

Abstract

This thesis aims to understand the relationship between viewership of video game streams and purchase decisions players make. Furthermore, the price they are willing to pay is explored. The emphasis is on understanding the difference in these effects for big blockbuster games and small independently developed titles. The data was collected using an online survey distributed in gaming-focused groups on social media. The data on purchase decisions was analysed using a logit model. It showed that trust in streamer's recommendations increases the chance of purchase along with the number of preferred genres and games bought for indie titles. Moreover, it showed a positive relationship between being a student and purchasing a big game after watching. A standard ordinary least squares model was used to analyze the price and showed that hardcore gamers, people who buy on release day, and people with a wider range of interest in games tend to pay more. On the other hand, older people, students, and people who prefer to buy games on sale are willing to pay less.

Keywords

Video games, streaming, indie, AAA, willingness to pay, logit, Czech Republic

Title

The influence of watching videogame streams on purchase decisions of gamers and their willingness to pay, evidence from the Czech Republic