

How does micro-transactions as a business model affect the player enjoyment of games.

*Master Thesis,
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Abstract

Over the last couple of decades the game industry and video games has grown from being something only male teenagers played in their rooms, and now it has evolved into a multi billion dollar industry with all kinds of consumers from young people to busy house moms, and old folks. With the rise of the video game industry new business models has emerged, one of these being micro-transactions. In the report the habits of consumers and the attitudes they have and how they work is investigated in relation to micro-transactions. The study then identifies the eight core elements of the GameFlow model: the game, clear goals, immersion, challenge, control, concentration, feedback and social interaction and these are used to measure game enjoyment. The study then looks into how micro-transactions affect the core elements of GameFlow specifically immersion, challenge, control and concentration. The data for the report was gathered with both quantitative and qualitative methods, a series of semi-structured interviews and web based questionnaire was conducted to get a better understanding on the effects of micro-transactions on game enjoyment. The results showed that micro-transactions will always affect some players but some types of micro-transactions has a greater impact on game enjoyment than others, specifically game changing micro-transactions.

Keywords: Business models, Micro-transactions, Consumer attitude, Game enjoyment, GameFlow, Video games

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1 Introduction

1.1 Background for study

Over the last couple of decades the video game industry has grown from entertainment systems like the Atari and Dreamcast to being a global industry spanning multiple platforms from console, to computers to mobile devices.

The gaming industry has grown to rival other classic past time industries like music, and movies. A triple A game will now net almost the same if not more than most Hollywood movies. Video games is a media that can be used to tell a story, and it has the possibilities to capture a wide variety of groups. Video games comes in all different shapes and sizes now, from games designed for teenage boys to games focused on busy moms who need a break from the daily stress, and to old people trying to get some extra exercise.

The revenues of the gaming industry keeps rising and seems like it is only going up. In 2015 the gaming industry had a revenue of 91.8 Billion USD and the prognosis states that, it will grow to 118.6 Billion USD in 2019 a lot of this due to the increasing revenues generated from the mobile industry (newzoo, 2016). With the mobile industry as part of the driving force behind the increasing revenue from games, the introduction of new business models which is more suited for that kind of platforms emerges.

When the first PC games hit the streets for consumers to buy they were packed in large cardboard boxes with several CDs needed to install the game, but all this was yours you had paid for it and the game was yours. As the technology and industry evolved this however changed, over the years the numbers of CDs required to install a game shrank to one and in the last decade this number has decreased to zero, (Dring, 2016) and now most games are downloaded from the Internet.

Video games have always been connected with computers and lately the Internet, and while they used to be physical products most are now considered digital products that can be instantly delivered online to the consumers, this makes them an interesting possibility in regards to e-commerce.

E-commerce which is the trading of products and services over computer networks, is another area that has been growing immensely in the last decade, with an annual growing rate of 17% during the last decade (Cole, 2016). E-commerce is interesting in relation to the video game industry because it allows the developers and companies to deliver games and goods to the players without the hassle of production, shipping and distribution. With the introduction of e-commerce into the video games industry a lot of different business models for games emerged. This led to models like digital distribution, where the developers could sell their

games on digital platform like Steam (Olsson et al. 2010), and more complex models like the subscription based model where players would pay for a game and then continue to make monthly payments to the developers in return for a constant stream of content.

Another model that emerged with the introduction of mobile devices was the micro-transaction based model. This model let players pay small amount of cash to get extra content that is not included in the base game. With games that incorporate the micro-transactions model, the problem is therefore that not every product is the same. These games can therefore differ from the base game which all players purchase, the results being that not all players are equal and this may therefore affect some players enjoyment of the game. It is in this schism that my problem area arises.

1.2 Problem area

The constant evolution of business models and how they are implemented into games are an interesting field in that there are many books, articles and web pages describing the different models and how they can be applied to a field of business. And there are equally many websites and articles devoted to video games. Even though there are many statistics showing the profits of the business models in games and how the game industry as a whole is growing there is not many scientific articles or books that focuses on how the business models affect the game enjoyment, in particular how the micro-transactions model affects game enjoyment.

This report therefore focuses on the affect micro-transactions as a business model has on the consumers of games, the players. Why players buy micro-transactions and how these affects both theirs and others overall enjoyment of the game. This leads to the research question below.

1.3 Research Questions

How does micro-transactions as a business model affect the player enjoyment of games?

1.4 Goal of thesis

The goal of the thesis is to describe how consumers are affected by micro-transactions, how one can measure the game enjoyment with help of theoretical frameworks and models, and to study the affect micro-transactions have on players through interviews and questionnaires.

1.5 Limitations

There are a lot of different business models for games, but in order to keep the scope down my focus will only be on micro-transactions. Business models also have a great deal of impact on how a game is doing financially, but I will only focus on how micro-transactions affects the consumers attitude and enjoyment. Micro-transactions also pose the ethical question if it is okay for those who have more money to gain an advantage over others, but the purpose of this thesis is not to drill down into such ethical aspects. In regards to the findings it will be hard to limit the findings to a certain game or country since the overall gaming community is wide and vast.

2 Literature Review

2.1 Video Games

In this section I will give the reader an overview of the different aspects of the term Video Games, and games in general. Such that when I apply the findings, there will be an understanding of what aspects to focus on.

Defining what a Video game or games is in general might seem easy enough. We have all probably played something that can be regarded as a game in our life, but is Poker the same phenomenon as Starcraft. The concept of a game is wide and have not had that much study done on it. It is only in the last century with the rise of PC's that the field has really started seeing some studies on the phenomenon (Egenfeldt-Nielsen, 2008). Through a series of conferences between 2001-2004 a highly useful way of modeling games emerged, the MDA model (Mechanics, Dynamics, Aesthetics). The MDA model as it was named was developed by Robin Hunicke, Marc LeBlanc and Robert Zubeck (Egenfeldt-Nielsen, 2008), the model divides games into three separate dimensions:

- Mechanics, being the rules and basic code of the game. It is all the information we do not see as a gamer, which goes into making the game work like algorithms for in game event determination.
- Dynamics, is the way the game functions based on the mechanics. It is the events in the game that the player can experience, e.g. the mechanics may have a complex algorithm that determine the move set of an NPC, while the player is only presented with the moves of the NPC.
- Aesthetics, covers the emotional responses that are invoked in players when interacting with the game.

The MDA model further more divides what attract us to games into 8 main elements.

- Sensation (game as sense-pleasure)
- Fantasy (game as make-believe)
- Narrative (game as drama)
- Challenge (game as obstacle course)

- Fellowship (game as social framework)
- Discovery (game as uncharted territory)
- Expression (game as self-discovery)
- Submission (game as past-time)

These are the core elements of games. A game will usually always offer some of these pleasures but not necessarily all of them. This is often due to the nature of the game (Egenfeldt-Nielsen, 2008). A puzzle game like candy crush will e.g. lack in narrative, but emphasize challenge, sensation and submission.

The MDA model gives a good basic idea of what video games are, but it doesn't distinguish between the different types. In this age video games can be anything from TV, phone, slot-machine and PC. In the next couple of sections I will try to give an overview of the quintessential platforms of video games and their differences.

2.1.1 PC

PC games or computer games are games played on a personal computer rather than on a dedicated game system like a console or arcade machine. Browser games also falls within this category. Since the 1990s the PC industry has been growing, but lately more than so. This is mainly due to the growing popularity of social games on websites such as Facebook, and digital downloadable content from portals such as Steam (Sebastian Anthony, 2011). Another aspect of PC gaming which is far more developed than the other platforms is multiplayer games. Multiplayer games opens the possibility for players to distinguish themselves from others, either by acquiring items, apparels or decals. These items can usually be acquired in different ways, but one that seems to keep recurring is purchasing them with real money.

2.1.2 Console

Consoles are hardware products such as Sony Playstation, Microsoft Xbox and Nintendo Wii, that when connected to a monitor, often a TV, lets you play games using a controller. Console games was originally single player games, but in the last decade the amount of multiplayer games has increased, such as the Call of Duty and FIFA series.

2.1.3 Mobile

With the increasing sales of smart phones (Statista) the mobile gaming platform has had a giant increase in revenue taking up almost 40 percent of the market in 2015 (Superdata). Mobile games are games designed for use on mobile devices such as smart phones and tablets. Mobile games are often offered through stores, and market platforms such as Apple's App

store or Androids Google play. The nature of such stores is often that the apps are priced from 0-5\$ depending on the publisher and content.

Due to the nature of console games still focusing on the story telling and single player games, and the nature of apps being a micro-transaction in itself, I will mostly focus on PC games, meaning that when I mention video games further on the emphasize will be on PC games.

2.2 Consumer Behavior & Attitude

Consumer attitude is a composite term consisting of a consumers beliefs, feelings and behavior (Perner, 2010). A consumers beliefs can be positive as well as negative or even neutral, Perner also states that a belief doesn't need to be accurate e.g. water is unhealthy, they can even be contradictory (Perner, 2010).

2.2.1 Consumer Behavior

Consumer behavior is the study of the process involved when people purchase or use products, services or ideas to satisfy needs and desires (Solomon, 2015). The reason consumer behavior exists is fundamentally because organizations and firms exists to satisfy needs, but they can only satisfy the needs to the extent that they understand the people that will use their product.

One can therefore not talk about consumer behavior without consumer needs, for the bottom line is, if the consumer doesn't need anything it doesn't really matter which business model you use. When talking about consumer behavior and needs we need to distinguish between different needs (Solomon 2015). Henry Murray a psychologist defined a set of 20 needs. Four of those being the need for affiliation, need for achievement, need for power and need for uniqueness (Solomon 2015) all aspects that can be recognized in games. The three interesting needs in relation to micro-transactions in games and why they work are:

Need for affiliation Stems for the need to be part of a group and in company of others. Micro-transactions can take advantage of this by making a product that allows the players to join up with their friends and show their affiliations e.g. (Guilds, Clans). Thereby using peoples need for affiliation as a mediator to use micro-transactions.

Need for power is something we all are somewhat familiar with. The need to control ones environment and surroundings, in the case of games the player/universe. Games can take advantage of this need by offering a deal where the player can literally get more power for their character, allowing them to do actions that they would not have been able to before. E.g. World of Warcraft is offering a character boost from 1-100 (<https://eu.battle.net/shop/en/product/world-of-warcraft-service-level-100-character-boost>).

Need for uniqueness To assert one's individual identity. The need to be unique and stand out from the crowd. This is usually seen in games where the micro-transaction are solely

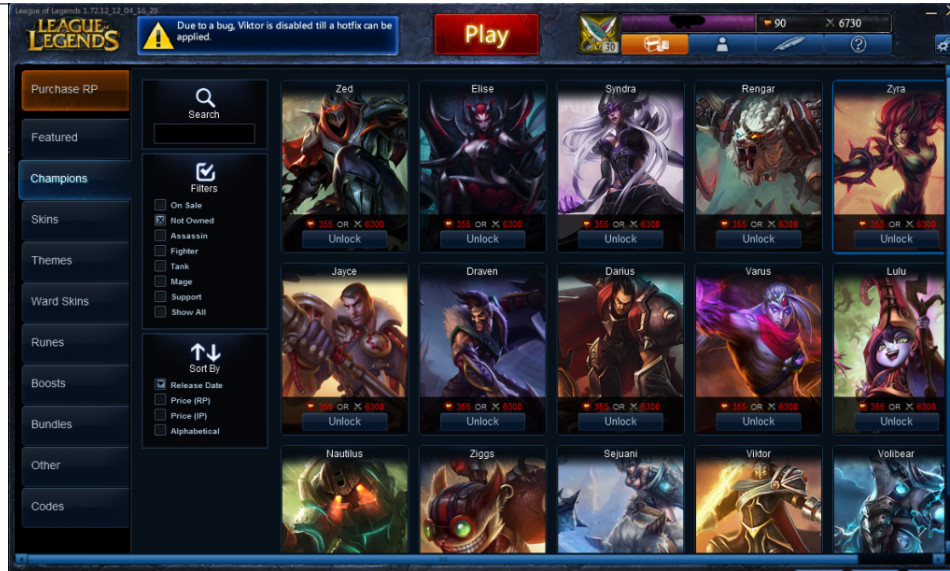


Figure 2.1: Screenshot of the popular MOBA LoL that offers their players option of buying cosmetic skins for the characters.

based on cosmetic changes. This is often seen in many of the popular Multiplayer Online Battle Arena's (MOBA's) like Dota 2, Heroes of Newerth and the wildly popular League of Legends.

2.2.2 Consumer Attitude

The term attitude is generally used in many contexts, but in the context of this report the definition will be based on (Solomon, 2015): "an attitude is a lasting, general evaluation of people, objects advertisements or issues". This definition suggest that attitudes are closely linked to behavior giving way to people acting in a certain way. This link is why consumer attitude is interesting when talking about business models. Because if you know how people behave you can start trying to calculate their attitude towards your model and product. In Genreal attitudes are thought to be composed of three main elements (Szmigin, 2015).

- Affect or feelings
- Behavior
- Cognitions

The **affective element** is related to the emotional connection that the consumer has with the product which the attitude is centered around (Szmigin 2015). These affects link to the fundamental feelings related to the attitude which often will be categorized as liking or disliking. The **Behavioral element** refers to the action or behavior associated with the

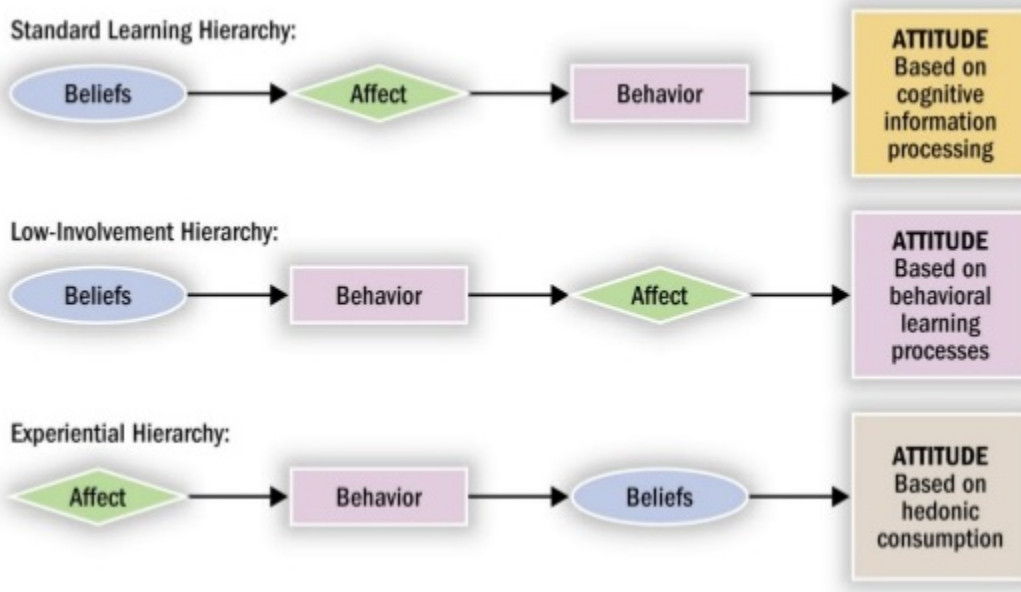


Figure 2.2: The Hierarchy of effects model. (<http://image.slidesharecdn.com/attitude-121027041017-phpapp01/95/attitude-6-638.jpg?cb=1351311065>)

attitude(Solomon, 2015). This element covers the doing of the attitude, and the action which the attitude is formed around. This could be buying a new game. Note that the intended actions are not always carried out(Szmigin, 2015). Lastly the **cognitive element** relates to the thought and beliefs the consumer has towards the product, itself and their relations to other things(Szmigin, 2015). This could be the belief that it is better to buy games from the locale game store instead of buying them online from platforms like Steam. In combination these three elements give the tri-component model also called the ABC model(Szmigin, 2015). The usefulness of the model is that it defines the elements of attitudes, but it doesn't, really give us any indication on how they come together to form the consumers attitude or which element is most important. The Hierarchy of effects model tries to solve this problem by using the same elements from the ABC model but differentiates between which of the three elements is in focus. There are four main types of hierarchy that are relevant when talking about business models see figure 2.2 (Szmigin, 2015).

The two most interesting of the four micro-transactions are the "Behavioural hierarchy" and "Emotional hierarchy" this is due to the fact that the in-game purchases is often driven by needs as described above. Furthermore the option for doing a "High involvement hierarchy" and "Low involvement hierarchy" is limited due to the fact that there usually are not any alternative to research, since each game is its own little market.

Attitude Theories

As described above, attitude consists of certain elements and it is how these elements interact that form our own behavioral attitude. There are three main attitude theories; balance theory, motivational theory and multi-attribute theory (Solomon, 2015).

Balance theory is closely linked to the tri-component model of attitudes, in that people often strive to keep the three in balance. There is a psychological drive to ensure that they are equally balanced and if not, the consumer may feel discomfort and therefore adjust one of the components to balance them out (Szymigin, 2015). Many people play games on their phones (behavior) and enjoys the relaxation and fun associated with it (affect), but they know that it can be a waste of time(cognition). From a balance theory point the elements are out of line, the consumer must therefore change one of the elements to bring it back in balance. They could stop playing bringing their behavior in line with their thoughts on games, or they could change their thoughts to match the behavior, e.g. "I only play a little to relieve stress so it is not wasting time". Balance theory is therefore closely linked to the theory of cognitive dissonance (Szymigin, 2015) stating that if peoples cognition is in disorder they will change their belief or attitude to achieve consistency, which is relevant because the fact that people will always try to maintain equilibrium between the three components means that products or services can not offer something that will change this balance without completely changing the perspective of the customer.

Motivational theory is the understanding of the motives underpinning the attitude, so that it can be used to make an attitude change. The theory is based on the idea that marketing is more successful if it targets the underlying motives of the attitudes instead of the more direct approach. There are four main functions that attitudes can serve for people (Szymigin, 2015): utilitarian, value-expressive, ego-defensive and knowledge based. The utilitarian function stems from the idea that consumers want maximum value and utility from their consumption. The utilitarian function of attitudes is therefore characterized by consumer striving for rewards, maximizing, and avoiding potential punishments (Solomon, 2015). The second function are ego-defensive. Here the attitudes have the function of defense of our self image and making us feel better about our self. Threats to the ego usually arouses the ego-defensive attitude, which in turn can then be manipulated by a suggestion which can remove that threat. The third function is the value-expressive, or social identity function (Szymigin, 2015) in contrast to the ego-defensive this function is all about using products to project instead of hiding aspects of themselves. This is used when consumer want to be perceived in a certain way in games this could be achieved by having the newest cosmetics or features to seem more engaged than the rest. The fourth function is the knowledge function, which relates to the human need of having a meaningful and organized world view(Solomon, 2015). The knowledge function is based on the consumers own knowledge of brands and product information to evaluate new information and products.

