Comparison of profitability of pay-to-play models between the United Kingdom and the Czech Republic computer games markets with evaluation of effect of free-to-play models and piracy

David Matušinec

Bakalářská práce
2015

Univerzita Tomáše Bati ve Zlíně
Fakulta managementu a ekonomiky

Univerzita Tomáše Bati ve Zlíně
Fakulta managementu a ekonomiky
Ústav managementu a marketingu
akademický rok: 2014/2015

ZADÁNÍ BAKALÁŘSKÉ PRÁCE

(PROJEKTU, UMĚLECKÉHO DÍLA, UMĚLECKÉHO VÝKONU)

Jméno a příjmení:	**David Matušinec**
Osobní číslo:	**M120574**
Studijní program:	**B6208 Ekonomika a management**
Studijní obor:	**Management a ekonomika**
Forma studia:	**prezenční**
Téma práce:	**Porovnání ziskovosti pay-to-play modelů na českém a britském trhu počítačových her s hodnocením vlivu free-to-play modelů a pirátství**

Zásady pro vypracování:

Úvod

Definujte cíle práce a použité metody zpracování práce.

I. Teoretická část

- **Zpracujte literární rešerši vztahující se k problematice chování spotřebitelů a aplikujte tyto poznatky na videoherní průmyslu.**

II. Praktická část

- **Zpracujte analýzu ziskovosti "pay-to-play" prodejních modelů na trhu počítačových her v České republice a Velké Británii.**
- **Analyzujte vliv "free-to-play" prodejních modelů a pirátství na ziskovost "pay-to-play" prodejních modelů.**

Závěr

Rozsah bakalářské práce: **cca 70 stran**

Rozsah příloh:

Forma zpracování bakalářské práce: **tištěná/elektronická**

Seznam odborné literatury:

BLACKWELL, Roger D., Paul W. MINIARD a James F. ENGEL. Consumer behavior. 9th ed. Ft. Worth, Tex.: Harcourt College Publishers, 2001, 570 s. ISBN 978-0-03-021108-9.

KOTLER, Philip a Gary ARMSTRONG. Principles of marketing. 15th ed., global ed. Boston: Pearson, 2014, 720 s. ISBN 978-0-273-78699-3.

SCHIFFMAN, Leon G. a Leslie Lazar KANUK. Consumer behavior. 9th ed. Upper Saddle River, N.J.: Pearson Prentice Hall, 2007, 656 s. ISBN 978-0-13-186960-8.

SOLOMON, Michael R. Consumer behavior: buying, having, and being. 8th ed. Upper Saddle River, N.J.: Pearson Prentice Hall, 2009, 720 s. ISBN 978-0-13-515336-9.

Vedoucí bakalářské práce: **MSc. Janine Day, MBA**

Datum zadání bakalářské práce: **30. června 2015**

Termín odevzdání bakalářské práce: **24. srpna 2015**

Ve Zlíně dne 30. června 2015

prof. Dr. Ing. Drahomíra Pavelková
děkanka

UNIVERZITA TOMÁŠE BATI VE ZLÍNĚ
Fakulta managementu a ekonomiky
L.S.

doc. Ing. Pavla Staňková, Ph.D.
ředitel ústavu

PROHLÁŠENÍ AUTORA BAKALÁŘSKÉ/DIPLOMOVÉ PRÁCE

Prohlašuji, že

- beru na vědomí, že odevzdáním diplomové/bakalářské práce souhlasím se zveřejněním své práce podle zákona č. 111/1998 Sb. o vysokých školách a o změně a doplnění dalších zákonů (zákon o vysokých školách), ve znění pozdějších právních předpisů, bez ohledu na výsledek obhajoby;
- beru na vědomí, že diplomová/bakalářská práce bude uložena v elektronické podobě v univerzitním informačním systému dostupná k prezenčnímu nahlédnutí, že jeden výtisk diplomové/bakalářské práce bude uložen na elektronickém nosiči v příruční knihovně Fakulty managementu a ekonomiky Univerzity Tomáše Bati ve Zlíně;
- byl/a jsem seznámen/a s tím, že na moji diplomovou/bakalářskou práci se plně vztahuje zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, zejm. § 35 odst. 3;
- beru na vědomí, že podle § 60 odst. 1 autorského zákona má UTB ve Zlíně právo na uzavření licenční smlouvy o užití školního díla v rozsahu § 12 odst. 4 autorského zákona;
- beru na vědomí, že podle § 60 odst. 2 a 3 autorského zákona mohu užít své dílo – diplomovou/bakalářskou práci nebo poskytnout licenci k jejímu využití jen připouští-li tak licenční smlouva uzavřená mezi mnou a Univerzitou Tomáše Bati ve Zlíně s tím, že vyrovnání případného přiměřeného příspěvku na úhradu nákladů, které byly Univerzitou Tomáše Bati ve Zlíně na vytvoření díla vynaloženy (až do jejich skutečné výše) bude rovněž předmětem této licenční smlouvy;
- beru na vědomí, že pokud bylo k vypracování diplomové/bakalářské práce využito softwaru poskytnutého Univerzitou Tomáše Bati ve Zlíně nebo jinými subjekty pouze ke studijním a výzkumným účelům (tedy pouze k nekomerčnímu využití), nelze výsledky diplomové/bakalářské práce využít ke komerčním účelům;
- beru na vědomí, že pokud je výstupem diplomové/bakalářské práce jakýkoliv softwarový produkt, považují se za součást práce rovněž i zdrojové kódy, popř. soubory, ze kterých se projekt skládá. Neodevzdání této součásti může být důvodem k neobhájení práce.

Prohlašuji,

1. že jsem na diplomové/bakalářské práci pracoval samostatně a použitou literaturu jsem citoval. V případě publikace výsledků budu uveden jako spoluautor.
2. že odevzdaná verze diplomové/bakalářské práce a verze elektronická nahraná do IS/STAG jsou totožné.

Ve Zlíně 24. 8. 2015

……………………
podpis diplomanta

ABSTRAKT

Cílem této práce je snaha zjistit, kde se jsou peníze vytvářeny a kde se ztrácí v počítačovém herním průmyslu, což je jeden z nejvýznamnějších sektorů masových medií. Za účelem dosažení cíle byl proveden v této práci výzkum, který porovnal ziskovost pay-to-play herních business modelů ve Velké Británii a České republice s vyhodnocením vlivu free-to-play modelů a pirátství. Výzkumnou metodou bylo zvoleno dotazovaní přes on-line dotazníky. Výsledky byly analyzovány pomocí statistických nástrojů jako korelace a deskriptivní statistika. Díky výzkumu bylo zjištěno, že v britský trh je v porovnání s českým trhem více atraktivní v ohledu pay-to-play obchodních modelů. Na druhou stranu, čeští hráči jsou ochotni utrácet více v systému free-to-play obchodních modelů. Pirátství bylo zhodnoceno jako určitý odliv peněz z tradičních pay-to-play modelů. Další výsledky poukázaly na vyšší zainteresovanost a zájem českých hráčů v oblasti elektronického sportu. Omezení studie jako genderový nepoměr a jiné musí být brány na zřetel.

Klíčová slova: pay-to-play, free-to-play, chování zákazníků, počítačové hry, ziskovost, herní průmysl, pirátství, e-sport

ABSTRACT

The aim of this study is to find out where is money made and where is it lost in a computer gaming industry, which is one of the most significant sector of mass media. To achieve this aim, research made in this dissertation had compared profitability of pay-to-play models in the United Kingdom and the Czech Republic and evaluate effect of free-to-play models and piracy on these pay-to-play models. Research method was a survey through online questionnaires. Results were analyzed by statistical tools such as correlation and descriptive statistics. Study found that in terms of pay-to-play model, British market is more attractive compared to Czech. On the other hand, on field of free-to-play models, Czech players came out as more willing to pay for free-to-play models. Effect of piracy was also considered as outflow of money from more traditional pay-to-play models. Additional results showed higher interest and awareness of Czech gamers in Electronic Sport. However, due to limitations of study such as gender disproportion and others, the results should be taken carefully.

Keywords: pay-to-play, free-to-play, customer behaviour, computer games, profitability, gaming industry, piracy, e-sport

BHS0001

Business Dissertation: Methods and Implementations

2015

Comparison of profitability of pay-to-play models between the United Kingdom and the Czech Republic computer games markets with evaluation of effect of free-to-play models and piracy

David Matusinec

Abstract

The aim of this study is to find out where is money made and where is it lost in a computer gaming industry, which is one of the most significant sector of mass media. To achieve this aim, research made in this dissertation had compared profitability of pay-to-play models in the United Kingdom and the Czech Republic and evaluate effect of free-to-play models and piracy on these pay-to-play models. Research method was a survey through online questionnaires. Results were analyzed by statistical tools such as correlation and descriptive statistics. Study found that in terms of pay-to-play model, British market is more attractive compared to Czech. On the other hand, on field of free-to-play models, Czech players came out as more willing to pay for free-to-play models. Effect of piracy was also considered as outflow of money from more traditional pay-to-play models. Additional results showed higher interest and awareness of Czech gamers in Electronic Sport. However, due to limitations of study such as gender disproportion and others, the results should be taken carefully.

Acknowledgements

I would like to thank to my personal tutor Janine Day for assistance in the elaboration of this thesis. I would like to also thank to my family and girlfriend for continuous encouragement. Finally, I would like to thank to Dr Shabbir Dastgir and Dr Carlo Fabricatore for useful advices.

Table of Contents

List of tables

List of figures

1 Introduction

Video gaming industry is probably the fastest growing and most impressive sector of mass media (Hennig-Thurau & Marchand, 2013). It is industry which despite hard times of the Global Financial Crisis reported growth. Moreover, the growth has been even bigger than in times before the Crisis. This is the reason, why it is so important to examine that remarkable sector.

The aim of this dissertation is to compare situation in two different European countries – the United Kingdom and the Czech Republic. More precisely, study made in this bachelor thesis will give insight in computer game part of video gaming industry. This study is focusing only on PC games, because of a partial decline of console games and a renewed interest in computer games.

1.1 Objectives

The main aim of this work is to compare profitability of pay-to-play models and evaluate effect of free-to-play models and piracy on these pay-to-play models between the United Kingdom and the Czech Republic. The main reason for this concept is that pay-to-play models are more traditional business models and free-to-play models and piracy are a kind of outflow money from it. Thesis can help in examining big is that outflow and if is the problem at all in both of countries. Particular research questions are separated into four categories, which together should help to gain the main aim.

The main aim is divided onto 3 objectives of this dissertation:

Find out, which of the market is more profitable and thus more attractive for pay-to-play business model.

Find out, if free-to-play models can be construed as the outflow of money from pay-to-play models in British and Czech market.

Find out, if piracy can be construed as the outflow of money from pay-to-play models in British and Czech market.

1.2 Research questions

First category of research questions is focused on pay-to-play models of computer games. The research questions of this part are:

Examine situation in field of physical and digital copies of computer games between Czech and British players.

Evaluate effect of gamers' attitude and income on amount of money spent on physical and digital copies of computer games.

Find out, which distribution model players prefer and why, in both of countries.

Second category is targeting free-to-play models of computer games. The research questions are:

Evaluate relationship between pay-to-play and free-to-play models in both of countries.

Compare willingness of gamers in both of countries to pay for free-to-play games, eventually for what are they willing to pay.

Third category is about piracy of computer games. The particular research questions are:

Find out, if the piracy is type of outflow of money from traditional pay-to-play models.

Explore effect of income of players from the Czech Republic and the United Kingdom on level of piracy of computer game.

Fourth category focuses on additional information, more precisely on Electronic Sport and items/cloth related to computer games. The particular research questions of this last part are:

Explore level of awareness of Electronic Sport between Czech and British players.

Explore situation in buying items/cloth related to games in the United Kingdom and the Czech Republic.

1.3 Outline

The study begins with literature review, which brings insight into factors influencing consumer behaviour and describes structure of video gaming industry. This chapter brings theoretical base, which helps to a reader understand, what has impact on how consumer behave and examine business models used in computer games sector, typology of players and cover topics related to computer games. Following chapter describes methods used in survey and highlight limitations of survey. Next chapter demonstrates results gained from survey and analyze these findings. Next chapter provides discussion of the results presented in previous chapter. Finally, last chapter summarizes whole work and state whether the objectives were achieved.

2 Literature review

2.1 Consumer behaviour

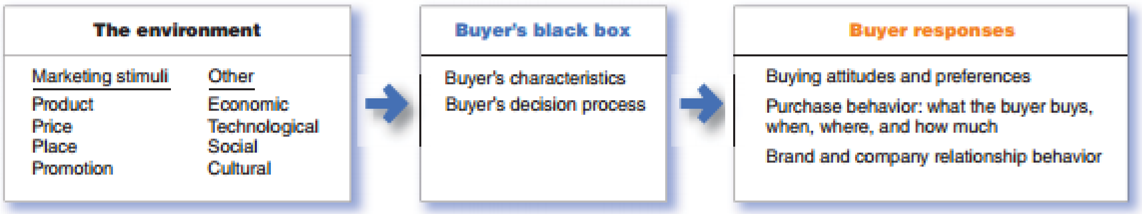
The understating of customer behaviour seems to be the crucial factor for success of product. Solomon (2009) says that consumer is “a person, who identifies a need or desire, makes a purchase and then disposes of the product during the three stages of the consumption process” (Solomon, 2009, p. 32). These 3 stages are pre-purchase issue, purchase issue and post-purchase issue. Consumer can be basically everyone beginning with small child buying candy to family buying a house. According to Solomon et al. (2013), customer behaviour may be defined as process, when “individuals or groups select, purchase, use and dispose of products, services, ideas or experiences to satisfy needs and desires” (Solomon et al., 2013, p. 6).

