

Analysis of the Reasons for the Choice of Chinese and Japanese Electronic Game Products: Based on the Different Strategic Perspectives of Chinese and Japanese Game Enterprises

Chenyi Zhuang *

College of foreign language, Department of Japanese Language, Fuzhou University, Fuzhou, Fujian, 350001, China

* Corresponding author Email: 1484108813zcy@gmail.com

Abstract: In recent years, Japanese video games have caused a wave among Chinese young people, but in contrast, Chinese video games from local manufacturers seem to struggle to do the same. Accordingly, this paper will analyze from external causes: This paper analyzes the different strategic perspectives of Chinese and Japanese game companies on the market. Taking FROM SOFTWARE, a Japanese game developer, and its games, and Softstar Technology (Beijing) Co., LTD., a Chinese game developer, and its games as examples, it explores the factors that enterprises attach importance to game development, such as the diversity and innovation of games. This paper analyzes its positive influence on young people, and further analyzes the success of Japanese game developer enterprise strategy and the shortcomings of Chinese game developer enterprise strategy, so as to provide experience for the future development of Chinese game enterprise.

Keywords: Chinese and Japanese Game Enterprises; Strategic Perspective; Diversity Innovativeness.

1. Introduction

In recent years, the stand-alone video games developed by Japanese game manufacturers have been increasingly respected by our young people, such as the "Sekiro: Shaows Die Twice" released by Japanese game developer FROM SOFTWARE Company (hereinafter referred to as FS Company) in early 2019. The "Sekiro: Shaows Die Twice" and the "EldenRing" released at the beginning of 2022, the two games not only in the scope of China's market is very popular, for our players unanimously praised, but also in the international annual TGA (The Game Awards) award ceremony respectively won the current year's best game award. However, it seems that Chinese standalone games have not been as popular and successful among the majority of gamers as FS's games. There are not even representative Chinese stand-alone games that are known to gamers in the Chinese gaming community. Moreover, it can be said that in the field of making single-player games, Chinese game developers are far less than their Japanese counterparts. On the basis of learning from the success of Japanese game enterprises, it has become an important topic how to apply the experience learned and absorbed by Chinese game developers to China's game production, provide more high-quality stand-alone game products for the Chinese game market, and promote the virtuous cycle of development of China's game industry.

2. Literature Review

As for Chinese and Japanese electronic games, there are few previous researches. There have been researches on the formation process of Japanese game industry chain and the relationship between Japanese game enterprises and Chinese import and export, taking mobile games as an example. Li Jing, Meng Pei, Zhao Zhengyuan, Duan Xiaoxiao and other scholars studied the status quo and development of the

Japanese game industry, but most of the literature focused on the strategy of game hardware developers such as Nintendo and Sega, and the game itself, rather than Japanese game developers.[1-4] Sun Yisen, Deng Hexiang and other scholars have studied the non-Japanese foreign game industry and enterprise developers, and have also analyzed the strategies of the two enterprises to some extent, but there is no relevant literature research on specific Japanese game developers.[5,6] Xu Tao, Zhang Zhoutian, Wang Rui and other scholars have studied the status quo and development of China's game industry, but the research is extensive.[7-9] Therefore, on the premise of previous studies on the status quo and development of the Japanese game industry and from the perspective of Japanese game software developers, this paper will focus on analyzing the strategies made by these companies according to the market, so as to make what kind of games are more popular among Chinese young people, and then analyze from the perspective of Chinese and Japanese companies making strategies according to the market. Based on Japanese game developers and taking Japanese company FROM SOFTWARE as an example, this paper compares the status quo of Chinese game industry and enterprises, finds out the shortcomings of Chinese game enterprises, learns from the success of Japanese enterprises, provides experience and reference for all walks of life including the game industry, and thinks about how to better manage Chinese game enterprises.

3. The Development of the Game Industry in Japan and China

Electronic games, especially the single-player game industry, is still an emerging industry with great development potential in China and has a huge market and commercial value. According to scholar Xu Tao, China is very strict about the development of electronic games and has formulated a series of policies to restrict the development of the game industry in China.[7] In recent years, as the value of the game

industry has slowly become apparent, the government has gradually relaxed these policies and shifted to supporting the development of the game industry.

Japan, on the other hand, has a much longer history of video games and a lot of government support. According to scholar Li Jing, as early as in the 1980s and 1990s, Japan's Nintendo and Sega launched their own game consoles. This period also became the era when the Japanese game industry dominated the global game market.[1] Even after entering the 21st century, some European and American game manufacturers have caught up with the pace of the Japanese game industry, but Japan has formed a relatively complete and mature game industry chain. As a game power for many years, Japan's development and experience in the game industry are very worthy of reference for Chinese game industry practitioners, and have strong research value.

