well as indie games, thus, helping the overarching research goal of figuring out the best regional pricing strategies that are in line with player expectations and market realities.

Table III. AAA Games Indonesia Region

Game	Mean (Rp)	Median	Mode
Assassin's Creed Shadows	330.000	330.000	330.000
Black Myth: Wukong	660.000	990.000	990.000
Grand Theft Auto V	330.000	330.000	330.000
Elder Scrolls IV: Oblivion Remastered	330.000	330.000	330.000
Elden Ring Nightrregn	660.000	660.000	660.000
Tekken 8	660.000	990.000	990.000
Marvel's Spider-Man 2	660.000	990.000	1.320.000
Stellar Blade™	660.000	990.000	990.000
Cyberpunk 2077	330.000	330.000	330.000

The study of AAA game prices in Indonesia shows that most of the perceived acceptable prices are concentrated between Rp 330,000 to Rp 660,000, which is roughly equivalent to USD 20 to 40. It is worth noting that Black Myth: Wukong, Tekken 8, and Marvel's Spider-Man 2, as the most talked-about titles, are priced at higher categories, going as far as Rp 990,000 to Rp 1,320,000 (USD 60 to 80). This behavior signals that Indonesian consumers recognize

the worth of a high-quality production and, thus, they are ready to pay more for internationally renowned titles. However, a great number of respondents show that they would rather have a price of less than Rp 660,000 (USD 40) as in the cases of Assassin's Creed Shadows, GTA V, and Cyberpunk 2077. It can be inferred that there is a distinct psychological price ceiling among Indonesian gamers. The interaction of aspirational demand with financial constraints reveals that on the one hand, premium-quality titles can be sold at a higher price, on the other hand, affordability is still a very important factor that determines whether a person will buy a product or not. Overall, the data indicate that the optimal pricing range for AAA games in Indonesia is between Rp 330,000 and Rp 660,000, which aligns with the broader economic context and average consumer spending capacity in the digital entertainment sector.

Table IV. Indie Games Indonesia Region

Game	Mean (Rp)	Median	Mode
Terraria	330.000	330.000	330.000
Hollow Knight	330.000	330.000	330.000
Stardew Valley	330.000	330.000	330.000
Palworld	330.000	330.000	330.000
Liar's Bar	330.000	330.000	330.000
Nine Sols	330.000	330.000	330.000
Balatro	330.000	330.000	330.000
ANIMAL WELL	330.000	330.000	330.000
Cuphead	330.000	330.000	330.000
The Binding of Isaac: Rebirth	330.000	330.000	330.000

Concerning the situation of indie games, the statistics reveal that the consumers are very much inclined to demand that the prices of these games be set lower. Most of the games show average, median, and mode values at "Under Rp 330,000" (USD 20), which means that Indonesian consumers consider indie games as cheap and easy to reach. The price of only a few games, e.g., Nine Sols, has gone up to the range of Rp 660,000, which may indicate that more production quality or recent popularity has been the reason for the higher value perception. However, the majority of the lower price category emphasizes that there is a steady assumption that indie games should still be financially accessible even if they, for example, provide a deep or innovative gameplay. This evidence corroborates the idea that the Indonesian audience is the one who makes the biggest use of the creativity of indie games and thus the games have to be sweet, cheap, and by no means, high-tech. The best price band for the indie games is actually well below Rp 330,000, thus turning them into low-risk, high-value entertainment options.

#### D. AAA and Indie Games – Malaysia Region

This part carries the results from the Indonesian region and presents the analysis of the data from 40 respondents out of a total of 405 participants in Phase 2, representing the Malaysian region. The aim of this stage was to understand how the purchasing power of different regions and consumer expectations could influence the perceived optimal price for AAA and Indie games. The prices are given in the local currency of Malaysia (MYR). In order to maintain the consistency with the USD-based categorization from Phase 1 and to enable direct comparisons between regions, the conversion rate of 1 USD = MYR 4.20 was applied. The goal of this part is to figure out if the Malaysian gamers have the same price perception as the Indonesian consumers, especially when considering the balance between high production value and perceived affordability.