According Schiffman and Kanuk (2010), there are two main types of consumers – personal and organizational. Personal consumer buys products or services for own use or use of household, eventually as a gift. The purpose of purchase is final use (i.e. consumption), so these consumers are called as ultimate consumers or end users. On the other hand, organizational consumers, such as government agencies, institutions, profit and non-profit businesses, are buying products and services for their activities (Schiffman & Kanuk, 2010). This dissertation discusses only personal consumers.

Purchasers are usually making several decisions in terms of what to buy. Big firms tend to study customers motives in depth to find out “what consumers buy, where they buy, how and how much they buy, when they buy and why they buy” (Kotler & Armstrong, 2014). A big issue comes with trying to find out what influences customers. Indeed, frequently it appears that consumers themselves do not see what controls their decisions what to buy (Kotler & Armstrong, 2014).

Kotler & Armstrong outlined possible model of consumer behaviour. See figure 2.1.

Figure 2.1: The Model of Buyer Behaviour



Source: Kotler & Armstrong (2014, p. 159)

The main target of marketers is to detect what is in buyer's "black box". There may be a big amount of aspects influencing this "black box". This process results in some specific responses. These responses may be split into two parts. First part is about how buyers are influenced by incentives and how they react to them. Second part is about decision process itself (Kotler & Armstrong, 2014).

2.1.1 Factors Influencing Consumers Behaviour

A considerable amount of literature has been published on detecting of which factors affect consumers. Kotler & Armstrong (2014) declare concept of 4 major groups of factors. They also add that marketers are not able to command these elements, but they do have to keep them in mind. These 4 major groups are defined as cultural factors, social factors, personal factors and psychological factors (Kotler & Armstrong, 2014). Each of these groups has several subgroups.

2.1.1.1 Cultural Factors

Cultural factors have big influence on buyer behaviour. This group has 3 subgroups – culture, subculture and social class (Kotler & Armstrong, 2014).

2.1.1.1.1 Culture

While a variety of definitions of the term culture may be suggested, this paper will use the definition suggested by Kotler & Armstrong (2014). They declare culture as "the set of basic values, perceptions, wants and behaviours learned by a member of society from family and other important institutions" (Kotler & Armstrong, 2014, p. 160). As an illustration definition of culture as summary of "societal knowledge, norms and values" by Antonides &

Raaij (1998, p. 39) seems to be very unsatisfactory comparing to Kotler & Armstrong's explanation. Shiffman & Kanuk (2007) describe impact of culture as instinctive and automatic. They add that influence of culture on consumer behaviour is generally taken for granted.

Differences between cultures are elements, which should be definitely considered. Blackwell et al. (2001, p. 516) gives example of diverse eating habits in Japan and in United States of America. Because food in these restaurants should consider and include cultural preferences, McDonald's added rice to the menu in Japan, because it is elementary item of Japanese cuisine and culture. Authors also add another example, this time India. People of Hindu culture are not allowed to eat beef, so McDonald's put lamb products on their menu to satisfy needs of this group of clients (Blackwell et al., 2001).

Culture seems to be developing item. Kotler & Armstrong (2014, p. 160) point out at "cultural shifts". These changes in culture should be intercepted by marketers. In view of Blackwell et al., the ones, who spot this "shifts" before competitors, can exploit this opportunities, assimilate new trends and transform them into their advantages. Blackwell et al. note that culture is "adaptive" (2001, p. 519), so strategies of marketers should be adaptive too. Schiffman et al. (2010) demonstrates these changes on example of position of women in American society. In these days, major share of women seems to be working outside the home and often in careers that were considered entirely male. This "shift" allowed women to buy luxury products with their own money and they do not have to wait to husbands to buy them these items (Schiffman et al., 2010).

2.1.1.1.2 Subculture

Kotler & Armstrong (2014, p. 160) define subculture as "group of people with shared value systems". This group contains from nationalities, religion, racial groups and geographic regions. Solomon et al. (2010) suggests including also age in subculture. Schiffman et al. (2010) also thinks that age should be included in this cultural subgroup. Despite these opinions, Kotler & Armstrong (2014) maintain age as an aspect of personal factors of consumer behaviour.

The differences between nations could be crucial element of how customer behaves. Solomon et al. (2010) announces that this could be nicely demonstrated on food market in Western Europe. Households of this part of Europe typically spend from 14 to 17 per cent of their income on food. United Kingdom with 10.1 per cent and Netherlands with 11 per cent are exceptions (Solomon et al., 2010, p. 576). As an example authors give consumption of pork meat in Denmark, which is it ten times higher comparing to France. Another example could be consumption of fresh fish in Portugal and Spain, which is ten times higher than in the UK or in Austria.

Another important aspect of subculture may be religion. Fisher (2008) explains importance of religion on example of incident with halal food in Indonesia 2001. The Indonesian Ulemas Council (what is Indonesia's top Muslim clerical body) arraigned a Japanese company of using pork in their products. Company explained that they were using pork meat instead of beef for economic reasons. Muslims have forbidden eating of pork meat and pork-derived products. Some of the employees were arrested and company had to make a public apology (Fisher, 2008). This example may show importance of taking care on religion of consumers. Blackwell et al. (2001) adds another example by pointing out on "shift from traditional religion to spirituality" in America. This change has developed into increase in sales of alternative healthcare, spiritual books, spiritual broadcast stations, gifts and other items (Blackwell et al., 2001, p. 325).

Ethnicity tends to have impact on consumer behaviour. Despite the fact, that a big amount of firms has tendency not to differentiate customer's ethnicity or race, this factor should be considered, because this cultural enrolment certainly affects needs and wants of people (Solomon et al., 2010, p. 588).Furthermore, Rossiter & Chan (1998) tell that ethnicity has been ignored even by researchers and theorist of business and consumer behaviour studies, because of anxiety of being called racist. They add that these "biological and physical differences" should not be ignored for its importance.

Schiffman et al. (2010) point out at gender as one of main components of subcultural category. They declare that there exists a difference between males and females in terms of customer behaviour. They observed that women may tend to be more loyal to their local sellers than men. Authors also add difference in advertising. While women could prefer category-oriented and complex adverts, men could favour more attribute-oriented and simple advertising. In addition, Zelezny et al. (2000) found out that females may be more "egocentrism". They define this concept as "concern for nature, the biosphere, and all living things" (Zelezny et al., 2000). That could have significant impact on choosing product or service.

2.1.1.1.3 Social Class

Kotler & Armstrong (2014, p. 162) define social class as "relatively permanent and ordered divisions in a society whose members share similar values, interests, and behaviours". They demonstrate this on example of American society and divide it to 7 classes, where every class has dissimilar product and brand preferences. The most important characteristic of social class is that this concept is not created by one factor, but it is combination of several factors such as occupation, income, education and other elements (Kotler & Armstrong, 2014). Solomon et al. (2010) affirms complexity of that approach and adds that it is hard to measure this, because of changing society. Authors support these difficulties by pointing out at most of measure models. Majority of these models were designed to traditional nuclear family, which they describe as model with "a male wage earner in the middle of his career and a female full-time homemaker" (Solomon et al., 2010, p. 440). It may cause a lot of difficulties to use measures like these in society with two-income families, singles or households controlled by women. Schiffman et al. (2010) refers to that some researchers may tend to measure social class in terms of social status. This status is usually relative standing of members in social classes in terms of power, wealth and prestige. Social class is extensive factor for marketers, because there could be tendency within people in the same social class to have similar buying behaviour (Kotler & Armstrong, 2014).

Schiffman et al. (2010) puts forward idea, that social classes form hierarchy, ranking from low to top status. According this model, consumers may buy specific products or services for their social class or higher. There appears to be inclination to avoid products or services of lower class. With this idea should be taken into account other factors. Schiffman et al. (2010) announces this on an example of instant coffee in European countries. In Germany seems to be instant coffee referencing to higher class, on the other hand in France is this type of coffee usually perceived as product for lower classes.

2.1.1.2 Social Factors

Kotler & Armstrong (2014, p. 162) include in social factors 3 main subgroups – small groups (groups and social networks), family and social roles and status.

2.1.1.2.1 Groups and Social Networks

It terms of groups, main element of all theories seems to be term "reference group". Blackwell et al. (2001, p. 396) defines this concept as "person or group of people that significantly influences an individual's behaviour". Solomon et al. (2010) concurs with this definition and adds that reference group affects also evaluations and aspirations of consumer. Kotler & Armstrong (2014) put forward perception that there seems to be influence of many reference groups to consumer behaviour. People could be affected by groups to which they belong or even by groups to which they do not belong. Authors give an example of aspirational group and illustrate it on case of a young basketball player, who wants to be professional and one day will be playing in NBA and competing with his basketball idol. This could have impact on choices of products and brands on that young person.

Another important part of Group and Social Networks subgroup is “Word-of-Mouth Influence”. Kotler & Armstrong (2014, p. 163) describe this term as “The impact of the personal words and recommendations of trusted friends, associates, and other consumers on buying behaviour”. Blackwell et al. (2001) and Solomon et al. (2010) suggest to add to this definition that this concept is based on informal basis. Solomon et al. (2010) points out that even when person recommends restaurant to someone, it could be perceived as Word-of-Mouth influence. On the other hand, authors also make the point that this impact may not be only positive like in the example of recommending of restaurant. They illustrate it on situation, when person complain to someone about bad bank services. Williams & Buttle (2014) observed in study that it seems to be more crucial to suppress negative Word-of-Mouth than promote positive, because negative tends to be more important. They explain that negative Word-of-Mouth is “regarded as a significant threat to revenues, customer loyalty, customer acquisition, brand equity, organisational reputation, employees’ morale and management tenure” (Williams & Buttle, 2014). Despite this bigger importance of supressing negative Word-of-Mouth, Kotler & Armstrong (2014) suggest to support positive influence by creating positive conversations about their brands. Authors state reason for this. They announce that personal advices and discussion from friends, colleagues and other consumers may be more trustworthy than the ones from commercial sources.

Online social networks are becoming stronger influencing force in recent years. This area includes social sites (such as Facebook, Twitter or Google plus), online blogs, message boards and video channels (such as Youtube). There are creating communities of people sharing their ideas and opinions on various topics (Kotler & Armstrong, 2014). In online world, concept of “Word-of-Mouth” is transforming into concept of “online Word-of-Mouth” – “Word-of-Web” (Kotler & Armstrong, 2014). Swani et al. (2013) examined potential of “Word-of-Web” on case of Facebook. It has been found, that average user of

Facebook has about 130 “Facebook friends”, so one “like” of any particular page or post by user could be delivered to 130 potential customers and this effect could be also multiplied (Swani et al., 2013). It is also recommended to company to interact with users by their own social media content, especially by emotional posts. Swani et al. detected the most effective marketing strategy in terms of posting on Facebook – messages with corporate brand name combining emotional appear, because this type of message has biggest potential of sharing across online community and resulting multiplying effect and increase of number of views (Swani et al., 2013). On the other hand, there could exist eventual danger when putting online content by marketers into social networks. Users often control the content of these sites, so content could be ridiculed or modified, so it may result into the opposite effect than was originally intended (Kotler & Armstrong, 2014).

2.1.1.2.2 Family

Blackwell et al. (2001) and Kotler & Armstrong (2014) agreed on state that family is the most important organization in terms of society and has biggest influence on consumer behaviour. Solomon (2009) demonstrates impact of family on buyer behaviour on example of spending priorities. He submits that young pairs living together tend to spend more on going to clubs, cinemas or concerts and also spend more on alcohol; families with young children spend a lot on healthier food and fruit juices; while families with older families or single-parent households tent to spend more on junk food (Solomon, 2009).

Changes in concepts of family seem to be probably the most important element of family influences. While during, 1950s there was a strong domination of male in family purchase decision process of which car to buy, in recent years, females are also strongly influencing this process, because they are more involved in using of the car as before (Schiffman et al., 2010). Also increasing number of divorces has its importance, because kids growing up in these families are less likely to live in traditional family and this could be changing future values (Blackwell et al., 2001). Single-parent families (which number is increasing significantly) could have totally different habits than traditional families and it was found, that these families spend much more money on time-saving products such as microwaveable food and also tent to be less brand loyal and more impulsive in shopping (Arnould et al., 2004).

Important element is also increasing influence of children in family decision making due to decreasing number of children in families Blackwell et al., 2001). Kotler & Armstrong

(2014) declared that biggest influence of children is in area of entertainment, food, clothing and personal-care items. Also the form of a family, where child comes from, is important factor for marketers. This could be illustrated on a study made by Labrecque and Ricard, where they found that children from non-traditional families attributed to themselves larger influence in family decision making than children from traditional families (Labrecque & Ricard, 2001). Another study, made by Professor Jean C. Darian, was researching the behaviour of children and parents while shopping for kid's clothing. It was found that merchants should focus in promoting, training of staff and merchandising selecting on needs of both groups – kids and their parents, because the trade is more likely to be, when there is mutual compliance between these groups (Darian, 1998).