Multi-attribute theories Multi-attribute theory is used to measure and understand the attitudes by deconstructing them down to the core attributes that our attitude consist of, and figuring out how important each of them is to the consumer (Szimigin, 2015). Multi-attribute theory has three elements (Szimigin, 2015):

- Attributes are the characteristics or features of the attitude object
- Beliefs about the extent to which the object has the attributes
- Evaluations are the levels of importance attached to the attributes

Meaning, that first you look at the attributes of the product, in games this could be fun, design and overall theme. Then you look at the beliefs e.g. if the consumer thinks the product has the aforementioned attributes, and finally you evaluate each attribute to get a sense of the levels of importance that they have for the consumer.

2.3 Player Enjoyment

For a game of any kind to be successful it needs to be enjoyable. A game needs to capture and mesmerize the player, if the player do not find the game enjoyable they will not play the game. But how does one measure enjoyment. Sweetser & Wyeth (2005) developed a framework for measuring player enjoyment called GameFlow. To understand their model we need a basic understanding of the theories their framework is build upon. The main theory Sweetser & Wyeth based their framework on is the psychology term "Flow". Flow is the mental state when a person is doing a task and is fully immersed in feelings of energy and focus (Csikszentmihalyi, 2008). Flow was identified by Mihály Csikszentmihályi who did a number of research studies in the 1990s (Sweetser, Wyeth 2005) where he examined a large sample size of people who were spending large amount on tasks that had no external gains like money or status. Csikszentmihályi found that flow is the same all over the world and consists of 8 elements (Sweetser, Wyeth 2005).

- A task that can be completed.
- The ability to concentrate on the task.
- That concentration is possible because the task has clear goals.
- That concentration is possible because the task provide immediate feedback.
- The ability to exercise a sense of control over actions.
- A deep but effortless involvement that removes awareness of the frustrations of everyday life.

Games Literature	Flow
The Game	A task that can be completed
Concentration	Ability to concentrate on the task
Challenge Player Skills	Perceived skills should match challenges and both must exceed a certain threshold
Control	Allowed to exercise a sense of control over actions
Clear goals	The task has clear goals
Feedback	The task provides immediate feedback
Immersion	Deep but effortless involvement, reduced concern for self and sense of time
Social Interaction	Not applicable

Figure 2.3: Mapping the Elements from Games Literature to the Elements of Flow

- Concern for self disappears, but sense of self emerges stronger afterwards.
- The sense of the duration of time is altered.

Combined these elements causes a sense of enjoyment in people that are so rewarding that we are willing to use a great deal of effort or time on it just to get the feeling of enjoyment (Sweetser, Wyeth 2005). The key element in flow is that the activity in itself is rewarding and it has an end in itself without any external gains. This is especially true with games, since people play them for the experience itself and not for the means of gaining any external rewards. Furthermore a flow activity makes people feel a sense of discovery and being transported to a new reality which is a familiar theme of video-games.

Sweetser & Wyeth (2005) then took Csíkszentmihályis framework of flow and researched how it interlocked with literature on usability and experience in games. The result was the GameFlow model that like the flow model had eight core elements – the game, concentration, challenge, control, clear goals, feedback, immersion, and social interaction (Sweetser, Wyeth 2005). With each of the elements mapping back to the flow model as shown in table 2.3.

Since a game often is a series of tasks and not just a single one, the task element of the flow model is therefore not directly represented in the GameFlow model. The other seven elements are all tightly interrelated meaning that they all need to be present in some manner for a game to be fully enjoyable (Sweetser, Wyeth 2005). In the sections below I will go through the seven elements of GameFlow and how they are present in games and why they are important in measuring player enjoyment.

2.3.1 Concentration

For a game to be enjoyable for a player it needs to require the players concentration. The more concentration a task requires in terms of attention the more absorbing the game will be. When all of a players skills are needed to solve a challenge, then the players attention

will be completely absorbed by the challenge and the player will not have any resources left to process anything else (Sweetser, Wyeth 2005). No matter the time span 5 minutes or an hour, games should always captivate and maintain the players attention and concentration throughout the game play.

2.3.2 Challenge player skills

Challenge is the element that is most often identified as the most important aspect of good game design (Sweetser, Wyeth 2005). A game should always be challenging for the player. An important part of flow is the balance between a persons skills and challenges associated with tasks, it is important that the two match each other, the challenge should not be greater than the skills the person possess and neither should they be less. As it could lead the player to either feeling frustrated or bored. For a game to be satisfying it needs to have the player completing difficult tasks that will test their skills and make them reach a desired goal (Sweetser, Wyeth 2005), and the completion of the task being its own reward. An important part of challenges in games is to vary them. A game should gradually increase in difficulty to keep the player interested as they develop mastery of the game (Sweetser, Wyeth 2005). Challenge is important for player enjoyment in that it is one of the main factors that removes the awareness of the players surroundings and therefore increases the involvement and enjoyment.

2.3.3 Control

For a player to feel the sense of flow they need to be in control of their actions. In games this means that players should be able to translate their intentions into in-game behavior (Sweetser, Wyeth 2005). Furthermore the base game should be letting the player feel in control of the game state, by allowing them to start the kind of game they want, save their game and quit at their convenience. This gives the players the freedom and control to explore the game at their own terms (Sweetser, Wyeth 2005). Another aspect of control that is important is that the player should feel like they have an impact on the game world. If the game doesn't acknowledge the players action or something diminishes them the player will feel less in control, and their sense of flow will be disrupted. For players of the game to feel an emotional connection to the world, they need to be given options on what they can do, have and be in the game. They need to feel that they are playing the game and that the game is not playing them (Sweetser, Wyeth 2005).

2.3.4 Clear Goals

For a game to be enjoyable it should provide the players with clear goals throughout the game. To achieve flow, a game should also provide the player with a clear overall goal (Sweetser, Wyeth 2005).

2.3.5 Feedback

An important part of keeping flow in the game is feedback. Continuous concentration is achieved because the task provides immediate feedback (Sweetser, Wyeth 2005). It is therefore important for games to incorporate immediate feedback into the game that can provide the player with a mean to determine their progress towards the objectives. Feedback is therefore important for game enjoyment in that it preserves flow.

2.3.6 Immersion

When players play a game they should feel a deep engagement in the game. Immersion is a concept that is highly important when talking about games. The flow element in Csíkszentmihályi's model that describes immersion says it is a deep but effortless involvement, reduced concern for self and sense of time. This is the reduced concern for self and time that makes players less aware of their surroundings when playing games (Sweetser, Wyeth 2005). People play games to feel and think something that they would not feel in their normal work, they also play to calm down from everyday turmoil. For this escape to work it is crucial that the game lets the players immerse themselves in the experience and universe. A game should make players forget all along that they are using a medium and make them feel like they are doing the actions themselves (Sweetser, Wyeth 2005). Immersion is important for the Gameflow because it preserves the feeling of timelessness. By being fully immersed in games players won't feel like they have been playing for hours, for them it will feel like no time has passed at all. Immersion is therefore the key ingredient to having good Gameflow. If the players are not able to immerse themselves in the game due to internal or external factors then the game enjoyment will decrease.

2.3.7 Social Interaction

The last element of Gameflow "social interaction" is a bit special in the sense that it does not have a corresponding element in the flow model. This is due to the fact that social interaction in itself counteracts immersion in games as the presence of other people gives the player a link to the real world (Sweetser, Wyeth 2005). Social interaction is however a big factor in the overall game enjoyment, as people often play games for the social aspect. Having the social interactions in games also facilitate the creation of enjoyment outside the game, because the players now have the option of chatting and talking about the game or even watch others play it like more traditional games like football. Social interaction is therefore a part of Gameflow in that it is a valuable element to the game enjoyment as a whole.

2.4 Business Models In Games

Money makes the world go around and this is not less true for video games. For a video game to be truly successful it needs to implement a business model that fits the game,

acknowledges the players and most of all generate revenue for the video game company. In order to get a better understanding of the different business models used in video games, we will look into the core concept of a business model and the major models used in the industry.

A business model is a set of planned activities designed to result in a profit in a marketplace (Laudon et al. 2014) Laudon & Traver (2014) describes the business model as having eight key elements:

Value Proposition	How a company service or product fulfill the needs of customers
Revenue Model	How a company will earn revenue and produce profit
Competitive Environment	Refers to other companies operating in the same marketspace
Management Team	Employees are responsible for making the business model work
Organizational Development	Plan describing how the company will organize the work that needs to be done
Market Strategy	The plan that details how you intend to enter a new market and attract customers
Competitive Advantage	Achieved by a firm when it can produce a superior product or lower prices
Market Opportunity	The companies intended marketspace and financial opportunities

Of the eight elements the one that is most relevant for this paper is the revenue model. Laudon & Traver (2014) describes that there are many different e-commerce revenue models but to some extent most companies rely on one or a combination of five major models:

- Advertising model: A company provides a forum for advertisements and receives fees from advertisers (Typically seen in mobile games and browser games).
- Subscription model: A company offers its users content or services and charges a subscription fee for access to some or all of its offerings.
- Transaction fee model: A company receives a fee for enabling or executing a transaction (Micro-transactions).
- Sales revenue model: A company derives revenue by selling goods, information, or services.
- Affiliate model: A company steers business to an affiliate and receives a referral fee or percentage of the revenue from any resulting sales.

The game industry is a divers system which means that there is a lot of different business models. Besides the very classic model of selling games in a boxed product through retail stores, there are various ways for video game companies to make money. By definition video

games is a digital product and are therefore an intangible good, which gives the companies options of distributing the games through online means. This opens up for new business models, one of those being micro-transactions.

2.4.1 Freemium Games & Micro-Transactions

With the introduction of digital goods and services comes the great benefit that the production value is tiny, goods are no longer comprised of atoms but of bits and bits are extremely cost efficient, while the atoms economy is inflationary the bits economy is deflationary (Anderson, 2009). It is from this base the freemium model springs, a model that gives away a product for free and then gets revenue from other sources e.g. free music gets more people engaged in the band and gets more people to come to their concerts, thereby gaining revenue that way.

As Moore's Law (<http://www.mooreslaw.org/>) dictated the processing power would double every second year so does the price of bandwidth. Storage also decreases at an even faster rate (Anderson, 2009). As a result the annual deflation rate of the online world is a staggering 50 percent, meaning whatever it cost Youtube to stream a video today it will cost half of that in a year (Anderson, 2009). All this leads us to the freemium business model.

Freemium Business Model

The basis of the freemium business model lies in the name, you are giving something away for free. The basic principle behind the freemium model is that you are giving something away for free, and you can therefore very quickly create a large customer base. The model then counts on some of the customers subsidizing the others. This can be done in a myriad of ways (Anderson, 2009), some of the most common being:

- Giving away some basic information for free, then selling richer information in easier to use form.
- Giving away some sort of basic software, and then offering a premium model with more features for money.
- Giving away a demo version of a software, and charging for the full version.
- Giving away online games, then charge a subscription.
- Giving away online games, then offering more content for money.

The last of the mentioned is known as a micro-transaction and it is becoming an increasingly popular method for game publishers to get that extra profit from the consumer, regardless of the game being free or purchased from a store.

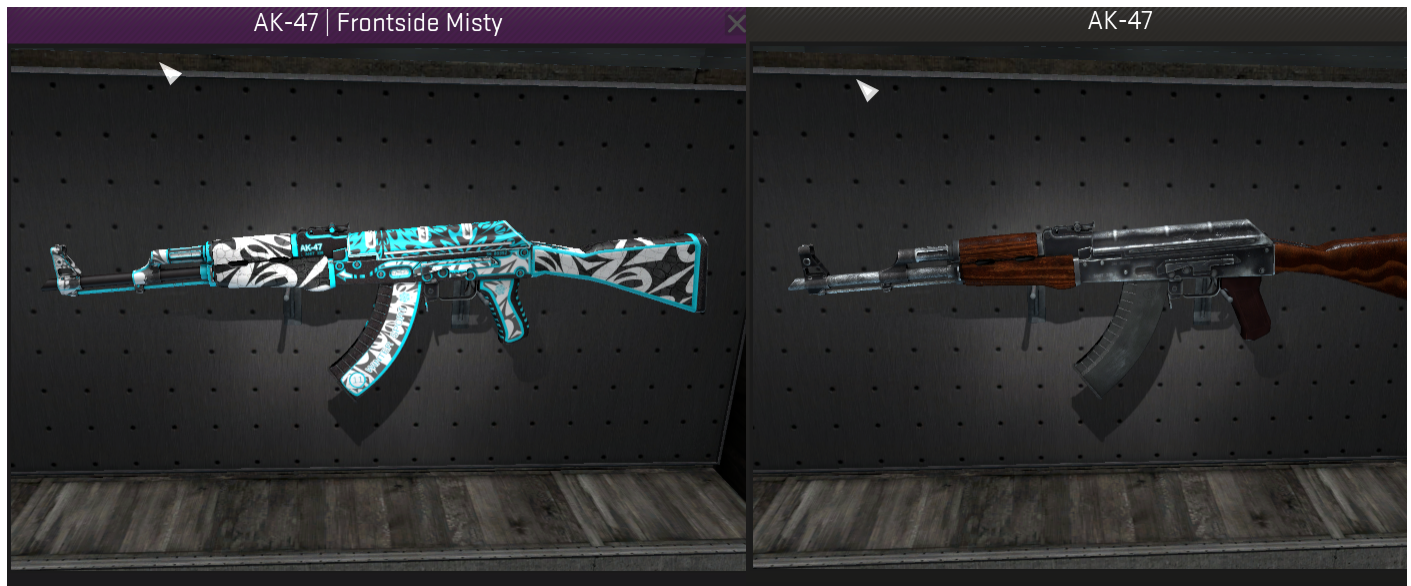


Figure 2.4: Different skins for the AK 47 in CS:GO

Micro-Transactions

Micro-transactions as described above is used to generate revenue for games using the freemium model or extra revenue in case of purchased games (Oh, 2007). As the name describes micro-transactions is small transactions usually around 1-10 € mark. Micro-transactions are most often seen in games with a freemium model, this way the developers can earn revenue and keep creating content that can be sold to the eager customers. There is no real theory that focus on the distinction of micro-transactions in games, because they can vary largely in their nature, some deploy the classic feature of getting a free demo of the game and then purchasing the full game later (Lachance, 2014) or the humble tip jar approach where you can support the developers with a random amount, most common seen in indie games. But generally the most popular kind of micro-transactions can be divided into two categories: cosmetic and game changing, the cosmetic only change some cosmetic feature e.g. giving different colors to the avatar, or like in the popular FPS game Counter Strike Global Offensive where you have the option of buying new skins to your weapons that only change appearance and not performance see figure 2.4.

The game changing on the other hand are products that gives some kind of functional advantage, this could be extra lives, or unlocking some new features of the game. In the Free-to-Play MMOFPS game Plantside 2 for example you can buy new weapons and vehicles to take with you onto the battlefield, these can all be tried for free for a limited period of time and after that they can be brought for money see figure 2.5.

An important fact to distinguish when one talks about micro-transactions and their effect is whether or not the game is multiplayer or single player. The obvious difference being that in



Figure 2.5: Different vehicle weapons for MMOFPS Plantside 2

single player the only game play you affect by using micro-transactions is your own, where as it in multiplayer it also has the possibility of affecting other people.

3 Method

In this section of the report I will present the chosen method for data collections to answer the research question. The purpose of this section is to give the reader a chance to make their own judgment on the reliability of my work process.

3.1 Choice of Method

For the gathering of the empirical data I chose to use semi structured interviews in combination with questionnaires. The consumers of video games with a micro-transaction based business models are the focus of my study. With that being said I still want to try and gather data from a wide range of people ranging from casuals players to semi pros. Since my research question deals with perception I am interested in the consumers opinions and attitude toward micro-transaction based games and their effect on enjoyment. To gather all this data I first did 6 semi-structured interviews to get a general perspective of the users understanding and knowledge of the subject. This enabled me to create a better and more specific questionnaire to distribute. The sample size for the questionnaires will contain answers from at least 100 consumers.

My primary source of this study will therefore come from the questionnaires where as the semi-structured interviews will act as a base for my primary data. The study will therefore be quantified mostly as a quantitative study. (Saunders et al. 2012) From the interviews I want to discover what the consumers like about a micro-transactions business model or what they dislike, in particularly specific elements or objects of the model. The questionnaires questions will focus on the micro-transactions based model in general.

The reason I used a questionnaire as the primary source of the data is that it is structured in its nature. Which enables me to find structure, patterns and similarities within the data. Which again is why I chose a quantitative approach since it makes it easier to quantify your findings and argue for the final result. The study could have been done purely with interviews about the individuals feelings about the model and game in particular but my concern was that the method would generate a sample size that would have been too small and too diverse to get a proper data collection to analyze and structure. That said I still see the merit of the qualitative method which is why I chose to do method triangulation (Patton, 1999) and have the basis of my quantitative study be based on interviews, a qualitative method. Since a single method rarely can shed adequately light on a phenomenon alone, I find it best to support one method with another.

3.2 Collection of Data

3.2.1 Semi-Structured Interviews

As mentioned in 3.1 I chose to collect my primary data through a mix of semi-structured interviews and questionnaires. For the semi-structured interviews, I ended up interviewing 6 people who all had a background/hobby of gaming. These interviews was a mixture of free talk and a list of 15 questions focused around the eight core elements of Sweetser and Wyeths (2005) GameFlow-Model and general consumer behavior. As with semi-structured interviews the questions was formulated such that they were neutral as not to affect the interviewees answers or lead them in a certain direction.

