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Research paper

Analyzing The Impact of Motivational Drivers on User Satisfaction in Online Gaming, with The Mediating Factor User Addiction

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Abstract

This study explores the impact of gaming motivations on user satisfaction through the mediating factor of user addiction in online gaming. Immersion, achievement, escapism, socialization, competition, cognition, and earning, seven motivational factors used as independent factors and analyzed. These factors were used as a first order construct and were studied under a second order construct motivational factor a second order construct. Data were collected using snowball sampling techniques from 272 online gamers, and mediation analysis was performed to test the proposed model. The findings reveal that while motivational factors were directly influencing satisfaction, addiction acts as a mediating mechanism that reinforces this impact. Through Rationality Addiction Theory, the outcomes suggest that players integrate addictive engagement as part of their satisfaction-maximization. The research further highlights wider economic and policy implications, specifically the role of motivational factors in industrial revenue models and the need for sensible gaming structures to balance user satisfaction and societal well-being.

Keywords: *Online Games; User Addiction; User Satisfaction; Rationality Theory.*

1. Introduction

Online gaming is one of the popular worldwide recreational activities. By 2025, the market of Indian online games was expected to reach $1.65 billion(India, n.d.). In 2024, the total number of online gamers in India was approximately 442 million, making India the second-largest country based on gaming user population (442 Million Online Gamers in India, Second-Largest Base Globally, 2024). The Indian online gaming market is projected to reach more than ₹ 29,000 crore by 2025.

Motivational factors, such as immersion, achievement, and socialization, played a vital role in enhancing user experiences (Yee, 2006). Since gaming disorder was an effect of uncontrollable engagement by motivational factors, escapism was identified as a stronger influencer of problematic behavior in online gaming(Schivinski et al., 2020; H.-Y. Wang & Cheng, 2022). The difference between addiction and engagement was clearly defined as addiction will adversely affect daily life, while engagement gives enjoyment(Charlton & Danforth, 2007).

The mediational effect between user satisfaction and loyalty found a weak direct relationship between the factors(Lu & Wang, 2008). The psychological problems of uncontrollable gaming comprise depression and anxiety(Mentzoni et al., 2011), while the reward mechanism provided by the structural gaming features will contribute to compulsive online gaming behavior (Kuss et al., 2012). Sometimes, social motivations with lengthy gaming periods will increase the addiction risk (Seay & Kraut, 2007)

Apart from the exclusive research on motivational factors and addiction factors separately, the combined effect of these factors has still not been explored. So, this study aims to examine the impact of motivational factors on user satisfaction with the mediating factor of addiction, which will develop a different perspective on online gaming user satisfaction.

2. Literature and Hypothesis

2.1. Rational addiction theory

Rational Addiction Theory, presented by, says that persons make progressive, rational choices even when there is the existence of addictive behaviors. Unlike the classical assumption that addiction is irrational, this theory postulates that individuals assess present utility against

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expected future costs. Consequent studies have followed this framework to constituents such as alcohol (King & Delfabbro, 2019), tobacco (Chaloupka, 1991), and, recently, digital consumption behaviors. In the context of gaming, motivational causes such as immersion, achievement, and earning offer instant pleasure and augment satisfaction, while addiction increases the occurrence and gaming intensity. Though these short-term benefits may arise at long-term psychological and economic costs, such as excessive spending, reduced productivity, and health risks (King & Delfabbro, 2019). Therefore, the mediation role of addiction perceived in this study supports the Rational Addiction Theory, as gamers continue to spend money and time in search of satisfaction despite predictable risks.

2.2. Immersion in user satisfaction

Immersion is a multifaceted concept in online games, and it is significantly impacting the player experience. Found that compared with non-cooperative modes, cooperative modes induce both enjoyment and immersion(Daggubati, 2016). It involves a detached sense from the physical world, intense concentration, and emotional engagement (Garcia & Jung, 2021). The understanding is considered by a sense of being engrossed in the gaming activity environment(Leroy, 2021). The impact of usability, gaming ability, and appeal to create a convincing virtual world was found in the immersion (Geniusas, 2022; Leroy, 2021). These findings suggest the importance of the immersion factor in developing user satisfaction in online games

2.3. Achievement in user satisfaction

Multiple factors are influencing the information systems and user satisfaction in online games. The association between user satisfaction and achievement components was strong in video games(X. Wang & Goh, 2020). To boost the online learning experience, the courses were designed with a component achievement factor, and it was found that there is a significant effect on achievement and student satisfaction. The game's continuing intention and achievement satisfaction in in-game activities were significantly influenced by the future success expectations of gamers. (S. Naqvi et al., 2022). To sustain user engagement levels, it is necessary to develop the games by building challenging tasks to increase future achievements in online games(Huang et al., 2024a). These findings show that the achievement factor plays a vital role in shaping user satisfaction in both real-life and in-game activities.