2.1.1.2.3 Roles and Status

As mentioned above, every human belongs to some groups. Role or status is person's position in particular group, so people are expected to behave in specific way according to their social role or status (Kotler & Armstrong, 2014). Authors explained that concept on example of modern working mother. That mother is working as a brand manager; in family she plays the role of mother and wife; she also plays the role of supporter of her favourite sport team at sports events. She would customize her shopping habits according these roles. As a team fan, she would buy clothing that shows her support to her favourite team; while as a manager would probably buy formal clothing (Kotler & Armstrong, 2014).

2.1.1.3 Personal Factors

This section is about influences of personal characteristics of each individual customer such as age and life-cycle stage, occupation, economic situation, lifestyle and personality and self-concept.

2.1.1.3.1 Age and Life-Cycle Stage

The needs and desires of consumers are changing over their lifetimes. The changes are not only age related, but also connected with different stages of their family life-cycle (Kotler & Armstrong, 2014). Schiffman and Kanuk (2010) consider age as the most important factor in marketing of particular products and services.

In study made by Stanley et al., (1985) was found that consumers have different needs in different parts of their life, so it is suggested to banks to follow the changes in customers' needs to make a strong customers base. According authors, following life-cycle marketing of individual customer is more valuable than strict marketing, because the financial needs mature together with the age consumer (Stanley et al., 1985).

2.1.1.3.2 Occupation

Occupation is also one of the factors affecting consumer behaviour. Kotler & Armstrong (2014) and Schiffman & Kanuk (2007) agree of statement that occupation is a part of social class factor, closely connected with income and education. Kotler & Armstrong (2014) go further by defining occupation also as one of the personal factors. They demonstrate their idea on examples of different needs of different professions of people. They state that manual workers have tendency to buy working cloths more than for example managers, who on the other hand have larger consumption of formal cloths such as suits. They also add that some of companies are looking for particular occupation groups and specializing in producing of customized products (Kotler & Armstrong, 2014).

2.1.1.3.3 Economic Situation

There is big influence of income – economic situation – on consumer behaviour (Kotler & Armstrong, 2014). Marketers should have keep in mind not only their target group's economic situation, but also general economic situation. People also act differently in the times of economic growth or depression (Kotler & Armstrong, 2014). Blackwell et al. (2001) declared that interest rate could have big impact on demand of investments, cars, homes and other products.

Some of organizations are targeting people of particular economic level. For example Mercedes is considered as car brand of economic success, while Aldi is targeting low-income consumers of food. These companies have different approach how to attract customer, because their target income-groups are totally different (Blackwell et al., 2001).

Mowen & Minor (1998) stated intriguing idea that people are searching information about the particular product until the further search costs exceed the benefits that are gained from search process. They suggest that companies that are not brand leaders should focus on lowering of the costs and thus increase the benefit of search process of customer. On the other hand firms that are brand leaders should try to persuade customers that additional search process is useless (Mowen & Minor, 1998).

2.1.1.3.4 Lifestyle

Lifestyle is “The consumer's pattern and mode of living that is reflected in their consumer behaviour” (Doyle, 2011). Solomon (2013) describes role of lifestyle on example of two persons with same income, same education and other social-class indicators. In spite of these similarities, they have totally different buying behaviour caused by different lifestyles. The lifestyle consists of activities, interests and opinions (AIOs) (Mowen & Minor, 1998). Authors announce that person with personality considered as low-risk is probably not looking forward to leisure activities such as bungee jumping, mountain climbing or jungle exploration; so marketers should adapt to this.

Kotler & Armstrong (2014) point out on assumption that consumers are buying not only product, but also values and lifestyle representing by them. The study made by Mirosa & Lawson in 2012 founded that people who tend to buy local food are strongly influenced by their lifestyle - what and how they cook how and when they eat it. Authors also pointed out at preference of non-GM and organic food, which could be viewed as a part of lifestyle too (Mirosa & Lawson, 2012).

Some of companies are even trying to create unique lifestyle by their own activity (Kotler & Armstrong, 2014).The typical representative of lifestyle brand could be electronic manufacturer Apple. According article from International Business Times article in 2014, Apples current CEO Tim Cook is putting emphasis on customer loyalty, which brings to company high margins and protect its premium brand. He also declared that company wants to make sure that in the future, there will be always any Apple device in every aspect of personal life that could be perceived as a creating of unique lifestyle (Su, 2014).

2.1.1.3.5 Personality

Solomon defines personality as “a person’s unique psychological make-up” (Solomon, 2013, p. 237) which determines and consistently influences how consumer responds to his environment. Kotler & Armstrong adds that personality is “unique psychological characteristics that distinguish a person or group” (Kotler & Armstrong, 2014, p. 169). They state that this is determination of how will each consumer react on specific product.

When discussing concept of personality, the idea of brand personality has to be covered. Idea could be defined as “a set of human characteristics associated by consumers with a company, product, or service” (Chandler & Munday, 2011). Kotler & Armstrong (2014) put forward approach that majority of well-known brands is associated with one specific attribute. They are giving example of some companies and their unique traits; Apple is often associated excitement, the Washington Post is associated with competence and Gucci with class. A valuable study on the brand personality concept made by Huang, Mitchell & Rosenaum-Elliott in 2012 confirmed assumption that there is strong relation between customer and brand personality, i.e. that consumers tend to buy products which present characteristics that match or are similar to their own (Huang, Mitchell & Rosenaum-Elliott, 2012). While building the strong brand personality is often key to success, it has to be kept in mind, that switch from strong built brand personality could be perceived negatively by customers that have connected the brand with particular characteristic (Solomon, 2013). Some of these affected customers could even turn against brand and deride the brand on social sites or webpages.

2.1.1.4 Psychological factors

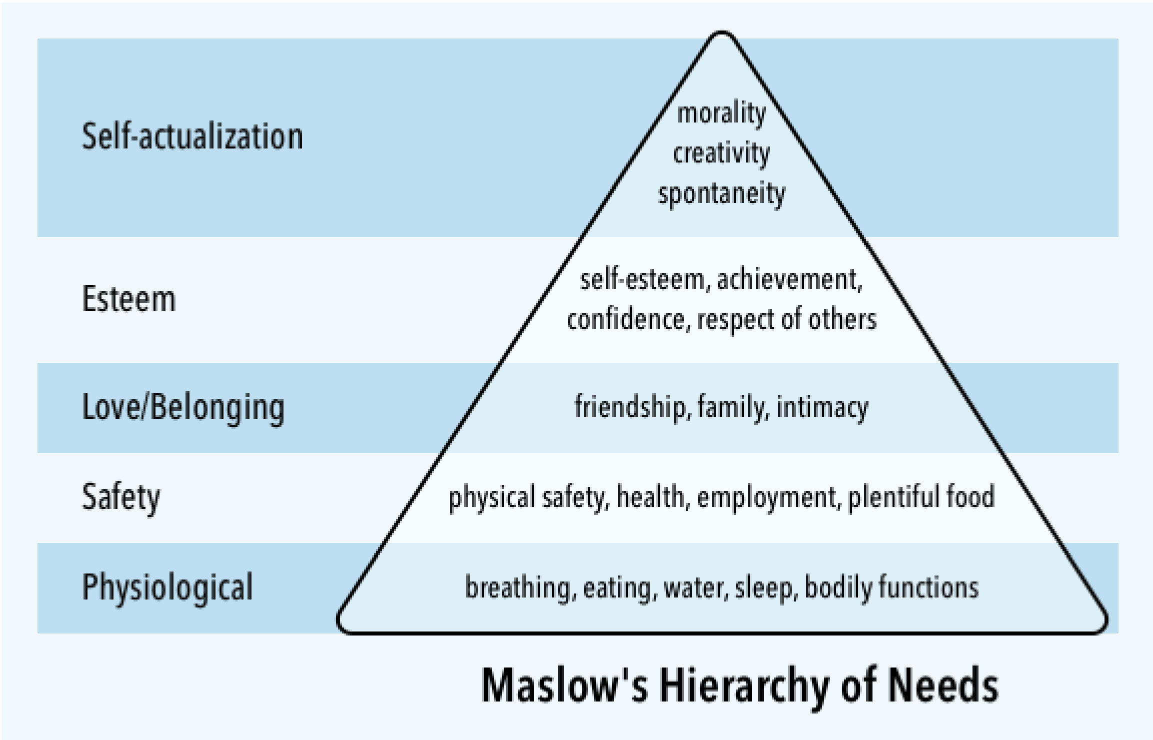
The last group of factors affecting consumer behaviour is psychological and it consists of 4 subgroups - motivation, perception, learning and beliefs & attitudes.

2.1.1.4.1 Motivation

A particular person has a many needs that transform into motives (also called drives) after reaching an appropriate level of intensity (Kotler & Armstrong, 2014). These motives further influence consumer behaviour in terms of satisfaction of the needs. There exist a lot of different approaches of how to explain motivation. As two main approaches could be viewed Abraham Maslow’s theory of need hierarchy and Sigmund Freud’s concept of drives (Kotler & Armstrong, 2014).

Maslow’s theory is based on theory that person’s needs are ordered according the importance and by this they create particular hierarchy (often presented as a pyramid), (See figure 2.2) where at the bottom are the most important needs while at the top are the least important needs (Blackwell et al., 2001). The needs that are higher in hierarchy cannot be satisfied before the needs beyond are satisfied (Arnould et al., 2004). Maslow stated that for man that is extremely hungry the most important need is food. Until he gets it, he thinks about food, dreams about food, remembers only food and wants and perceives only food (Maslow, 1943). Even when this theory seems to be quite clear and straightforward, there exist a number of academics that dismiss this theory, because many empirical studies found little or no support for this theory (Jansson-Boyd, 2010).

Figure 2.2 Maslow's Hierarchy of Needs



Source: Lullabot.com (2013)

Approach of Sigmund Freud is based on theory that person beings have 3 main minds – conscious, preconscious and unconscious, while consumer behaviour is mainly led by subconscious motives (Robertson, 1970). The one of the main purposes of theory is that consumers are not telling the true reason of buying particular products basically because they do not know it either (Kotler & Armstrong, 2014). Solomon also points out at the importance of the sexual drivers that leads behaviour. Man buying a sport car could compensate the sexual gratification (referred to midlife crisis) by purchase, but also to some persons washing and polishing the car may bring sexual satisfaction (Solomon, 2013). Freud refers to libido as energy that leads these sexual instincts (Robertson, 1970).

2.1.1.4.2 Perception

Kotler & Armstrong (2014, p. 172) define perception as "the process by which people select, organize, and interpret information to form a meaningful picture of the world". Authors further explained that after a human is motivated to act, he will select, organize and interpret information gained by five human senses in a particular way to create his own picture. Perception affects to what persons pay attention (Jansson-Boyd, 2010). This concept is closely connected to information that consumer already know and newly perceived stimuli are implemented to existing mind-set in individual unique way (Kotler & Armstrong, 2014).

Frequently discussed topic connected with perception is issue of subliminal messages. The idea could be described as influencing people's behaviour and attitude by stimuli that cannot be perceived consciously (Jansson-Boyd, 2010). This idea is connected with famous case from 1950s in the USA. Some researches claimed that the sales of popcorn and Coca-Cola in particular cinema in New Jersey rapidly increased, because during movie there had been flashing phrases "Drink Coca-Cola" and "Eat popcorn" on a screen every 5 seconds for 1/300th of a second (Blackwell et al., 2001). This idea is generally rejected by the majority of academics due to lack of information of original study (researcher of original study later admitted cheating with data); the idea was also disproved by many later studies (Kotler & Armstrong, 2014). Despite these facts, there are still some of academics who do not completely refuse this theory, such as Professor William M. O'Barr (O'Barr, 2013).

2.1.1.4.3 Learning

The learning in terms of consumer psychology refers to changes in customer behaviour caused by information and experience (Foxall & Goldsmith, 1998). Kotler& Armstrong (2014) analysed learning as a five element process (a drive, stimulus object, cue, response and reinforcement). Process starts with a drive, what is internal stimulus that request action. A drive is transformed into a motive when there is a stimulus object – Kotler & Armstrong gave an example of a self-actualization (a drive) could motive to camera purchase (a stimulus object). Next there are determined cues – i.e. how, where and when consumer responds. These all factors will determinate a response. If the consumer buys a particular product after evaluating all these previous elements and is pleased with it, his choice will be reinforced. This experience could affect his future purchase decision in behalf of this brand, when choosing same or similar products (Kotler & Armstrong, 2014).

Foxall & Goldsmith (1998) explained that different learning approaches could lead to divergent results. The purchase of particular brand could be affected by good recommendation, but after unsatisfying experience could be the same brand avoided in the future. A study about what influences choosing of electrical motorcycles made by Professor Sung in 2010 pointed out at importance of learning of customers by organizations. He founded that among consumers more informed about this alternative vehicle there was an increase of possible choice of electrical type when purchasing a motorcycle (Sung, 2010).

2.1.1.4.4 Beliefs and Attitudes

Kotler & Armstrong (2014, p. 173) defined beliefs as “a descriptive thought that a person holds about something”. Schiffman & Kanuk (2007) agree on definition and add that beliefs tend to reflect a person’s individual knowledge about that item. Despite this agreement, Blackwell et al., (2001) believe that beliefs represent personal judgements about connection between two or more things. This idea seems to ignoring possibility of one subject, but on the other hand Blackwell et al. agrees on role of knowledge. Marketers should try to analyse beliefs of consumers to find out what they think about their products. There is also tendency to correct wrong beliefs that may block purchases by campaigns that should correct these counterproductive beliefs (Kotler & Armstrong, 2014).