The main purpose of doing interviews first instead of just doing questionnaires was, that I wanted to narrow down the scope and problem areas. I wanted to see if there was a pattern in which of the eight elements that had the greatest or least impact or if the gamers all had some feedback that wasn't covered by one of the questions. This way I could device a better set of questions for the questionnaire, and have a better chance of gaining more accurate answers since the chance of people having the same problems as those identified in the interviews would be higher.

With a small group of only six people and interviews of only 15 questions the validity of the results can be questioned, but I still chose to do them because the meaning of them was not to give any concrete result to conclude on, but to give me an indication of where to focus the questionnaire and just establish a base line knowledge of what the users opinions were towards micro-transactions in a more descriptive media.

3.2.2 Questionnaire

My main source of data for the thesis was gathered through a questionnaire, which was developed on the basis of the answers I got from the round of semi-structured interviews. The reason for using a questionnaire instead of only interviews was that I wanted to get as many answers as possible and to get a big diverse group of gamers. I used a standardized self-completed Internet questionnaires structure (Saunders et al. 2012) with closed questions. At the start of the questionnaire I had an introductory text to the questionnaire that explained the concept of my thesis and an explanation of some of the terms as to avoid misunderstandings. For the rating of the questions I used a Likert rating (Saunders et al., 2012) with a five point rating scale ranging from:

- 1: Stronlgy Disagree
- 2: Disagree
- 3: No opinion

- 4: Agree
- 5: Strongly Agree

The reason for this choice of ranking is that it would be easier for me to analyze and find tendencies in the data, compared to e.g. open-ended questions which are notoriously known for being very hard to analyze and generalize.

3.2.3 Deployment of Questionnaire

For the sample size of the questionnaire I did not want to restrict myself by only giving certain people the questionnaire e.g. serious/pro gamers since that would skew the result set and not represent a natural selection of the population. For the distribution of the questionnaire I therefore chose to post it on various social gaming communities on Facebook and Twitter where I knew people would find the subject interesting and therefore grant a higher chance of them answering. By doing so I would have no control of the sample size or the type of respondents, the only factor I controlled was the fact that I only posted it in gaming forums, which I only did to ensure a higher answer rate and make sure that people had a grasp of the concepts in the questions. The fact though is still that the gaming world is largely dominated by males, and no matter where I posted the questionnaire the answers would largely be from male respondents. Which would then give me a sample size that was not a natural selection of the population in whole but more of the gaming community.

3.2.4 Processing the Data

I used SPSS 24 for Windows to process my collected data. I chose this tool due to the fact that it is well developed and gave access to some statistical tools that were useful in my data processing e.g. Pearson and Spearman correlations calculations.

4 Findings

In this chapter I will present the findings of my two data collection methods: The semi-structured interviews, and the self-completed Internet questionnaire. I will furthermore analyze the findings as I go through the questions.

In the sections below I will present the questions and answers from my data collections. The questions from the interviews and questionnaires can be found in appendix 7.1 and 7.3, the transcripts to the interviews can be found in appendix 7.2, and the answers to the questionnaire in 7.4.

4.1 Findings and Trends in the Interview Data

As described in my method I used two different sources of data collection. The first being semi-structured interviews, these were used to get a more in-depth knowledge of players' feelings towards micro-transaction and to identify any specific problem areas if any. The interviews were mainly conducted face to face with the interviewee but in two of the cases the scheduling prohibited face to face and they were therefore conducted using Teamspeak instead.

To try and get a better foundation for my questions for the questionnaire I used the six semi-structured interviews to get a better understanding of how gamers viewed micro-transactions and how they felt about the model overall. The six interviews were a mix of different types of gamers from casual to semi-pro to get a broad selection of views and opinions. Even though they all were somewhat different there were still some points and opinions that they all shared and was a trend in the different interviews. I identified four trends that were interesting in regards to the view on micro-transactions.

- Type of different gamers.
- Cosmetic transactions vs game changing.
- Singleplayer vs multiplayer.
- Subscription vs freemium.

The first thing I noticed when conducting the interviews was the wide variety of gamers and how they described themselves, the crucial part being if they were multiplayer gamers, single player gamers or a mix, but also the genres they played. Even though a wide variety of genres from puzzle to FPS was mentioned it seemed like it did not matter if the interviewee

was a single player gamer or multiplayer they all had similar points of views. Interviewee 3 who did not play games that much and mostly single player games had the same opinions as interviewee 6 who played almost 5 times as much and only multiplayer games. Even though its hard to use 6 people as a genuine sample of the gaming community it was interesting that such different gamers almost all shared the same view on micro-transactions.

From the start of the interviews, which was also evident from the questions 7.1 I thought that there would be a difference between the two major types of in-game items, cosmetic and game changing. From the interviews it became evident that this was true. The players all had different opinions on whether or not it was okay for games to incorporate cosmetic changes, some thought it was a positive thing if the game had cosmetic micro-transactions and thought it added another layer of value to the game that allowed players to distinguish themselves. Others thought it was distracting if not done poorly and that it could ruin the game and immersion. The overall feeling was that as long as the cosmetic features did not deviate too much from the original game and was not distracting then everybody was okay with them, not necessarily approving of it, but accepting. When talking about game changing content however it seemed that there was an overall consensus between the interviewees. When asking all the interviewees about how game changing micro-transactions affected their enjoyment of games in regards to Sweetser & Wyeths (2005) GameFlow model, specifically, immersion, challenge, concentration and control, they all felt that game game changing micro-transactions had a significant effect on the concept of GameFlow. Some of the interviewees however felt that if the game offered some kind of system to allow the player to gain the same benefits by playing the game, as those who spend money on micro-transactions, they would be less inclined to feel that game changing micro-transactions affected their enjoyment. But over all the answer was always the same no matter the platform, they all felt that game changing content would always affect them either indirectly by just knowing they were in the game or directly by encountering them in the game, or in the worst case seeing other people utilizing them to gain a benefit. It was therefore very clear at least from the interview sample size that the view on game changing content was a negative one, which is important to note.

Another thing that became clear when talking to the interviewees was the fact that when talking about micro-transactions in games it did not seem to make much difference in their opinion if the micro-transactions was implemented in a single player or multiplayer game, the effect would still be the same, it would still affect some core concepts described in Sweetser & Wyeths (2005) theory of game enjoyment. The tendency was however the same with regards to different kinds of micro-transactions the interviewees still felt that game changing content would affect them more than cosmetic ever could whether or not the game was multiplayer or single player. As a side note to get an idea of how the freemium model compared to other game models, I asked the interviewees that if they had the choice between two identical games which one would they then prefer, one where you got the base game for free and had to buy additional content, or the same game with a subscription service instead. All of the interviewees choose the subscription model which showed me that the freemium/micro-

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	98	97,0	97,0	97,0
	Female	3	3,0	3,0	100,0
	Total	101	100,0	100,0	

Figure 4.1: Gender frequency table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10-18	7	6,9	6,9	6,9
	19-25	41	40,6	40,6	47,5
	26-30	34	33,7	33,7	81,2
	31-40	17	16,8	16,8	98,0
	41-50	2	2,0	2,0	100,0
	Total	101	100,0	100,0	

Figure 4.2: Age frequency table

transaction model was never favored and I therefore should focus the questions on a closed scenario where micro-transactions were the only option. The result from the semi-structured interviews was therefore that I should not focus on how micro-transactions affected different kinds of gamers or genres but focus on the big picture, since based on the interviews the answers would be the same. I should also focus more on the difference between cosmetic and game changing content since all of the interviewees had very different opinions on the different transactions styles and they should therefore not be looked at as one, but be considered two different unique styles.

4.2 Results from Questionnaires

Below I present the data I got from my Internet-distributed questionnaire, which I found to be interesting in regards to the overall purpose of my thesis and research question. The overall structure of the questions was split between questions regarding cosmetic content and game changing content. I will therefore represent the results of the questions in these two groups instead of the randomized order they were in the questionnaire.

I will mainly be using frequency tables to show the answer rate of the questions, but in some I will delve deeper and apply more advance analyzes like Pearson to see if there is a correlation between the factors. There were a total of 101 answers.

Gender and Age Figure 4.1 shows that 97% of the 101 respondents were male, this is a bit over what could be expected since in some countries it is around a 60/40 split between genders (ukie), so the data is not a perfect sample size of the gaming population, but the

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5 hours	12	11,9	11,9	11,9
	11-15 hours	25	24,8	24,8	36,6
	15-20 hours	19	18,8	18,8	55,4
	21+ hours	26	25,7	25,7	81,2
	6-10 hours	19	18,8	18,8	100,0
	Total	101	100,0	100,0	

Figure 4.3: Hours played frequency table

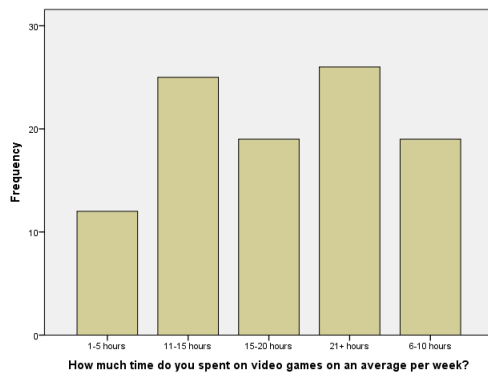


Figure 4.4: Hours played frequency chart

important fact is that all the 101 respondents were gamers. Figure 4.2 shows that 74,3% of my respondents were between 19-30 years old.

Average play time Figure 4.3 and figure 4.4 shows that 69,3% of my respondents played more than 10 hours of video games a week, meaning that a lot of their free time is spend on games and they are therefore interesting people from a business point of view. Because time spent on a product usually means more money spent on it as well.

Being able to make micro-transactions in games to get cosmetic content affects my immersion in the game Figure 4.5 shows that 76,4% of the respondents feel that cosmetic content doesn't affect their immersion when playing games.

It affects my concentration in the game if other players have access to cosmetic content Figure 4.6 shows that 79% of the respondents disagrees or are neutral towards cosmetic content having an affect on their concentration while playing games. I did a Pearson correlation on age that showed -0.142 correlation and on average play time a week the correlation was -0.217 so there were no correlation between specific groups and their answers.

I feel less in control of the actions in the game if I can purchase cosmetic content Figure 4.7 shows that 81% of the respondents disagrees or are neutral towards cosmetic

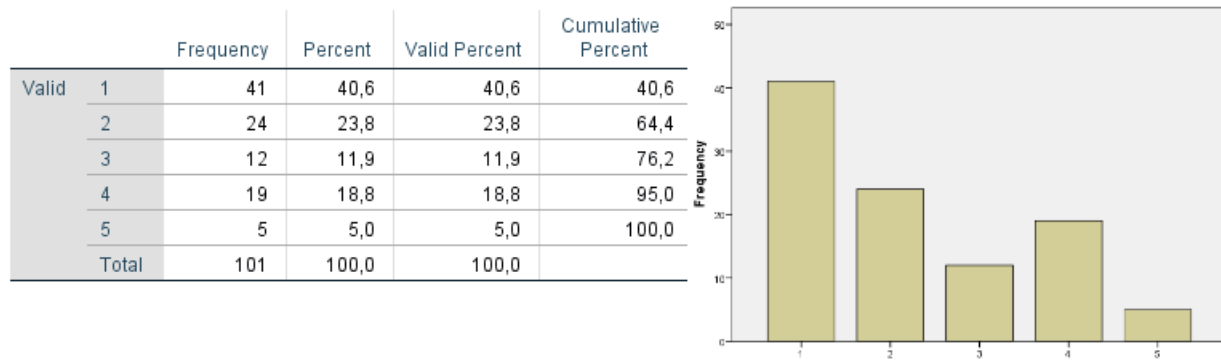


Figure 4.5: Cosmetic affect on immersion frequency table and bar chart.

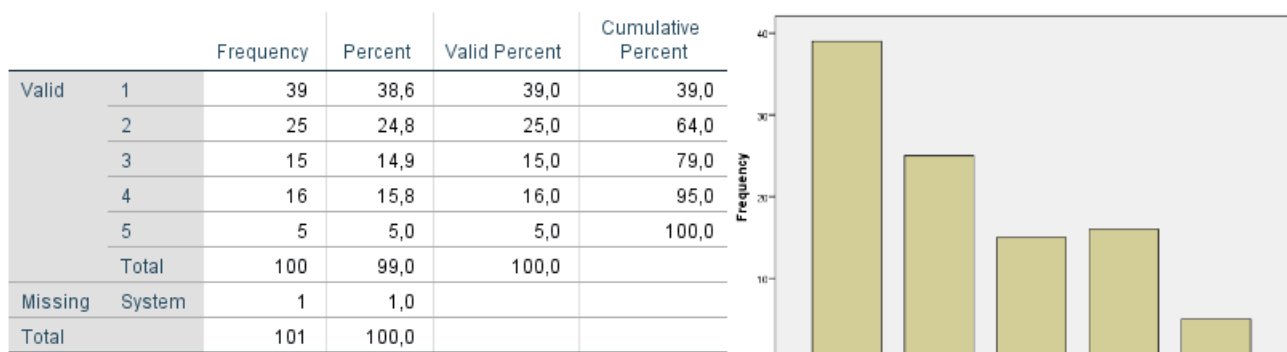


Figure 4.6: Cosmetic affect on concentration frequency table and bar chart.

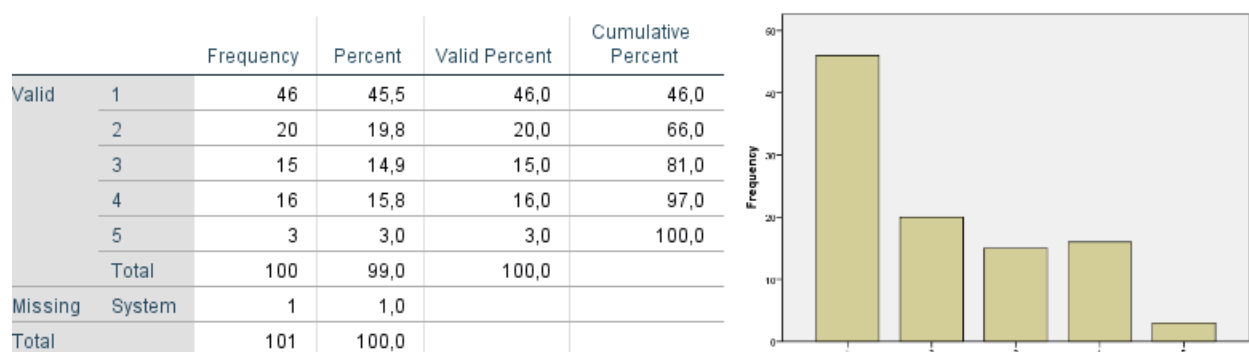


Figure 4.7: Cosmetic affect on control frequency table and bar chart.

4.2. RESULTS FROM QUESTIONNAIRES

4. FINDINGS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	51	50,5	50,5	50,5
	2	22	21,8	21,8	72,3
	3	13	12,9	12,9	85,1
	4	10	9,9	9,9	95,0
	5	5	5,0	5,0	100,0
	Total	101	100,0	100,0	

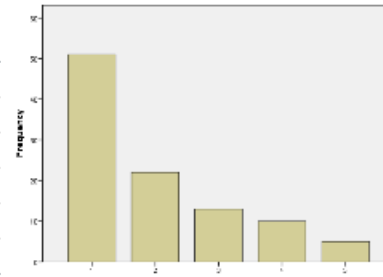


Figure 4.8: Cosmetic affect on challenge frequency table and bar chart.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	30	29,7	29,7	29,7
	2	30	29,7	29,7	59,4
	3	22	21,8	21,8	81,2
	4	16	15,8	15,8	97,0
	5	3	3,0	3,0	100,0
	Total	101	100,0	100,0	

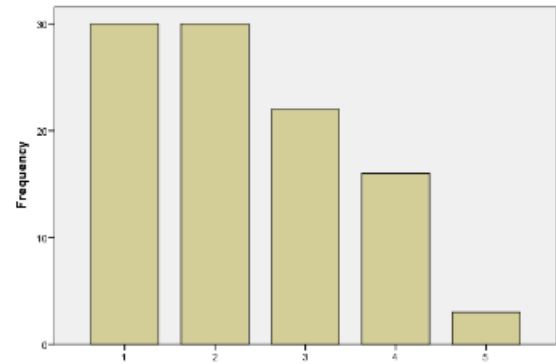


Figure 4.9: Cosmetic affect on intention of purchase frequency table and bar chart.

content affecting their control of the game, and only 3% strongly agreeing in the statement. Doing a Pearson correlation on age showed a 0.033 correlation and for average playing time it was -0,424 so near to no correlation between the specific groups.

It affects the challenge of the game if I can purchase cosmetic content Figure 4.8 shows that 85,1% of the respondents disagree or are neutral towards cosmetic content affecting their challenge, and the last 14,9% was agreeing on the statement. Doing a Pearson correlation on average play time gave a result of -0.248 and on age it gave -0.094 so close to no correlation.

It affects my intention of purchase in a negative way if a game implements cosmetic content through micro-transactions Figure 4.9 shows that it would not affect 81,2% of the respondents in a negative way if a game they wanted to buy implemented cosmetic micro-transactions. With 18,8% feeling that it would affect their intention of purchase. Doing a Pearson correlation on age, gave a result of -0.062 and on average play time a result of -0.377 so no correlation.

