

# MARKETING STRATEGIES AND CONSUMER SATISFACTION OF MUSIC GAMES: A CASE STUDY OF "PROJECT WORLD: COLORFUL STAGES! FEATURE HATSUNE MIKU".

## Summary 01

This article focuses on the music game "World Project: Colorful Stage! Feature Hatsune Miku," using charts to analyze the game's marketing strategy and questionnaires to collect consumer satisfaction data.

---

## Literature review method analysis 02

This article compiles relevant information about the evolution of music games, "Project World Stage! Feature Hatsune Miku," through official websites, social media, and online streaming platforms. It also analyzes market performance using Five Forces and SWOT analysis, and evaluates marketing strategies using 4P analysis.

---

## Questionnaire survey analysis 03

The group distributed a total of 105 questionnaires, which included four main parts: the respondents' basic qualifications, their satisfaction with the game's lottery, their satisfaction with playing the game, and their satisfaction with current products and related activities.

---

## What difficulties were encountered? 04

During the development process, it was discovered that although music games are played by more people nowadays, they are still a niche group, and due to their special themes, it is relatively difficult to collect questionnaires.

---

## How to solve this? 05

With the help of family, friends, social media, and mentors, we spent two weeks finally completing all the questionnaires.