Blackwell et al. (2001, p. 289) shortly defined attitudes as “what we like and dislike”. More comprehensively, attitudes could be defined as long-term beliefs that are expressing our deeper values; these beliefs could be reflected as opinions and a tendency to behave or not behave in a particular way (Chandler & Munday, 2011). Because changing attitudes is even more difficult than changing beliefs thank to its long-term character, marketers should try to analyse, recognize them and adapt to them (Kotler & Armstrong, 2014).A valuable study on consumers attitudes in terms of organic food made by Lee and Goudeau in 2014 brought some interesting results. Researchers found that consumer prevailing opinion is that organic food is good for health, but ecologic factor had been perceived mainly insignificant (Lee & Goudeau, 2014). According general attitudes founded in study, marketers should focus more on health aspects of organic food instead of ecological.

2.2 Computer game industry

2.2.1 Video gaming industry

Video gaming industry seems to be transforming into one of the most expanding industries. Video games will presumably be the most impressive and fastest growing part of mass media in next 10 years (Hennig-Thurau & Marchand, 2013). According to internationally recognized agency Newzoo specializing in the gaming industry, global games market revenue in 2013 was $70.4 Bn (Newzoo, 2013). In 2013, Newzoo agency predicted that revenue will increase significantly to reach $86.1 Bn in 2016, but year later in 2014, agency had to revaluate their estimate to total revenue of gaming industry of $95.2 Bn in 2016 (Newzoo, 2013; Newzoo, 2014a). This could demonstrate the expansion of the industry.

Shane Greenstein (2013) commented on current situation in video game industry. Global market is significantly differentiated (Martin & Deuze, 2009). According Greenstein's article, there seems to be existence of 2 main entities – big branded developers and independent developers. There is kind of encounter between them, because big developer organisations would like to concentrate development and production of games into one place and make games based on proven and safe concepts (this could be an example of game series Call of Duty). On the other hand, independent developers would like to create new and innovative products (like game Fruit Ninja made by Halfbrick Studios), but thanks to this passion they are taking big risk of failure (Greenstein, 2013). This current situation is substantially changing due to raise of new platforms (such as Facebook, Android, iOS), where is much easier and cheaper to create a game for independent developers. Small studios have better chance to penetrate the market and possibly succeed (Greenstein, 2013).

The video gaming industry could be divided into several sectors - computer games, mobile games, handheld video games and video game console (Hennig-Thurau & Marchand, 2013). This dissertation is focusing on computer games industry. The reason of focusing only on computer game industry is the character of this particular sector such as new trends in distribution channels, increasing importance of e-sport as a part of industry and not least significant issue of piracy.

The video gaming industry seems to be influenced by main market powers (that also influences other industries) such as economic situation, global political situation, regulatory and other (Ip, 2008). However, the industry appears to have 2 distinctive influences – technology and content convergence (Ip, 2008). Advancement of games is dependent on hardware and this technological convergence could be illustrated on example of evolution of a data medium. The introducing of new mediums such as CDs, DVDs or Blu-Ray allowed providing new more data-intensive games to satisfy requirements of costumers and also producers (Ip, 2008). Hennig-Thurau & Marchand (2013) agree on statement that games are dependent on hardware and technical capabilities and they used in their paper concept presented by Martha C. White in 2013 describing gaming industry as "cyclical business". The second distinctive influence – content convergence – is often presented as idea that games are closely linked to movie industry by tracking and creating of trends. A lot of games have been made based on the movie and vice versa (Ip, 2008).

2.2.2 Game players

Leaving aside the parents (or friends) buying games for their children (or friends), the main consumer group are players themselves. It could be useful for the needs of research to divide people who play games into groups based on their relationship to games. According their relation According Adams's (2002) typology reflecting 15 aspects (e.g. willingness to pay, age of starting play, time spend by playing games, etc.), there are 5 main types of gamers:

> **Ultra casual or non gamers** – people who are not interested in games at all or showed minimal interest. This could be caused by ignorance or rejection of games, but also by lack of awareness.
>
> **Casual** – these players are not rejecting games, but demonstrated low interest about playing.
>
> **Transitional/moderate** – transitional players have knowledge and experience with games, but they are not inevitably following the latest trends in gaming or buying the newest games. Moderate players could be described as neutral.
>
> **Hardcore** – this group presents players that have great knowledge and experience with gaming and also spend a lot of time and resources on games.
>
> **Ultra hardcore** – these gamers spent significant amount of money and time on games; they take gaming very serious. They could be also called obsessive.

2.2.3 Business models

In history, there had been only one option how to distribute games – by physical medium such as floppy disc or later compact disc. With the development of internet and playing online (majority of games is played online in recent days), several various distribution and payment channels have been established (Hennig-Thurau & Marchand, 2013).

There are 2 main categories of monetization of games – Pay-to-play and Free-to-play models (Hennig-Thurau & Marchand, 2013).

Pay-to-play models consist of 3 main models –retail distribution, digital distribution and periodic (mainly monthly) payment models (Perry, 2008). Perry further describes models:

> Retail distribution includes selling of physical mediums – often called boxed products.

Digital distribution through online services such as Steam allows to player to download, unlock and play a game after payment. Player is holding legal copy of game, but not physical medium.

Periodic payment models allow player to play game (gained by retail or digital distribution) to play after paying periodic payment. This model is often used in multiplayer online games. There exists also alternative to this “classic” periodic model and it is model, where player pays only for exact time spent in virtual world – often used in internet cafés.

Free-to-play models allow to player to play downloaded game for free. Monetization of these games is through system of transaction for additional content (items, zones, levels), unlocking of locked content of game or cosmetic enhancements (Hennig-Thurau & Marchand, 2013).

Despite popularity of free-to-play models, there are doubts about its effectiveness (Lin & Sun, 2011). Lin & Sun (2011) in their paper observed, that disadvantage of free-to-play models could be willingness of some players to play for additional content, that is not necessary for full gaming experience. They declare that pay-to-play models are more effective, because players that already paid for game want to get the most of their purchase (Lin & Sun, 2011). Despite these thoughts, between January and September 2014 players spent $964 million in micro transactions (that do not give an advantage to player) in game League of Legends, which is most played game of recent days (PCgamer, 2014).

2.2.4 Violent behaviour

Since the beginning of developing and realising action games, there has been discussion about relationship between violence and playing video games (Larson et al., 2011). There exist a huge number of different opinions and studies made on this particular topic.

Ellen Wolock (2004) presented a list of several studies that were claiming connection between violent behaviour and playing video games. Some of researchers found that monitored subjects were inclining to aggressive behaviour right after they played a violent video games; some of studies claimed that people who played violent games have higher blood pressure and are more hostile; another study assumed that children playing violent games are more negative in responding to provocative question comparing to children playing non-violent games (Wolock, 2004).

Despite these studies, Wolock states that there is no proven relation between these elements. He makes clear that these studies were not relevant and used methods were not proving anything – such as method of measuring blood pressure or method of negative responses to questionnaire (Wolock, 2004). These methods are lacking of some sort of long-term monitoring and evaluation. Larson et al. (2011) agrees on untrustworthiness of these researches and comments on this topic. He states that violent games themselves do not induce violent behaviour, but aggressive individuals naturally incline to playing violent games (Larson et al., 2011).

2.2.5 Piracy

Piracy is one of the most essential issues connected with video games and computer games especially (Hennig-Thurau & Marchand, 2013). Despite importance of this aspect of gaming industry, there is an extensive absence of objective information (Drachen et al., 2011). Drachen et al. tried to get an objective view on video game piracy. They have made extensive study exploring distribution of 127 particular games via BitTorrent site, which is a peer-to-peer network allowing user to download and redistribute files to other users (mainly used for games and movies). They found out that BitTorrent users tend to download the most popular and best review games – usually the most commercial and expensive ones. The 10 most downloaded games made almost 42% of all download (Drachen et al., 2011).

Overall video game piracy seems to be decreasing (Depoorter, 2014). Depoorter adds that piracy has always been issue connected rather with computers than consoles. There could be several reasons such as necessity of hardware modifications of consoles to be able to play pirated versions or overall lower technical expertise of console players compared to computer (Deeporter, 2014).

Situation with computer piracy tend to be better, because computer games sales are constantly growing, while console games sales are slowly decreasing (Evangelho, 2014). According Gabe Newell (authority in gaming world; co-founder of Valve Company), the raising popularity of PCs and decreasing piracy are due the change of whole computer environment (Bishop, 2011). In recent games, majority of computer games (not console) is sold online through services such as Steam. Newell demonstrates that players are willing to pay for games so there is no prising issue connected with piracy. It is caused by change in customer service. Player can buy game immediately; has plenty of discounts on games; gets regular updates; can play and compare with friends; does not have to face to troublesome anti-piracy protection (Bishop, 2011).

2.2.6 Merchandise

In history, games had been predominantly territory of teenage and adolescent males. In recent days, there seems to be big diversity in this area. For example typical American console player is 37 years old and 42% of them are women (Hennig-Thurau & Marchand, 2013). Majority of people play some games occasionally – some plays mobile phone Angry Birds; some plays latest hi-end action computer game (Sacco, 2013). Because video games have transformed into mainstream, there is raising popularity of game related products such as t-shirt, toys, poster, stuffed toys and other apparent or accessories (Sacco, 2013). Furthermore, decline of physical sales distribution pushes gaming specialist to focus on these items instead of selling classic boxed games (Sacco, 2013).

2.2.7 Electronic Sport

Electronic Sport (shortly E-sport) could be described as a „recreational activity involving competition using mental and physical abilities in a virtual online environment similar to the reality‟ and includes „various competitions and leagues involving network games‟ (Lee, An & Lee, 2014).

There seems to be cultural shift in gaming industry. Players do not want to play alone in their rooms anymore, but they rather meet similarly minded people (Newzoo, 2014c). According to agency Newzoo specializing in video gaming industry, 44% of gamers is aware of E-sport; 7.3% of gamers watch e-sport occasionally; 5.4% of gamers watch e-sport often or participate events (Newzoo, 2014b). When counting only US and Western Europe, there is about 47.7 million of people watching or participating in E-sport (Newzoo, 2014c).

People attending live E-sport events or watching them online are showing similar behaviour and attitudes as people watching or attending sports events understood in classical way, so this seems to be opportunity for marketers (Eventbrite, 2015). After attending E-sport event, players are more likely to buy new content related to game, purchase services or goods from a used or showed brands and also buy new gear according event (Eventbrite, 2015). Gamers also support and watch their favourite team or player, so as result they are more likely to buy promoted or used gear, goods or services by their favourite (Eventbrite, 2015).

2.2.8 United Kingdom and Czech Republic

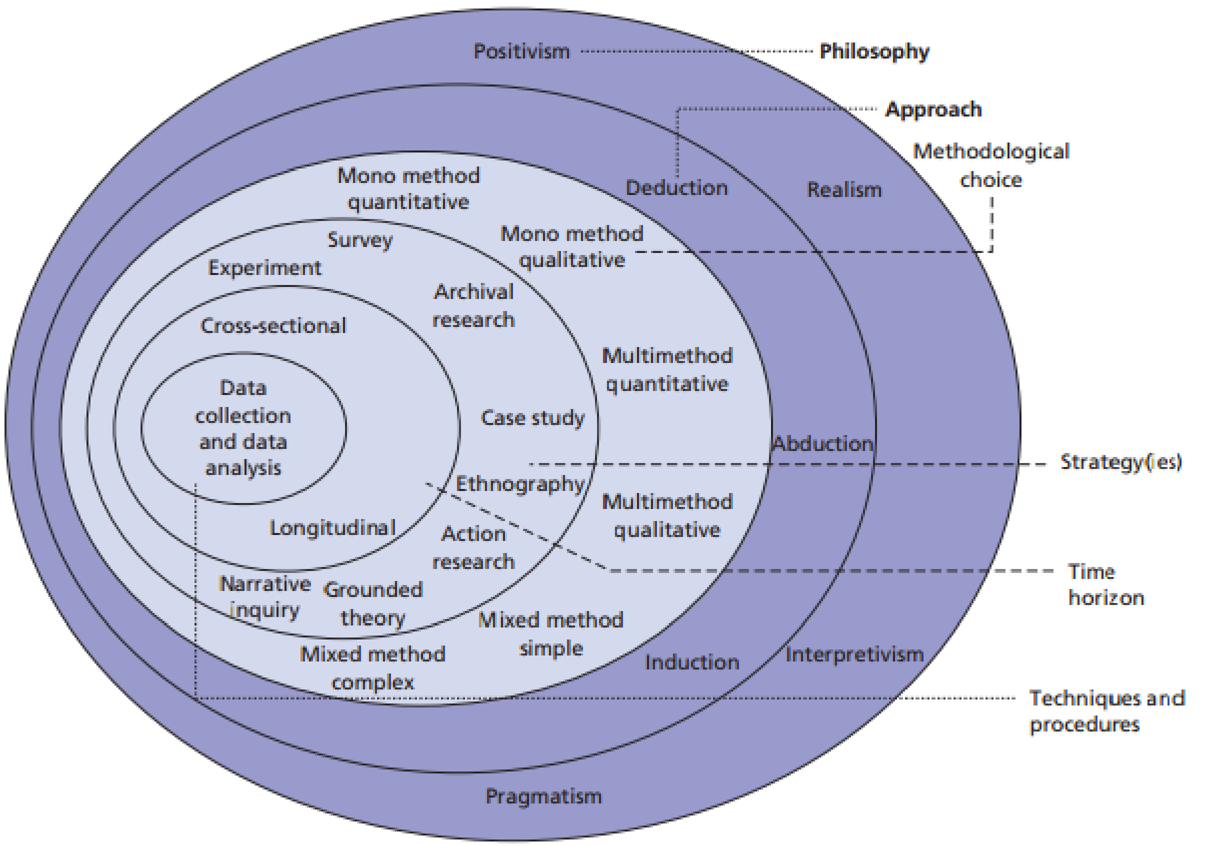
This thesis focuses on computer gaming sector in United Kingdom and Czech Republic. These two countries have slightly different preferences in terms of platforms used for playing games. According consumer study by Interactive Software Federation of Europe (November 2012), in United Kingdom is used computer to play games in 30% of cases compared to 49% in Czech Republic. In field of mobile gaming is situation in both of countries almost the same – 25% in Czech Republic and 22% in United Kingdom. However, in field of video game consoles is situation substantially different – 28% in United Kingdom to 16% in Czech Republic (Interactive Software Federation of Europe, 2012a; Interactive Software Federation of Europe, 2012b). This disparity can be explanation of dissimilar situation in computer gaming area between these states.