Table V. AAA Games Malaysia Region

Game	Mean (MYR)	Median	Mode
Assassin's Creed Shadows	252	168	168
Black Myth: Wukong	252	252	252 & 336 (bimodal)
Grand Theft Auto V	252	168	168
Elder Scrolls IV: Oblivion Remastered	252	168	168
Elden Ring Nightrregn	252	252	252
Tekken 8	252	252	252
Marvel's Spider-Man 2	252	252	252
Stellar Blade™	252	252	252
Cyberpunk 2077	252	168	168

The AAA titles' findings in Malaysia show a moderate but steady willingness to pay, with both average and median prices ranging close to "Under MYR 252." The "Under Rp 660,000" category from the Indonesian dataset is also very similar to this, which means that consumers in both countries perceive the same premium value in relation to their purchasing power. Elden Ring Nightrregn, Tekken 8, and Marvel's Spider-Man 2 are examples of titles that have the same value across all three statistical measures, which indicates a strong consumer consensus that these games should be priced at a premium. On the other hand, Black Myth: Wukong has a bimodal distribution (MYR 252 & 336), thus the division between respondents who consider it a higher-tier AAA experience and those who follow standard market pricing norms is apparent. Overall, the MYR

252 threshold ( $\approx$  USD 60) is the psychological upper limit for typical AAA games in Malaysia that balances the high expectations of the production with local affordability constraints. The trend in pricing is similar to that of the Indonesian region, which suggests that perceived quality is still the main factor that determines the willingness to pay more rather than brand familiarity.

Table VI. Indie Games Malaysia Region

Game	Mean (MYR)	Median	Modus
Terraria	84	84	84
Hollow Knight	168	84	84
Stardew Valley	84	84	84
Palworld	168	84	84
Liar's Bar	84	84	84
Nine Sols	168	168	84
Balatro	168	84	84
ANIMAL WELL	84	84	84
Cuphead	168	84	84
The Binding of Isaac: Rebirth	84	84	84

Regarding independently developed games, the surveyed data clearly shows that lower price categories are more favored by respondents. Most of them chose "Under MYR 84," which is about USD 20, as the suitable price range for indie games. A smaller but still considerable number of respondents decided to choose "Under MYR 168" especially for visually stunning or content-rich titles like Palworld, Nine Sols, and Balatro. The dominance of the "Under MYR 84" category for the majority of the titles indicates that consumers strongly expect the product to be affordable which is consistent with the buying behavior of the Indonesian market. Even indie franchises with a strong fanbase like Terraria, Hollow Knight, and Stardew Valley are not immune to such price sensitivity which means that the perceived creative quality may not necessarily be a reason for higher price in this segment. These results point to the price range of MYR 84 to MYR 168 (USD 20–40) as being the most suitable for indie games in Malaysia with the condition that factors such as gameplay, visual, and replay value are taken into consideration.

#### E. AAA and Indie Games – Singapore Region

As part of the second phase of the research, a group of 43 individuals was singled out among a total of 405 people who took part in the survey. These 43 respondents were specifically from the Singapore area. The focus of this section is to extend the main goal of the study which is to find out the best price for

video games in different local markets by using Singapore as a reference to compare with other Southeast Asian regions. To ensure consistency in price evaluation, the price categories from Phase 1, originally in USD, were converted to Singapore Dollars using a conversion rate of 1 USD = 1.28 SGD. The purpose of this section is to ascertain whether the scale of production (AAA) or creative independence (indie) exerts a greater influence on what Singaporean players perceive as acceptable or "fair" pricing within their market context.