2.4. Escapism in user satisfaction

The player's gaming experience is enhanced by the escapism factor, specifically concentration and enjoyment. There is a rise in game usage(Huang et al., 2024b). The way to differentiate escapism from avoidance or immersion is that it serves as an important thing to recompense the unexpected psychological needs in the actual world(Giardina et al., 2024). The gamer's enjoyment was positively influenced by the escaping desires and visual appeals; through this, the overall gaming behavior was impacted(Arı et al., 2020). These show the vital role of escapism in online gaming user satisfaction.

2.5. Socialization in user satisfaction

The overall satisfaction was contributed to by the social value and entertainment enhanced by community interaction(Shi et al., 2024a). The role of social capital in gaming outcomes, with the increase in self-esteem and satisfaction among adolescent gamers(Kim et al., 2022). The game-playing intention was predicted by the positive relation of social factors to satisfaction(Patzer et al., 2020a). These findings underline the significance of the socialization factor in online gaming, which suggests the importance of developing community interaction and connectivity to increase … user satisfaction to maintain long-term involvement.

2.6. Earnings in user satisfaction

Hedonic and utilitarian features, as well as gamification elements, were impacting the satisfaction, user experience, and behavioral intentions significantly. The crucial role of monetary value was shown through the direct effect on user satisfaction and experience in a gamified environment(M. H. Naqvi et al., 2021). However, online gamer loyalty also contributed to the satisfaction of real-world needs(Liao et al., 2020a). The evolution of the play-to-earn (PTE) model for gaming offers various real-life rewards, and a good gaming experience is still a primary intention to participate, which is followed by game awareness and financial outcome(Lee & Park, 2023). This shows the importance of earning factors in online games.

2.7. Competition in user satisfaction

The compilation of offensive, strategic, and defensive elements in competitive engagement has been used to satisfy the autonomy, competence, and relatedness of online games, which leads to increased game usage and loyalty(C.-I. Teng et al., 2022). As per the Self-determination theory, both frustration and satisfaction can be obtained by the competitive spirit, and it will enhance the well-being and motivation of gamers(Moller et al., 2024). The overall user satisfaction was contributed through the enhancement of social value and perceived entertainment of mobile gaming community interaction(Shi et al., 2024). The enjoyment, social interaction, and visual appeal, as well as the competition factor, were acting as important factors to affected the online mobile gaming experience(Willis & Manik, 2022).

2.8. Cognition in user satisfaction

In a study, a significant impact on cognitive-behavioral factors was found through achievement emotion in online games by socialization, progression, and immersion. Relatedness and competence, a real-world need satisfaction, affect gamer loyalty and self-worth positively(Liao et al., 2020b). In the online game, a positive effect was found on interpersonal communication skills and learning motivation(Evanne et al., 2021). There is a positive correlation between user satisfaction experience and enjoyment of learning outcomes, children in online games; moreover, knowledge improvement and challenge in online games were considered major predictors for learning outcome factors (Espinosa-Curiel et al., 2020). The satisfaction was strongly predicted by story-driven motivation and accounted for 20% of its variance(Patzer et al., 2020b). This shows that the cognition factor is important in online gaming. So, it is important to consider 0cognition factors on user satisfaction.

H1: There is a significant impact of motivational factors on user satisfaction

2.9. Motivational factors of online gaming addiction

Online gaming addiction was influenced by various factors among youth. Psychological factors like Social withdrawal, detachment from activities, and emotional dependence were the major predictors of online gaming addiction(Misra et al., 2020). Social factors like parental support and peer relationships are also significantly contributing to gaming addiction(Nursalam et al., 2023; V. N. Teng et al., 2021). Sociocultural factors like online community participation and time spent on gaming were also found to be antecedents of user addiction(Nurmagandi & Hamid, 2020). Additionally, the escapism factor is one of these factors, and the media factor also contributes to the behavior of addiction(V. N. Teng et al., 2021). However, this study focuses on the motivational factors of online games and their impact on user addiction and user satisfaction.
H2: There is a significant impact of motivational factors on online gaming addiction