3 Methodology

3.1 Introduction

The aim of this chapter is to describe process of choosing right method of research to achieve the most relevant results to set objectives. To obtain the best choice of method, "the research onion" presented by Saunders, Lewis& Thornhill had been chosen (Saunders et al., 2012). Following part of this chapter will define examined sample and questionnaire design. Consequently, pre-testing, validity, reliability, practicality and ethical will be described. Finally, limitations of study will be outlined.

Figure 3.1: The Research Onion



Source: Saunders et al. (2012)

3.2 Research Method

By examining "the research onion", positivism as a research philosophy and survey as a research method have been chosen. There are 3 options of doing survey - questionnaires, structured observation and structured interviews (Saunders et al., 2012). Method of questionnaire is the most suitable for achieving objectives set in this thesis. It is an effective method of collecting data in case that researcher has a clear idea of what and how wants to measure (Sekaran & Bougie, 2010). Survey also allows accumulating quantitative data that could be further analysed by using descriptive and inferential statistics to find out relations between variables (Saunders et al., 2012).

There are two main categories of questionnaires – self-completed and interviewer-completed. For the needs of this survey, self-completed internet questionnaire have been chosen (Saunders et al., 2012). Here is a list of reasons of choosing online method:

This thesis is focused on computer gaming among student, so requirement of computer-literacy for using this method is fulfilled.

Large size of sample could be covered by using this method.

Respondents are not influenced by questioner.

The questions are mainly closed and not complex.

Automated data input helps to easier analysis of relations between variables.

The element of anonymity is also fulfilled, what is important because of nature of some questions focusing on piracy.

The main disadvantage of this method is relative low response rate, which is usually below 11% (Saunders et al., 2012). Saunders et al. also adds that this low response rate could be often caused by misunderstood of questions. This effect could be extenuated by pilot study.

3.3 Sample and questionnaire design

The sample made people who play computer game. There was no limitation in terms of age, except that only people older 18 years could participate.

The questionnaire was designed in a way that enabled a respondent to choose an answer from a list of options. In most of questions the respondent could pick only one answer from several options, 4 of questions allowed the respondent to choose more than 1 answer or give their own comments or ideas. Total number of questions was 23.

First part of questionnaire focused on personal information about the respondent, following part explored Pay-to-play models, next free-to-play models questions were asked, following questions about piracy and finally, questions about additional information were asked.

3.4 Pilot Study

When choosing questionnaire as method used for survey, the pilot study seems to be good way of pre-testing. Pilot study provides face validity – shows if the questions and whole questionnaire make sense (Saunders et al., 2012). Pilot testing makes sure, that respondents will understand to questions and as result will fill up the form. It will also enable to researcher to get some estimate of the validity and reliability of questions (Saunders et al., 2012).

Questionnaire had been sent to a few students playing games on regular basis. Forms were sent to students via social sites. After pre-testing, some of questions were corrected to be more understandable. As an example could be taken the question focusing on categorization of players. Some respondents doing pilot study could not understand the difference between characterisation of hard-core and ultra-hardcore players, so more expressive words have been used to make clear this difference. After a few modest corrections of some questions, questionnaire has been considered as satisfactory and understandable.

3.5 Validity

Validity is concept referring to the accuracy of results (Robson, 2011). There will be always chance, that some of respondents will not tell the truth or fill questions negligently. Because of this issue, it is important to choose relevant sample (it this case computer-literate students) and make sure that questionnaire is understandable for focused group. Pilot study helped to fulfil this condition.

3.6 Reliability

Reliability is concept referring to stability of the measures (Ghauri & Grnhaug, 2010). Questionnaire has to be reliable to be valid (Saunders et al., 2012). From the other side, when questionnaire is reliable, it does not mean that it is valid. There develop situation, when one or more questions could be misunderstood by an extensive number of respondents, so results are reliable, but not valid. This could be avoided by proper pilot study and providing the same conditions for all of participants. Made pilot study and nature of online questionnaires could fulfil this concept.

Practicality

The usage of online questionnaire fulfilled need of practicality. It is cheap (in some cases free) method of collecting data. It is also more practical procedure in terms of time, because it allows getting a significant amount of data in relative short term and also once are data collected, it is up to researcher when to analyse them (Saunders et al., 2012).

3.7 Ethics

With questionnaire survey, ethical issues have to be considered. Saunders et al. (2012) listed some of usual aspects of ethics, which has to be considered such as voluntariness, privacy, anonymity and confidentiality of participants.

Participation in this survey was voluntary; respondents were not forced to answer to questions. This condition is important for validity of results. Due to nature of some of questions, participants were assured that survey will be anonymous and provided information will be evaluated confidentially.

3.8 Limitations of Research

Main limitation of this particular study is gender disproportion of respondents. Collected data were mainly from male respondents. This was caused due to place where the data will be collected – online discussion gaming forums and social sites focused on gaming. There seems to be bigger proportion of male population.

Another limitation is disproportion of age between two researched countries. The sample from the United Kingdom were overall older compared to the Czech Republic. This could also bring another limitation – disproportion in income of respondents.

The disproportion of income between British and Czech respondents was caused by age and also by economic situation in both of countries. This may influence results focusing on relationship between income and amount of money spent in several areas.

Despite a great attention given by author to make sure that British and Czech questionnaires have the same meaning, there was no authorized translation, so certain inaccuracy in translation could be presented.

4 Results of Survey

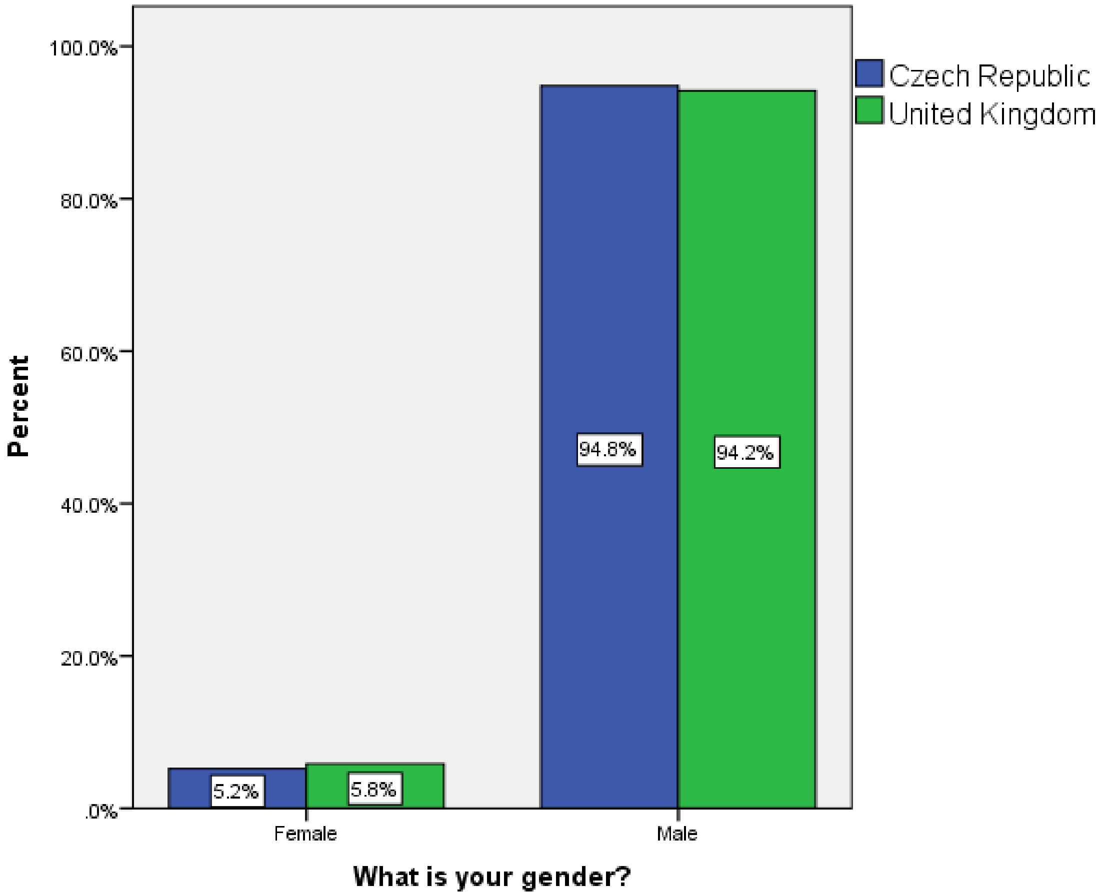
The aim of this charter is to interpret obtained answers from questionnaires. Firstly, profile of respondents will be described. Next part of chapter will present results of pay-to-play models. Following section is focused on free-to-play models results. In the next sections, the influence of piracy will be examined. Finally, additional information will be described.

4.1 Profile of Respondents

185 respondents attended in the survey. 108 of questionnaires were filled by citizens of the United Kingdom. 77 of questionnaires were filled by citizens of the Czech Republic. From 108 British questionnaires, 5 of them were filled wrong, gave nonsensical or offensive answers. These wrong questionnaires were discarded. Final number of appropriate questionnaires is 180 – 103 from the United Kingdom and 77 from the Czech Republic.

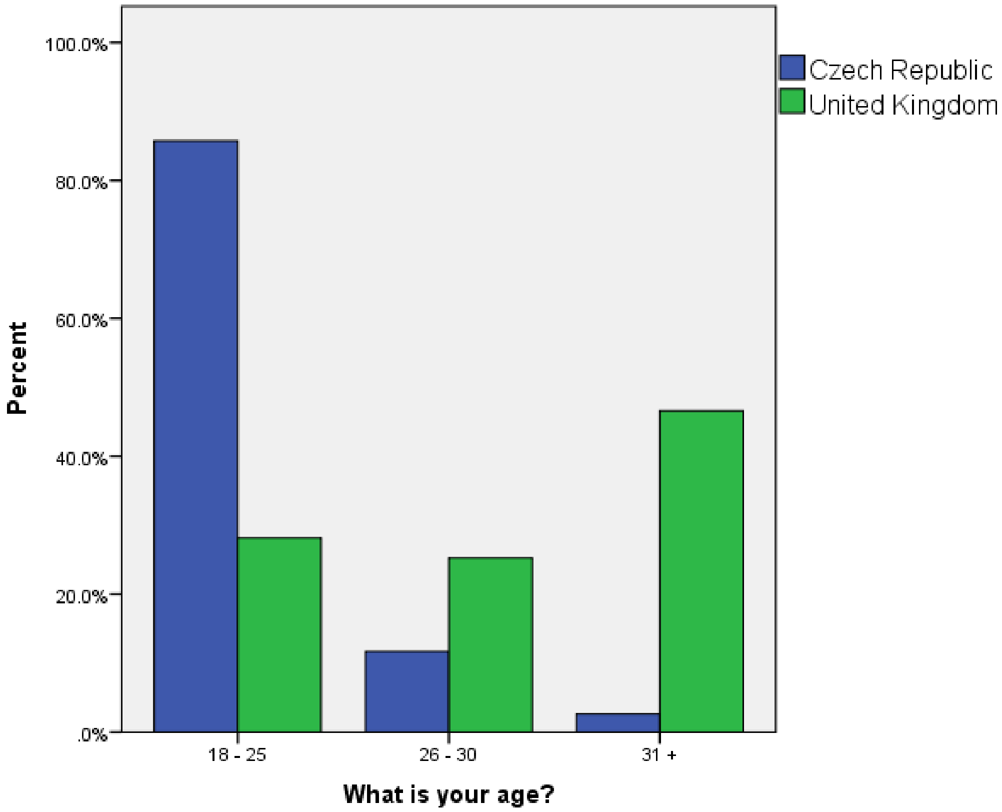
In terms of gender, there is big disproportion between males and females respondents. This disproportion could be caused by nature of the collection points of questionnaires. Questionnaires were distributed through online gaming discussion forums, IT discussion forums and gaming discussion chats, where seems to be bigger proportion of male compared to female. On the other hand, almost the same proportion of respondents in terms of gender in both – the United Kingdom and the Czech Republic – gives quite reliable results.