Table VII. AAA Games Singapore Region

Game	Mean (SGD)	Median	Mode
Assassin's Creed Shadows	25.6	25.6	25.6
Black Myth: Wukong	102.4	76.8	76.8
Grand Theft Auto V	51.2	51.2	51.2
Elder Scrolls IV: Oblivion Remastered	25.6	25.6	25.6
Elden Ring Nightrregn	102.4	102.4	102.4
Tekken 8	102.4	76.8	76.8
Marvel's Spider-Man 2	128	102.4	102.4
Stellar Blade™	102.4	102.4	76.8
Cyberpunk 2077	25.6	25.6	25.6

Survey data on AAA titles in Singapore shows that users mostly link expensive games to be in the range of SGD 76.8 to 102.4. This is very much in line with international pricing of digital stores. For instance, the cost of Marvel's Spider-Man 2 and Elden Ring Nightrregn is going up to the highest level (SGD 102.4–128), which is indicative of the fact that players in Singapore are ready to spend more for the best releases. However, a large number of respondents still choose a moderate price of around SGD 25.6–51.2 for the older or already discounted titles like Cyberpunk 2077 and Assassin's Creed Shadows. This suggests a sensitivity to brand reputation and perceived value retention.

Table VIII. Indie Games Singapore Region

Game	Mean (SGD)	Median	Mode
Terraria	25.6	25.6	25.6
Hollow Knight	25.6	25.6	25.6
Stardew Valley	25.6	25.6	25.6

Palworld	25.6	25.6	25.6
Liar's Bar	25.6	25.6	25.6
Nine Sols	25.6	25.6	25.6
Balatro	25.6	25.6	25.6
ANIMAL WELL	25.6	25.6	25.6
Cuphead	25.6	25.6	25.6
The Binding of Isaac: Rebirth	25.6	25.6	25.6

The indie game market shows a stable price trend, as the prices of the games under review have all been less than SGD 25.6 ( $\approx$  USD 20). This means that gamers from Singapore view indie games as simple low-priced products, hence, they prefer that the prices be in line with the worldwide standards for small creative works. The consistency at this level underlines that being affordable and giving the customer what he wants still constitute the main factors that lead to the purchase of indie games even in places with a high-income level like Singapore.

#### F. AAA and Indie Games – Thailand Region

In the second phase of this research, 42 people were chosen out of 405 participants, which were only from the Thailand region. By using a conversion rate of 1 USD = THB 31.8, local price segments were normalized in order to be consistent with the baseline categories defined in Phase 1. At this conversion rate, a price under THB 636 is roughly equal to under USD 20, thus being the reference point for assessing the perceptions of affordability in this region. This part is aimed at figuring out how production value (AAA) and creative independence (indie) affect the Thai consumers' perceptions of a fair or optimal price, thus helping to the main goal of determining the best pricing model for each Southeast Asian region.

Table IX. AAA Games Thailand Region

Game	Mean (THB)	Median	Mode
Assassin's Creed Shadows	1,272	1,272	1,272
Black Myth: Wukong	2,544	1,908	1,908
Grand Theft Auto V	1,272	1,272	636
Elder Scrolls IV: Oblivion Remastered	1,272	1,272	1,272
Elden Ring Nightrregn	1,908	1,908	1,908
Tekken 8	2,544	1,908	1,908
Marvel's Spider-Man 2	2,544	1,908	1,908
Stellar Blade™	2,544	1,908	1,908

Cyberpunk 2077	1,272	1,272	1,272
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According to the data, Thai participants consider AAA games to be of moderate to high value, as most of their answers are between THB 2,450–3,250. This interval corresponds to average global retail prices when regional adjustments are taken into consideration. Marvel's Spider-Man 2 is the furthest one from the average price tolerance as the acceptable price range for few respondents is extended even to THB 4,000 which clearly indicates that they are willing to pay for a small number of titles they highly regard. On the other hand, the price levels for Assassin's Creed Shadows and Cyberpunk 2077 are drastically lower, only around THB 1,050. This suggests that factors such as brand trust, replayability, or perceived content depth may significantly influence pricing acceptability in the Thai market.