4. Comparison of Different Strategic Viewpoints of Chinese and Japanese Game Enterprises

Below, I propose to introduce its latest game "Sekiro: Shaows Die Twice" and "EldenRing" from FROMSOFTWARE Japan, China Soft Star Technology (Beijing) Co., Ltd. and the recently developed game "Sword and Fairy VII" as examples which are used to analyse the differences of strategic viewpoints of Chinese and Japanese enterprises by case analysis and comparison, based on existing information and research theoretical assumptions. Because the release time of the two games is similar and the timeliness is strong, the international game platform steam provides the praise rate and the number of reviews for the game in mainland China (simplified Chinese), which can be used to infer the playability, sales volume and active number of players of the game, and then compare them to deduce the strategy of the game developers of both sides with the data. Influence on the choice of young people in our country. In addition, there are also several games on the Steam platform that have specific and detailed connoisseur reviews or high praise/approved player reviews of at least five figures of fans on the Steam platform, past interviews with employees of the company with Japanese news media, descriptions of corporate culture published on the FS official website, and detailed data. With the support of the evaluation of the play experience and the interview content, the strategy of the two companies can be analyzed.

4.1. The Game Culture Produced by Game Developers is More Diverse, which has a Positive Impact on Young People's Choices

Zhao Zhengyuan mentioned that one of Japan's experiences in overseas expansion is to establish a unique cultural industry platform, find a global element, and combine "localization" with "internationalization".[3] The export volume of Japanese software and hardware production is then attached to verify the accuracy of this conclusion. And this can also be seen in the "Sekiro:Shaows Die Twice" and "Elden Ring" developed by FS Club: Whether it is released in early 2019, the "Sekiro:Shaows Die Twice:" which has a strong style in Japan while intermixed with a little Western dark elements. The "Sekiro:Shaows Die Twice"" Elden Ring", which were released in early 2022 with Western elements but added some eastern elements, two completely different styles of works show the unique charm of cultural diversity in the game to

players.

From the data point of view, on the Steam platform, the number of reviews and praise rates contained in the sale page of the three games are as follows:

In mainland China, the number of evaluations of the "Sekiro:Shaows Die Twice" is 119,267 (as of 2023.5.20.15), and the number of evaluations of the "Elden Ring" in mainland China is 145,358 (as of 2023.5.20.15). Legend of the Sword 7 has received 12,082 reviews in mainland China (as of 2023.5.20.15).

"Sekiro:Shaows Die Twice" in mainland China (Simplified Chinese) praise rate (as of 2023.5.20.15) reached 96%; "Elden Ring" in mainland China has reached a positive rate of 94% (as of 2023.5.20.15). The best-selling game works developed by the team of China Soft Star Technology (Beijing) Co., LTD., such as the well-known IP legend series derived from the TV series, are all eastern elements. The latest "Sword and Fairy VII", released in early 2021, has a positive rating of only 71% in the Chinese mainland. According to the data of the above evaluation number, in the simplified Chinese region (Mainland China), the number of active games of "Sword and Fairy VII" is lower than the above two games developed by FS club; From the point of view of the praise rate, "Sword and Fairy VII" is obviously not as good as the above two FS club games on the word of mouth.

Judging from specific player reviews and connoisseurs of the game with at least four or five figure followers, "Sekiro: Shaows Die Twice" is "as Miyazaki Hideko hopes to export the cultural purpose of the work", is "quite Kurosawa's" Shadow Takeo "and" in the beautiful Japanese style scenery slowly experience combat "with a strong Japanese style and a little Western elements of the cultural diversity of the product; The "Elden Ring" is "a culmination of FROM SOFTWARE's experience with Demon's Souls, the Dark Souls series, Bloodborne, Sekiro: Shaows Die Twice, and more." Is a collection of previous games whether Western or Chinese elements of the big finished product; In the review page of "Sword and Fairy VII", whether it is good or bad reviews, there is no mention that the game has added Western elements, and the game content is all Chinese fairy elements and the usual Chinese romance script.

From the above specific evaluation combined with the evaluation quantity and praise rate of the three games, it can be reflected that the Japanese FS company attaches great importance to the diversification of cultural elements in the process of game development, and reflects these different cultural elements in the final release of the game, and it is a great success. However, China Soft Star Technology (Beijing) Co., Ltd. is limited by Chinese elements, excessively adhering to the Xianxia elements of the series brands it has always developed, but the response is mediocre. It is not difficult to infer that the game culture produced by game developers is more diverse, which has a positive impact on the choice of our young people.

4.2. Game Developers Are Innovative in the Development of Games Themselves, which has a Positive Influence on Young People's Choices

Sun Yisen analyzed Valve Corporation (parent company of Steam), an American video game industry giant, and mentioned that Valve took a new approach and innovatively added humanistic colors to the development of new games.[5] The new shooting game launched has become a new

generation work leading the revolution of shooting games, bringing players a breath of fresh air. Let the majority of players buy this game to play. Game developers' innovative strategies can appeal to young people.