Figure 4.1Gender of respondents



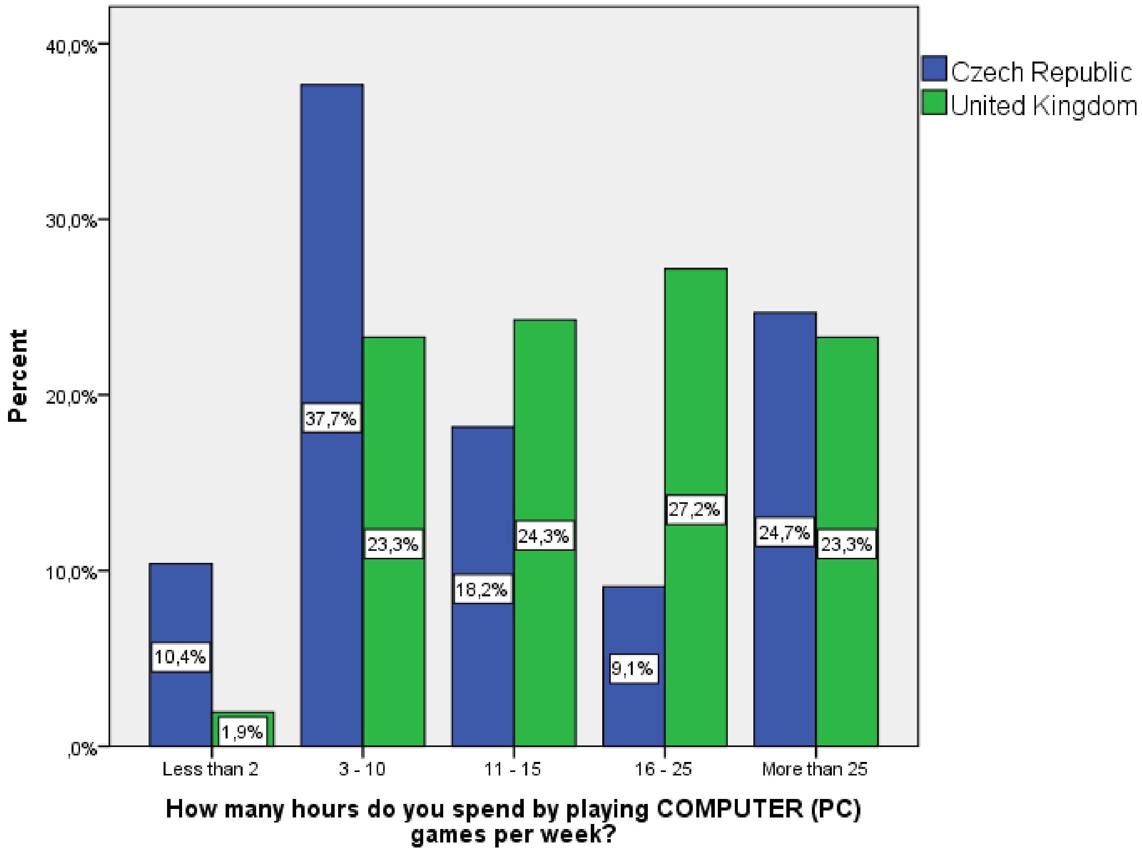
In terms of age, respondents from the Czech Republic belong mainly to group 18 – 25, while age of the UK respondents was relatively balanced with a slight predominance of respondents from 31+ group.

Figure 4.2: Age of respondents



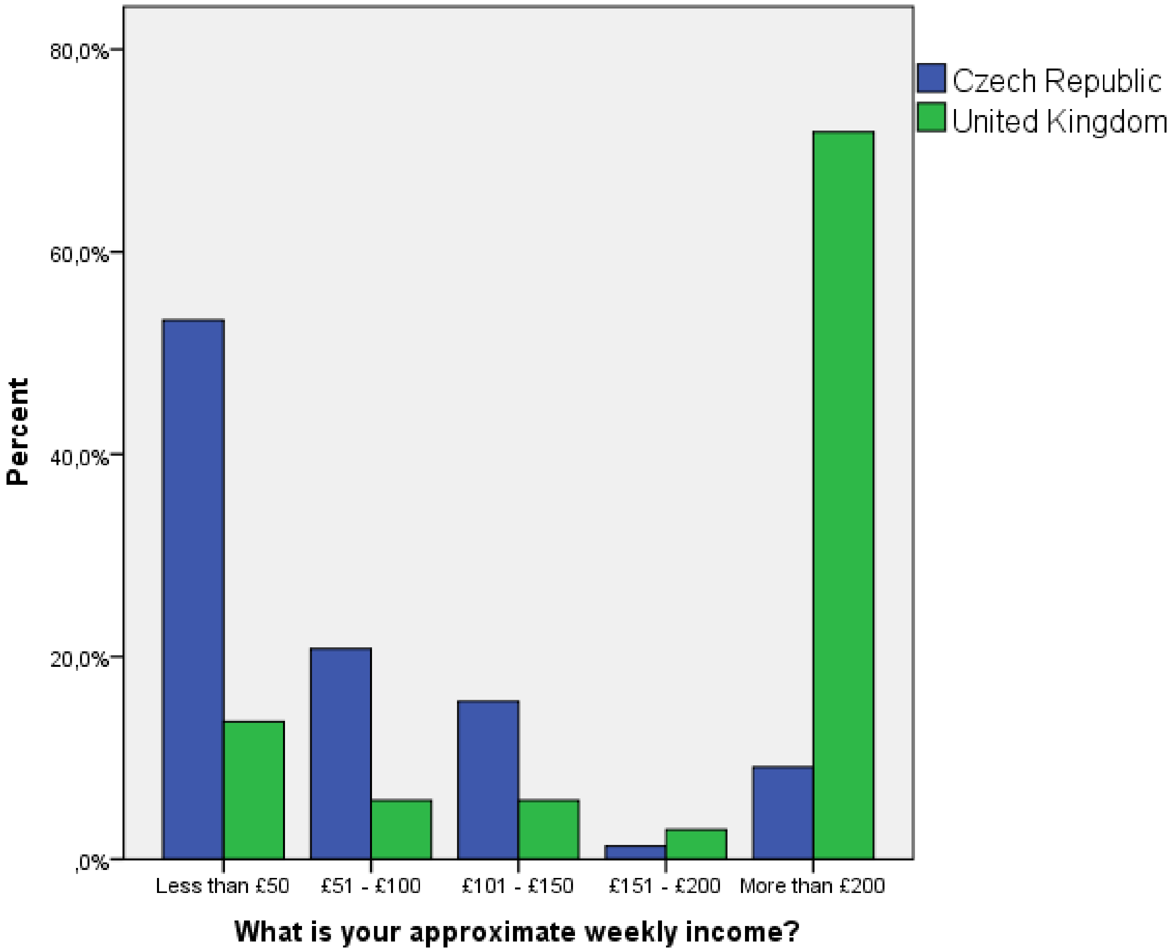
Respondents were asked about their time spent by playing computer games per week. It was found that Czech players are playing less than British players, but only when looking on people that are playing less than 25 hours per week. Proportion of people playing more than 25 hours per week (what is approximately 3.5 hour per day), is very similar in the United Kingdom (23.3%) and in the Czech Republic (24.7%).

Figure 4.3Hours spent by playing per week



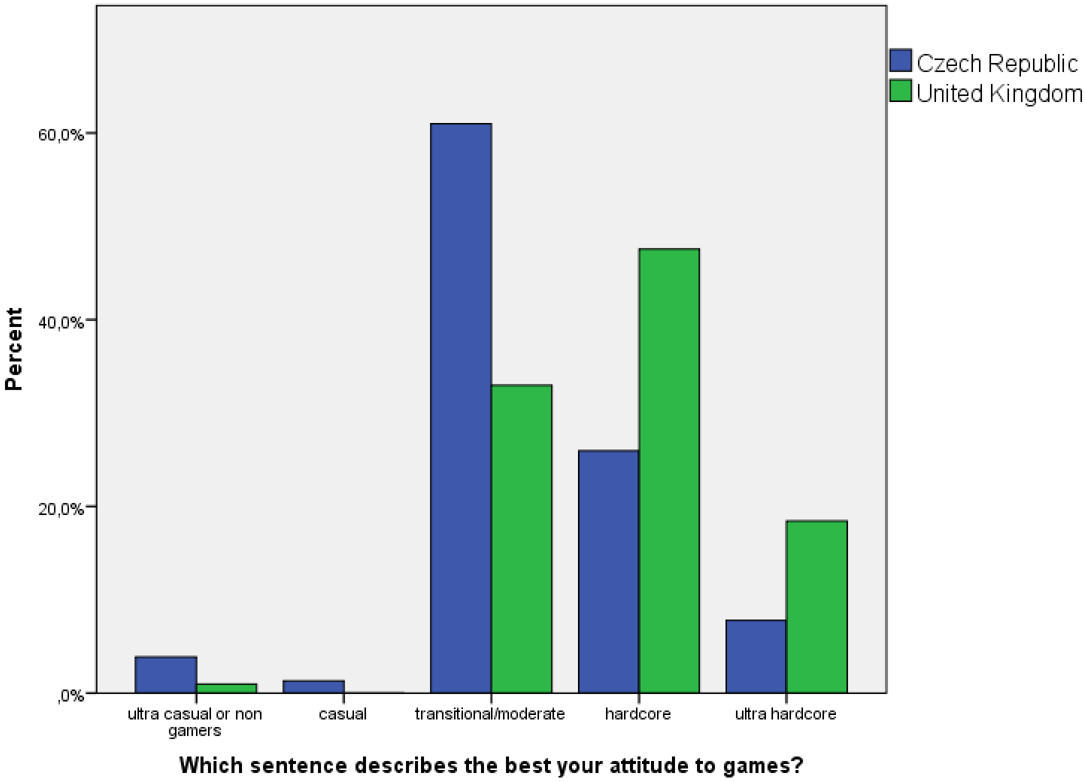
Following question was focused on weekly income of respondents. Results were not surprising, because majority of British respondents was in group earning more than £200, while majority of respondents from the Czech Republic belonged to group earning less than £50. This disparity could be caused by age of respondents (Czech respondents were younger) and economic situation of both of countries. The Czech Republic GDP per capita in 2013 was $19,884.8, while the United Kingdom GDP per capita in 2013 was $41,787.5 which is more than twice higher than Czech (The World Bank, 2015).

Figure 4.4: Income of respondents



The last question examining profile of respondents was question ascertaining attitude of respondents to computer games. This question was based on classification designed by Adams in 2002. Players were divided into 5 categories which are ultra casual or non gamers; casual players; transitional/moderate players; hardcore players; ultra hardcore players (for further details see Computer games industry chapter). Most of respondents from both countries belong to groups transitional/moderate (61% Czech; 33% UK) or hardcore (26% Czech, 48% UK). It could be examined that in general, British gamers consider themselves as more enthusiastic players compared to their Czech counterparts. Only small proportion of respondents considers themselves as casual, ultracasual or non gamers.

Figure 4.5: Attitude of gamers



4.2 Pay-to-play models

The aim of this part of chapter is to find out, how much people spend on games, how many games do they buy, how strong are relationships between variables and also which factors consider participants as the most important when buying a game. To explore relationships, a correlation as a statistical tool has been chosen. Before applying correlation tools, data had to be explored, if they fulfil conditions for usage of parametric statistical test. Data collected for this survey did not fulfil condition of normality, so instead of parametric test Person's Correlation Coefficient, its non-parametric counterpart Spearman's Rank Order Correlation (rho) has been chosen. Disadvantage of usage of non-parametric test is its lesser reliability compared to its parametric alternative. This adverse effect is partly negated due to high number of observations of this particular survey.

4.2.1 Physical copies

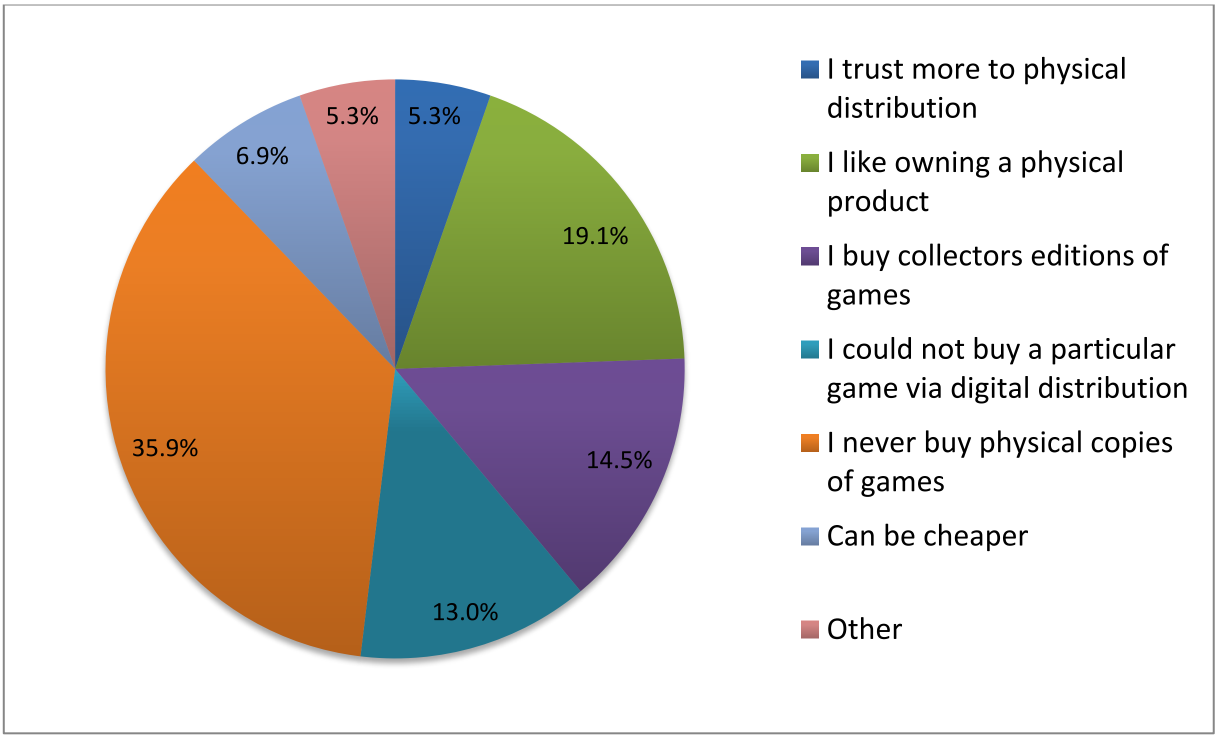
First 3 questions of Pay-to-play models part of questionnaire focused on physical copies of games. It was found that players in both countries buy approximately the same number of physical copies of games and also spent similar amount of money. More precisely, in the United Kingdom 81.6% of people buy less than 5 physical copies of games per year and in the Czech Republic the number is 85.7%. In terms of spending money, results are even more balanced. On physical copies of games, 56.3% of British players spend less than £25 compared to 53.2% of Czech players. For full results see Appendix B, table 8.1 and table 8.2.