Micro-transactions in games are okay as long as they don't give access to game changing content Figure 4.10 shows that 14,9% does not like micro-transactions in game while 13,9% is neutral and 71,3% is agreeing that micro-transaction are okay as long as they

4.2. RESULTS FROM QUESTIONNAIRES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	12	11,9	11,9	14,9
	3	14	13,9	13,9	28,7
	4	35	34,7	34,7	63,4
	5	37	36,6	36,6	100,0
	Total	101	100,0	100,0	

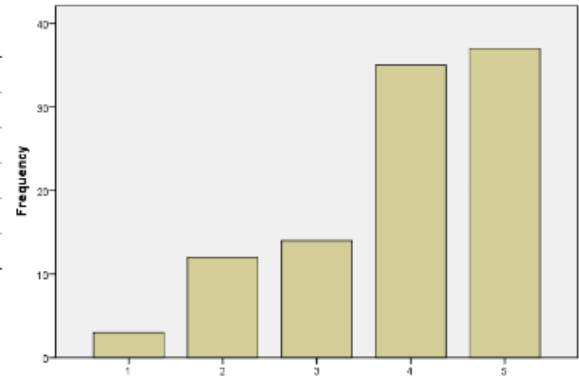


Figure 4.10: Cosmetic micro-transactions are okay frequency table and bar chart.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	13,9	14,0	14,0
	2	11	10,9	11,0	25,0
	3	4	4,0	4,0	29,0
	4	30	29,7	30,0	59,0
	5	41	40,6	41,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

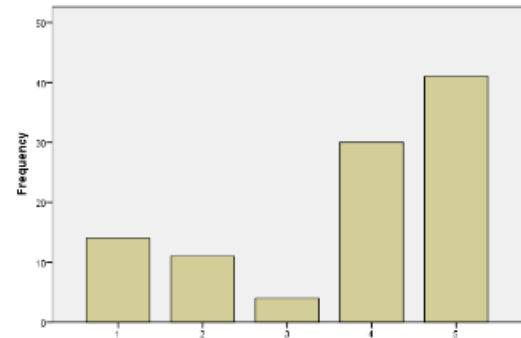


Figure 4.11: Game changing contents affect on immersion frequency table and bar chart.

do not give access to game changing content. A Pearson correlation on average play time gave a result of 0.171 and on age 0.086 so close to no correlation.

Being able to make micro-transactions in games to get game changing content affects my immersion in the game Figure 4.11 shows that 25% of the respondents felt that game changing content did not affect their immersion in games, while 4% were neutral, but 71% agreed that game changing content affected their immersion in games. When doing Pearson correlation on age the result was -0.064 and for average play time 0.308, average play time have more of a correlation than age.

It doesn't affect my concentration in the game if other players have access to game changing content Figure 4.12 shows that 76,2% of the respondents felt that game changing content affects their concentration, 5,9% were neutral and 17,8% felt that game changing content did not affect their concentration. Doing a Pearson correlation on average play time gave a result of -0.040 and age gave a result of 0.085, so no evidence of a correlation between either age or amount of play time.

4.2. RESULTS FROM QUESTIONNAIRES

4. FINDINGS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	47	46,5	46,5	46,5
	2	30	29,7	29,7	76,2
	3	6	5,9	5,9	82,2
	4	9	8,9	8,9	91,1
	5	9	8,9	8,9	100,0
	Total	101	100,0	100,0	

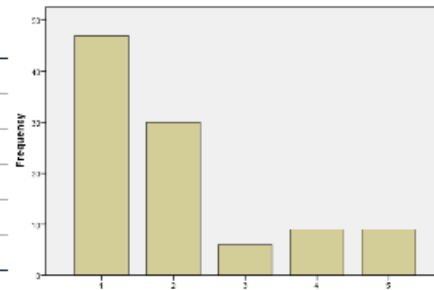


Figure 4.12: Game changing contents affect on concentration frequency table and bar chart.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	56	55,4	55,4	55,4
	2	27	26,7	26,7	82,2
	3	6	5,9	5,9	88,1
	4	7	6,9	6,9	95,0
	5	5	5,0	5,0	100,0
	Total	101	100,0	100,0	

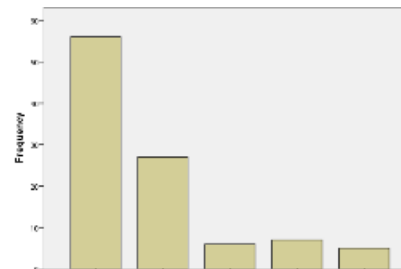


Figure 4.13: Game changing contents affect on challenge frequency table and bar chart.

It doesn't affect the challenge of the game if I can buy game changing content

Figure 4.13 shows that 82,2% of the respondents disagrees that game changing content do not affect challenge while 5,9% is neutral and only 11,9% agrees that it do not affects the challenge. Running a Pearson correlation on age gave a result of 0.085 and against average play time it gave -0,040 so no correlation in either instances.

I feel less in control of the actions in the games if I can purchase game changing content

Figure 4.14 shows that 20,8% of the respondents disagreed that game changing contents would make them feel less in control, 13,9% were neutral and 65,3% agreed that game changing content in games did make them feel less in control. A Pearson correlation on average play time gave the result of -0.062 and on age 0.101, close to no correlation on both factors.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	13,9	13,9	13,9
	2	7	6,9	6,9	20,8
	3	14	13,9	13,9	34,7
	4	32	31,7	31,7	66,3
	5	34	33,7	33,7	100,0
	Total	101	100,0	100,0	

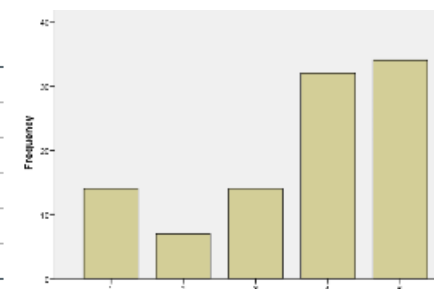


Figure 4.14: Game changing contents affect on control frequency table and bar chart.

4.2. RESULTS FROM QUESTIONNAIRES

4. FINDINGS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3,0	3,0	3,0
	2	3	3,0	3,0	6,0
	3	7	6,9	7,0	13,0
	4	37	36,6	37,0	50,0
	5	50	49,5	50,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

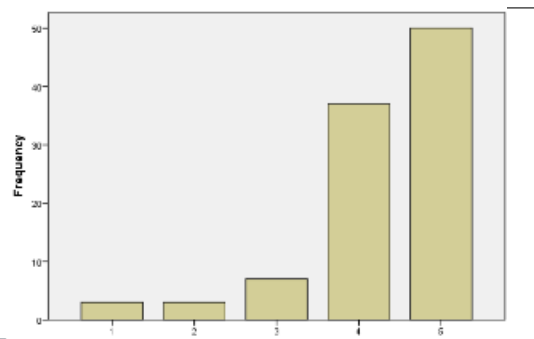


Figure 4.15: Game changing contents affect on intention of purchase frequency table and bar chart.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	47	46,5	47,0	47,0
	2	32	31,7	32,0	79,0
	3	12	11,9	12,0	91,0
	4	7	6,9	7,0	98,0
	5	2	2,0	2,0	100,0
	Total	100	99,0	100,0	
Missing	System	1	1,0		
Total		101	100,0		

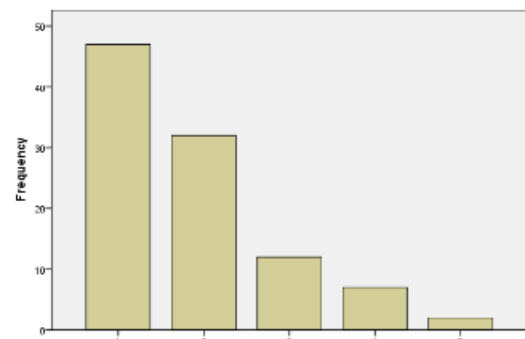


Figure 4.16: Game changing contents are okay frequency table and bar chart.

It affects my intention of purchase in a negative way if a game implements game changing content through micro-transactions Figure 4.15 shows that 6% of the respondents did not feel that game changing content would affect their intention of purchase, 7% were neutral and 87% felt that game changing content would have an affect on their intention of buying a game.

Micro-transactions in games are okay even when giving access to game changing content Figure 4.16 shows that 79% of the respondents felt that micro-transactions in games was not okay when they are giving access to game changing content, 12% were neutral and 9% were okay with micro-transactions giving access to game changing content. When doing a Pearson correlation on average play time the result was -0.237 and with age 0.028 which indicates no correlation between the factors.

4.2.1 General Conclusion on the Questionnaires

The data from the questionnaire was structured so that there were six questions regarding cosmetic micro-transactions and six questions regarding game changing micro-transactions. Looking at the first group of six questions regarding cosmetic content there was a tendency.

About 3/4 of the respondents always responded that cosmetic content did not really affect them in the key elements of Sweetser & Wyeths (2005) Gameflow theory: Immersion, control, challenge and concentration or they did not have an opinion, with only around 15-20% feeling that it affected them, see figure 4.6 and 4.8, and there were no seeming correlation between either the amount of play time or age at the different questions.

When analyzing the results of the six questions in the game changing content the results however are flipped. Here around 3/4 of the respondents in all questions felt that game changing content affected their immersion, control, challenge and concentration in games, see figure 4.11 and 4.12 87% of the respondents felt that game changing contents would affect their intention of purchasing a game, and again there were no correlation between average play time or age in the answers.

The overall data of the questionnaire paints a picture that cosmetic micro-transactions are accepted by the majority, while game changing content is something the majority feels ruins their game enjoyment. Looking back at the theory of consumer behavior and the needs (Solomon, 2015) we may get an understanding of why this is so. While both type of micro-transactions allows us to fulfill the need of uniqueness in the way they allow us to purchase something that was not given to every player when they purchased the game. Only game changing micro-transactions fulfill the need for power, and this could be a problem. While cosmetic micro-transactions let us fulfill our need for uniqueness it does so without affecting the overall balance of the game in that it only affects the visual elements of the game. For most players this is not a problem since they do not feel any effect on their game play if other players have slightly different looking avatars.

Game changing micro-transactions on the other hand fulfills the need of uniqueness by giving players powers or other game changing elements that other players do not have and thereby also fulfilling the need for power. But this is where the problem arises, when giving some players an advantage that affects the game play, a displacement effect occurs and suddenly a player has an advantage over other players who has not purchased the game changing product. This can create a sense of unfairness which most people dislike. Even though you like the power yourself, you dislike that other people can gain that extra advantage, this is where Balance theory (Szymigin, 2015) may kick in, forcing people to set their attitude components in balance, which leads them to dislike game changing transaction all together.

5 Discussion

In this section of the report I will provide a discussion of my findings in the interviews and questionnaire. The findings and results will be discussed against the theory presented in the literature review section as well as my own opinion and views.

5.1 Discussion of Findings

After an analyze of the findings from the interviews and the questionnaire answers a tendency became clear, the majority of respondents and interviewees had no problem with games incorporating cosmetic content, some of the interviewees even described it as a positive thing for a game to have. On the other hand the majority of the respondents and interviewees also felt that game changing micro-transactions was a disrupting element for games to incorporate. Some of the interviewees even went as far and stated that if they knew a game was incorporating game changing micro-transactions then they would not bother playing it or would stop playing it if they had not found out before they bought it.

It was therefore evident after only a short analyzes that micro-transactions in games should not be considered one concept but rather split it up into at least two smaller concepts cosmetic-transactions and game changing-transactions. For the rest of the report I will therefore treat them as two different concepts and analyze them as such, since it would be obvious from the data that they affect gamers very differently.

5.1.1 Micro-Transactions Use and Affect on Consumer Attitude

As described in section 2.2 consumer attitude is a composite term consisting of beliefs, feelings and behavior (Perner, 2010), and is such the basis for consumers actions and thoughts. If used correctly a good understanding of a consumers behavior and beliefs can be used to improve a product and entice more people to use it or buy it. In the game industry a good understanding of the consumer is the key to get new players to play ones game, or to increase revenue by providing content that players likes. If a players beliefs are in contrast with the actions of the game company the player is either forced to balance out their attitudes or keep their beliefs (Szimigin, 2015) and disagree with the game company.

It is therefore important for a company to know if their implementation of some variety of micro-transaction will affect their user base and whether the implementation will affect their attitude, and if their beliefs can be changed towards a positive attitude. In the next subsections I will therefore discuss how the different types of micro-transactions affect consumer attitude and how this is either proved or disproved by the collected data sample.

Cosmetic Contents Affect on Consumer Attitude

As concluded in section 4.2.1 most of the respondents of the questionnaire felt that cosmetic content had no immediate effect on their attitude towards the game or games with cosmetic micro-transactions in general. So what is it about cosmetic content that makes the majority of the consumers embrace it, with 71,3% of the answers to "is cosmetic content okay" being neutral or agreeing as shown in figure 4.10. For businesses to make a product that caters to their consumer desires they need to know about their needs, because without understanding the needs of the consumers the business has no way of tailoring their product and enticing the consumers to like and finally buying it. When talking about needs it is important to acknowledge that a need is not just one thing, you need to distinguish between many needs (Solomon, 2015). As described in section 2.2 on page 9 there are three needs that are particular interesting when talking about micro-transactions in games:

- Need for power
- Need for uniqueness
- Need for affiliation

The reason why these three are particular interesting for games is because they combined give the basis for why many people play games, to feel powerful, unique and part of something bigger and more interesting than themselves. 59,4% of the respondents from the questionnaire, 81% if also counting neutral, felt that it did not affect their intention of purchase in a negative way if the game incorporated cosmetic micro-transaction. These numbers suggest that cosmetic micro-transaction somehow must fulfill those needs since if they did not, people would just feel like they were getting ripped off for content that did not benefit them in anyway. Maybe the need for power is not apparent in cosmetic content, since the nature of cosmetic micro-transactions is that they only change cosmetic features and not the functionality in the game. They can therefore only, like most other things in games do, give an illusion of power. Taking the example of skins for guns in Counter Strike Global Offensive. Even though the skin may not change the actual performance of the gun it can still give the illusion of power. Because if the gun looks more powerful cosmetic wise than the pre-designed skin, the player may feel like the gun is more powerful just due to the change in appearance. The need for power is however not the main target for cosmetic micro-transaction, that spot is taken by the need for uniqueness.

The need for uniqueness stems from humans need to stand out from the group and feel special, and online media is no different from the real world. Cosmetic micro-transactions enable the behavior that satisfies the need for uniqueness because it creates a way for players to distinguish themselves from others via cosmetic content that would not be at their disposal otherwise. The good thing about the need for uniqueness is that it can be fully achieved without changing the balance of power between players, which is also what the



Figure 5.1: Screen shots of the hero Tracer from the game Overwatch in different skins.

semi-structured interviews showed. All of the interviewees felt that cosmetic content did not affect them in their overall game-play experience, and some like interviewee 5, see 7.2.5, even felt that it would engage him more in the game play if players had access to cosmetic content, as long as it was in line with the already established graphical environment. The need for uniqueness can therefore be fulfilled by cosmetic micro-transactions without affecting other aspects of the game and the majority of other players. This is an important fact to consider when talking about consumer attitude, because if a feature can increase the value of some customers without affecting the rest, then the value of the product increases since none of the users need to balance their attitude components as balance theory states (Szymigin, 2015).

The need for affiliation stems from a need of being part of a group or community. Cosmetic micro-transactions achieves this by allowing players to purchases content that makes them feel like they are part of something bigger. The game Overwatch used the need for affiliation together with micro-transactions to create cosmetic skins for the characters during the Olympic Games in Rio that showed their nationality, e.g. if you were a Brit you could try and get the character Tracers new skin where she dawns the Union Jack as a cape, see figure 5.1 this could only be obtained through micro-transactions. The need for affiliation is also strongly coupled with micro-transactions since just by buying cosmetic items through micro-transactions you are part of a group. So even if the intention of the micro-transactions was not to draw on the users need for affiliation, the action of just buying them still fulfills it to some degree.

Game changing contents affect on consumer attitude

Since game changing content is a style of micro-transactions the same needs apply as for cosmetic micro-transactions. But in contrast to cosmetic content, game changing content actually fulfills the need for power in that these kind of micro-transactions can change the functionality in the game, which then allow players to buy more powers through micro-transactions, the so called "Pay-To-Win" (<http://www.urbandictionary.com/define.php?term=pay-to-win>) concept. As many of the interviewees stated, it is phenomena like pay-to-win that makes them dislike games that incorporate game changing micro-transactions. So even though game changing micro-transactions fulfill the consumers need for power more than the cosmetic counterpart, they do it in such a way that it is too extreme for many consumers because it creates a change in the balance of the player base that the majority of players dislike e.g. see figure 4.16.

As with cosmetic, game changing micro-transactions also gives the consumers a chance to fulfill the need for uniqueness in that not everyone will have the money to buy the expensive powerful weapon and the user will in that context be unique, but as with the need for power game changing content takes it over the top, all the interviewees felt that their whole game experience would be ruined if other players had access to content they did not and if they could progress quicker or easier because of it. So even though game changing micro-transaction gives an excellent outlet for fulfilling the consumers need for uniqueness, it does so on the expense of others game play and enjoyment. Game changing content can fulfill the users need for affiliation the same way as the cosmetic counter part. But again since the content is game changing, it comes at the cost of balance in the player group. Game changing content allows the users need for affiliation due to the fact that if they purchase game changing content they will usually be part of a group of more powerful players than the rest.

Cosmetic and game changing micro-transactions can affect consumers attitude and behavior in that they can more easily cater to their needs, but as seen in the data from the interviews and questionnaire it can come at the price of enjoyment. One should therefore not only look into how micro-transactions can fit into consumers beliefs and attitude, but also take into consideration the affect they will have on the players overall game enjoyment.

5.1.2 Micro-transactions affect on GameFlow

As described in section 2.3 GameFlow is a model designed by Sweetser & Wyeth (2005) to measure a players enjoyment of a game. The model is comprised of eight core elements that should all be present in some manner for a game to feel enjoyable by the player. For the gathering of data I focused on the control, concentration, challenge and immersion elements of the game and left out clear goals, social interaction and feedback as I theorized these was less likely to be affected by micro-transactions. I will therefore only focus my discussion on how micro-transactions affect the GameFlow model in context of the four chosen core

elements.

Concentration

Concentration is an important factor of any activity, if we get disturbed in our concentration it usually affects the outcome of the activity, and games is no different. For a game to be really enjoyable it should have the full concentration of the player, a players attention needs to be completely absorbed by the challenge and the player will then not have any resources left to process anything else (Sweetser, Wyeth 2005). The best way to observe the concentration of players is of cause to actually observe them while playing, but since this study is going for a more broad approach I rely on the interviews and all the answers from the questionnaire respondents. The data from the interviewees was a bit mixed on the concentration part, some like interviewee 1, see 7.2.1, felt that it would affect their concentration if the game had micro-transactions in the game, while others like interviewee 3, see 7.2.3, felt it would only affect their concentration a tiny bit, and some felt it would only affect their concentration if the micro-transactions gave a benefit to the player, see 7.2.4. The overall feeling of the interviewees was that their concentration would be affected in some degree if the game incorporated micro-transactions with the majority saying that it would only really break their concentration if the micro-transactions were of game changing nature. When looking at the data from the questionnaire a similar picture to that of the interviewees responses appear. I asked the respondents two statements about their concentration and how micro-transactions affected it.