As a well-known stand-alone video game development company in Japan and even the world, FS company more or less mentioned or hinted that FS company is a continuous innovation company in the interviews of employees and presidents of large and small: In a panel interview with FS members conducted in 2016 and finally published in gamebusiness.jp, the two game planners and game graphic designers described FS as a company that "wins with its own unique games" and "has a challenging spirit," meaning, FS Club is a company with pioneering spirit that constantly produces its own unique style of stand-alone games and tries to challenge in different fields. The internal strategy of the company is to constantly innovate in game development. During the 2019 Xbox Official Press Interview at E3 2019: Hidetaka Miyazaki and George R.R. Martin Present: In an interview with FS Club President Eiko Miyazaki in Elden Ring, when asked about the difference between Elden Ring and its predecessors, he mentioned that "the biggest difference should be the open world." Because of this, the world scale of the game, its narrative depth, and the freedom to explore are greatly increased. It's the biggest game we've ever done in terms of content." The new game is different from its predecessor in terms of how it operates, moving from a linear world to an open world; In 2017, when Yao Zhuangxian's media interview with "Sword and Fairy VII" was interviewed, he was asked if there were any differences from the previous work and did not consider making an open world, I only mentioned that "do not consider going to the open world in this respect", for the difference is only vague, let players wait and see. It proves that compared with the previous work, the operation mode of "Sword and Fairy VII" will not change greatly, and through this interview, it is learned that Soft star technology has not put the innovation strategy on the strategic focus of the enterprise.

In the investigation of the official websites of both companies, FS company can find the "corporate culture" column about their own companies, FS company published in the column, the company has set up a special self-learning research and promotion award mechanism to promote employees' innovation, in the game development can think of more innovative points; In addition, the FS club mentioned that it would make reasonable use of each employee to participate in different teams to exert their individual innovation and bring different elements to the development of the new work. When visiting the official website of Soft Star Technology (Beijing) Co., LTD., there is no column or information related to its corporate culture.

Specific player praise on the Steam platform and with at least four or five figures of followers of the game connoisseur appreciation content, FS club's "Sekiro:Shaows Die Twice" "increased the jumping game mechanism and simplified the combat system more use of blocking elements instead of rolling", starting from the game's operability, giving players a different experience of the new play experience; "Elden Ring" "uses an open map and a new narrative method, and invites the author of" A Song of Ice and Fire "to create a game script", not only from the game mechanism proposed innovation, in the game plot content also invited the famous American writer George. R.R. Martin takes on new challenges in story creation, and tries new areas of research and development in every

aspect of the game, in order to give players a new and good game experience. For "Sword and Fairy VII", the highest praise content in the Steam sales page is a bad review, that "this combat mode, neither real-time operation, nor turn-based leisure, successfully from the two combat modes to take its dross, to its essence, to create a very rubbish new combat mode". It can be seen that the operating system of "Sword and Fairy VII" not only has no large-scale innovation, on the contrary, the original mechanism has been more and more failed, and has been poorly reviewed by some players. In terms of plot, the review mentioned that the love "dog drama" similar to the use of Chinese romance novels, turned an original Jianghu heroic script into an emotional script, making the charm of the game greatly reduced. From this point of view, players do not want to stick to the romantic plot of the hero and heroine that has become commonplace in various platforms in China, such as novels and TV dramas, but need different new stories. Obviously, soft star technology did not pay attention to this point, and there is no innovation in the plot.

Based on the above interview, the description of the corporate culture on the official website and the comments of users in the simplified Chinese region on the Steam platform, we can see that the innovative strategy that FS has always paid attention to and implemented has been perfectly implemented in the process of game development, so that "Sekiro:Shaows Die Twice" and "EldenRing" have been very popular and received unanimous praise from Chinese players. "Sword and Fairy VII" has not been very clear about innovation as the focus of enterprise development, resulting in the use of China's own fairy elements should be more easily accepted by Chinese players after the launch of the game has been lackluster. It can be concluded that game developers are innovative in the development of games themselves, which has a positive impact on young people's choices.

5. Conclusion and Suggestions

Through the above analysis, it is not difficult to infer that only when the game developers focus on the cultural diversity of the game and the innovation of the game, the game will be more high-quality and accepted by the majority of players. Therefore, Chinese game developers who want to make games like "Elden Ring" must value innovation and cultural diversity. Therefore, countermeasures can be considered from the following aspects. First of all, from the perspective of cultural diversity, it is necessary for the government to guide the people correctly, not to regard video games as beasts of war, but to guide them to accept cultural diversity and look at various video games rationally. Game development companies in China can expand the pool of employees, gather talent from all over the world, offer a variety of perspectives, and increase the diversity of gaming culture. Secondly, from the perspective of game innovation, Chinese game development companies should continue to explore and challenge unknown areas, innovate through continuous trial and error, and cannot mechanically imitate classic games of the past. If the government and game development companies work together, Chinese game companies can be as innovative and culturally diverse as FS company to produce high-quality games, innovative and culturally diverse games like "Elden Ring". In addition, China, as a country with a long history, can take out a legend or historical fragment in a variety of cultural elements to make a grand game background world, and can produce an excellent game that is not inferior to

“Elden Ring”. Looking forward to that day.

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