

Long Paper

Personal Marketing Strategies of Online Game Streamers

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Abstract

Purpose – The study aimed to evaluate the personal marketing strategies of online game streamers in the selected areas of Cavite Province, Philippines.

Method – This study utilized a descriptive research design to describe the variables understudy and a correlational research design to identify the significant relationship between the demographic profile of the respondents and the perceived effectiveness of



personal marketing strategies. A purposive sampling technique was utilized to collect responses from 80 online game streamers.

Results – The study found that the level of perceived effectiveness of the personal marketing strategies of online game streamers was highly effective. There was no significant relationship between the respondents' demographic profile and the level of perceived effectiveness of personal marketing strategies.

Conclusion – The researchers found that personal marketing strategies were employed and highly effective upon their respective implementation.

Recommendations – The researchers recommend that online game streamers must first determine their needs in terms of their resources, capital or income, and preferences before deciding on what personal marketing strategies they will apply in the streams.

Research Implications – The study looks forward to enhancing online gaming streamers' personal marketing strategies by incorporating localized strategies that could address their respective environments to have more targeted, specific, and focused personal marketing strategies.

Keywords – game streamers, monetization, online games, personal marketing, strategy

INTRODUCTION

Online game streaming is an activity in which a person is able to broadcast or stream various games using a specific online platform. According to Krings (2022), online streaming over the web has gained popularity recently because of rapid technological advances supporting live streaming. Live streaming may create opportunities for people to pursue it as a career and become a source of income, just like many streamers who generate revenue from streaming. Considerably, this activity is tantamount to a self-managed enterprise, which is subjected to various market and business environment factors as well as opportunities (Mendoza et al., 2023). As defined by Perez (2019), a streamer is someone who offers a video service. They have done it on screen, filming it live and streaming it on the internet so that viewers could watch it live without awaiting or installing anything. There are nine ways people are getting paid for a live stream. These methods are tips or donations from fans, payments from viewers on streaming platforms, tips and payments via third-party platforms, revenue from advertisements, brand deals and sponsorships, affiliate programs, creating and selling merchandise, developing pay-per-view content, and lastly, teaching or offering lessons (Bybyk, 2022). Personal marketing refers to the product or service that aims to promote itself. It is a collection of marketing strategies used to promote one's brand. It is how the person can advertise himself and showcase his goal and unique traits to other people, and this comes up with

the process of creating an image and brand, known as personal marketing. A personal marketer establishes a professional image by communicating their values, skills, experiences, and vision to potential customers (Lurii, 2021).

Moreover, determining the demographic data offers information on research participants and is required to determine whether the subjects in each study are a representative sample of the target population for generalization purposes (Lee & Schuele, 2010). Understanding demographic data enables the developing of a marketing strategy appropriate for the client or customers' desired product or service. Starting a career on a streaming platform requires effort to be discovered. It typically entails streaming to no one, and being discovered is a problem. According to Hernandez (2018), most people who start without existing audiences, who come from some of the other platforms, or who support friends and family likely wind up with just a zero on their viewing figures counter. However, streamers can still do things to boost popularity, and that is where the personal marketing strategy of streamers will gain importance. Through effective personal marketing strategies, streamers may attract more viewers to watch live streams. This may also contribute to their income. Even though there are existing studies about practices in live streaming, live game streaming, monetization in live streaming, and others, there are still limited studies on the evaluation of the streamers' marketing strategies.

Thus, the researchers aimed to identify and evaluate the personal marketing strategies of online game streamers in selected areas in the province of Cavite, Philippines. This study may benefit those who want to start a career in live game streaming and those existing online game streamers who want to improve their knowledge in personal marketing strategies to attract more audiences. This study may help them in their decision-making for their streaming strategies by gaining marketing insights from the results of the study.

Objectives of the Study

Generally, the researchers aimed to evaluate the personal marketing strategies of online game streamers in the selected areas of Cavite.

Specifically, the researchers aimed to study the following objectives.

1. Determine the socio-demographic profile of the online game streamers in terms of:
 - a. age,
 - b. sex,
 - c. civil status, and
 - d. highest educational attainment
2. Determine the personal marketing strategies of the participants in terms of:
 - a. streaming platform selection,
 - b. streaming time,
 - c. viewer retention, and
 - d. game genre selection

3. Determine the perceived effectiveness of personal marketing strategies of the participants in terms of:
 - a. streaming platform selection,
 - b. streaming time,
 - c. viewer retention, and
 - d. game genre selection
4. Determine the significant relationship between the socio-demographic profile and the perceived effectiveness of personal marketing strategies; and
5. Recommend marketing insights that may help improve online game streamers' marketing strategies.

Statement of Hypothesis

The study tested the following hypothesis:

H₀: There is no significant relationship between the socio-demographic profile of the participants and the perceived effectiveness of personal marketing strategies.