Table X. Indie Games Thailand Region

Game	Mean (THB)	Median	Mode
Terraria	636	636	636
Hollow Knight	636	636	636
Stardew Valley	636	636	636
Palworld	636	636	636
Liar's Bar	636	636	636
Nine Sols	636	636	636
Balatro	636	636	636
ANIMAL WELL	636	636	636
Cuphead	636	636	636
The Binding of Isaac: Rebirth	636	636	636

The research on independent titles reveals that the games are very similar in terms of the response pattern of their users. Mostly, the respondents agree with a price point of less than 636 THB ( $\approx$  USD 20). The latter fact may be considered as evidence for the assumption that, even in the markets with the highest rates of consumption such as Thailand, the independent games are still treated as low-risk, cheap forms of entertainment. Although the depth of gameplay and popularity of the titles may vary, the optimum price expectation is almost the same, thus in effect, affordability is singled out as the most influential factor of the purchase decision.

#### G. AAA and Indie Games – Philippines Region

From the total 405 participants, 40 individuals were representing the Philippines. The price units were changed in accordance with the global baseline used in this research employing the conversion rate of

1 USD = PHP 57.2. According to this conversion, the "under PHP 1,144" category is roughly equivalent to the "under USD 20" one, thus being a primary affordability benchmark for local respondents. This part of the research determines whether the consumers in the Philippine market are willing to pay more for the premium production value (AAA) or they value more the creative independence (indie), thus being the most influential factor of perceived pricing in the local gaming industry. The study's main objective to find out the pricing strategy most suitable for the different regions in Southeast Asia, thus it is aligned with this study.

Table XI. AAA Games Philippines Region

Game	Mean (PHP)	Median	Mode
Assassin's Creed Shadows	2,288	2,288	2,288
Black Myth: Wukong	4,576	3,432	3,432
Grand Theft Auto V	2,288	1,144	1,144
Elder Scrolls IV: Oblivion Remastered	2,288	2,288	2,288
Elden Ring Nightrregn	3,432	3,432	3,432
Tekken 8	4,576	3,432	3,432
Marvel's Spider-Man 2	4,576	3,432	3,432
Stellar Blade™	4,576	3,432	3,432
Cyberpunk 2077	2,288	2,288	2,288

According to the data, Filipino respondents consider AAA titles to be the most valuable purchases, but still within a balanced affordability range. The majority of the most acceptable price points vary between PHP 2,288 and 3,432, or roughly USD 40 to 60, indicating that consumers are ready to pay top prices for titles that are linked to familiar franchises or have a large production scale. Marvel's Spider-Man 2, Black Myth: Wukong, and Tekken 8 exemplify the upper segment of this range, underscoring a strong market appreciation for visually rich or culturally significant games. Conversely, Assassin's Creed Shadows and Cyberpunk 2077 are associated with lower acceptable thresholds (around PHP 2,288), implying that perceived replay value or recent reputational issues may influence local willingness to pay. Overall, AAA games in the Philippines occupy a solid mid-to-high market tier when localized pricing is considered.

Table XII. Indie Games Philippines Region

Game	Mean (PHP)	Median	Mode
Terraria	1,144	1,144	1,144
Hollow Knight	1,144	1,144	1,144
Stardew Valley	1,144	1,144	1,144
Palworld	1,144	1,144	1,144
Liar's Bar	1,144	1,144	1,144
Nine Sols	2,288	1,144	1,144
Balatro	1,144	1,144	1,144
ANIMAL WELL	1,144	1,144	1,144
Cuphead	1,144	1,144	1,144
The Binding of Isaac: Rebirth	1,144	1,144	1,144

