

Report on Bachelor / Master Thesis

Institute of Economic Studies, Faculty of Social Sciences, Charles University

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| Student: | Veronika Mertová |
| Advisor: | Mgr. Petr Polák, MSc., Ph.D. |
| Title of the thesis: | The influence of watching videogame streams on purchase decisions of gamers and their willingness to pay, evidence from the Czech Republic |

OVERALL ASSESSMENT (provided in English, Czech, or Slovak):

Please provide a short summary of the thesis, your assessment of each of the four key categories, and an overall evaluation and suggested questions for the discussion. The minimum length of the report is 300 words.

Short summary

In her thesis, Veronika Mertová focuses on the gaming industry and how purchase decisions of players are influenced by content of video game streams. Video streaming gained its huge popularity not only for entertainment, but its impact on games is supported by its usage for marketing purposes. Veronika created a questionnaire to collect data for her research and managed to get more than 1000 responses in a very short time. Using available data she found out, that for students are more likely to purchase a game after seeing it. Next to it, the analyses also confirms hypothesis, that hardcore gamers, people who buy on release day, and people with a wider range of interest in games tend to pay more.

Contribution

The thesis is devoted to an original topic in the gaming area. The large sample of collected data allows for a robust analysis, which confirms some hypothesis and also brings new evidence about purchasing decisions of game players. Despite the popularity of gaming and streaming, there are almost no similar works to be found in the academic literature. Quite interesting is also the analysis of „Profit maximization and optimal price“.

Methods

The analysis uses standardized logit model for willingness to pay analysis and the OLS method to analyse the price quotes stated by the gamers. The questionnaire follows previous WTP literature adjusted for gaming industry. The logit as well as OLS method is suitable analysis for the collected data. One should only keep in mind the interpretation of results, since the respondents are young gamers. On the other hand, the sample seems to be similar to the people the gaming studios would target as well.

Literature

As mentioned earlier, only a limited number of works has been published in the area of gaming and economics. Most of the literature is not oriented on purchase decisions, hence two streams of literature are investigated and combined in the thesis – willingness to pay and gaming marketing. The author also works with the literature according to common practice.

Manuscript form

The thesis is well structured and formatted. Some figures could be accompanied by comments or description so the reader does not have to seek for it in the text, but that is only a very minor comment. Veronika nicely manages to explain the aspects of gaming industry to economists.

Overall evaluation and suggested questions for the discussion during the defense

Veronika worked on her thesis quite independently and with passion for the topic which she chose by herself. The fact, that she knows a lot about gaming makes the analysis thorough. I gladly assisted with the questions and comments to the drafts of the thesis. I was happy to hear about the number of responses she got from the gamers. I do not have a specific question for the defense. As a supervisor, I should indicate, that Veronika performed the analyses as planned and also added some

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performance checks. Therefore I am more than happy with the analysis itself. My only point deduction is for the manuscript and methods since I believe, that the thesis could be improved by changing the structure of the description of the results (not going the hypothesis one by one), but that would change the approach of the author.

The results of the Urkund analysis do not indicate significant text similarity with other available sources.

In my view, the thesis fulfills the requirements for a bachelor thesis at IES, Faculty of Social Sciences, Charles University, I recommend it for the defense and suggest a grade A.

SUMMARY OF POINTS AWARDED (for details, see below):

| CATEGORY | POINTS |
|---|---------------|
| <i>Contribution</i> (max. 30 points) | 30 |
| <i>Methods</i> (max. 30 points) | 28 |
| <i>Literature</i> (max. 20 points) | 20 |
| <i>Manuscript Form</i> (max. 20 points) | 17 |
| TOTAL POINTS (max. 100 points) | 97 |
| GRADE (A – B – C – D – E – F) | A |

NAME OF THE REFEREE: Petr Polák

DATE OF EVALUATION: 23. 8. 2021

Digitally signed (23. 8. 2021)
Petr Polák

Referee Signature

EXPLANATION OF CATEGORIES AND SCALE:

CONTRIBUTION: *The author presents original ideas on the topic demonstrating critical thinking and ability to draw conclusions based on the knowledge of relevant theory and empirics. There is a distinct value added of the thesis.*

METHODS: *The tools used are relevant to the research question being investigated, and adequate to the author's level of studies. The thesis topic is comprehensively analyzed.*

LITERATURE REVIEW: *The thesis demonstrates author's full understanding and command of recent literature. The author quotes relevant literature in a proper way.*

MANUSCRIPT FORM: *The thesis is well structured. The student uses appropriate language and style, including academic format for graphs and tables. The text effectively refers to graphs and tables and disposes with a complete bibliography.*

Overall grading:

| TOTAL | GRADE |
|----------|-------|
| 91 – 100 | A |
| 81 - 90 | B |
| 71 - 80 | C |
| 61 – 70 | D |
| 51 – 60 | E |
| 0 – 50 | F |