LITERATURE REVIEW

Online Game Streaming

The study by Lu et al. (2018) stated that streaming live substantially influences the user's social habits. The study's proponents used a mixed-method approach to streaming video practices in China to better understand this socio-technological phenomenon. The study presented findings of an online questionnaire to 527 live-streaming users, which centered on their streaming or viewing practices and the most engaging interactions. In addition, the researchers interviewed 14 active users to learn about their motivations and experiences. In addition, the researchers conducted 14 in-person interviews with active users to know and understand their gratifications and experiences. The data showed the significance of financial rewards and fan group chats in engaging users and indications that audiences and streamers would like more connectivity and interaction mechanisms beyond the current making comment, donations, and fan groups. Considerably, Cabeza et al. (2022) stated that thousands of people's lives had been transformed by video games. While playing video games is widespread, live streaming systems are becoming increasingly popular, enabling users to enjoy a much more communal and participatory experience with the game. The researchers explained that the widespread distribution of online streaming via streaming platforms such as Twitch has arisen in an evolving field of research that associates social network attributes.

Recent academic research concentrated on investigating the two processes separately. In addition, the present project provides a theoretical framework that explores the relationships between gaming and viewing. The study aimed to understand the rewards for playing video games and the expectations of good outcomes, such as making new friends, professionalizing the leisure activity, or developing competencies

and skills, which lead to more time spent playing and watching, potentially damaging usage. The researchers gathered information from 954 participants and spectators, and the proposed framework was validated using a partial least squares modeling of structural equations. The study found that positive expectations about online gaming use are strongly correlated to time played but negatively correlated to time spent watching. Furthermore, a rise in time spent playing determines possible harmful uses more than time spent viewing, with watches seen as a complementary activity to gaming. Moreover, Kaytoue et al. (2012) identified from a prior study that casual players preferred watching professional games themselves. In this conceptualization, marketing is a primary source of income for professional players, casters (who display other people's games), and streaming platforms for gaming. The researchers explored the most popular streaming app, which is Twitch TV. The researchers proposed the first categorization of a web-based community and utilized a Condorcet method to rank the streamers by popularity and want the viewers to watch. The study discovered that the number of people in a streaming session varies predictably depending on the most popularly ranked streamers and that audience peaks observed in a game are definable.

According to Gong et al. (2020), the live streaming platform became an essential marketing tool for online stores and brick-and-mortar due to mobile internet and smartphones' growing popularity and significance. The researchers aimed to present how the content of information on live-streaming platforms affects customers' impulse purchases and how this influence is directly impacted by psychological distance and streamer gratitude of customers following cognitive psychology and signal theory. The study utilized several hypotheses concerning the moderation role of streamer admiration and respect towards the customers and the mediation role of psychological distance. Afterward, the researchers collected research data utilizing a questionnaire survey among the viewer of live streaming platforms and were evaluated through hierarchical regression to verify and prove the hypotheses. The study's findings showed that most of the respondents were single or unmarried, and informative content on online streaming platforms has a substantial positive effect on impulse purchases. This influence is mediated by psychological distance, and the connection of relevant information and psychological distance is mediated by streamer admiration. The results of the study provided new information into the marketing impact of live streamers and live streaming platforms.

Live Streaming Strategies

The study by Huang et al. (2019) stated that the online gaming live-streaming market is just getting started. The researchers explained that the donations from viewers are a huge source of cash for live streamers. The reactions evoked by the spontaneity and engagement of online game live streaming are essential to the participation of spectators. The study aimed to learn more about how streamers earn money from viewers. The researchers examined the elements of the live-streaming setting, streamers, and the thoughts and perceptions of the viewers. The researchers investigated viewers' desire to

follow and donate to streamers of online gaming live streams. The researchers used online surveys to gather the results, analyze the data collected and suggested that there is a link between loyalty and intention to follow. The study revealed that the major aspects of increasing viewer loyalty are value co-creation and flow experience. Through the flow experience, enjoyment has an indirect effect on loyalty. In conclusion, the involvement of people, content sharing, interpersonal interactions, and knowledge all influence value co-creation and usage behavior.

Moreover, the study of Jia et al. (2020) discovered three tactics and methodologies for enticing visitors through multiple triangulations to boost streamer-viewer relationships, create a connection with other streamers, and initiate self-promotion. Popular streamers indicated such findings, which focus groups and internet observations confirmed. The paper also stated that live streaming is becomingly popular, attracting enormous audiences online. It became a social commerce platform where broadcasters can profit from their relationships with viewers. The fundamental foundation in the live-streaming market is to acquire more viewers before creating relationships with them. This study explored and assessed the strategies and techniques used by streamers to gain more viewers using multiple data triangulation and research approaches. The data was collected through self-reports from streamers, personal reports from viewers, and online activity; according to the characteristics of the data, personal interviews, focus group discussions, and online assessments were used. The findings revealed three strategies for attracting viewers: increasing streamer-viewer engagement, collaborating with other streamers, and self-promotion. The research could benefit online streaming platforms in terms of marketing and design.