2.10. Online gaming addiction and user satisfaction

The crucial relationship between user satisfaction, psychological factors, and online gaming addiction was studied in the previous papers. The association between online gaming addiction and two more factors, which are perceived social support and life satisfaction, was found to be decreased (Baysak et al., 2020). More commitment towards online gaming will raise the chance of getting addicted, specifically for those who are more obsessed with playing(Kiatsakared & Chen, 2022). Life meaning and responsibility were used as mediators between online gaming addiction and satisfaction of psychological needs, and a negative correlation between these factors(Yazici & Kumcagiz, 2021). There may be an influence of demographic factors, such as education level and gender, on rates of addiction(Baysak et al., 2020). The avatars are used to resemble themselves, which may help balance real-world insufficiencies, potentially contributing to gaming disorder (Szolin et al., 2022).
H3: There is no significant impact of online gaming addiction on user satisfaction
After considering all these reviews, the hypothesis for the mediation effect was also framed as follows.
H4: There is no significant mediating effect of user addiction between motivational factors and user satisfaction

2.11. Financial models and consumer spending patterns

Understanding gaming behavior in an economic context is considered important, particularly during the commercial transformation of the online gaming industry. The international video game market has experienced exponential growth, with greater revenues of $180 billion in 2023(Wijman, 2023). This growth has been mainly driven by changes in financial models, including loot box mechanics, subscription services, in–game purchases, and freemium structures. These monetization tactics are not merely commercial gears, but are closely tied to game design and user behavior.
(Hamari & Lehdonvirta, 2010)Say that in-game economies and virtual goods are intentionally structured through marketing principles and behavioral economic principles, such as psychological ownership, scarcity, and sunk-cost fallacy, to generate demand and incentivize expenditure. These design ranges often shadow the line between commercial transaction and gameplay. (King & Delfabbro, 2018)Additionally, criticize the above models by presenting the “predatory monetization concept” in that game characteristics avoid cognitive biases, such as time-limited offers or intermittent rewards, to increase revenue, regularly at the cost of exposed players.
Consumer spending designs in games also disclose plain economic changes. Research underscores that an inconsistent amount of income in free-to-play games derives from a small subgroup of users, termed “whales,” colloquially, who spend expressively higher amounts than the regular player. This elevates ethical concerns, mainly in relation to individuals and adolescents prone to obsessive behaviors. The intersection of financial expenditure and psychological gratification, therefore, becomes a crucial area for scrutiny, predominantly in discussions of potential regulation and digital consumerism.
Generally, while psychological theories are vital for understanding gamer motivation and engagement, integrating economic standpoints offers a more inclusive view of the gaming ecosystem. The merging of financial design and behavioral science strategies highlights the difficulty of modern game society, requiring interdisciplinary methods in future research.

3. Methodology

3.1. Participants and data collection

The online form was designed in Google Form using a structured questionnaire with a five-point Likert scale ranging from “strongly disagree to strongly agree,” and it is shared with the online gamers. Participants were asked to share the questionnaire with their gaming groups and communities. We have collected the data from 272 online gamers using snowball sampling for three weeks, from January 20, 2025.

3.2. Instrumental development

The independent factors of this study are motivational factors comprised of achievement, earning, escapism, cognition, immersion, competition, and socialization. Here, the motivational factor is a second-order construct, and the contributing sub-factors are treated as a first-order construct. Additionally, the addiction factor is used as a mediating factor, and user satisfaction is used as a dependent factor, as shown in the figure.1

3.3. Conceptual framework

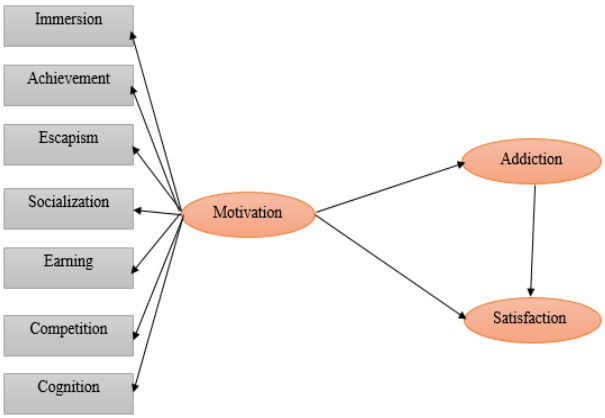

Fig. 1: Conceptual Framework.