- It affects my concentration in the game if other players have access to cosmetic content.
- It doesn't affect my concentration in the game if other players have access to game changing content.

The questions deviate given that one is concerned with cosmetic micro-transactions affect on concentration, and the other on game changing micro-transactions affect on concentration. With the first question about cosmetic content I got the results that only 21% of the respondents agreed while 15% was neutral and 64% disagreed which makes it 79% not having their concentration affected by cosmetic content see figure 4.6. With the question concerning if game changing micro-transactions did not affect their concentration, 76,2% disagreed, 5,9% were neutral and only 17,9% agreed see figure 4.12. Like the interviews we see that the majority of respondents do not feel their concentration affected if the micro-transactions is of cosmetic content, however when this is changed to the micro-transaction giving the players some kind of actual benefit the majority then feels it would affect their concentration. The data from the interviewee and questionnaire is therefore some what alike. It is clear that there is a tendency for players to feel less affected by micro-transactions if they are only of cosmetic nature. This is maybe because a game demands most concentration when players are required to use all of their skill to solve a problem (Sweetser, Wyeth 2005), but if they

can buy content that makes that problem less skill demanding they may lose some of their concentration since it is no longer needed.

Challenge

Challenge is important in every game, if a game is not challenging most people will stop playing it. Challenge is therefore often identified as the most important aspect of good game design (Sweetser, Wyeth 2005). As mentioned in section 2.3 an important part of GameFlow is the balance between the players abilities and the challenges associated with tasks in the game. It was therefore important for me to investigate if the challenge of the game was affected when it incorporated micro-transactions. The interviews again showed a trend towards similar answers between the respondents. Most of them felt that micro-transactions would affect their challenge, interviewee 2, see 7.2.2, said that it would affect his challenge because he would always have the feeling in the back of his head that if the game got challenging he could always pay his way out of it. Others like interviewee 4, see 7.2.4, felt that his challenge would only be affected if the game incorporated game changing content, if it was cosmetic content it would not affect his challenge at all. As with concentration I asked the respondents of the questionnaire two questions regarding challenge, one focused on game changing micro-transactions and one on cosmetic micro-transactions.

- It doesn't affect the challenge of the game if I can buy game changing content.
- It affects the challenge of the game if I can purchase cosmetic content.

If I were to expect the same results as the interviews I would see a large amount of disagrees to the first questions as well as a large amount of disagrees to the second. In the question concerning game changing micro-transactions 55,4% strongly disagreed and 26,9% disagreed to the statement that it did not affect their concentration, while only 5,9% were neutral and 11,9% agreed to some degree see figure 4.13. The second question concerning cosmetic micro-transactions showed 72,3% disagreeing, with a 50,5% of those strongly disagreeing, 12,9% were neutral and 14,9% agreed. The outcome of the questionnaire therefore had the same tendency as the interviews and again we see that while micro-transactions affect the challenge of the game, the effect is way stronger when the transaction type is of a game changing nature compared to cosmetic. This could be attributed to the fact that cosmetic micro-transactions while they for some may feel like they are affecting challenge they are not messing with any game play functionality. Where as game changing micro-transactions changes the game and can therefore change the intended level of challenge a game possess.

Control

To feel in control is something every person need in their life, and this is not less true in games. For players to feel in control they need to feel that the game acknowledges their

actions and that they have an impact (Sweetser, Wyeth 2005). The dangers of micro-transactions is therefore if they diminish the effect of some of the players actions by offering the same results through transactions (Sweetser, Wyeth 2005). The interviewees all had slightly different views on how micro-transactions affected their control but overall they all felt micro-transactions led to some degree of loss in control. Interviewee 2, see 7.2.2, felt that micro-transactions would make him feel less in control, but at the same time he felt this could be counteracted if it was possible to earn the same benefits by just playing the game. Interviewee 3, see 7.2.3, on the other hand felt that micro-transactions affected his control because he did not have enough money to spend on games to buy all the extra content. And some like interviewee 5 and 6, see 7.2.5, and 7.2.6, felt that their control of the game would only be affected if the micro-transactions were of a game changing nature, but not if it were cosmetic micro-transactions. The questions for the questionnaire regarding control and micro-transactions were:

- I feel less in control of the actions in the game if I can purchase cosmetic content.
- I feel less in control of the actions in the games if I can purchase game changing content.

The result from the first question about cosmetic content and control, see figure 4.7 was that 46% of the respondents strongly disagreed that cosmetic content affected their control, and 81% of the total either disagreed or was neutral with only 19% agreeing that cosmetic content affected their control. These results roughly correspond to the interviews with some feeling a loss but others not noticing it if the transactions were cosmetic. The results from the second question regarding loss of control if the game incorporated game changing micro-transactions, see figure 4.14, was that 20,8% of the respondents disagreed that it would affect their sense of control. 13,9% were neutral and 65,4% agreed that they felt less in control of their actions if the game had some sort of game changing micro-transactions. We see the same tendency as the interviewees that the players feel less in control if the nature of the micro-transactions are game changing.

Immersion

Immersion is a concept that is highly important when talking about games. Games are an escape of reality, every day trouble and bore. For this to work a game needs to immerse its players into it and make them forget about their surroundings. It is a reduced concern for self and time that makes players less aware of their surroundings when playing games (Sweetser, Wyeth 2005). Therefore if something in the game breaks that immersion, it will affect the overall game enjoyment. It is important that games take counter measures to ensure this doesn't happen. The interviews showed that the interviewees all felt that to some degree game changing content would always affect their immersion of the game, the exception being interviewee 4, see 7.2.4, that only felt it would affect his immersion if the content felt necessary in order to play the game. With regards to cosmetic content some

felt, see 7.2.5 and 7.2.6, that cosmetic content did not affect their immersion as long as they followed the same art style and theme as the overall basic design of the game. The questions for the questionnaire regarding immersion and micro-transactions were:

- Being able to make micro-transactions in games to get cosmetic content affects my immersion in the game.
- Being able to make micro-transactions in games to get game changing content affects my immersion in the game

When asked if their immersion would be affected by cosmetic content 64,4% disagreed, 11,9% were neutral and 23,8% agreed that it would affect their immersion if a game incorporated cosmetic content, see figure 4.5. As with the interviews the majority felt that cosmetic content did not have that much of an impact on their immersion. With the game changing content however the numbers were flipped. With only 25% of the respondents disagreeing that game changing micro-transactions affected their immersion, 4% being neutral and a total of 71% agreeing that having the possibility of making game changing micro-transactions in games would affect their immersion, see figure 4.11. So as long as cosmetic micro-transactions are on par with the overall design of the game they will not affect the immersion of most players. Again however it seems like game changing content affects players in a much more aggressive way than cosmetic does, this can probably be ascribed to the fact that most game changing micro-transactions let players do something they were not counting on doing in context of the game.

From the data gathered through semi-structured interviews and the questionnaire it became clear that micro-transactions does have an affect on GameFlow and game enjoyment. However it also seems that some styles of micro-transactions affect game enjoyment less than others. The overall majority of both interviewees and respondents seemed to feel that cosmetic micro-transactions did not affect aspects of GameFlow, however there were always a percentage that felt it affected them both in the interviews and questionnaire. With game changing micro-transaction the majority however felt that it did affect the different aspects of GameFlow, but again as with the cosmetic there were a percentage that felt game changing micro-transactions did not affect their enjoyment. Even though I did not have data for the other four elements of GameFlow, the four I did get data from was enough, since the concept of GameFlow is the fulfillment of all of the eight core concept, if one of them is affected the game enjoyment is affected. This of cause becomes more true if several of the core elements is being affected at the same time.

5.2 Quality of Data Collected and Approach

The data may show some general trends or give some very conclusive results, but none of that matter if the data is not trustworthy. To determine whether or not my data is trustworthy I

will look into three criteria: reliability, validity and generalizability as described in Saunders et al. (2008)

5.2.1 Reliability

Reliability is the extent to which data collection techniques will yield constant results or if other researchers will come to similar conclusions, or if there is transparency in how sense was made of the raw data (Saunders et al. 2008). One of the main reliability concern when gathering data through semi-structured interviews are that they are not intended to be repeatable since they reflect that persons reality at the time of the interview (Saunders et al. 2008). But to try and make qualitative data standardized would be to take away its strengths, so in order to achieve reliability with my semi-structured interviews I therefore tried to avoid some of the bigger concerns with interviews. When talking reliability with interviews there is always the issue of bias (Saunders et al. 2008). To avoid both interviewer and interviewee bias I made some counter measures. To avoid interviewer bias I gave all the interviewees the same introduction to the study, and let them speak without trying to finish their sentences or impose my own views on them. The interviews were semi-structured but all followed the form of the prepared questions, the questions were all given in a neutral tone and was neutrally charged. To avoid interviewee bias I tried to seem engaged but not overly probing, furthermore I tried to choose a group of interviewees that was not too affected by me, so it was mix of study buddies, colleagues and friends. I also tried to get a group of different type of gamers as such not to have a bias towards hardcore gamers but to have a diverse field of interviewees.

In regards to the quantitative data collections method of questionnaire, there were some problems with the reliability. The most noticeable is the group of respondents, out of 101 respondents 98 were male and only 3 were female, this may have affected the quality of the data since it is not a statistical representation of the world, and even for the gaming community it is bias towards male. I am therefore unsure if the questions will yield the same results with a more generic sample of the population. That being said there were great diversity in the amount of time used on games with lowest percent being 12% on 1-5 hours and highest with 26% on 21 + hours see figure 5.2, so there were a great diversity in the different type of players. The age of the respondents was also diverse. Even though males were overly represented. I also tried to post the questionnaire in multiple different game forums to get a broad selection of players. Only 23 of the answers were to account from respondents from Facebook, so the majority of the respondents had a neutral relationship to me which is also an important for data to be reliable.

To ensure that data from the questionnaire was reliable I considered using some alternative form questions but chose not to since I tried to avoid the questionnaire being too long. I also did a Cronbach's alpha to try and get a reliability analysis, but this only gave a result of 0.307 see figure 5.3. This may however be due to the fact that the questionnaire is actually two parts, with one focusing on the effects cosmetic content has and the other focusing on

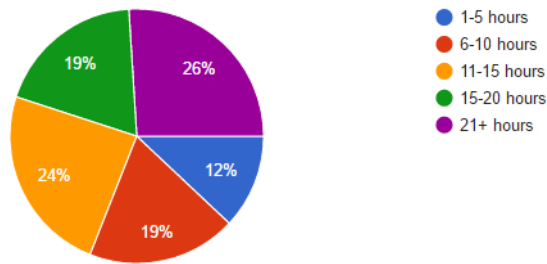


Figure 5.2: Pie chart of respondents time spent on games per week

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,307	,264	12

Figure 5.3: Cronbach alpha on the 12 questions of the questionnaire.

game changing content. Doing a Cronbach on only the cosmetic content questions gave an alpha of 0,597 which is close to the 0,7 that indicates the questions combined are measuring the same thing.

5.2.2 Validity

Validity is the extent to which the data collection methods accurately measure what they were intended to measure (Saunders et al. 2008). The purpose of the semi-structured interviews was to get a better understanding of players overall feelings towards micro-transactions, and how they affected them. The results from the interview gave a good picture of that, and the interviewees seemed eager to share their feelings on the subject. Furthermore the interviews were carefully conducted and with focus on probing meanings and exploring the interviewees responses. I would therefore argue that the semi-structured data collection method had a high level of validity.

The questions for the questionnaire were all based on the findings from the qualitative research and the theory described in section 2. The results of the questionnaire was very similar to that of interviews, and the outcome gives a good basis for answering my research question. I will therefore state that the validity of the questionnaire is valid and has relevance for the purpose of my study.

5.2.3 Generalizability

Generalizability is the extent to which the findings of a research study can be applied to other cases and settings (Saunders et al. 2008). It is hard to say that data from semi-structured in-

interviews can be used for statistical generalization, but with that being said I however feel that the interviews gave a broad understanding of consumers attitude towards micro-transactions that could be applied outside the scope of game enjoyment. Since the quantitative data gathered from the questionnaire was very focused on how micro-transactions specifically affect the game enjoyment of games, I feel that the generalizability of the data is not valid. It could maybe be relevant to use in a study on the overall affect of different business models on games, but more as conceptual generalizability than anything else.

6 Conclusion

In this section of the report I will give a short answer to my research question and overall conclusion on the thesis as a whole.

The purpose of this thesis was to get an understanding of how micro-transactions as a business model could affect the game enjoyment of players, using a mixture of theoretical literature and findings from both qualitative and quantitative data collections methods.

6.1 How does micro-transactions as a business model affect the player enjoyment of games.

When looking into how micro-transactions affects the players enjoyment of the game, I found that it mostly depends on the type of micro-transaction. With questions from the questionnaire and interviews that was based on the theoretical framework of GameFlow I identified that micro-transactions that offered cosmetic content did not affect the majority of players when analyzing on immersion, control, challenge and concentration, four of the core elements of GameFlow.

Some of the data from the interviews even suggested that cosmetic micro-transaction can bring extra value to a game and as such affects the game enjoyment of some players in a positive manner. When analyzing the second type of micro-transactions, game changing, the data showed that some felt it did not affect the concepts that constitute game enjoyment, but the majority of the respondents and interviewees all felt that game changing content affected some elements of their game enjoyment, and when I prodded the interviewees they all seemed to dislike the concept of game changing content as a whole.

The answer to my research questions is therefore first of all that micro-transactions as a business model can not be considered one entity when talking video games, here it needs to be considered as two different models that can be implemented together, cosmetic micro-transactions and game changing micro-transactions. With that being said they both seemed to have very different impact on players, but from the over all data, cosmetic content doesn't affect the enjoyment of games for players, while game changing content does affect the enjoyment in games, since in all four of the test elements of GameFlow the majority of the respondents said it affected them.

The result of my thesis is that if game developers want to include micro-transactions in their games they should be very cautious to chose game changing micro-transactions since it has a high chance of disrupting their players game flow and thereby affect their enjoyment of the game.

6.2 Future research

The main focus of this study was to observe what effect micro-transactions had on the consumers and players of the games. An interesting future research topic to build upon this thesis could be to look at the financial side of things, how much do companies gain by using a micro-transaction business model in their game, and see if the financial gain is worth the affect it has on enjoyment. It would also be interesting to see if implementing micro-transactions in games that already have a player base, if it would, as some of the interviewees said make players stop playing the game. If I were to continue this line of research I would also like to do a more detailed study of micro-transactions affect on game enjoyment. So far I have only established that it affects the enjoyment, but it would be interesting to dig deeper and for example see what part of game changing content affects immersion and if it is purely positive, negative etc.

For a broader aspect it could also be interesting to see how micro-transactions in terms of game enjoyment compares to other models such as subscription, digital retailing and ad revenue.

7 Appendix

7.1 Interview Questions

- Gender?
- How old are you?
- How much time do you spend on games per week?
- How often do you play online games?
- What kind of games do you play?
- How much do you average spend on computer games per month?
- What do you think about purchases in games?
- How often do you buy in-game / in-app purchases?
- What do you think about subscription based games?
- What do you think about in-game purchases that only change a cosmetic feature?
- What do you think about in-games purchases that changes the dynamic of the game?
- Do it affect your concentration of the game if other people has access to content you don't?
- Do it affect the challenge of the game if other people has access to content you don't?
- Do you feel less in control when other players uses content you don't have?
- Does it affect your immersion in games if they have in-app purchases?
- Does it affect your intention of purchase if a game is based on in-game purchases?
- What is your overall opinion of in-game purchases?

7.2 Interview Transcripts

7.2.1 Interview 1

1: interviewer

2: Interviewee

1 okay so um lets begin you got a breif introduction to my master thesis

2 i did

1 i have some general questions first, some simple question so um how old are you?

2 i am 26

1 okay 26 umm how much time do you spend on games per week just roughly

2 uh hh like hours uh h various a bit from week to week but at least 20 hours

1 at least 20 hours okay, how much time do you spend on online game per week?

2 uh mmm it varis from season to season sometimes i spend alot sometimes i dont spend any at all umm but i would say atleast 50-75 % i would say.

1 okay so your are mostly an online gamer

2 yeah atleast at the moment i am.

1 okay so that kind leads me into the next question, so what kind of genres of games do you play

2 online or general?

1 just in general

2 in general okay, umm i mean i enjoy a pretty broad variety of games, strategy games, eh shooter games eh puzzle games like artistic games eh ye

1 so basically all games

2 yeah a lot of different games

1 okay cool ummm, how much would you averagely say you spend on computer games a month?

2 Per month?

1 yes

2 ummmm i have this kind of principal were i only buy this kind of new release every half year ummm

1 okay

2 sooo umm if you kinda even that out and combine it with Steam sales I would say i spend about 10-15 euroes per month

1 10-15 okay cool umm so you said that you only buy new releases each half year

2 correct

1 umm how about other games how often do you buy games?

2 umm i buy games more often than that but then i usually look for a good deal or if there is a game i've been looking for goes on sale.

2 I use Steam alot so i usually wait until they have a sale and then i pick up the games i've been looking at but i mean sometimes i just find a game that i really enjoy and look really

fun or i get recommend from friends and then i just buy it, the latest example of that is stardew vally.

1 ahh okay cool, umm so going to the next section of the interview is going to be based on the payment models.

2 ya

1 so do you know that you kind buy certain benefits or cosmetic upgrades in games, you know that concept?

2 sure

1 what is your opinion of feeling about that especially if the in-game option or the purchase give you an in-game advantage.

2 I mean in general its not that great ummm its like, its a complicated issue which is why you are writing a thesis on it assume I in general i think that for cosmetic items, fine i mean it is always optional you can get it

1 ummm

2 there is some games were it can make people feel cool without spending a lot of money, when it comes to, to getting in-game purchases ummm I think it for some situation it can be okay but in general i think you should be very, if i see that game has allows you to buy in game benefits, if it allows you to get a benefit i am always vary of that if a game allows you to buy anything in game that increases your ehheh allows you to get a competitive edge over other players i generally. It is not like i will never buy a game that does that but ehheh because it can be done in different ways and some a more okay in my opinion than others ehheh give you some examples for example ehheh i am playing magic duels, magic the gathering latest game and it allows you to buy boosters packs .