Live streaming is an innovative form of digital press. It facilitates content creation, consumption, and instantaneous communication between streamers and their audiences. Previous research has ignored how streamers can influence specific outcomes of a live stream. Thus, in this study, the authors introduced communication concentrates and communication patterns as pedals of streaming success. The researchers have done this by using information gathered from a two-wave questionnaire that analyzed the effect on financial and non-financial outcomes. The findings showed that information-sharing foci are a two-edged sword, with content-focused connectivity having a negative impact on non-financial outcomes and community-centered communication having a positive impact. Furthermore, monetary consequences improve when streamers focus their conversation on the subject while using a utilitarian-superior approach. In summary, these findings are beneficial to streamers since they demonstrate how they accomplish desired or prevent unpleasant effects (Giertz et al., 2020).

A further study by Cai et al. (2021) is particularly interested in the business and focused on Li Jiaqi's live streaming studio's marketing techniques. The research primarily relied on secondary sources, data collection, and a case study as a key technique in thoroughly examining these live-streaming studios' operations and enticement of clients to engage in massive trading volumes. The team gained a relatively firm understanding of

the business after consulting many scholars' studies in this sector and attempted to develop a framework consisting of four important aspects: the staff, the live streaming studio decorating, the studio process, and the anchors' language usage. Li Jiaqi's studio is extremely representative and successful in these four respects, according to the observations of the study. The anchor and the helpers have taken responsibility for maintaining the live streaming's advancement and ensuring that it proceeds in an orderly sequence. The anchor took increasingly sophisticated and critical tasks like live streaming a show, and the helpers filled the void. Furthermore, the decorating of Li's studio is as minimalistic as the staff composition.

The scenario is straightforward, with the items prominently displayed and some basic information about the commodities, such as the pricing. This can meet the consumers' requirement to obtain the most vital information in a short time. Li set the things on the table in front of himself so that the spectators could see them immediately. Other than the products themselves, no other impediments existed to obstruct consumers' examinations of the goods. The prices of the commodities were displayed on the screen behind Li, which was highlighted in red with a white backdrop. The screen was installed to aid clients in acquiring pricing information, which may be their primary concern. The live-streaming studio's personal and modest decorating indicates Li's grasp of the customers, and those elements may increase viewers' sense of credibility and confidence in the anchor. In terms of studio procedure, Li Jiaqi's studio and model have been emulated or duplicated since it has been highly successful and popular throughout the country. As previously said, Li's studio technique is rational and simple to follow. He and his crew have defined rules and protocols for each product displayed. Suppose viewers have been following their live-streaming events for some time. In that case, they can even predict what's coming next. Of course, the technique varies from time to time since he would surprise the audience with unique discounts, incentives, and presents, as well as collaboration with other celebrities. This might attract more notice and encourage more people to purchase.

Finally, the anchors' language usage should be brief, straightforward, and professional. Because clients only have a limited amount of time to have a somewhat thorough understanding of the items they are interested in. While marketing things, a realistic description of the situation is essential since clients can readily visualize what they may look like or how the products would impact their life after they purchase. Furthermore, Mallari et al. (2021) recommended layout repercussions for establishing more streamer-centered analysis tools for video games. The objective of the study aimed to understand the analytics needs of video game streamers. The study explored the streaming settings with advanced analytics and contacted 18 game streamers on Twitch and Mixer. Through analysis of discussions between veterans and newcomers on game streaming, the researchers developed an insight into how streamers must combine science and technology, sociocultural, and gameplay-based knowledge to produce an engaging play performance. The findings revealed that streamers have a wide range of content, marketing, and social criteria, many of which are not met by the tools available.

Woodcock and Johnson (2021) stated that Twitch TV is a prospering streaming video platform with 200 million audiences, 2 million consistent streamers, and a current value of \$1 billion. The researchers wanted to be among the first to provide a conceptual model of live streams and how influencers on social media participated in marketing communications for sponsorships. The researchers conducted 100 semi-structured interviews with streamers and used ethnographic research. Twitch is adjusting to impact, partly due to the integration of data analytics, while streamers also use these methods to embrace a business-oriented standpoint. The study also demonstrated the importance of authenticity to streamers and users and how different channel size distributions continue to provide strategic communication opportunities.

Monetization in live streaming

The multimedia service paradigm is changing from the traditional single source to multi-source, many sources, and now into crowd-sourcing courtesy of today's rich technologies enabling media generating and collaborative production. Live streaming platforms for crowd-sourced, such as Twitch, enable regular individuals to stream their material to huge audiences, dramatically extending the audiences and content bases. Unfortunately, the resources available to these non-professional streamers are constrained and inconsistent, which could degrade the streaming performance and the viewing experience. The range of live engagements between the streamers and viewers might worsen the situation. The study presented a preliminary investigation of modern crowd-sourced live-streaming systems. The researchers took Twitch as a representative and outlined the internal architecture utilizing the crawled data and captured traffic of local streamers and audiences. The researchers carefully examined the accessed data gathered for two months. The study found that streamers and event sources influenced the viewing patterns. The daily patterns can be seen in the current online views, just like conventional streaming services. The Twitch streaming platform audiences are likelier to watch game streaming during the day and evening hours than at midnight. The measurement investigated the distinctive source and event-driven views, demonstrating that there is a significant difference between the lengthy stream latency and the short live messaging response time and that the current delay strategy on the viewer's side has a major impact on the audiences' interactive experience. The dynamic streaming capacity is a significant issue for the streamer and has a noticeable impact on how well live streaming works for viewers (Zhang et al., 2015).