4. Analysis

4.1. Demographic profile

The demographic questions dealt with age and gender using multiple-choice questions.

Table 1: Demographic Profile

Particulars	Frequency	Percentage
Age		
15-20	102	37.5
20-30	75	27.5
30-40	47	17.3
40-50	33	12.1
Above 50	15	5.6
Gender		
Male	158	58
Female	114	42

4.2. Normality test

Table 2: Normality Test

Factors	N	Minimum	Maximum	Mean	Standard deviation	Skewness	Kurtosis
Immersion	272	4.00	20.00	12.2868	4.16169	.025	-.720
Achievement	272	4.00	20.00	12.2059	4.16826	.122	-.630
Escapism	272	4.00	20.00	12.6103	4.06710	.066	-.736
Socialization	272	4.00	20.00	11.5368	4.18027	.162	-.746
Earning	272	4.00	20.00	10.5809	4.17611	.247	-.725
Competition	272	4.00	20.00	12.3787	4.23916	-.015	-.907
Cognition	272	4.00	20.00	12.3676	3.98764	-.022	-.672
Addiction	272	4.00	20.00	11.3015	4.70035	.148	-1.028
User satisfaction	272	4.00	20.00	11.9485	43.9603	.054	-.675

4.3. Reliability analysis

The skewness range and kurtosis range of the factors fall under the predefined ranges, which are -2 to +2 (Hair et al., 2010)and kurtosis -7 to +7(Byrne Barbara, 2010). So, the normality of the data is proved. Since all the Cronbach alpha values of all the items are higher than the recommended value of 0.7, the internal consistency of all the items is reliable, and their reliability is proven.

4.4. Convergent validity

Three standards have been used to confirm the convergent validity of data: (a) The first criterion is the factor's composite reliability, (b) factor loadings of all the items (c) finally, average variance extraction of the constructs. The composite validity threshold value was expected to be greater than 0.7, the factor loading of all the items was expected to be more than 0.5, and the average variance extracted should be more than 0.5(Abd-El-Fattah, 2010). Here the Table 3 shows that the CR values are meeting the condition of crossing the 0.9 level, the confirmatory factor analysis was performed for the factors and it found that all the items are loading at a good level by crossing 0.5 And the AVE of all the VIF of the items are within the acceptable limit, as per the threshold value 5, there is multi collinearity between the dimensions.

4.5. Discriminant validity

After confirming the convergent validity of the data, the discriminant validity should be analyzed. By analyzing this validity, the differentiation of all the constructs from each other can be proved. It can be discriminated through the comparison of the square root value of the AVE of each construct and the correlated value of all the factors, along with its loadings and cross-loadings. The square root values of all

the factors are bolded in Table 4 under their respective titles in a diagonal form. According to the previous formats, the square root values must be greater than all the correlated values in Table 4 (Fornell & Larcker, 1981). Since the recommended.

Table 3: Reliability and Validity

Construct	Item code	Outer loadings	Outer weights	CA	CR (rho_a)	CR (rho_c)	AVE	VIF
Addiction	ADD1	0.854	0.269	0.911	0.914	0.938	0.79	2.422
	ADD2	0.9	0.264					3.17
	ADD3	0.916	0.299					3.399
	ADD4	0.883	0.293					2.836
Achievement	ACH1	0.84	0.299	0.884	0.884	0.92	0.741	2.069
	ACH2	0.874	0.279					2.519
	ACH3	0.876	0.299					2.453
	ACH4	0.854	0.285					2.346
Cognition	COG1	0.836	0.277	0.876	0.878	0.915	0.73	2.218
	COG2	0.89	0.28					2.809
	COG3	0.877	0.316					2.399
	COG4	0.811	0.299					1.848
Competition	COM1	0.869	0.288	0.899	0.899	0.929	0.767	2.387
	COM2	0.885	0.287					2.644
	COM3	0.873	0.292					2.422
	COM4	0.876	0.276					2.553
Earning	EN1	0.855	0.31	0.862	0.87	0.906	0.706	2.232
	EN2	0.856	0.281					2.358
	EN3	0.851	0.339					1.969
	EN4	0.798	0.258					1.861
Escapism	ESC1	0.859	0.29	0.876	0.882	0.915	0.73	2.322
	ESC2	0.847	0.279					2.163
	ESC3	0.899	0.324					2.734
	ESC4	0.811	0.275					1.886
Immersion	IMN1	0.856	0.318	0.874	0.88	0.914	0.726	2.198
	IMN2	0.884	0.289					2.644
	IMN3	0.874	0.307					2.389
	IMN4	0.792	0.258					1.814
Socialization	SOC1	0.822	0.295	0.87	0.872	0.911	0.72	1.914
	SOC2	0.833	0.276					2.115
	SCO3	0.871	0.313					2.311
	SOC4	0.866	0.295					2.318
User satisfaction	US1	0.822	0.31	0.856	0.857	0.902	0.698	1.877
	US2	0.846	0.302					2.084
	US3	0.858	0.309					2.162
	US4	0.813	0.275					1.941