The i-gaming sector shows that prices are pretty much the same with a limit of just under PHP 1,144, and it can be said that affordability is the main factor that influences the consumer's purchases. The game Nine Sols is an exception to this trend, with a higher average price of PHP 2,288. This difference is probably due to the fact that its hybrid nature combines indie creativity with a production quality level that is close to that of AAA titles. This finding gives rise to the idea that better visual design, deeper narrative, or stronger cultural resonance can make the indie games reach a higher price perception category. On the whole, Filipino gamers are able to distinguish the psychological differentials quite clearly of a premium AAA game (PHP 3,432–4,576) and an indie game (PHP  $\leq$  1,144) at their respective price points. The results here reaffirm that factors such as production scale and perceived quality remain the main reasons for the price level to be accepted by the gaming audience in the Philippines, which is in line with the consumer behavior trends in the rest of Southeast Asia.

#### H. AAA and Indie Games – Vietnam Region

A cohort of 40 respondents from Vietnam was From the total sample of 405 participants, a cohort of 40 respondents from Vietnam was identified. With the use of the uniform exchange rate of 1 USD = VND 26,420, all the stated prices were changed to show the local purchasing power. According to this conversion, the "Under VND 528,400" category is roughly equal to the Under USD 20 range, which is used to set the baseline for measuring affordability levels in the Vietnamese gaming market. The data from the Vietnam area is instrumental in providing a comparative view, especially in determining which factor - production quality (AAA titles) or independent creativity (indie titles) - has a greater impact on pricing behavior that is considered

acceptable in a market that is characterized by a strong PC and mobile gaming culture.

Table XIII. AAA Games Vietnam Region

Game	Mean (VND)	Median	Modus
Assassin's Creed Shadows	528,400	528,400	528,400
Black Myth: Wukong	1,585,200	1,056,800	1,056,800
Grand Theft Auto V	528,400	528,400	528,400
Elder Scrolls IV: Oblivion Remastered	528,400	528,400	528,400
Elden Ring Nightrregn	1,585,200	1,056,800	1,056,800
Tekken 8	1,056,800	1,056,800	1,056,800
Marvel's Spider-Man 2	1,585,200	1,585,200	1,585,200
Stellar Blade™	1,585,200	1,585,200	1,585,200
Cyberpunk 2077	528,400	528,400	528,400

Information reveals that there are two different price clusters for Vietnamese respondents. One of these clusters is composed of games such as Assassin's Creed Shadows, Grand Theft Auto V, Elder Scrolls IV: Oblivion Remastered, and Cyberpunk 2077, and it revolves around the VND 528,400 (USD 20) point. It can be inferred from this that most of the consumers would expect the price to be discounted or at a middle range level even if the products are old but are still well-established AAA titles. Black Myth: Wukong, Elden Ring Nightrregn, Tekken 8, Marvel's Spider-Man 2, and Stellar Blade with the second cluster of the respondents show a higher level of tolerance with the average values moving from VND 1,056,800 to VND 1,585,200 (USD 40–60). The statement here is that Vietnamese gamers are selective as to how much they are willing to pay but only in general they will choose either culturally resonant or highly publicized releases. In essence, the perception of AAA pricing in Vietnam corresponds to the pattern of Southeast Asia where the range of USD 40–60 is the maximum psychological limit for the majority of premium game purchases, however, there are a few instances of major releases with regional appeal or global anticipation where this is not the case.

Table XIV. Indie Games Vietnam Region

Game	Mean (VND)	Median	Modus
Terraria	528,400	528,400	528,400
Hollow Knight	528,400	528,400	528,400

Game	Mean (VND)	Median	Modus
Stardew Valley	528,400	528,400	528,400
Palworld	528,400	528,400	528,400
Liar's Bar	528,400	528,400	528,400
Nine Sols	1,056,800	1,056,800	1,056,800
Balatro	528,400	528,400	528,400
ANIMAL WELL	528,400	528,400	528,400
Cuphead	528,400	528,400	528,400
The Binding of Isaac: Rebirth	528,400	528,400	528,400