Comparable to the gaming industry's exponential growth, a video game live-streaming is becoming an essential form of online entertainment. The popularity of this new media, which gathered a diverse community, led to the creation of web services specifically for streaming video games, such as Twitch. While using it in this paper, the researchers developed a model to categorize how streamers and viewers think and act on Twitch. The researchers have performed a case study on the Starcraft II streamers and viewers. The study examines a large amount of information gathered from Twitch's chat

to comprehend better how streamers behave and how this form of digital entertainment differs from others. As a result, this study concludes that it can better understand channel switching and channel surfing and develop a method for estimating the number of chat messages depending on the number of observers. It can also characterize behavioral responses, like the significant scale evasion of viewers well before the end of a channel's streaming section (Nascimento et al., 2014).

The study by Lin (2021) revealed that some of the live-streaming platforms viewers to purchase a gift as a donation to online streamers. Buying digital gifts has developed a one-of-a-kind ecological system in which streamers gain from dividing earnings with platforms. The study sought to elicit viewers' motivations for gift purchasing and donation. Using a parasocial relationship, the researcher investigated the relationships between viewers and streamers. Furthermore, social presence theory has been used to assess the connection between viewers. The results supported the hypothesis that socialization modifies the relationship between parasocial relationships and other parameters. Meanwhile, entertainment, loyalty, and integrity have positively influenced virtual gift donation purposes.

The study by Johnson and Woodcock (2020) summarized market behavior on the business-leading live streaming platform Twitch. The researchers sought to understand how streaming services monetize their activities on the platform and how they do so often by using game-like interactions, competitions, or concept gamification, which are especially successful in this field. The researchers discussed the data and methodology following a review of relevant literature on Twitch and its platforms. The researchers utilized semi-structured interviews with a diversity of professional and semi-professional live streamers from around the globe. The information obtained from the interview was supported by ethnographic results, which allowed the researchers to observe some of the work performed by streamers in their regular activities. The researchers were able to achieve a comprehensive look into the existences and behavior of specific streamers, as well as a wider evaluation of the culture emerging around live streaming and the capabilities of streaming platforms, as well as how these shape monetization models by combining data from interviews and ethnographic work.

The paper discussed seven key monetization strategies discovered by researchers for live streaming (Johnson & Woodcock, 2020). The researchers then evaluated each monetization in terms of what platform components stimulate it, how streamers operate, how viewers think and act, and how professional live streamers have cleverly monetized elements of gaming culture (Johnson & Woodcock, 2020). The study argued that such a diverse range of monetization tactics is possible because the platform lacked explicit laws or regulations prohibiting streamer behavior, allowing for continuous innovation and improvement within the live stream foundation. Correspondingly, Twitch's social standards for streamers and viewers contribute greatly to the improvement of monetization methods: audiences seem to be consistently willing to support and be

rewarded for their favorite streamers while aspiring streamers encourage as many donations from their audiences as possible.

Additionally, Johnson and Woodcock (2019) studied the economic and cultural behavior of the streaming platform Twitch TV, including the commercialization of the online streamers' content production. The study's primary aim is to go further than past discussions of labor on Twitch and certain other live-streaming platforms and assess how cultural production is interconnected with the streaming platform's distinctive features. The research looked into a seven-part Twitch monetization typology: subscribing, making a donation, advertising and cheering, sponsorships, competitions and targets, unforeseen rewards for audiences, and the integration of games into streaming channels. The researchers looked for specific types of governance, and infrastructure revealed on Twitch. Governance refers to how Twitch's standards, morals, and regulations influence and form the cultural knowledge produced and distributed within its digital borders, and infrastructure refers to how the platform's actual technical attributes, as well as many other elements, structure how Twitch content production can be created profitable, and therefore, determine what, how, and when content is made. The researchers utilized semi-structured interviews with fortunate and successful online streamers and ethnographic data. The researchers concluded that each platform has its regulations and social rules. The responsiveness of Twitch as a platform, mixed with its association with gaming culture, has occurred in an explosion in monetization strategies and, thus, financial assistance for its most visible cultural producers. Subscribing, donating, cheering, advertising, sponsorship deals, competitions and targets, unforeseen rewards, and channel games are the seven key methods live streamers monetize their activities on Twitch.

Furthermore, Lu et al. (2022) study stated that gifting is a popular monetization strategy for online streaming platforms to encourage providers' live content donation and contribution. In ensuring long-term success, live streaming platforms have implemented numerous monetization strategies to induce online streamers' continuous content contribution and active participation in online streaming. The study aimed to investigate the factors influencing audiences' gifting motivation in live streaming. The authors developed a model to explore the factors affecting individuals' gifting intention from the viewpoint of streamer content. The theories are mainly validated by online survey data using structural equation model analysis. The perceived attractiveness of the streamers is significantly and positively correlated with leisure-related online streaming gifting intention. At the same time, the perceived similarity with the streamers is significantly and positively correlated for both leisure-related and non-leisure-related online streaming gifting intention. The perceived utilitarian value of content by individuals for online content-related factors is positively and significantly correlated with gifting motivation for non-leisure online streaming, while the perceived hedonic value is positively and significantly correlated with leisure-related live streaming's gifting intention. As neither type of online streaming, perceived symbolic value is not significant with gifting intention.