Note: CA – Cronbach Alpha, CR – Composite Reliability, AVE – Average Variance Extracted,

Factors: IMN – Immersion, ACH – Achievement, ESC – Escapism, SOC – Socialization, EN – Earning, COM – Competition, COG – Cognition, ADD – Addiction, US – User Satisfaction.

Table 4: Discriminant Validity

	IMN	ACH	ESC	SOC	EN	COM	COG	ADD	US
IMN	0.852								
ACH	0.755	0.861							
ESC	0.703	0.724	0.855						
SOC	0.614	0.702	0.76	0.848					
EN	0.437	0.482	0.367	0.586	0.84				
COM	0.582	0.619	0.639	0.638	0.398	0.876			
COG	0.656	0.671	0.716	0.687	0.719	0.713	0.854		
ADD	0.511	0.493	0.424	0.599	0.53	0.557	0.576	0.889	
US	0.562	0.66	0.608	0.642	0.587	0.66	0.734	0.606	0.835

Note: Factors: IMN – Immersion, ACH – Achievement, ESC – Escapism, SOC – Socialization, EN – Earning, COM – Competition, COG – Cognition, ADD – Addiction, US – User Satisfaction.

4.6. Structural equation modeling

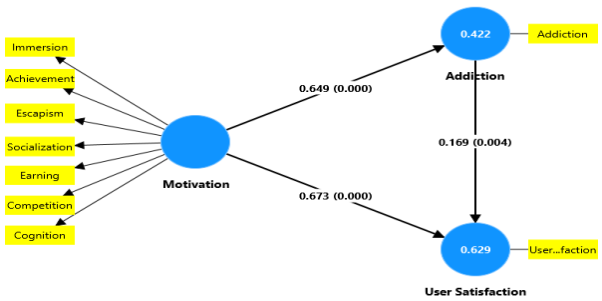

Fig. 2: Structural Equation Modeling.

Note: Factors: Addiction – User Addiction.

4.7. Hypothesis testing

Table 5: Regression Analysis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
H1: Motivation -> User Satisfaction	0.673	0.674	0.057	11.759	0.000
H2: Motivation -> Online gaming addiction	0.649	0.649	0.038	17.018	0.000
H3: Online gaming addiction -> User Satisfaction	0.169	0.168	0.065	2.62	0.004

4.8. Result of hypothesis testing

The result of the framed hypothesis is shown in Figure 2. The (H1) impact of motivational factors on addiction factor is (β =.649, p =.000), (H2) motivational factor on user satisfaction is (β =.673, p =.000), (H3) addiction factor on user satisfaction is (β =.169, p =.004). Therefore, H1, H2, and H3 were rejected at a 95% confidence level. This shows that there is a significant impact found for relations. The R^2 value shows that 42.2% of the impact of motivational factors on addiction and 62.9% of the overall impact on user satisfaction.

4.9. Mediation analysis

Table 6: Regression Analysis

Direct effect		Specific indirect effect						
Beta	P	Path	Beta	T	UL	LL	P	Result
0.783	0.000	H4: Motivation→Addiction→ User Satisfaction	0.110	2.564	0.043	0.184	0.005	Partial mediation

4.10. Result of mediation analysis

Here, the mediation analysis (given in Table 6) was run to find the impact of motivational factors on user satisfaction with mediating factor addiction. As per the result, the mediation was categorized as partial mediation because the significance between motivation and user satisfaction without the mediating factor, that is direct effect was found at 78.3% with a significance value (p-value) at 0.000 and the indirect effect between motivation and user satisfaction with the mediator addiction was found also significant at 95% confidence interval at 11% impact.