1 ummmm

2 and ofcause hearthstone would be another example you can buy booster packs to get a better, better cards and obviously thats you spending real money to get an in-game benefit but, i think the main difference is that if it is something that you can earn with in a reasonable amount of time without spending excessive time on the game.

1 So you mean as long as the content is accesable other means than purchases.

2 yes, and not just that you can get but also that it is not completely unreasonable to get it, that is properly my main right, another good example is planetside 2 they primerily has these cosmetic but they also have a subscription and what you get there the points you get to buy in-game upgrades you get them slightly faster, you know that is reasonable. i dont think that is, i played it for alittle while and i dont think that was unfair or gave paying players a completely advantage. they could get stuff faster sure i mean okay.

1 okay cool, ummm so umm talking about just in general game models umm what do you think about subscription based games?

2 I mean umm i think subscription based games are i dont really like them to best honest especially if it is forced subscription like world of warcraft does because it means i kind of ties you into the game, i think the main idea i have when it comes to paying for games is especially miro-transactions are you need to view your own time as a ressource as well and you kind of have to weigh that against what you are buying aswell and the point is when

you made an investment into subscribing to a game you also kind of want to get some thing out of that money so you have to invest time into it as well, and it kinda become, and i guess that the point of business model, this loop where i can really consume you if you are not careful about it.

1 Okay, ummm so if you had an option of subscribing to a game and getting some benefits or playing the same game where you could just eh singly play buy those benefits for in-app purchases, so which one would you prefer 2 So its between a subscription where i get some benefits or buying those benefits separately.

1 exactly

2 What kind of benefits are we talking about is it advantages in game.

1 yeah advantages, extra cosmetics but mainly game changing advantages so something that actually changes the game so and i am not talking about having both at the same time its more like if the same game where made two times where one was subscription based and the other were free but you had to pay in-game, which would you prefer. 2 I would assume that the first game with the subscription there is a free option as well.

1 ummm yes we can say that.

2 okay, my first thought was that i would be biased towards the subscription model because it kinda put players on the same level, the problem is, if there is a free subscription offer with advantages it creates

this kind of two tier advantage system where you kind of shut off for new players to come, because usually when you are a new player you are just going to try the free, and see what the game is about and if you find out that the game is that you kind of you don't really get any benefits if its free and paying players are wrecking you all the time. then you not going to invest more into that game, unless the game needs to be really really good in order for you to make that purchase, i mean, i don't think you can bank on a game being that good but as a player i think i would still favor the subscription model because when you pay a subscription all players pay the same, and kinda get the same thing, you can't throw more money at it to get more benefits which i think the other is going to push towards and that really as a player creates a much more degenerate environment where whale players, players that pay a lot of money are just having such huge benefits that it ruins the experience for a lot for other players. 1 Okay i get that, umm so you both commented on it yourself how it affects you, do you feel it affects your concentration if you see other people or players having access to content you don't both cosmetic and game changing.

2 It depends on the game i would say i think that it umm does affect you the game certainly be made in such a way that you still acknowledge it but still enjoying the game, the game can be made in such a way that you are not pressured to make that purchase sometimes you might do, i don't know if you hate yourself but like, you feel like you are being exploited, and the game can certainly be made in such way that you don't get that feeling of exploitation, but hey i can see the benefit from that and i might consider making that purchase.

1 Okay cool, ummm so talking about feeling cheated and stuff like that umm so would you feel it affected the challenge of the game would you feel less challenged if you saw people having

access to content you did not.

2 ummm

1 umm do you know what i mean, if it was a single player game and you were just playing it, but if it was multiplayer and you were having trouble with some content but other players were swoping through it. does that affect the challenge of the game how you fell

2 absolutly, abosluty i would defiently turn me of on that game it would make me say, i feel as though i am being pulled arund the nose it would fell like they had made game challenging to make peoeple buy stuff and that is not something i would be willing to do, that would properly make me quit the game if i had that felling.

1 Okay good to know, so you said you were a big single player gamer.

2 yeah, well at the momement i play a lot of multiplayer, but i have played a lot of single player as well.

1 okay, umm then i have question that you properly have a meaning about, does it affect your immersion of game both single and multiplayer if it offers in-app purchases.

2 uhh generally less, i have seen games where the in- app purchases can be really blantly, oh this door you can only enter if you have this and this item and this and this dlc. uhh but in general it is fine most games structures it so it fells more as an addon instead of felling like a part is missing. ummm and it should definitely fell like a part was ripped out and you are now selling that seprately that is obviously not a good thing.

1 okay cool, so again talking about buying games, does it affect your intention of purchasing a game if you see that it has in-game purchases.

2 generally yes if it has micro-transactions i mean very small repeatable purchasess that definitely is a warning sign for me to not buy the game if it offers dlc packs for additional content say here is a new mission or we greated this new area something like that i dont mind that but if it is something like he is an equipment pack or he is something new within the already exsisting content we added something more to that rather than giving me new content generally, we can an example Skyrim offers som dlcs, and thats brand new content for all of it they have both this is a new area you can explore and this is new features of the game like now you can build a house that is fine that is great that is the kind of dlcs i dont mind paying for but if it some example uhhh lets say it is a shooter have this new type of gun, lets say it is a shooter without shotguns. now we have this pack where we add shotguns, i mean okay that is kind of feels like, not necersarily like it should have been there from the start, because i fell like that kinda of argument gets a little worn after a while, get a little old, but i mean it is always an annoying part of the game when you fell like i bought the game and now i need to buy all the necersary dlcs and i know old games can get that after a while but, that is something that happens it needs to grow into that, earn that. there should be content available yeah i think i said what i wanted.

1 okay cool, umm so i noticed alot of your examples were based on content, will it still affect your intention of purchase negativly if it is only cosmetic based purchases. 2 ehh generally no, cosmetic items as I mentioned earlier i think they are okay, there is kind of a limit to it, but i can't recall any game where i thought wauw that is to much cosmetic items, i dont think i general affect my purchase wheter it has cosmetic, general ofcause cos-

metic more relevant in multiplayer games so you rarely see them in singleplayer games ye, i don't really mind

1 okay cool, then just last question just what is your overall opinion on in-game purchases or micro-transactions. 2 I would say guarded

1 a good word, well that concludes my formal questions do you have any questions for me any feedback anything.

2 I don't think so

1 Well then i am just going to say thank you for your time appreciate your answers

2 no problem, happy to help

1 cool thanks bye.

7.2.2 Interview 2

1: interviewer

2: Interviewee

1 Okay standard question first was is your gender?

2 Male

1 okay cool how old are you

2 i am 26

1 okay how much time would you say that you spend on games per week?

2 around 15 , 10 hours maybe

1 between 10-15 hours or more towards 10, doesn't really matter

2 more towards 10

1 okay let's just say 10 umm can you describe what games you usually play umm just in categorized is it single player multiplayer shooter, strategy so forth

2 ummm well multiplayer often ummm i play a little bit of mmorpg diablo 3, is that rpg

1 rpg dungeon crawler ye sure something like that

2 that's what i play

1 okay that's what you play usually cool, ummm how much money on average would you say that you spend on games per month.

2 ummm 300 DDK I think

1 okay 300 cool, ummm just to get it all started this is again micro-transactions and in-game purchases so what is your overall feeling towards purchases ingame?

2 it annoys me mostly

1 okay

2 ummm i guess i see a purpose for it you can buy something cosmetic for it, but anything else than cosmetic i think is kind of a rip off and i think it should be available to you by playing the game instead of buying things.

1 okay so you think even if the game is free you still think everything should be available to you

2 ummmm that is a good question no i think i am more open to micro-transactions in a free

game because, i know that's how they make their money then

1 exactly and you know you got it for free then

2 yeah

1 okay cool, ummm so if you do any buying in game how often would you say you buy in-game items

2 never actually that is not completely true, i play hearthstone and umm i buy the adventures the same in-game expansions

1 ahh ye the small ingame DLCs, but i guess that the game is a free game and that is how they make their money and it is a sydo TGG after all

1 okay cool so you said you played some MMORPG at some point what do you think about the subscription based game model, you think it's perfect or?

2 well it's not perfect because i would prefer not to pay, but um i think it's okay, if i really like the game i don't mind to pay to play umm but ye has to be a good game

1 is there a difference in your attitude, do you feel different if it is a free game with subscription based or if it is actually a game you paid for with a subscription base

2 no

1 no it's the same?

2 this may actually sound odd but for the instance of world of warcraft where you have to pay for game and then subscribe i kinda feel more safe or it feels more comfortable and secure in paying the subscription because, it's a physiological thing i think because the game feels better if i have to pay to get it if it's a free game and i have to pay for the subscription, it is just psychological thing.

1 naa okay cool it's totally fine, so you went in on a bit yourself earlier but what do you think about in-game purchases if they only incorporate a cosmetic feature.

2 uhh totally fine

1 okay totally fine, does it increase the value for you, does it decrease or does nothing at all, are you more hyped, if you have the opportunity to pimp out your character, or just a game in general

2 not really a little bit i guess, but i would never buy any cosmetic but i don't mind other people

1 so it doesn't affect you in multiplayer game if somebody has an alternate skin

2 no

1 umm which leads into the second questions so if you're fin about cosmetic features what do you think about in-game purchases that change the functionality of the game?

2 that is a bit messed up i think, i think it shouldn't be like or turns me off at least

1 is this in both a multiplayer and singleplayer settings? for example if we both owned a single player game but you know i can pay more to get some extra ingame benefits, would that annoy you or is it only multiplayer?

2 both it would annoy me both in singleplayer and multiplayer

1 okay just because you feel inferior any reason for the annoyens?

2 ummm no i don't feel inferior uhhh i don't know

1 okay it's fine if you don't have an answer let's just move on. ummm more specific so will

it affect your concentration in a multiplayer game if you see other players having access to content you dont.

2 ye

1 okay, is due to the fact you get jealous or is more like "hey whats that"

2 ummm ye i think jelous plays a big part.

1 cool, ye it usually does , and when talking about talking about both the cosmetic and the game changing do you feel the challenge of the game umm or does it affect your challenge of the game if you see other people having access to content you dont both cosmetic and dynamic

2 what do you mean challenge?

1 ummm so for example of your playing some kind we can take a single player example, you know that there is in-game option for you, lets say you play some kinda of RPG were you can buy some kind of enchanted sword, that will make the game alot more easier, but you dont have the money for it so you just play with the normal sword

1 do you fell that the challenge of the game is diminished since you know that you can spend money to make the game easier or doesnt if affect you at all

2 yeah that would affect me actually, it would remove from a good experience if the game if i had in the back of my head every time the game got challengeing that i could pay to easily skip this part or take the easier way.

1 okay so it would kind of also ruin your immersion

2 ye

1 umm soo okay, and i guess this goes for both singlerplayer and multiplayer

2 yeah

1 umm and i guess speaking of that would you fell, it is going to sound weird but would you fell less in control if other players had content you don't have, so if you're playing a multiplayer game and you see the other player having lets just take an individual player has a skin would you fell less in control of the game and how it impacts you

2 yeah defintatly

1 and i guess the same would then go for if they had something that would actually change the content example it is not even a skin it is a new hero

2 yeah that would definitely be annyoing you play against, lets say you play against a hero and you have to pay to get that hero and you dont want to pay for the hero i mean that would be aggravating

1 so games like league of legends for example i am guesinng you are not playing that then

2 i played it a little bit argh i think it would much cooler if you had to upgrade by playing the game to get those heroes, you had to do things in the game to unlock ye

1 umm so just to hit the nail on the head so for example they have system for in game currency where you can unlock heroes but it takes a shit load of time umm do you fell this kind of model changes anything saying you spend a week of play time every day, then you can actually buy one hero. those make any change for you that you have a way of earning it 2 ye, ye it does

1 even do it takes a long time to get

2 ye i mean ofcause i expect that the designers of the games know that something such be easier to obtain i mean if everything is insanly diffuclt to obtain iam not going to play the game most likely, but if there is some sort of something is easy and somethin is abit more though to achieve.

1 for example you mentioned hearthstone earlier where you can complete a quest, and then win maybe 12 games and then you have a booster pack that is a good solution for you?

2 yeah

1 okay cool, umm if you have intention of buying a game does it affect your intention purchasing if that game advertises in-game purchases

2 yeah i have to i may actually think twice about buying the game then, umm

1 is it i know it is a distinction that is very black and white but is this both the case for cosmetic features and game changing features

2 naaa game changing features would have a much higher impact than the cosmetics, cosmetics is kinda fine i guess.

1 it doesn't really

2 no arghh, i would still prefer it was only obtainable by playing the game because then i know if i have something that looks a ceratin way and i did this to get it then i fell its more cool i like to look more, if its not obtainable by credit card number

1 ah ye ofcause, that makes sense.

1 then i just have one last question and then you can ask me anything if you want. I know it is a broad question but what is your overall opinion of in-game purchases.

2 a bit of sell out

1 you think it is a sell out

2 umm but i also totally understand it is a way of making the money that is needed to continue for developing the game or having servers runing for the game like expences, i think it is business wise a good way of keeping a game running economically and i mean if it is then free then i think i can bare with it if it doesnt impact gameplay that you can buy.

1 ahh cool so again you are more inclined to like in-game purchases if the game is free in nature and if.

2 i would say i am more inclined to accept it, but i dislike it.

1 you dislike it no matter what

2 yeah

1 okay, ummm and you said earlier and i am guesing everything you say applies double if it is game changning content

2 yeah

1 just a little follow up how much does this compare to subscription, so would you rather buy a game that has a subscription model or a game that has in-game purchases.

2 ehh i think that enterlly dependt on the game, because if i want to play the game and it has a subscription eh you have yo buy a subscription i would do it and then try out the game and if i continue playing it would not mind paying for the subscription, but i mean if it is mediocre i wouldn't play and wouldn't pay for it, so it has to be a really good game that i enjoy playing frequently

1 yeah okay what i was getting at often you could say that subscription is just a bunch of micro-transactions bundle up each month, so you would rather have bundle solution where everybody is equal

2 yeah

1 okay cool well that is it for me do you have questions anything you want to ask me something you are withholding

2 no

1 okay cool then i will just say thanks for your time

2 you are welcome

7.2.3 Interview 3

1: interviewer

2: Interviewee

1 Lets start basic question what is your gender

2 Male

1 How old are you

2 26

1 26 okay, how much time do spent on games per week just on average

2 on average i would guess like, it is diffcult because i am child and i am just new, so on average six hours

1 six hours okay, how often do you play online games?

2 if it is MMO not that often but most games require and online connection now a days.

1 true but i mean an actually interaction between other people

2 ye i dont go for that

1 okay cool, then that leads great into next, what kinds games do you then play?

2 roleplaying games, singleplayer games, gamse with a great story element

1 story telling games okay

2 tellgames and something like that, and the witcher series ofcause

1 ofcause, ummm you say you dont play that much but if you could give a number how much do you spend on games per month on average.

2 in?

1 Actual fiscal money

2 Kroners or?

1 Danish krones yeah

2 eh hh around 200 average

1 umm 200 okay cool. What do you think about in-game purchases in game just in general.

2 i dont really like them because i think they take people with a lot of money can ofcause spend incredible amounts of money on stuff that will make you overpowered.

1 yeah okay cool, this me seem abit shallow then but how often do you buy in-game items it can cosmetic, game changing DLCs counts aswell

2 i think cosmetic stuff are alright i think that is pretty fun.
1 okay but do you buy things from games
2 no i would never
1 not really
2 no
1 not even dlcs?
2 oh i do buy dlcs
1 but that is the only thing you would consider buying
2 yeah
1 okay, what do you think about subscription based games
2 I think they are really rip off
1 you think they are rip off , okay cool
2 i mean i can understand it if you update it all the time.
1 So why do you think is a rip off, why do you dislike it
2 because you continusly need to pay something instead of just having a copy of something it is yours, you have continusly pay money to be able to access the content
1 you where in on it abit before but what do you think about in-game purchases if the only affect cosmetic.
2 i think that is cool, if people want to use their money that its fine
1 but it is not something you would partake in
2 i guess if i were really invest in the game, some of the free stuff the witchers dlcs let change the apperance of the character i would consider buying those.
1 if it is not cosmetic but i drastically change the dynamic of the game is that something you like this like.
2 if it something with other players i dislike it because i creates a skewed balance
1 so if it is a single player game and you can spend 100 kronas to buy a weapon that would make you fare greater than by playing.
2 I would also think that was annoying because why wasen't that just not in the game at launch.
1 I know its hard for you to answer so you said you don't really play online games you said. Do you think i would affect your concentration if you play games with others and they have access to content you dont?
2 I would be like look at all those shiny stuff
1 So it would affect you not neceseraily that much, but it would affect you.
2 I would be like damm son
1 Would you fell like it would affect your challenge of the game like if it is game changing would you fell the challenge was scewed.
2 ye i would fell that i would that was a wrong game element
1 yeah okay cool, which, soo to say you would fell less in control
2 yeah absolutly, because i dont have access to enough money to buy.
1 yeah you already used some money to buy the game in the first place.
1 So i guess it would also affect your immersion

2 yeah i diffently will
1 umm does it affect your intention of purchasing a game if it advertises in-game purchases
2 It would depend on the game if i knew from reviews that it was great story i would not be discourage by in-game
1 okay cool
2 i would think it was annoying but i would still buy it.
1 just to wrap it up what is your overall opinion on both cosmetic and non cosmetic
2 I think cosmetic changes are fine i mean its just personal, i think that change to game dynamic i skewed from players who don't have access to money.
1 So called pay-to-win?
2 yeah so i think that is a bad element to games now a days
1 so to sum up if you were to play games with in-game purchases you would not mind if it were cosmetic but dislike if in-game.
2 ye if it some how affected among players i think that would be bad.
1 okay thanks for your time, thats about
2 thank you
1 your welcome.

7.2.4 Interview 4

1: interviewer
2: Interviewee

1 just some basic questions, I know you're male, but what is your age?
2 26
1 And how much time do you spend on games per week, just on average?
2 A lot
1 How much a lot? 30 hours, 20 hours?
2 Tough question, yeah, I would definitely say at least 30 hours
1 I will write down 20 +
2 Just write pro gamer
1 Not getting paid yet, are you?
2 No, I'm not.
1 Okay
2 Amateur pro gamer
1 That's fine too. Okay, what kind of games do you play?
2 I play all kinds of games, the ones I play regularly is counter strike, like first person shooter, but I don't play first person shooter in general, actually, but it's the major games genres would be counter strike, first person shooter
and then like, ??? strategy
. 1 Okay, would you describe yourself as a player more as a multiplayer gamer or a single player gamer?