Indie game prices below VND 528,400 or USD 20 are clearly preferred by Vietnamese respondents, thereby revealing that this demographic group is highly price sensitive. It is worth noting that Nine Sols stands out as an exception, thus, it has been able to achieve a higher average price of VND 1,056,800, which is consistent with the pattern that has been observed in other Southeast Asian countries where indie games with better graphical fidelity or more extensive marketing are slightly more valued. The dominant affordability trend demonstrates that Vietnamese gamers are willing to focus on accessibility and are value-conscious rather than be impressed by the production even if creativity and replayability are still at a high level. Consequently, pricing strategies in the Vietnamese market must be geared towards affordability and the use of flexible distribution models (e.g., digital discounts, bundles, or free trials) should be considered as a way of meeting consumer expectations.

### I. Comparative Analysis Across Region

This part of the report relates and compares the research data of six different Southeast Asian regions, i.e., Indonesia, Malaysia, Singapore, Thailand, the Philippines, and Vietnam to the most of the similarities in the game price perception for AAA titles and indie ones that could be constricted across these regions. Also, it analyzes whether the findings from the second phase are in harmony with the results of the first stage and looks at how regional purchasing power, cultural familiarity, and perceived production value influence price expectations.

#### 1. Cross-Regional Comparison of AAA Game Pricing

AAA games were commonly priced between USD 40 and 60 in all the six regions, showing similar psychological pricing thresholds to which the users recognize the term "premium but acceptable." Nevertheless, if we consider local currency, we can find not only different purchasing power and willingness to pay but also different price levels according to the local currency:

- A. Indonesia and Malaysia show that their residents have a decent tolerance for the price with the acceptable ranges between Rp 330,000–660,000 and MYR 168–252, respectively. These results fit well with Phase 1, confirming that affordability is still a major issue in both markets.
- B. Singapore is a leading example of a city where people could bear premium prices as players are comfortable paying at SGD 76.8–102.4, which is very close to the worldwide retail prices. This situates Singapore as a city with stronger purchasing power and lower-cost sensitivity.
- C. Thailand and the Philippines reveal mid-to-high valuation clusters of THB 1,900–3,250 and PHP 3,432–4,576, respectively, which the authors attribute to a combination of quality and familiarity with the franchise, even though affordability still plays a role in the final decision-making process.
- D. Vietnam is very close to the rest of the region with its maintaining the upper limit between VND 1,056,800–1,585,200, which is equivalent to USD 40–60. However, with selective willingness—only such high-profile titles as Black Myth: Wukong and Elden Ring Nighreign are allowed to exceed the average expectations.

On the whole, the Phase 2 AAA data are a loud voice in the confirmation of Phase 1 findings expressing the steady regional agreement around the USD 40-60 ceiling. The difference is not in the direction but in the extent of the variations—you are right Singapore's pricing is consistent with global standards while Indonesia and Malaysia's expectations are still low due to the differences in relative purchasing power. Thus, it shows that although production value determines perceived worth, the economic context is what finally dictates spending behavior.

#### 2. Cross-Regional Comparison of Indie Game Pricing

Considering independent game titles, we can observe that in several regions there is a notable pattern of consistency, with prices mostly being in line with the USD 20 standard.

- A. In foreign exchange, the price points of Indonesia, Malaysia, Thailand, and Vietnam

are equivalent to 20 USD (Rp 330,000, MYR 84, THB 636, and VND 528,400). This is in line with the general expectation that the price of indie games should be relatively low to allow more people to buy them.

- B. Singapore is following the rest of the world in terms of the prices with 25.6 SGD which is a premium-price of the situ market, and the Philippines also exhibits similar affordability standards at 1,144 PHP. The only reason for Nine Sols being a little bit above this line is that the production value is probably higher.

Despite the small deviations around the region, it is clear that consumers from Southeast Asia regard indie games not only as cost-saving but also creative alternatives and do not see them as a replacement for AAA titles. This vigorous implies the phased first hypothesis that the value of indie games lies in innovation creativity not production quality.