5. Discussion and Implications

5.1. Discussion

The result of this paper identifies the vital part of motivational factors in online gaming. Motivational factors such as immersion, achievement, escapism, socialization, earning, competition, and cognition were used to find their impact on addiction among players and user satisfaction in online gaming. This study found that there is a significant and positive impact of the above-mentioned motivational factors on addiction and user satisfaction. This indicates that the motivations were driving as a major factor in building an addictive behavior towards online games. This is supported by the few studies previously as a study on highlighting the influence of rewards and psychological needs to nurture behavioral and mandatory usage patterns.

Additionally, the significant and direct effect of motivational factors on satisfaction highlights the significance of motivation in nurturing user experiences. Meanwhile, the mediational effect of addiction between motivational factors and user satisfaction is also significant and positive, which shows that addiction might not be a negative consequence in all contexts. Specifically, it gives more engagement and enjoyment. At the same time, it is necessary to consider the high dependency and adverse potential side effects of uncontrollable use.

The current study underscores that motivational factors moderately impact user satisfaction through addiction, contributing to both theoretical and practical implications. From an economic perspective, this finding shows that with the revenue models progressively implemented in the gaming industry, such as subscription services, play-to-earn systems, and micro transactions, which depend on constant engagement and extensive playtime(Hamari & Keronen, 2017; Xiao, 2022). Motivational elements such as immersion, achievement, and competition not only increase satisfaction but also indirectly initiate lengthy engagement via addiction affinities, thereby growing lifetime customer worth. Though this also increases concerns about the cost measurement, as obsessive gaming can have consequences in broader socio-economic burdens, overspending, and loss of productivity(King & Delfabbro, 2019). Therefore, a cost–benefit perception becomes crucial in assessing whether the economic benefits of such revenue approaches outweigh the possible long-term costs.

5.2. Theoretical implications

Through the integration of addiction and satisfaction with motivation theory, this study contributes to the existing structure of user behavior. This study extends the self-determination theory (Deci & Ryan, 2013), explaining that motivational factors were driven by engagement and contributed to compulsive usage, and fostering satisfaction. This gives a nuanced perception that addiction, in particular digital environments, may aid as a supporting mechanism rather than simply a harmful outcome.

Moreover, in the Uses and Gratifications theory(Katz et al., 1973)It is proven that users expect the active digital experiences to satisfy their social and psychological needs. The findings of the research suggest that satisfaction was led by the motivational drivers, and mostly it is intertwined with addictive factors, which makes the presence of addiction necessary to understand the active relationship in digital engagement models.

Previous research has given empirical proof for the positive impact of certain motivational factors on both user addiction and satisfaction. In digital experience and online gaming, the impact of user satisfaction has been explored by the immersion factors in recent times. User engagement was used as a mediating factor between immersion experience and user satisfaction in virtual reality gaming and was found to have a positive impact on user satisfaction(Hammami, 2025). The influence on user engagement and compulsive usage in digital areas

by the immersion factor was found (Shamim et al., 2024). In another paper, the importance of the achievement factor, driven by progression and goal attainment, is highly related to excessive addiction and enhancing satisfaction in online gaming and social media (Griffiths & Nuyens, 2017). Similarly, the reason for excessive platform use was related to escapism, as it is helpful to the users who prefer to avoid real-life problems and depression, and found it as a reason for its influence on addiction and satisfaction(Jouhki et al., 2022).
The community building and interaction opportunities were higher in digital platforms, which in turn leads the users to depend on and engage in those services a lot; that's why socialization plays a vital role in enhancing user addiction and satisfaction in online gaming platforms, also(Hossain & Fahad, 2024). The platforms famous for financial incentives, like trading apps and online gaming with rewards, are boosting the earnings–associated motivations in impacting user engagement, addiction, and satisfaction factors(Bauer et al., 2020). The enhanced achievement and self-efficacy driven by the competitive spirit of a person contribute to the addiction to competitive games and boost the player's satisfaction (Esiri, 2022). Lastly, the increased satisfaction and prolonged usage of a specific learning gamified platform positively impact the problem-solving capacity and intellectual stimulation, and its feeding, which fulfills the cognitive needs of a user(Hsu, 2022).
These references collectively reinforce the argument that motivational factors serve as a major determinant for both user addiction and user satisfaction. In this way, it is proven that the mediating role of user addiction is necessary between motivational factors and user satisfaction.