First correlations explored how strong is relationship between gamers attitude to games and amount of money spent on physical copies of games. See Appendix B, table 8.3. In terms of the Czech Republic, there was found a medium, positive correlation between attitude to games and spending on physical copies of games [$r=.390$, $n=77$, $p<.0005$]. In terms of the United Kingdom, there was found a small, positive correlation between variables [$r=.133$, $n=103$, $p<.0005$].

Second correlation explored how strong is relationship between income of players and amount of money spent on physical copies of games. See Appendix B, table 8.4. For British players, it was found a small, positive correlation [$r=.092$, $n=103$, $p<.0005$], which is almost 0. That means that there is almost no effect of income on spending on physical copies of games, so British players are not influenced by income. In terms of Czech Republic, there was found a small, positive correlation [$r=.266$, $n=77$, $p<.0005$], so Czech players are more influenced by their income in buying games, but still the effect of income is small.

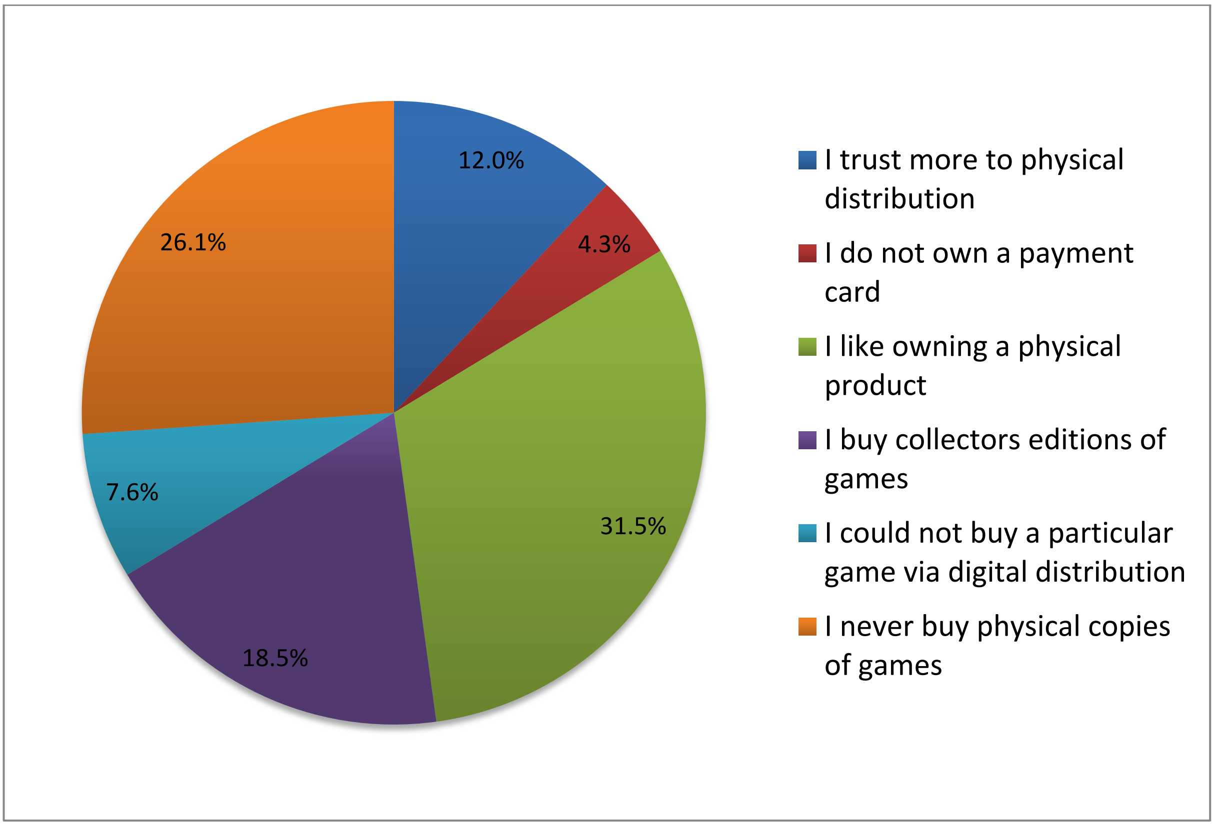
One of objectives of survey was also to find out, why gamers spend money on physical copies of games. 47 of 103 respondents never buy physical copies of games, so it is 45.6% of respondents. Most of British respondents answered that they never buy physical copies of games, which made 35.9% frequency of this answer among all answers. Significant reason for physical purchase was that players like to have a physical product. No one of respondents answered, that they do not own a payment card. Also 6.9% of respondents answered, that physical copies can be cheaper, which was not in available answers, so this new category has been created. Some of respondents had different reasons such as happenstance, impulse purchases, size of game and other. For more details see figure 4.6.

Figure 4.6: Reasons for purchase of physical copy – British players



In terms of Czech players, majority of players buy physical copy of game, because they like having physical product. 24 of 77 of players never buy physical copies of games, which is 31.2%. Frequency of this answer was 26.1% among all answers. Also quite significant number of Czech players (18.5%) buys collectors editions of games. See figure 4.7.

Figure 4.7: Reasons for purchase of physical copy – Czech players

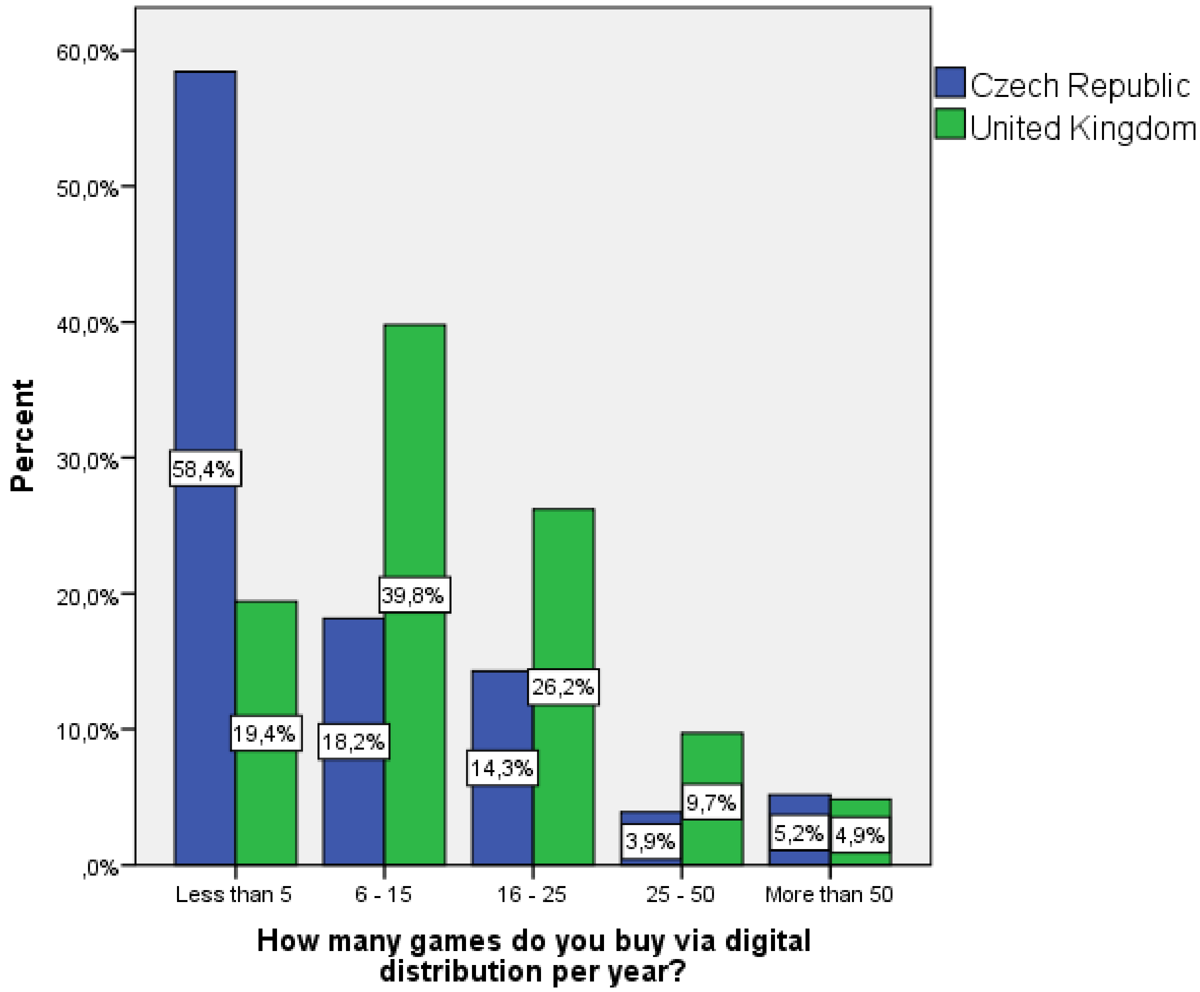


4.2.2 Digital copies

While results in purchases of physical copies of games were similar in both of countries, results in purchases of game via digital distribution were different in each country. For more details see Appendix B, table 8.5 and table 8.6.

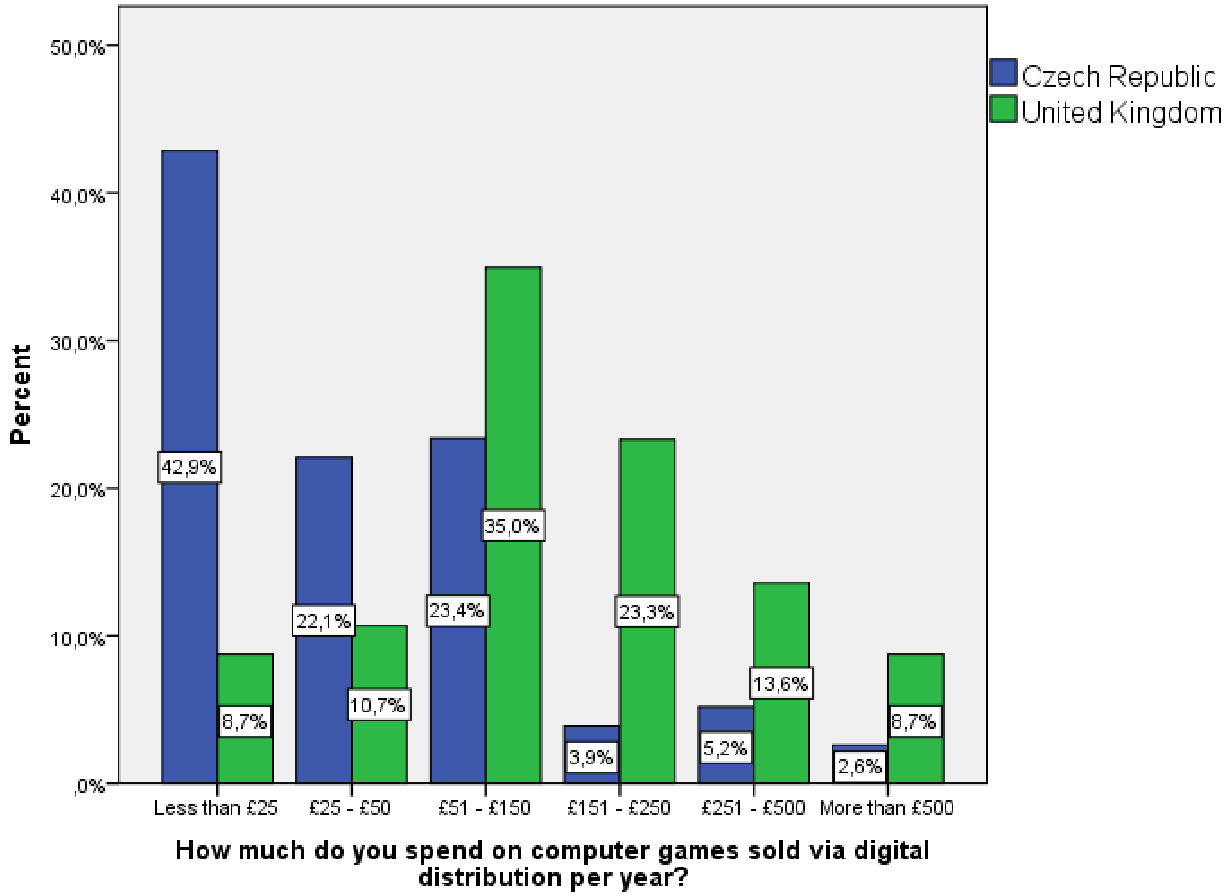
First question explored how many games gamers buy via digital distribution. There were some differences between countries, but in both cases it can be seen that people buy more games via digital distribution compared to physical copies. See figure 4.8.