### 3. Significance and Interpretation of Differences

Although there are still some differences in detail between the upper limit of acceptable AAA pricing across different regions, the basic patterns are the same everywhere. Singaporean respondents, on average, have higher price expectations for mean and median than the neighboring regions, and this is what statistical analysis shows. This corresponds to the concept of income elasticity of demand, i.e., as income increases, the consumer becomes more tolerant of higher prices. On the other hand, Indonesia and Vietnam that have been described as places with low median income levels, have shown narrow affordability ranges which consequently have resulted in their being more price sensitive and risk averse when it comes to entertainment expenditures. The Philippines and Thailand are the two sides of the same coin, in fact, where aspirational purchasing behavior is balanced with practical spending constraints. These differences highlight that the relationship between production value and perceived fairness of price is influenced by local economic conditions and not only by brand exposure. Therefore, the difference in economic scale is still significant, but not in psychological pattern, each region being able to maintain a consistent perception of value proportional to its currency strength and market maturity.

### 4. Summary of Comparative Findings

To synthesize the comparative observations previously discussed, the following table presents a summary of the consolidated pricing ranges and key behavioral patterns identified across all six Southeast Asian regions.

Table XV. Summary Of Comparative Findings Across South East Asian Region

Region	AAA Price Range (USD Equivalent)	Indie Price Range (USD Equivalent)	Key Observation
Indonesia	20–40	≤20	Strong affordability focus, price ceiling at USD 40
Malaysia	20–60	20–40	Similar affordability pattern to Indonesia
Singapore	60–80	≤20	Highest tolerance, aligns with global norms
Thailand	40–60	≤20	Moderate willingness, prestige titles valued higher
Philippines	40–60	≤20	Balanced perception, brand-driven premium tolerance
Vietnam	40–60	≤20	Price-sensitive but consistent with regional norm

To sum it up, the evidence from Phase 2 reinforces the overall pricing trend that was visible in Phase 1: Gamers from Southeast Asia are a clear example of a psychological pricing model, with USD 60 being the maximum for AAA games and USD 20 the most likely expectation for indie titles. The main differences between the regions are related to currency-adjusted purchasing power rather than value judgment, which indicates that regional pricing should be localized in terms of currency but still follow a standard structure.

Comparing in detail the six regions of Southeast Asia to reveal the slowly maturing gaming market that is becoming more conscious of value, in which users of the gaming market co-influence based on the factors: affordability, brand credibility, and perceived production quality, consumers' willingness to pay. The research findings reinforce the phenomena as illustrated in Phase 1: The cost of a AAA game is always around USD 40 to 60 while that of an indie game remains at approximately USD 20. This consistency suggests that gamers from Southeast Asia have merged the globally accepted price levels with their local purchasing power. While affordability is the key factor in all markets, it is no longer a condition of strict limitation.

Instead, players now exhibit a nuanced understanding of value, where quality, reputation, and content longevity influence perceived fairness in

pricing. Also, the different regional responses show that production scale is a main factor in the way a price is looked at. Most people consider AAA games as one of the most expensive entertainment products, however, the trust in the brand and the recent good reputation are the factors which most influence the acceptance of the higher price. So, people from all six regions make a decision that they will be ready to give more money for the games which not only are made well but also are reliable like Elden Ring, Nighthreign or Marvel's Spider-Man 2. On the other hand, titles such as Cyberpunk 2077 or Assassin's Creed Shadows are rated lesser, implying that disbelief which originates from the past scandals and the weariness of the franchise. The difference, therefore, confirms that gamers from Southeast Asia are a discerning and knowledgeable audience who consider not just the quality of the product but also the trustworthiness of the developers and publishers from the past before they judge what a reasonable price is. As far as indie games are concerned, the opinions are still very much in line, raising the same three points - creativity, accessibility, and affordability - as the fundamental aspects. Players across all regions view indie games as lower-risk purchases that provide innovation and emotional engagement at a reasonable cost.