5.3. Practical implications

This paper provides a valuable understanding for service providers and online game developers, in perfect design and management. Here, motivation leads to both addiction and user satisfaction, which might help in making a more engaging and responsible online environment. So, companies can consider this information to develop more responsible gaming content to maximize satisfaction and to reduce or avoid negative consequences like addiction to online gaming.
If social media platforms, e-commerce sites, and gaming companies create content to strengthen the positive motivational drivers to increase user satisfaction without boosting high dependency, that will create a huge impact in the online gaming world. To mitigate the problematic addiction risk, strategies like usage tracking, personalized user experience, and self-regulation tools can be implemented. Additionally, the interventions can be designed in online games to use features like reminders for breaks, transparency in usage, goal-setting, and a way to endorse healthier usage habits, which will follow the user's motivational drivers.
In terms of policy, the mediation role of addiction highlights the significance of supervisory outlines for accountable gaming. Measures to protect consumers, such as spending caps, disclosure of loot box mechanisms, age verification, and awareness campaigns, could help alleviate psychological and financial risks among susceptible users(Macey & Hamari, 2019; Zendle & Cairns, 2019). Drawing from public health frameworks used in other addictive behaviors like tobacco and alcohol to study the digital security tools, voluntary spending limits, and playtime reminders could also deliver a stable approach that protects user wellbeing while supporting the economic contributions of gaming through digital employment opportunities, esports, and streaming(D Griffiths et al., 2012).

5.4. Policy implications

While this research primarily highlights the behavioral and psychological aspects of gaming motivation, addiction, and satisfaction, the results also hold broader societal policy relevance. Gaming addiction, though frequently associated with greater user satisfaction in the short tenure, can have adverse long-term results, including reduced productivity, mental health challenges, and financial distress. These outcomes emphasize the necessity for policy outlines that control industry growth with consumer security.
From a regulatory view, governments should introduce rules like the regulations of gambling industries, such as transparent disclosure, control of in-game purchases, mandatory warnings regarding excessive gameplay, and spending. Parental control tools and age restrictions may also help in protecting susceptible populations, specifically adolescents, who are facing a higher risk of obsessive gaming. Consumer safeguarding measures could comprise confirming that monetization models like spending caps and transparent disclosure of loot-box mechanics, while also avoiding unfair practices that target addictive behaviors.
In terms of societal level, awareness movements and educational involvement can train users and families with approaches to manage gaming sensibly. An alliance between the gaming industry, policymakers, and health professionals is vital to mitigate adverse consequences while conserving the entertainment and economic value of digital gaming. By positioning gaming addiction within wider consumer security and public health considerations, this study contributes to constant debates on accountable gaming and sustainable digital economies.

6. Conclusion

This study found a significant and positive impact of motivational factors on user satisfaction with the mediating factor, addiction factor. Additionally, the mediation analysis confirms the importance of considering the addiction factor as a mediating factor, because it mediates the enhancement of motivational factors on user satisfaction. The implications section gave insights into the design of online games to avoid addiction to online games.
The results of this study are interpreted using Rationality Addiction Theory, which postulates that individuals make forward-looking choices by weighing present satisfaction with predicted future impacts. In terms of online gaming, users seem to rationally accept addictive engagement as part of their utility-maximizing strategy, since motivational elements such as immersion, achievement, competition, and earning not only directly boost satisfaction but also endure it indirectly through addictive play. The detected partial mediation effect supports this theoretical stance, proposing that players consciously integrate addiction into their satisfaction element. Meanwhile, this affects short-term utility maximization; it also highlights the significance of identifying potential long-term costs such as mental health risks, reduced productivity, and financial strain, which underscores the societal and policy orientation of sensible gaming frameworks.

7. Limitations and Future Scope

This study didn't segregate the motivational factor. So, the further scope of this study is that the author can use appropriate tools to segregate items like extrinsic and intrinsic, and their impact on behavior dynamics. By way of segregation, the companies may plan accordingly. Moreover, the negative consequences of addiction factors can be studied in depth in the future. This research is restricted by the scope of its demographic factors, because some of the influential elements, such as consumer spending behavior, time spent playing, and income level, were not included. Future studies would be advantaged by inculcating different demographic variables and behavioral items.

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