METHODOLOGY

Research Design

The researchers used a descriptive-correlational research design. Specifically, the researchers utilized a descriptive approach to determine the profile of online game streamers, their personal marketing strategies, and its effectiveness. Additionally, a correlational approach was used to determine the significant relationship between the socio-demographic profile of the online game streamers and the perceived effectiveness of personal marketing strategies.

Sampling Design

The researchers used a purposive sampling technique and scanning and screening approaches to select the participants. There were 80 online game streamers purposively selected in the areas of Cavite, Philippines. Specifically, online game streamers from Rosario, Tanza, Kawit, City of General Trias, City of Bacoor, Trece Martirez City, City of Dasmariñas, and Cavite City.

Sources of Data

The study utilized both primary and secondary data. The primary data were obtained from the online game streamers in the selected areas of Cavite through self-constructed survey questionnaires. Moreover, secondary data such as books, journals, articles, research, and other learning resources supported the information that was obtained from the participants.

Research Instrument

Researcher-made questionnaires were used in collecting the information needed for this study. The first part of the questionnaire was the profiling of the participants. The second part was the checklist of personal marketing strategies. The Likert scale was in the last part of the questionnaire to determine the perceived effectiveness of the personal marketing of the online game streamers in the selected areas of Cavite. The Cronbach's alpha was computed at 0.652, while the computed LCV was at 0.86 or 86 percent, an equivalent validity value. All validity and reliability values met critical statistical acceptance.

Data Gathering Procedure

Participants were found by searching Facebook groups and sites of online game streamers. The researchers examine the locations of followers or members of specific Facebook groups and pages and the profiles of potential participants. Throughout this process, each potential participant was inquired if they were in the study area and if they were doing online game streaming. Before they could answer the research instrument, qualifying participants were given informed consent and the purpose of the study.

Data Analysis

The researchers tabulated, analyzed, and summarized the retrieved completed survey questionnaires from the participants. Table 1 shows a 5-point Likert scale which ranges from 5, which is highly effective, and 1, highly not effective, was utilized by the researchers to determine the level of perceived effectiveness of the personal marketing strategies of the participants.

Table 1. Level of perceived effectiveness of personal marketing strategies

Numerical Value	Range	Qualitative Approach	Descriptive Approach
5	4.20 to 5.00	Highly Effective	Highly effective personal marketing strategies of online game streamers
4	3.40 to 4.19	Effective	Effective personal marketing strategies of online game streamers
3	2.60 to 3.39	Undecided	Undetermined effectiveness of personal marketing strategies of online game streamers
2	1.80 to 2.59	Not effective	Not effective personal marketing strategies of online game streamers
1	1.00 to 1.79	Highly Not effective	Highly not effective personal marketing strategies of online game streamers

Statistical Treatment

In computing the results, the researchers used statistical tools and formulas to evaluate the personal marketing strategies of online game streamers. The frequency count and percentage distribution were utilized to determine the profile of the participants. Mean was used to determine the participants' perceived effectiveness of personal marketing strategies. Furthermore, Spearman Rho correlation was utilized to determine the relationship between the socio-demographic profile of the participants and the perceived effectiveness of the personal marketing strategies.

Ethical Considerations

The researchers informed the participants that their participation was not mandatory but voluntary. The researchers did not force and harm them if they wished to stop participating in the study. The researchers asked for consent by signing the consent form that proved they were willing to answer the survey questionnaires. The information that was gathered from them was kept and remained confidential.

RESULTS

Table 2 presents the socio-demographic profile of the respondents. It shows that 45 percent of the online game streamers who participated in the study were aged 19 to 24 years old, which belongs to the group of young adults. It also reveals that most of the online game streamers who participated in the study were male, with 73.75% responses. Meanwhile, 66 of the total respondents, or 82.50%, were single. This further shows that 41.25% of the total responses, or 33 respondents were college undergraduates. Considerably, the elementary graduate and the high school undergraduate have the least participation in the study, with 1.25% each of the total responses.

Table 2. Socio-demographic profile of the respondents

Socio-demographic Profile		Frequency N = 80	Percentage (%)
Age	18 years old and below	9	11.25
	19 years old to 24 years old	36	45.00
	25 years old to 29 years old	22	27.50
	30 years old to 34 years old	9	11.25
	35 years old to 39 years old	3	3.75
	50 years old and above	1	1.25
Sex	Female	21	26.25
	Male	59	73.75
Civil Status	Single	66	82.50
	Married	5	6.25
	Cohabitation	9	11.25
Highest Educational Attainment	Elementary graduate	1	1.25
	High School undergraduate	1	1.25
	High School graduate	15	18.75
	College undergraduate	33	41.25
	College graduate	30	37.50

Table 3 shows the frequency distribution of the personal marketing strategies of the participants in terms of streaming platform selection. It reveals that 47 out of 169 responses from online game streamers who participated in the study selected a streaming platform with monetization capabilities as a personal marketing strategy under the streaming platform selection, with 17.70 percent of the total responses. Considerably, 0.80 percent or 2 participants of the study have indicated other personal marketing strategies aside from the mentioned streaming platform selection strategies.