2 definitely single player gamer

1 Okay, interesting. How much would you say, that you spend money wise on games per month, just on average?

2 Danish kroner?

1 Danish kroner

2 well, on average, I mean, if there's a new game I don't mind like paying the full price, if it's something I anticipate would be a nice game, so I'm guessing it's gonna probably end up like at least a 100 kroner on average

1 on average 100 kr. a month, so 1200 kr a year

2 yeah, if not more, and maybe, yeah, I think that's okay, I mean are we talking about buying games, or are we also talking micro-transactions?

1 averagely spend, not buying, just averagely spend on games, so micro-transactions are included

2 okay, then it's probably a little bit more

1 okay, how much would you say? 200?

2 Yeah, 200, I mean, I mean, I think a 100 is a bit low to begin with, and I mean it's not like it's a much because I mean, it depends on how much ??? I mean, because I don't play, I buy more games and if I do play, and on the other hand if I do play, I do buy cases? It's like I don't know, I don't spend that much on micro-transactions, but I mean it's, I do I mean, from time to time, and that's I mean. So 200 kroner would be, yeah, 200 kroner I think.

1 okay 200 kroner. So, how often would you say that you buy in game things, items? Once a week? Once a month?

2 Like every second week.

1 once every second week, okay.

2 ???

1 So just to compare, to have a comparison part, what do you think about the subscription based model games?

2 so I think that, World of Warcraft.

1 world of Warcraft, what else is subscription based?

2

1 pretty much all ??? Yeah.

2 I ... I don't really I don't like, I mean, the only game I've played that was subscription was world of Warcraft, and I don't play that anymore, so I mean if a game is subscription based, then I'm like .. not play it, unless I need to play, unless I want to play with the friends that are playing.

1 of course for the social aspect.

2 yeah

1 Just in comparison if a game offers some kind of, if you have the option of buying the same game, where on one hand you can buy it as a subscriptions based and get everything, or you can get it free and then just purchase things through micro transactions, which ?? would you prefer?

2 I'd prefer pure subscription.

1 pure subscription over. Okay. so, let's get into the micro transactions, so, what do you think about in game or micro-transactions that only change certain cosmetic features?

2 I prefer that actually... because if it's ... i'd rather have it like... or even better an expansion pack, like the good old days. so I would say, that I mean, I actually don't know if I can remember if I've spend any money on

micro-transactions that gives me an advantage in a game, because I usually don't play those games.

1 Yeah okay, so you only have the option of actually buying cosmetic, okay, cool. So. just briefly, do you think cosmetic, would you think it's a positive thing. should a game have ingame options, negative, ...

2 I definitely think it's a positive thing, I mean, because it's kind a make it more attractive to the people to play, or at least to give. to fund them through like, these transaction, because i mean if you dont want it you dont have to pay, and the money for it, but if you do you can choose, I mean it's basically a win-win, but I mean the price has, it should be like minor things, it should be like a...

1 yeah. of course. so, talking about multiplayer games, and stuff like that, also single player, does it affect your concentration when youre playing the game, if you can see that the other people have access to content that you don't , both cosmetic and game changing?

2 that difficult to answer, because i mean, i dont know how I could react if I play a game where i can see that. like Im thinking right away like some strategy game or something where I, you know, I cant play woth them because I dont have the expansion or i dont have that??? because I have to pay for it.

1 lets take for example I know you play Starcraft.

2 mmhm.

1 and they have purchase commanders, which is clearly not cosmetic, but actual content.

2 mhm

1 would it affect your concentration and also kind of the challenge of the game that you know your parter is having, I know the balance, but they have a better commander, because actually use money to buy it.

2 i would say that if I believed that it gives the player an advantage or I mean yeah, if it gives them an advantage, I would definitely think it would definitely affect my concentration, I would definitely think about it. And ,aybe I would even buy it myself, actually i did buy the extra commander youre talking about, and, but i mean if it doesn't give any, if its just purely content, like if I believe it doesnt add anything, if oit just balances things,. it doesnt matter, but if i believe its just something that they paid for, and they get some thing for it, then I can just do the same, if i wanted to have that content, then i wouldn't mind at all, and it also goes for cosmetics, because it has no affect really.

1 you say you play... if you see a person with a special weapon, its not something that breaks your concentration at all?

2 no, not at all, i mean, seeing, i mean, if you see a very rare item, very rare skin, and I know that, like, the dragon over lord.

1 dragon over all?

2 I, yeah, of course it would, I would joke about , but would never break my concentration in the sense that I actually have to concentrate when I actually have to commit to the game, I actual have to hold an angle, if I have to play the game, it would'nt do anything to.

1 yeah, i think that all, it's nice to have that angle, but I'm, not really thinking concentration as you know what actuality never mind, I'll keep that in .. that's very nice. lets move on to aNOTHER question that is very similar , would it affect your immersion if you see stuff like that?

2 uhm, i mean, the easiest answer it depends like I played thats also why i said that I single player person, I played league of legends very briefly, but i didnt play that much, usually just with a friend like co ops.

1 aha

2 I guess and I know that other skins can vary quite a lot, and I dont think its gonna I mean its just something thats gonna like make it less enjoyable for me to play, but its definitely I would, especially if the skin or cosmetic item is it seems out of place or is just different, like in ?? is never gonna be different,m because base mopdel is always going to be.,

1 yeah

2 but obviously ... team fortress to where they have like hats and stuff like, that.

1 true

2 yeah, that I think, I think that's too mucvh, I think that will definitely have an impact.

1 would it affect your immersion in singleokayer games, of course you dont see other players in singleplayer games, but knowing that there's an ingame item would that take some of the experience away from the game, or is it something you can just ignore?

2 okay, I think, again, it's difficult to say, but I would say that if like it depends on what kind of, how it affects the game, like if its purely cosmetic, i dont think it would do anything for me, unless like for example if its like a theme, if .. game, where I could play like, I dont know, like play some kind of egyptian or.. but I have to buy that skin. I would probably want to do that, but it wouldn't really like, its just a matter of okay, if I won that feature, I'll just buy, and if its cosmetic its usually not goinna do anything ... but if its like an item like..

1 lets see you're playing withcher, and somehow they implemented the in game items where you can buy a new weapon, which just make everything seem like a lot easier.

2 with, its like a game play, not just cosmetic.

1 no, its just an example, like if its also actually affect game play, so you already said that cosmetic.

2 i think you ... immersion, but i only if actually buy it, so the example is for example in diablo you want to, you want to get a good character?? but you dont know how to its actually gonna be like untill you get to that level, so you just get all the items first, and all the effort you would have used on you know developing the character, is gone so you have no, its just you feel weird, for me i would definitely break the immersion because i dont have like a missing of the journey to get that item, but obviously it depends on how much it affect me in the end, how much does it actually affect sthe game, so there is definately an oppertunity for it to have an big impact om my immersion, and that is gonna depend on

how much I believe that it changes the game or it gives me an advantage.

1 Okay coolxxx 13:22 I am gonna try to form this so it dosent seem weird would you feel less in control if you knew other players could get through content easier do to som ingame purchases for exampel a singelplayer

2 yes

1 So even though you can have fun in the game but knowing that other players can progress more easy if they use money that would make you feel less in control.

2 Definitely but I mean maybe not so much in singleplayer, but they would just see it like well I mean if they wanna do that they can just do it, and if I wanna do it it is a cost benefit, like I'll think about doing it, and if I believe it is worth it, I'll do it myself, so I believe I am in control in the sense that if I feel that I need that item and it is to expensive then I probably yeah then I probably feel like I am not in control because I would need that iten, but if it is to expensive I just be well do I actually care so again as I mentioned in the beginning it is all about the cost as well.Definitelty If I didn't believe that I could afford that item and I actualuy liked the game then I would feel a lack of control in the sense that it would annoy me very much because I feel like I am missing out.

1 Kinsd of why wasen't this in launch feeling.

2 Yeah, yeah exactly, ehbm

1Ehbm so you talked about WoW, and now we talked about control in singleplayer how about multiplayer for example I know WoW now office the option of powering leveling your character for money.

2 uhmm

1 Is that something that make you feel less in control when you are forced to powerlevel yourself 2 I would say ehmm it depends on how, it depends on my situation in the game itself. if I already have a character, I mean If I have, what do you call it,ehmm a strong foothold in the game and I know what is going on then maybe I would feel a bit cheated that now they introduced this but it wouldn't affect me that much.But if It is like a new game for me If I am a new player, if a friend of mine just tells me this World of Warcraft is a fun game you should try it and I try it out and i found out i could just i could just instant level and i go play with then it would, it would paint a very negative picture of the game in my opinion

1 okay cool, so i have two questions left. one of them being if you intend on buying a game will it in any way affect you if they advertise if the have some kind of micro-transactions model in game.

2 ehbb yes, i think it would be kind of negative eh depending on what it is i mean for example if they have to advertise there is some kind of micro-transactions then, i mean.

1 okay let me rephrase it, few companies actually advertise micro-transactions because you know, it s micro-transactions but lets see you see a game you like it and you find out it has micro-transactions will it then affect you. lets say there is a counter strike 2.0 a new release but they, you find out they have micro-transactions to unlock the weapons, okay bad example because that would break it, just cosmetics.

2 Again if the impression for me is that it is simple just cosmetic items especially when it

is just multiplayer i properly wouldn't mind i think it would be okay because i do, i release that from the point of view from the company it just makes sense, i mean if it is a micro-transaction in the sense of micro-transactions that it is cheap then i mean sure let people do it i mean because it is properly not a lot of money but they have a lot of players so it can be hugh income for the company so in that sense, why not because it is a good opportunity.

1 okay cool

2 if it is like i need to have, if it something i feel essential, if it is not clear to me, eh if i need to buy it or not, due to having impact on the game play then it is going to affect me negatively until i found out its just cosmetic. 1 Okay do you think that at any point it will affect you enough to no buy a game like would you stop buying a game if you new that you could by in game game changing content.

2 Diffidently ehh i mean it is going to depend on the, you know the business model of the game but usually i am just gonna, i am properly not gonna play those kind of games because i mean micro-transaction kind a have a bad rep especially if it is not clear, if it is purely cosmetic or something, so then it can defintly affect my decsion to buy it.

1 Okay ummm, just as a extra addon, what if the games offers some way of earning the same rewards just buy playing the games for example, hearthstone you can play quest for currency that makes you buy the same boosters as you can use money on, is that something that you find okay, or is still annoying that the game is based on micro-transactions.

2 it is annoying i think it is really annoying, especially hearthstone and there is a good reason for that because i actually just brought the karazhan addon

1 the lastest dlc addon

2 and i think i made a mistake because i only brought one wing i didnt see you could buy the whole pack as a package deal.

1 Ye you can always buy all 4 wings for a small discount

2 yeah i couldnt see that button, but in any case the problem here is again, this is the reason i would say that i am, if it is competitive game, i dont really play competitive games, unless it CS i would rather prefer single player games or co-op so i like to play hearthstone a little bit i am not going to play arean i am not going to play against other multiplayer opponents i dont want to invest that much time in it because i dont know that cards, i think they are fun and silly but i dont know how to build a deck or play the game, other than, you know, i just play the cards that i find funny and interesting. So that is also why i brought the karazhan wing because it sounded like a fun addition also the only thing i have brought in the game. but i know you could just get i by playing the game, but i would have to play the differently i would have to play it in a way that dosent make sense for me or i would find it tidious 1 you would have to play it alot

2 and it is not just about grinding i mean i would think that it would be, i would see that as okay, if it was like eh hh you need to... if you play a game you have to do A B and C, and if i am going to A B and C anyway because i find it to be fun and then, they ask well you can also earn this like, in-game currency to buy real content i find that to be a nice addition in some cases, if i dont want to do A B C to begin with then it just doesnt make any sense to me because then oh now i have to do A B and C and i dont want to do it. So i

can grind it but if it is just part of what i am going to do anyways, and i think that is what they are trying to do because basiclly the game doesnt gater to players like me. 2 no it is a multiplayer game

1 but it still annoys and i mean i would annoy me i where to, lets consider some other game where you have this micro-transaction but the game is maybe split up into single player and multiplayer i dont know call of duty the campaign and also multiplayer, and i buy the game and play for the sinlge player and then they release some stuff that i can buy, to get extra content, and if i needed to grind to multiplayer i would be it would not piss, but i would be annoyed because people who play the multiplayer to earns does coins ingame currency they would have an advantage over me because i dont do that, and that is how i fell it is in hearthstone actually, because now they release some content that you can play alone, but if you want to get if for free so to say you have to play multiplayer, and that doesnt make any sense to me, but then again, i mean it is it just like an expansion pack. 1 Yeah i see the dilemma

2 but then again i dont play the game that much to actually i dont want to buy the, i would rather just have hearthstone game of the year edition, where i can just, get all the expansion packs but then again it doesnt seem like those adventures are actually expansions it just seems like a silly gimick or a silly gimick fun thing that you actually want to play but you dont want to pay that much for it. 1 no exactly, okay well that is good my last question was basically just you overall opinon of in-game purchases, but i think it is pretty clear that you, dislike the idea but you can kinda live with it if it is only cosmetic. 2 yeah actually i would say that i mean, i find it to be a good business model if it fits, and if it makes sense, like if it is micro-transctons not only in the way that it is cheap but also in the way it affects the game like for example you dont have to, you dont actually have to notice the skins in counter strike, when you play, i mean surely you can, you will see the skins when you pick them up, you can see ohh this looks nice but if you dont really care about it you just it doesnt affect you in anyway and if you want to have some skins you can get them for cheap, or you can try and open alot of cases and hope to get some good items, but just end up spending alot of money, and that is annoying, but it is not really the systems fault, it is gabens fault.

1 that is how they get you, well thank you for your time it was very learning experience, so do you have any questions you want to ask me anything you fell unanswered about.

2 ehh no i think i am good

1 sweet then i will let you pack into the gaming world and say thanks for your time

2 thank you too, you are welcome.

7.2.5 Interview 5

1: interviewer

2: Interviewee

1 umm so first some basic questions, how old are you

2 25

1 how much time would you say you spend on video games a week just on average
2 4 hours a day so 20 hours or so i would say
1 okay so around 20, 20 plus maybe
2 yeah 20 plus
1 what kind of games do you play singleplayer, multiplayer genre
2 multiplayer mostly startegy dota moba or arts whatever you want to cool it.
1 okay cool umm how much do you averagly spend on video games a month and this includes ingame purchases.
2 ohh that is a really good question lets say, i dont know
1 in danish kroner, just an average
2 per week
1 no per month
2 per month properly spend 20 euroes
1 so 150 DDK or something like that
2 yeah something like that
1 umm how often do you buy in game items
2 that would almost be the 20 i think i on average spend 20 euroes
1 no not how much do you spend but how often do you buy them, once a day, once a week, once a month.
2 oh that could be anything once there is new content, every week to every month or so it depends
1 okay but you usually by in-game items it sounds like, it is something you are aquainted with
2 yes
1 okay cool, just to have a compareison point what is your view on subscription based games?
2 I might think some of them makes sense i dont paterciular like them as such i like to have the option to buy something that is cool but i get the point like world of warcraft where there is constantly development and something to do.
1 you get the business model but dont really like the consequences of it.
2 no, i prefer it to having to buy items in a game to get benefits, but i surpose you will get to that
1 exactly, umm so you already mentioned it but what is your view in-game items or micro-transactions that only affect some kind of cosmetic feature
2 i think does are perfect, does are the ones i buy i would not buy any kind of different.
1 so you love, it is a positive feature for you if it is in the game
2 yes well yes it is, it is not a must but it can add value deffintetly
1 okay cool cool, what if that game or others or just games in general, what if they have game changing content
2 then i prefer not to play the game
1 just outright
2 yes
1 i wont support this kind of scheme

2 yes every game i have played that had that feature seemed like a game a really did not want to spend my time on a stopped pretty early.

1 okay cool, when that is some clear answers. Will it affect your concentration when you play a game if you see other people having access to content you don't this being whatever you think cosmetic, game changing.

2 I don't mind if it is cosmetic i don't mind if there's some content some only can get that is fine by me, but i really dislike when you buy a game in specific store and then you get that item there, i think that is a weird thing

1 so you don't like exclusives

2 well it kind of depends if everybody is capable of getting the exclusive in one way or another then i find it perfectly fine

1 but then it is not really an exclusive is it

2 well let's say it is for a preordering digital

1 okay digital preordering like the deals that Blizzard make.

2 ye exactly if you get exclusive items like that i don't mind it but if you have to go down to a specific store at a specific time i find that weird i don't spend much time thinking about but i dislike that more than the other way around.

1 okay so when you are playing one of your MOBA games i doesn't break your concentration if suddenly one of the heroes have a new skin

2 no as long as it is inline with the lore, i think Heroes of Newerth was the worst example ever, of a game, or best example of game that just went to fare with the cosmetics because it just ruined everything

1 as opposed to LoL that just embraced

2 no as opposed to Dota 2, i think LoL is also breaking it a bit but not as much

1 no and ofcause that started out as bit of comic as well

2 yeah

1 okay so it doesn't really affect your concentration but what about challenge this is ofcause mainly towards game changing content if you are playing a game and having fun and this applies to singleplayer as well, let's say Witcher and you know there is a option to buy a better sword through in game option.

1 It doesn't affect your gameplay, like you can play the game and have fun, but does it affect your challenge of game if you know that you at any point if you're feeling hard can buy an item to make it easier.

2 ye i would say that is not nice in singleplayer i can choose not to do it, thought i would not mind it that much in single player but it would still be a bit fail.

1 But not much

2 no not much, but in a multiplayer game i would definitely be bad

1 ye like you said you don't really like game changing content

1 umm again it is bit the same but a different aspect of it but do you feel less in control if you see other people with content you don't

2 no, i no no i would not say less in control.

1 okay cool ummm is this again, i now it is stupid to ask because i know what you are going

to answer but is this the same with game changing content, you would not feel less in control if you saw a player running towards you and killed you with an item he brought.