Nevertheless, the perception of this is being changed by the rise of top-notch indie games. The differentiation between conventional indie and mid-tier productions is getting more and more ambiguous, thus indicating the emergence of so-called "premium indie" games - indie games that sell at a bit higher prices because of their technical complexity, narrative depth or popularity. This change mirrors a more adaptable and experience-focused consumer mindset, whereby the price can be more than the usual USD 20 if the artistic and emotional value is deemed to be high enough.

One clear instance of such a change is visible in the latest release of Hollow Knight: Silksong. Being the sequel to one of the most acclaimed indie games of the past decade, Silksong was marketed at a cost slightly higher than the usual indie threshold (roughly USD 30–35). However, it found a wide acceptance in the markets of Southeast Asia. A great majority of the people, in spite of the price hike, welcomed the product positively. This was mainly because of the artistic integrity, the gameplay richness, and the emotional aspect of the original Hollow Knight that continued in Silksong.

Silksong's scenario is a signal that customers in the area are now more ready to pay higher prices for indie games if the creative and production quality are

up to their standards. This indicates a maturing market where loyalty, trust, and narrative quality now surpass strict affordability as determinants of purchase decisions. The implications of these findings are twofold. Firstly, the makers of games and their publishing companies must keep the localizing of prices according to the money and the buying power of the people, but they should also keep the prices globally psychologically consistent, i.e. around 20 dollars for indie games and 60 dollars for AAA titles. Secondly, the difference in prices within the indie category is becoming a potential, hence the developers with good reputations or having an established franchise can use the mid-tier pricing strategy without their audience feeling that they have been alienated.

Silksong along with other well-crafted indie releases, have shown that Southeast Asian gamers are now looking at price through a value lens. Southeast Asia's gaming community as a whole is becoming less price-sensitive and more value-sensitive. Affordability is still important, but players are increasingly making their buying decisions based on trust, creativity, and the richness of the content. The common behavior of the region reflects a move towards global valuation standards, supported by economic diversity but tied together by a shared understanding of what is a fair and rewarding purchase. The change exemplified by the success of Hollow Knight: Silksong is a clear indication of the shift regional consumer psychology and the growing sophistication of the Southeast Asian gaming audience.

## V. CONCLUSION

The Southeast Asian video game market appears to be a mature and value-conscious market based on this exploratory research. Psychologically, the consumers consistently applied a pricing framework. The results pointed to a situation in which affordability was still a very important factor, but the users had accepted global pricing structures which were adjusted for local purchasing power. The examined area shows the establishment of two main stable price levels in the region, i.e. a normal expectation of USD 20 (or its local equivalent) for indie titles and a ceiling of USD 40–60 for premium AAA games. The research heralds the market to be on the way to pricing value instead of just price sensitivity. The level of pricing tolerance is different from one region to another with Singapore having the highest tolerance and Indonesia being more concentrated on affordability. However, the basic psychological pattern is still there. The consumers now have a more sophisticated value understanding, where the reputation of the developer, the production quality, and the content durability are the factors that determine the acceptance of the price.

The popularization of the "premium indie" segment is additionally supported by the good rating of such games as Hollow Knight: Silksong that are priced notably above the commonly set USD 20 level. This phenomenon signals that users are ready to pay more for independent games which are a trust, quality, and artistry combination. Game developers and publishers must absolutely be on board with localized pricing plans. These plans, instead of a single global price, should correspond to the already known psychological price points (USD 20 for indie games, USD 40–60 for AAA titles) and be changed to the equivalent value in local currencies, thus giving a fair chance to the purchasing power of each region.

Besides, high-quality indie game developers with trust brand might want to explore the middle range pricing option as the market clearly shows the willingness of the community to support the "premium indie" segment. The next study can use these results as a starting point and go further by using statistical methods such as linear regression to quantitatively measure the price differences between groups and explore that social interaction and genre have the most significant influence on the value perceptions raised by this research.

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