Table 3. Personal marketing strategies in terms of streaming platform selection

Category	Frequency	Percentage
Trying various streaming platforms in order to select the most suitable one	37	14.00
Asking for suggestions and opinions of co-streamers in selecting a streaming platform	34	12.80
Selecting a platform that has interactive features such as gifting and commenting	40	15.10
Selecting a streaming platform that has monetization capabilities	47	17.70
Choosing a popular streaming platform	39	14.70
Selecting streaming platforms based on unique features/characteristics	28	10.60
Identifying the needs and selecting a streaming platform based on the needs of the streamer	26	9.80
Selecting a streaming platform based on streaming length allowed	12	4.50
Others	2	0.80
Total	265	100.00

Table 4 shows the personal marketing strategies of the respondents in terms of streaming time. It reveals that 24.30 percent of the total responses belong to live streaming during the evening having 41 responses. Furthermore, the personal marketing strategies of the online game streamers in terms of streaming time that have the least participation belong to live streaming during early morning and live streaming during late morning, having nine responses each, which is 5.30 percent of the total responses.

Table 4. Personal marketing strategies in terms of streaming time

Category	Frequency	Percentage
Live streaming during an early morning	9	5.30
Live streaming during the morning	16	9.50
Live streaming during the late morning	9	5.30
Live streaming during the afternoon	31	18.30
Live streaming during the early evening	37	21.90
Live streaming during the evening	41	24.30
Live streaming during late night and beyond	26	15.40
Total	169	100.00

Table 5 shows the personal marketing strategies of the respondents in terms of viewer retention. It shows that conducting an audience participation game has the highest number of responses, which is 53 or 19.60 percent of the total responses. Considerably, there are 22 responses for the utilization of anti-trolling mechanics, with 8.10 percent having the least number of responses.

Table 5. Personal marketing strategies in terms of viewer retention

Category	Frequency	Percentage
Utilizing anti-trolling mechanics	22	8.10
Creating polls	23	8.50
Replying to chat posts	44	16.30
Replying to text chat	38	14.10
Giving away rewards	52	19.30
Improving the audio quality	38	14.10
Conducting audience participation games	53	19.60
Total	270	100.00

Table 6 showcases the personal marketing strategies of the participants in terms of game genre selection. It shows that 21.60% of online game streamers choose a trending game genre as their marketing strategy. Moreover, the least responses belong to choosing a game genre randomly or drawing lots, with eight responses or 3.80% of the total responses.

Table 6. Personal marketing strategies in terms of game genre selection

Category	Frequency	Percentage
Asking audiences and selecting the most requested game genre	32	15.00
Choosing a trending game genre	46	21.60
Choosing a game genre based on likes and preferences	43	20.20
Choosing a game genre based on skills and mastery	34	16.00
Choosing a game genre based on viewers per game stream	20	9.40
Choosing a game genre randomly or drawing lots	8	3.80
Trying all the game genres and selecting the most preferred genre of the streamer	30	14.10
Total	213	100.00

Table 7 presents the level of the perceived effectiveness of the marketing strategies of the respondents. This indicates that the level of perceived effectiveness of the marketing strategies used by the respondents is highly effective.

Table 7. Perceived level effectiveness of personal marketing strategies

Category	Mean	Descriptive Value
Streaming Platform Selection	4.46	Highly Effective
Streaming Time	4.40	Highly Effective
Viewer Retention	4.29	Highly Effective
Game Genre Selection	4.38	Highly Effective

Table 8 presents the correlation between the socio-demographic profile of the respondents and the perceived effectiveness of personal marketing strategies. The findings show that the variables under study have no significant relationship. Thus the null hypothesis is accepted.

Table 8. Correlation between socio-demographic profile and perceived effectiveness of the personal marketing strategies

Category	Coefficient	P-Value	Description	Significance	
Age	Streaming Platform Selection	0.042	0.714	Positive Very Weak Correlation	Insignificant
	Streaming Time	0.057	0.615	Positive Very Weak Correlation	Insignificant
	Viewer Retention	-0.037	0.747	Negative Very Weak Correlation	Insignificant
	Game Genre Selection	-0.132	0.244	Negative Very Weak Correlation	Insignificant
Sex	Streaming Platform Selection	0.008	0.941	Positive Very Weak Correlation	Insignificant
	Streaming Time	-0.065	0.564	Negative Very Weak Correlation	Insignificant
	Viewer Retention	-0.060	0.594	Negative Very Weak Correlation	Insignificant
	Game Genre Selection	-0.119	0.295	Negative Very Weak Correlation	Insignificant
Civil Status	Streaming Platform Selection	0.078	0.494	Positive Very Weak Correlation	Insignificant
	Streaming Time	0.036	0.753	Positive Very Weak Correlation	Insignificant
	Viewer Retention	-0.063	0.581	Negative Very Weak Correlation	Insignificant
	Game Genre Selection	-0.097	0.391	Negative Very Weak Correlation	Insignificant
Highest Educational Attainment	Streaming Platform Selection	0.008	0.945	Positive Very Weak Correlation	Insignificant
	Streaming Time	0.037	0.747	Positive Very Weak Correlation	Insignificant
	Viewer Retention	0.002	0.985	Positive Very Weak Correlation	Insignificant
	Game Genre Selection	-0.105	0.352	Negative Very Weak Correlation	Insignificant