2 I would just find that bullshit

1 okay cool, okay does it affect your immersion in the game if there is cosmetic or game changing content, i know what you feel about game changing but what about cosmetic

2 it depends on the degree of the cosmetic if it is totally out of the law, if you play a gridy game like the witcher and somebody is running around with a fantasy unicorn, that is, in pink that would be a bit weird.

1 okay, so as long as it doesn't seem out of place in the game then it is okay.

2 yeah.

1 okay cool, umm if you have an intention of buying a game while it affects your decision to buy that game if it has a micro-transactions model in it?

2 yes it can, in the negative sense in that if i know that you can buy access or do things different or be more powered if you buy stuff for it, i would mind it, but if it is only getting xp earlier or faster i would not mind it that much

1 okay, you talked about being a fan of cosmetics would it affect you positively in buying a game if you knew it had in-game cosmetic items.

2 mmm no i don't think i would change if i would be the game or not but i do think it would change if i would keep playing it.

1 okay

2 it's an added bonus, but if the game content is over and i can buy another skin i am not going to buy another skin

1 okay cool, ummm well you've been very precise some i am actually already at my last question which is a very broad one of that so feel free to make it short or long whatever you want.

2 alright

1 But what is your overall opinion of in-game micro-transactions and if you can divide into cosmetic and game changing that would be great.

2 I would say that overall i am a fan of micro-transactions i think they are a lot of stuff to be gained i see the potential of it, i see why developers want it as long as it is not changing too much, not in the way, i don't know if you consider DLC micro-transactions, you probably don't

1 Ahh that depends some theoretical frameworks cut it around 10 euros- 20

2 there are, i mean if you release a game and have a DLC on day zero i am not a fan

1 Launch DLCs okay

2 I think those are terrible, and that would persuade me not to buy it. Some games have done it better, total war the new release for warhammer they said if you buy it in the first week we will give you the DLC for free. But EA where you can almost feel like they have cut away game content just to make DLCs and earn more money i really dislikes that. But in general i am fan of cosmetics,

2 and i think it is a fun way for them to earn money from people who are actually willing to

spend money on them, and if it keeps making the game free and there is no game changing content in it i am huge fan. For example for Dota the game i play the most, is the way to go

1 it keeps it fresh even though it doesn't add new content?

2 Ye it does together with patches

1 But it makes you able to play the same map over and over again

2 Sure it does, and also the thing were the community can create things and get money from i also like that even though, valve takes a big share.

1 well okay cool that is basically it for me, i dont know if you have any questions you want answered from me, or you are just good to go.

2 I think i am just good to go

1 sweet then i will say thank you for your time

2 your welcome.

7.2.6 Interview 6

1: interviewer

2: Interviewee

1 i am just going to start with some basic questions how old are you?

2 I am 22 years old

1 good good, how much time would you say that you spend on games per week just on average

2 on average i would say something like 30 hours atleast

1 30 sure

2 ye definetly these days

1 Yeah that is totally okay, what kind of games would you say you play, and first of all are you more into multiplayer than singleplayer and then what genres do you play.

2 Soo i don't play a single singleplayer game at all like i generally find them pretty boring, umm the amount of singleplayer games i have ever completed can be counted on two hands, which speaks for itself so i basically only play multiplayer games.

2 i have played alot of different MMO games online and stuff but lately alot of FPS games lately overwatch, and that is kind of the two genres i play mostly but defintly more MMOs than FPS

1 Okay umm this maybe hard but can you put a number on how much you spend on games per month, averagly and this includes in-game purchases aswell.

2 ummm i pay like ehhe average per month properly 300-400 DDK maybe it is not much at all

1 naa you would be surprised that is actually in the high end of what i have heard 2 okay

1 300-400 okay cool if at all how often do you buy in game items?

2 Never

1 Never, okay ... then this will be a very interesting interview

2 I mean i cant even think of me ever buying anything in a game besides you know the actual game or subscriptions.

1 well okay that leads to the next question just for me to have a comparrison, what is your view on subscription based games.

2 So i personally prefer it over free to play and , and that kind of game, but depends on the genre of the game, for an MMO it is diffently the best kind of model for the game, because the

2 game developers has an interest in the keeping the game fresh and interesting because they need the on going subscription where if it is buy to play or free to play they just has an interest in getting as much money out of it and then moving on the next game.

1 ummm

2 Atleast i beleive that

1 Okay so like you said you do prefer it over the freemium options

2 yes because i generally believe it leads to more quality in the game, the deleopers has a bigger interest in making a great game continusely and not just for month or so.

1 okay cool, umm so i hope you have an opinion even though you don't buy them what do you think about in-game purchases that only change cosmetic features is that something you find okay, you hate it love it.

2 umm ill say that i am okay with it, if it doesn't change anything in the game except looks then i don't really care about them, so that is why i dont buy any of it but if it had an actual impact on the game i am defeintly against it

1 okay so if it was actual game changing to the game dynamic you would.

2 Oppose it very much.

1 Okay ummm does it affect your concentration if other people has access to content you dont. Even thought you said it is that interrested in cosmetic does it affect your concentra-tion if other peoeple has.

2 As long as it is cosmetics no.

1 but again if it is game changing it is a whole other ball game

2 yes that is very you know annoying

1 yeah i think i know what you mean, ummm we will just continue in similiar fashion does it affect, this is mostly towards game changing but does it affect your challenge of the game if other players can access content somehow improve their game.

2 ummm i think so like if you ehhe if people have access to something that makes easier for them to get somewhere that makes my gameplay less valuable, my actions are not as effective as their because i don't put money into it and that is not a good kind of game if you ask me.

1 Ok i guess in the same way would you fell loss in control and fell less immersed in the game aswel if people had access to such content.

2 ummm definetly but mostly because i would just stop playing the game the second i figured it out. because i have no interest in supporting a game company that does that kind of stuff.

1 okay cool immersion wise would it affect your immersion, i don't know if you that much into the felling of the game but would it affect your immersion if someone had cosmetic content that doesn't necesarily match the flavor of the game.

2 eh hh yes, you can take pretty simple example of overwatch where there is skins that do nothing to the game but just changes the model of the characters and that means something because the silout of the characters changes

2 so there is this one who is a cowboy that wears a hat, he is the only one in the game with cowboy hat, but there is a skin for another character were he gets a sombrero hat which makes you at first glance doubt whic of the it is.

2 It is just a skin but it does actually matter, when you have to make a split decsion of how to kill first in the game.

1 okay cool

2 if that makes sense

1 yeah it makes completly fine sense, what if umm the cosmetic things are in flavor with the overall lore and fell of the game would that still affect your immersion or do nothing?

2 I mean it would not affect it negatively so thats, answer you question i guess

1 okay cool

2 but if it is a nice skin a fits with the lore and general theme of the game i definitely supports it.

1 okay cool, well you have been very concise and as you say you dont really support any in-games and dont buy really buy it so we are almost at the end

1 So you talked about if you played a game that had in game items or purchases that would affect in-game items you would just stop playing it, if you actually had in mind that you would buy a game would it then affect that intention of purchase if you found out it had some kind of micro-transction system in it.

2 eh hh yes if those micro-transactions had an impact on like game feature where i don't know some one had easiser access to exerpience in the game or just general more effectiv than me, just because he is buying stuff then yes.

1 okay cool does this apply aswell if you can earn the same rewards by playing the game somthing alla hearthstone

2 ummm that is a thought one i think my initial answer would be no because it is just two different ways of getting to the same content and i am fine with that, because i understand there is people who don't have enough time on the hands to grind stuff but they have money for it.

2 on the other hand if it is somthing that is extremly over done where you can pay like 1 dollar to get double xp, but if you don't do that you have to grind a 1000 hours to a single level then it is still negatively impacting

1 okay

2 because it has major effect on the game you know.

1 Yeah i know what you mean, ummm would it, i know you already said this but just to clarify would it make you more positively towards buying the game if it had cosmetic.

2 No, that doesn't matter to me at all.

1 okay cool, well quickly just one last question to summ it all up could you describe, just your overall opinion of in-game micro-transactions models, like and if, i know you opinion but if you could divide into what you fell about cosmetic and what you fell about game changing, then that would just be perfect

2 umm as long as there is micro-transactions in a game that allows you to buy cosmetic items such as skins and character customizations options, something that is completly fine as long as they are in line with the general theme of the game and the general art style of the game

1 okay

2 So it fits in with the standard option, umm but as soon as you get an actual advantage from putting money into it i instantly dislike it very much, even if that advantage comes from a direct game feature but from a thrid party thing like the hat thing i explained.

1 okay cool, well that was pretty much it so thank you for your time and answers

2 No problem

7.3 Questionnaire questions

Likert Scale: Strogly Disagree, Disagree, No opinion, Agree, Strongly Agree

- What is your gender?
- What is your age?
- How much time do you spent on video games on an average per week?
- Question 1: Being able to make micro-transactions in games to get cosmetic content affects my immersion in the game.
- Question 2: Being able to make micro-transactions in games to get game changing content affects my immersion in the game
- Question 3: It affects my concentration in the game if other players have access to cosmetic content.
- Question 4: I feel less in control of the actions in the game if I can purchase cosmetic content.
- Question 5: It doesn't affect my concentration in the game if other players have access to game changing content.
- Question 6: It doesn't affect the challenge of the game if I can buy game changing content.

- Question 7: It affects the challenge of the game if I can purchase cosmetic content.
- Question 8: I feel less in control of the actions in the games if I can purchase game changing content.
- Question 9: It affects my intention of purchase in a negative way if a game implements game changing content through micro-transactions.
- Question 10: It affects my intention of purchase in a negative way if a game implements cosmetic content through micro-transactions.
- Question 11: Micro-transactions in games are okay as long as they don't give access to game changing content.
- Question 12: Micro-transactions in games are okay even when giving access to game changing content.

7.4 Questionnaire answers

Ark1

Gender	Age	Hours	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12
Male	19-25	1-5	1	4	3	2	2	2	2	2	3	4	3	3
Male	31-40	11-15	1	5	1	4	1	2	1	2	5	1	5	2
Male	19-25	21+	1	5	1	1	1	1	1	5	5	1	5	1
Male	31-40	21+	2	4	1	1	5	2	1	1	4	2	5	2
Male	26-30	1-5	3	2	2	1	2	1	1	4	4	1	5	2
Male	26-30	1-5	1	1	3	5	3	1	5	5	5	5	1	3
Male	26-30	6-10	1	5	1	1	3	1	1	4	5	1	5	2
Male	26-30	15-20	1	5	1	1	5	1	1	3	5	1	5	1
Male	26-30	6-10	1	1	3	2	2	2	1	5	4	2	5	1
Male	19-25	6-10	1	4	1	1	2	2	1	1	5	1	5	2
Male	26-30	6-10	4	5	2	4	1	1	1	5	5	4	3	1
Male	26-30	15-20	4	4	2	1	2	2	1	1	4	1	4	2
Male	19-25	21+	1	5	2	1	1	1	5	3	5	2	4	1
Male	31-40	1-5	1	3	1	4	2	1	1	5	5	3	4	1
Male	19-25	1-5	1	1	2	1	4	3	1	1	4	2	4	3
Male	26-30	21+	2	4	1	1	1	2	1	3	5	1	5	1
Male	19-25	21+	4	1	2	1	5	1	1	1	5	1	5	2
Male	26-30	6-10	1	5	1	1	1	1	1	3	5	3	5	1
Male	31-40	11-15	3	5	2	2	1	1	2	5	5	2	4	1
Male	26-30	15-20	3	5	2	2	1	1	1	4	4	2	5	3
Male	26-30	1-5	3	5	3	3	1	1	2	5	4	2	5	1
Male	26-30	11-15	2	5	4	4	5	4	2	4	3	3	4	3
Male	19-25	21+	5	5	5	1	1	3	3	1	1	1	3	3
Male	26-30	21+	2	5	1	1	2	1	1	4	4	2	4	2
Male	26-30	21+	2	3	3	1	2	4	2	5	5	2	5	2
Male	19-25	21+	3	4	3	1	1	1	1	5	4	3	2	2
Male	31-40	11-15	2	3	1	1	4	4	1	1	4	1	5	2
Male	26-30	15-20	2	4	1	1	1	1	1	5	5	3	3	1
Male	26-30	15-20	3	5	2	2	1	5	2	3	5	2	4	3
Male	19-25	11-15	1	1	1	2	3	2	1	2	5	3	5	2
Female	19-25	21+	5	5	1	1	1	5	1	5	5	1	5	1
Male	26-30	21+	4	2	4	3	2	4	4	4	4	3	3	2
Male	10-18	11-15	1	1	1	1	2	2	3	3	3	3	3	3
Male	19-25	11-15	4	5	1	2	1	1	1	5	5	2	5	1
Male	41-50	11-15	1	4	2	2	2	1	1	5	5	2	4	1
Male	31-40	6-10	2		1	1	2	3	1	2	5	2	4	4
Male	31-40	6-10	1	2	1	3	3	2	1	3	4	1	5	2
Male	31-40	6-10	2	4	5	3	1	2	4	4	5	4	2	1
Male	31-40	1-5	2	2	1	1	2	1	1	5	4	2	5	2
Male	31-40	15-20	4	5	4	4	1	1	4	4	5	4	4	2
Male	31-40	1-5	1	1	1	4	1	3	1	2	5	3	4	4
Male	31-40	1-5	1	2	1	1	4	1	1	3	4	2	3	3
Male	31-40	6-10	1	1	1	3	2	5	1	1	5	5	4	2
Male	31-40		4	2	1	2	1	1	4	3	2	2	4	4
Male	31-40	21+	1	5	1	1	1	1	1	5	3	1	3	3
Male	26-30	1-5	3	4	3	4	2	2	5	5	5	4	4	1
Male	10-18	15-20	3	1	4	1	5	3	1	1	5	1	5	1
Male	19-25	21+	5	5	1	1	3	1	1	5	5	5	1	1
Male	19-25	6-10	1	4	1	1	1	1	1	3	5	2	5	1
Male	19-25	11-15	4	3	5	2	1	5	5	5	4	2	5	1
Male	26-30	11-15	2	2	1	2	4	2	1	1	4	2	5	2
Male	10-18	21+	1	5	1	1	5	2	1	1	5	1	5	1

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Male	19-25	15-20	1	1	1	1	4	1	1	3	5	1	5	2
Male	19-25	11-15	2	1	1	3	5	1	3	3	5	1	4	2
Male	41-50	11-15	4	1	3	1	5	4	4	5	5	1	5	1
Male	26-30	21+	1	5	1	1	1	1	1	5	5	1	5	1
Female	26-30	1-5	2	2	3	2	4	2	3	5	4	3	4	4
Male	10-18	6-10	4	4	4	3	1	1	2	4	3	2	4	3
Male	19-25	15-20	5	5	3	3	4	2	2	4	2	3	5	2
Male	19-25	21+	1	5	2	3	1	1	2	4	4	2	5	2
Male	19-25	21+	3	5	3	5	1	1	1	5	5	4	2	1
Female	26-30	1-5	4	4	4	3	2	2	4	4	4	3	3	4
Male	19-25	11-15	1	5	3	3	1	1	2	4	4	3	4	2
Male	26-30	6-10	4	4	5	1	2	2	3	3	3	2	4	1
Male	19-25	21+	1	5	2	1	1	1	2	4	5	1	5	2
Male	26-30	11-15	3	4	4	2	1	1	1	4	4	4	4	3
Male	26-30	11-15	4	5	4	4	1	1	2	5	5	4	2	1
Male	10-18	6-10	2	2	2	2	4	4	2	4	2	2	4	4
Male	19-25	11-15	1	5	1	1	1	1	1	5	5	1	5	1
Male	31-40	21+	2	5	1	1	1	1	2	5	5	1	4	1
Male	19-25	21+	1	5	1	1	1	1	1	2	5	2	5	1
Male	26-30	11-15	2	4	2	2	2	2	2	4	4	2	4	2
Male	19-25	11-15	3	5	3	3	1	1	3	5	5	3	5	1
Male	19-25	15-20	1	5	1	1	1	1	1	5	5	2	5	1
Male	19-25	6-10	4	4	4	4	2	2	4	4	4	4	2	2
Male	26-30	15-20	1	5	2	2	1	1	2	5	4	1	5	1
Male	19-25	15-20	1	5	1	1	1	1	2	1	4	2	4	1
Male	26-30	6-10	4	4	4	4	2	2	4	4	4	4	2	2
Male	19-25	15-20	1	5	1	1	1	1	1	4	5	1	4	1
Male	10-18	21+	2	2	3	2	2	2	4	4	4	4	2	1
Male	19-25	15-20	1	2	1	1	3	3	1	3	2	1	4	5
Male	26-30	15-20	2	4	2	2	2	2	2	4	4	2	4	2
Male	19-25	21+	1	4	1	1	1	1	1	4	4	1	4	1
Male	10-18	11-15	4	5	4	4	1	1	3	4	5	4	2	1
Male	26-30	15-20	2	4	2	2	1	2	2	4	4	1	4	1
Male	19-25	11-15	4	4	4	4	2	2	4	3	4	4	2	2
Male	19-25	21+	1	1	1	1	5	5	1	1	1	1	4	5
Male	26-30	11-15	3	4	3	3	2	2	3	4	4	3	3	2
Male	26-30	15-20	2	4	2	2	1	1	1	5	4	3	3	1
Male	19-25	6-10	5	5	5	5	1	1	5	5	5	4	2	1
Male	19-25	11-15	2	4	2	4	2	2	4	4	4	4	4	4
Male	19-25	21+	2	4	4	3	2	1	3	1	1	2	3	1
Male	26-30	15-20	1	5	1	1	1	1	1	5	5	1	4	1
Male	19-25	21+	1	4	2	1	1	1	1	4	5	3	3	1
Male	26-30	15-20	4	5	4	4	1	1	3	5	5	3	4	1
Male	26-30	6-10	1	1	2	1	2	1	3	4	4	3	3	2
Male	19-25	11-15	2	4	2	3	2	1	2	4	4	3	4	2
Male	19-25	6-10	4	5	4	4	1	1	3	4	5	4	2	1
Male	19-25	11-15	4	4	4	4	2	1	3	5	4	3	1	1
Male	31-40	6-10	2	2	2	2	4	4	2	2	3	3	4	4
Male	19-25	21+	1	5	2	1	1	1	2	5	5	2	5	1

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