*Significant values set at 0.05 critical level

Insights for the Online Game Streamers

The following are marketing insights that may help to improve the marketing strategies of online game streamers in terms of streaming platform selection:

1. Selecting a streaming platform that has monetization capabilities is an excellent choice for beginning online game streamers who want to earn money from their streams. Online game streamers would select a streaming platform with easy monetization steps to earn from the streams and avoid problems in monetizing their streams.
2. Popular streaming platforms that have been tested and used by many streamers can be an outstanding option for game streamers when it comes to selecting a platform for their streams. Moreover, online game streamers could select a popular streaming platform with positive feedback and high ratings.
3. There are numerous streaming platforms to choose from. Online game streamers may try out various streaming platforms before settling on the appropriate platform for their streams.

The following are marketing insights that may help to improve the marketing strategies of online game streamers in terms of streaming time:

1. Online game streamers should determine first what time of the day the majority of their target audience is active before setting their regular stream schedule. Online game streamers should also consider the time zone of their audiences if most of their viewers are from different countries.
2. If the usual viewers of the game streams are students and the working group, online game streamers may consider not streaming during the morning since these types of audiences are busy during the day.
3. Streaming from late afternoon to late night and beyond is a great option for online game streamers because most of the viewers are resting during this time of the day.

The following are marketing insights that may help to improve the marketing strategies of online game streamers in terms of viewer retention:

1. Conducting audience participation games during live game streaming can be an effective way to retain viewers. They can let their audiences join their games for entertainment or to compete with other streamers. These audience participation games can also contribute to the streamer's development of a relationship with their viewers.

2. Giving mechanics to audiences or subscribers to get rewards can retain and increase subscribers or supporters of an online game streamer. They can include sharing their streams, liking their page, or subscribing to their channel in the mechanics for reward giveaways. This way, online game streamers can boost the popularity of their page, channel, or streams.
3. Replying to chat posts or noticing the viewers in the comment section during the live game streaming can help online game streamers to develop their relationships with their audiences and further engage them in the stream.

The following are marketing insights that may help to improve the marketing strategies of online game streamers in terms of game genre selection:

1. A popular and trending game genre means that many people are currently playing and interested in these types of games. Therefore, selecting this trending game genre for online game streams may boost the number of audiences watching the streams.
2. Playing a game or a game genre based on the preference and likes of the online game streamers would make them more enthusiastic since the game genre is based on their preference. However, this may or may not be the preference of the viewers; instead, selecting a game genre based on the preference of the online game streamers primarily benefits the streamers in a way that they enjoy, and they like the game they are playing in their streams.
3. Considering the skills and mastery of the online game streamers on game genre selection can boost the reliability of the game streamer in their streams. Their tips and techniques shared during the stream will be more reliable for the viewers since the game genre that the streamers are playing is based on their expertise.

DISCUSSION

Online streamers were generally characterized as an age group belonging to the millennials and early Gen-Z category, engaged in technology and social media. Most often, they were males whose platforms were gaming or game streaming. Considering that streaming is very time-demanding, single individuals are engaged the most and usually have a background in editing streams, blogs, and personal online spaces during their college or tertiary years.

The participants of the study stated that the streamer should know and choose a dominating social media platform in the country where the streamer resides. Moreover, others stated that the streamer should select a streaming platform where they can showcase their skills and talent. The findings show that the marketing strategy of online game streamers in streaming platform selection is about selecting a streaming platform with monetization capabilities. This is similar to the findings of Ambarsari et al. (2019),

which stated that online game streamers play on a certain streaming platform and get paid for monetizing. In a live stream, different conditions must be met to fulfill the monetization by the online game streamers in a streaming platform, such as the duration of games and the number of followers where they receive a payment for every target they meet. Nevertheless, even when the streamers do not achieve the criteria, they still get paid depending on the condition determined. More so, Lu et al. (2022) stated that gifting is a popular monetization strategy for online streaming platforms to encourage providers' live content donation and contribution. In ensuring long-term success, live streaming platforms have implemented numerous monetization strategies to induce online streamers' continuous content contribution and active participation in online streaming.

The personal marketing strategies of the participants in terms of streaming time, on average, do live streaming during the evening. According to the study of Stohr et al. (2015), audiences of the YouNow live-streaming platform preferred watching the stream in the evening. Indicators of the popularity of the online streaming platform include both session lengths and the total amount of time streamers have spent online. Prolonged streaming sessions and more time spent online showed that streamers are eager to use the streaming platform. In the study of Zhang and Liu (2015), the daily patterns can be seen in the amount of current online views, just like with conventional streaming services. The audiences in the Twitch streaming platform are more likely to watch game streaming during the day and evening hours than they are at midnight.

The personal marketing strategy of the participants, on average, is about conducting audience participation games in terms of viewer retention. The findings support the study of Gros et al. (2017), which demonstrated the range of opportunities and constraints when having interesting audience participation games that have blurred the boundaries between the audience and the streamers. The study by Seering et al. (2017) stated that Audience Participation Games (APG) have empowered and allowed audience members to engage and impact the gameplay. Whilst audience participation games are not a new form of the game, their success has risen in recent years because of the development of live streaming platforms, including YouTube Gaming, Twitch, and Hitbox, where users can stream themselves playing games and engage with a live audience. The study of Glickman (2018) explored the designs of Audience Participation Games.

In the design, audience members add value to relationship development through gameplay mechanics, such as giving audience players in a two-streamer action-arcade game the ability to destroy the opposing streamer and bring success for their streamer, and through related discussions, such as conversations on how to affect the opposing streamer's car within the racing game. The results revealed that the personal marketing strategies of the participants in terms of game genre selection are about choosing a trending game genre. The findings support the study of Lofti et al. (2014) in identifying the game genres that are most often played by game streamers. The game genre is a significant aspect of organizing, accessing, and establishing video games; however,

choosing the genre during the video game development process requires expertise and extensive research, which can often lead to unwanted issues due to an unfortunate choice that can affect the final result. The study by Ma et al. stated that Multiplayer Online Battle Arena (MOBA) is currently the popular game genre. Many MOBA Esports audiences prefer watching online game streamers' actual gameplay in a competitive situation. The most successful MOBA game is League of Legends (LoL).

The study of Haimson et al. (2017) asserted that streaming platforms bring events from all over the world to people's smart devices, where live streams provide engaging viewing experiences. Well-designed streaming platforms bring multiple views and encourage participation that can meet needs not currently satisfied by physical event presence, allowing remote event experiences to go far beyond. According to Wang and Wu (2019), streaming platforms enabling live streaming became unique through their functionalities, such as real-time online chat, live videos, conversation, and other added functions that entice the viewers to interact and influence their purchasing decision-making. The live streaming platform may lead to immediate communication between viewers, and streamer is essential, especially when audiences are immersed in a fun environment that reflects the strategies used by the streamer to market their products and pull online viewers.

The insignificant relationship between the profile and the perceived effectiveness can be attributed to the non-targeted ness of the respective audience since streaming involves various platforms and models or game genres. Considerably, since personal marketing was employed, theoretical notes of personal branding theory of non-segregated targets will yield stochastic behavioral relation, which is purely subjective and case-to-case base phenomena of causality and relationship.

CONCLUSIONS

After the facilitation, processing, analysis, and discussion, the researchers concluded that the majority of the participants were aged 19 to 24 years old, mostly male, single, and college undergraduates. The study found that the personal marketing strategies of the participants in terms of streaming platform selection are about selecting a streaming platform with monetization capabilities. While in terms of streaming time is about doing live streaming during the evening. Also, conducting an audience participation game is the most effective marketing strategy for online game streamers in terms of viewer retention. Considerably, the online game streamer is choosing a trending game genre as their marketing strategy. The study also found that the perceived effectiveness of marketing strategies of online game streamers was highly effective. Finally, there was no significant relationship between the socio-demographic profile and the level of perceived effectiveness of personal marketing strategies.

RECOMMENDATIONS

The researchers recommend that online game streamers determine their needs in terms of resources, capital or income, and preferences before deciding on what personal marketing strategies to apply in their streams. They also recommend that streamers consider their target audiences and their characteristics before selecting the best personal marketing strategies for their streams. Additionally, the proponents of the study would like to give recommendations to game developers to consider the personal marketing strategies of streamers on game genre selection for their future game development. Furthermore, future researchers should explore deeper the personal marketing strategies of online game streamers and online game streaming as a whole, as there are still limited studies about this. The information and results from this study can be used to support future research and may explore behavioral analysis through VAR and SEM designs.

IMPLICATIONS

The researchers have identified research implications on the basis of its recommendation. As online game streamers adopt personalized or localized strategies of personal marketing, it is assumed that these streamers will understand and focus their approaches on their respective target markets. Considerably, the discovery of other platforms may enhance the breadth and positioning of online game streamers. Finally, the researchers may have a mixed research design to address new variables as suggested in the study to create a more targeted and deeper understanding of personal marketing strategies that can be emulated not only limited to online game streamers.

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DECLARATIONS

Conflict of Interest

The study's contents have been seen and approved by all co-authors, and there are no conflicts of interest between or among them.

Informed Consent

The study obtained the people's consent behind the sources and was properly informed of the process. A proper briefing was part of the interview protocol, and debriefing was performed afterward. The participants were informed about the composition, plans, and implications of having their respective information.

Ethics Approval

The Gender and Development Unit of the Campus approved this research study for gender sensitivity and inclusivity using the Harmonized Gender and Development Guidelines (HGDG) instrument for gender sensitivity.

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