Figure 4.8: Number of games bought via digital distribution



Second question explored how much players are willing to spend on games via digital distribution per year. It was found that people in Britain are spending much more than people in Czech Republic. Almost 43% of players in the Czech Republic spend less than £25 per year compared to almost 9% in the United Kingdom. See figure 4.9.

Figure 4.9: Amount of money spent on games sold via digital distribution

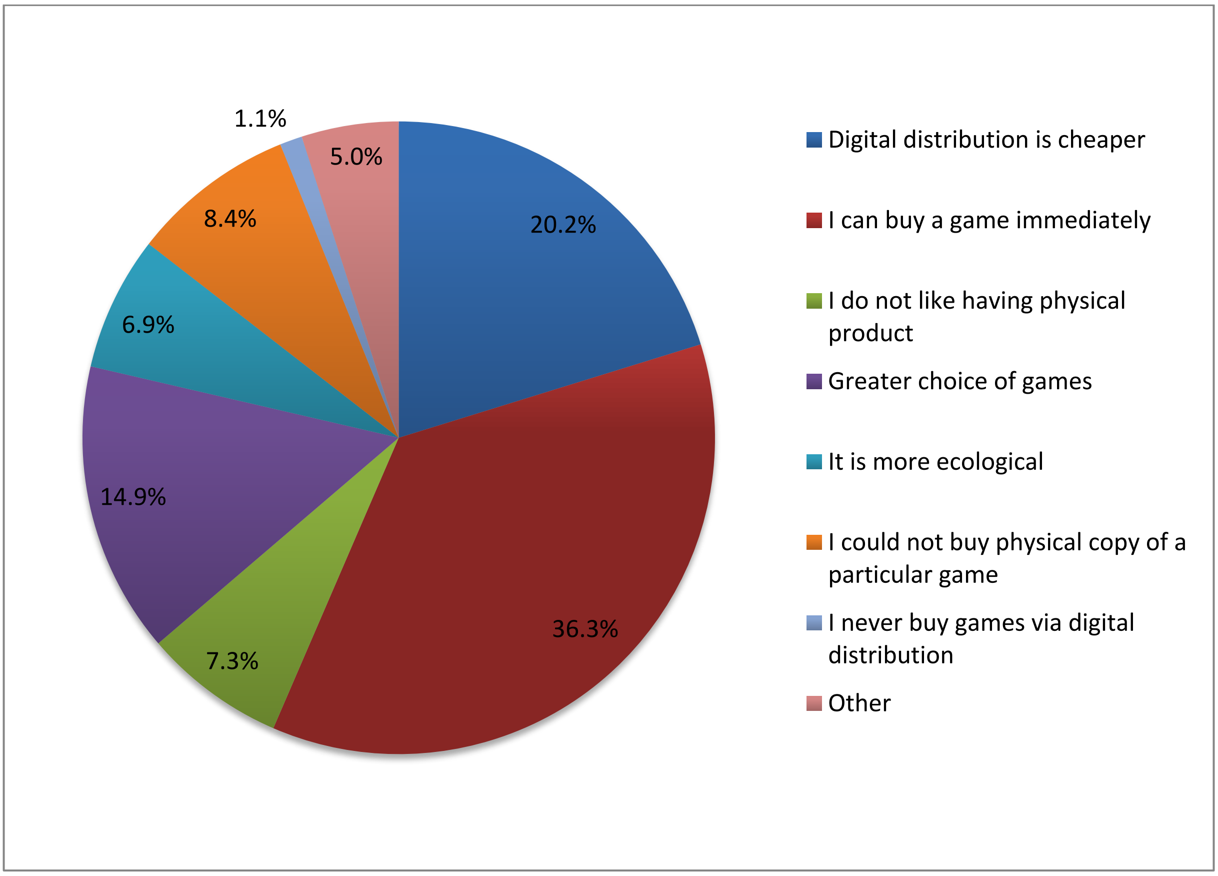


First correlations explored how strong is relationship between gamers attitude to games and amount of money spent on games via digital distribution. See Appendix B, table 8.7. In terms of the Czech Republic, there was found a large, positive correlation between attitude to games and spending on games via digital distribution [r=.528, n=77, p<.0005]. In terms of the United Kingdom, there was found a medium, positive correlation between variables [r=.361, n=103, p<.0005]. These results can be perceived as that attitude has a big effect on willingness to spend money on games via digital distribution in both of countries. Furthermore, this effect is bigger than in case of purchases physical copies of games.

Second correlation explored how strong is relationship between income of players and amount of money spent on games sold via digital distribution. See Appendix B, table 8.8. For British players, it was found a medium, positive correlation [r=.428, n=103, p<.0005]. In terms of Czech Republic, there was found a medium, positive correlation [r=.473, n=77, p<.0005].

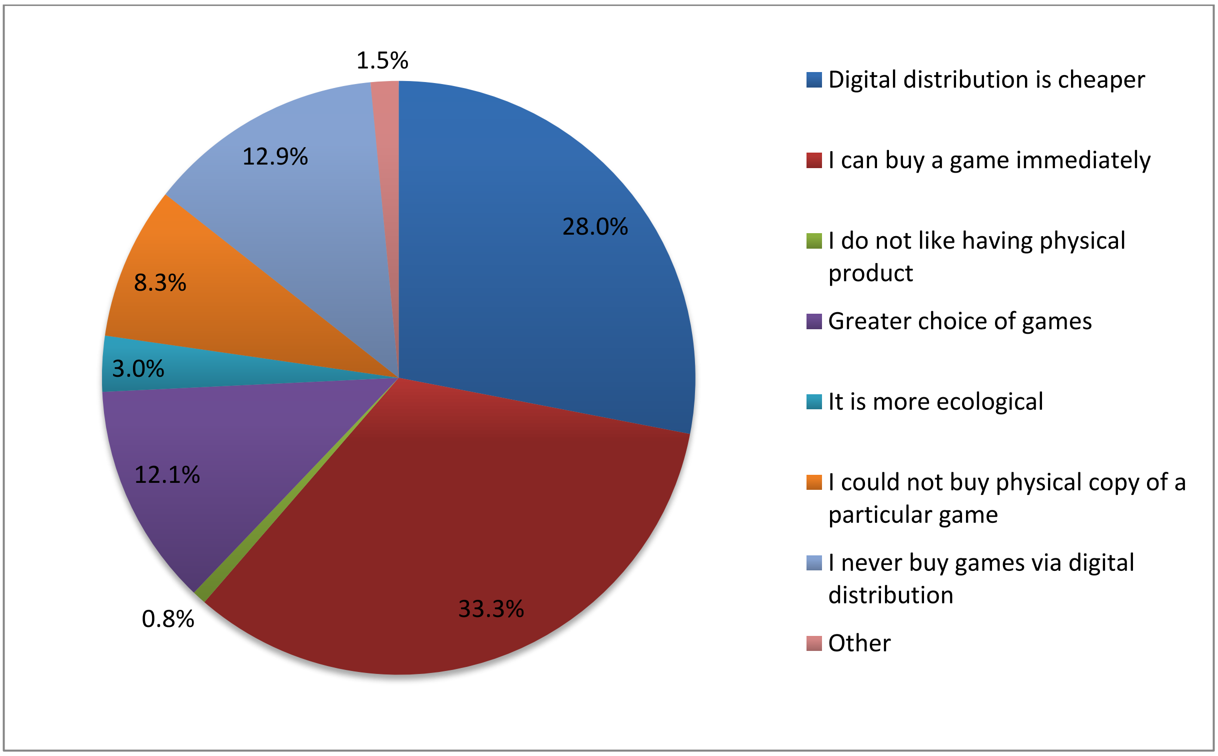
Objective of questionnaire was also to find out why players buy games via digital distribution. In terms of the United Kingdom, only 3 from 103 of players never buy games via digital distribution, which is only 2.9%. Most of respondents picked as a reason for purchase games via digital distribution that they can buy a game immediately (36.3%), it is cheaper (20.2%) and greater choice of games (14.9%). As other reasons people often selected convenience and sales of games on Steam platform. See figure 4.10 for additional results.

Figure 4.10: Reasons for purchase of digital copy – British players



Results of Czech gamers are similar to British. Reasons for purchase of a game via digital distribution are that gamer can buy game immediately (33.3%), games are cheaper (28%) and greater choice of games (12.1%). But compared to British 2.9% gamers that never buy games via digital distribution, in the Czech Republic the number is 22.1% (17 from 77 respondents), which is significantly more. See more details in figure 4.11.

Figure 4.11: Reasons for purchase of digital copy – Czech players

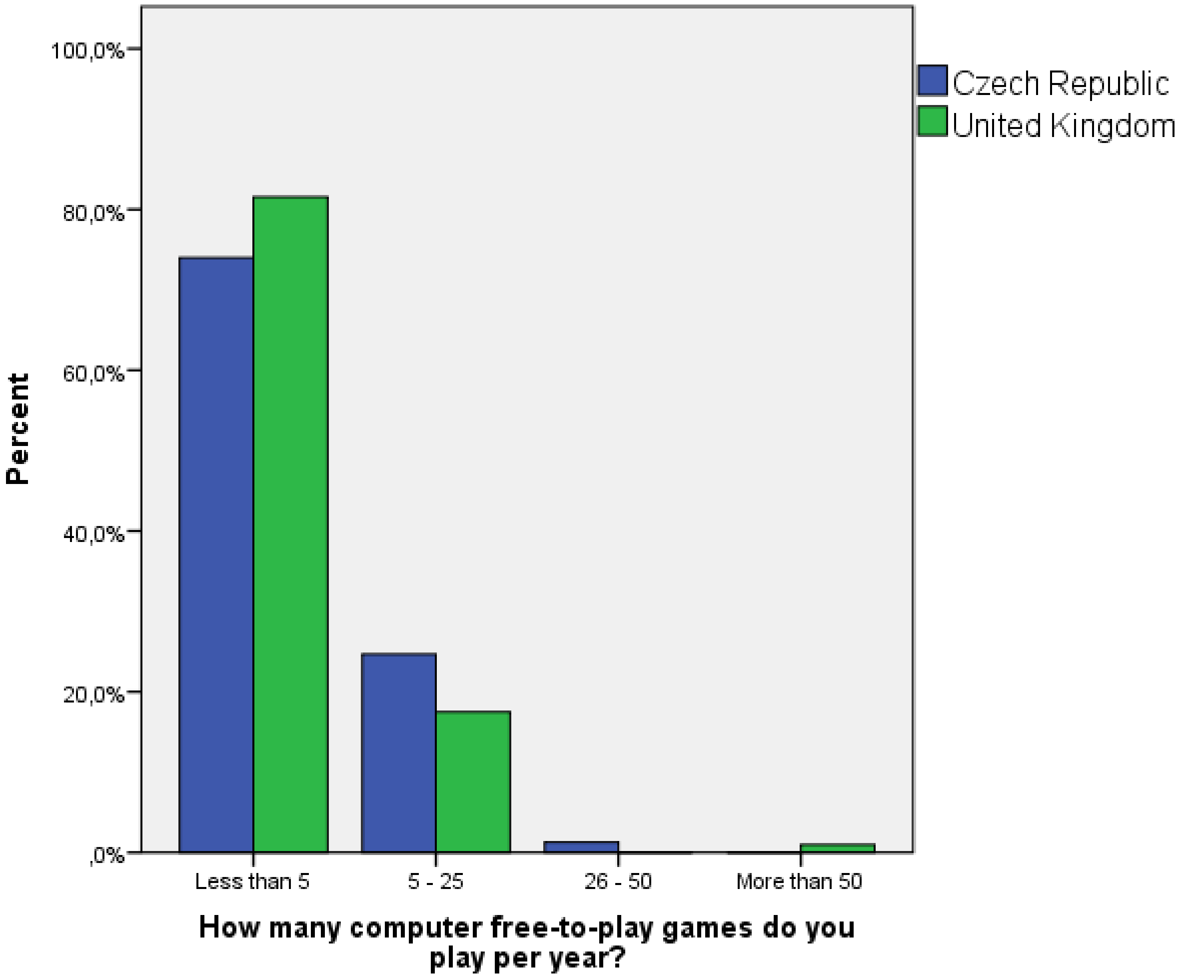


4.3 Free-to-Play models

The aim of this part of questionnaire is to compare attitude of British and Czech players to free-to-play games. As mentioned above in Gaming Industry part, free-to-play games are significant part of this industry and could be considered as a kind of outflow of money from more traditional pay-to-play models. Firstly, time and money spent on free-to-play games will be showed. Then the analysis of results will explore strength of relationships between players' attitude, income, money spent on pay-to-play models and willingness to pay for free-to-play games. At the end of this part, profile of payments in these types of business models will be evaluated.

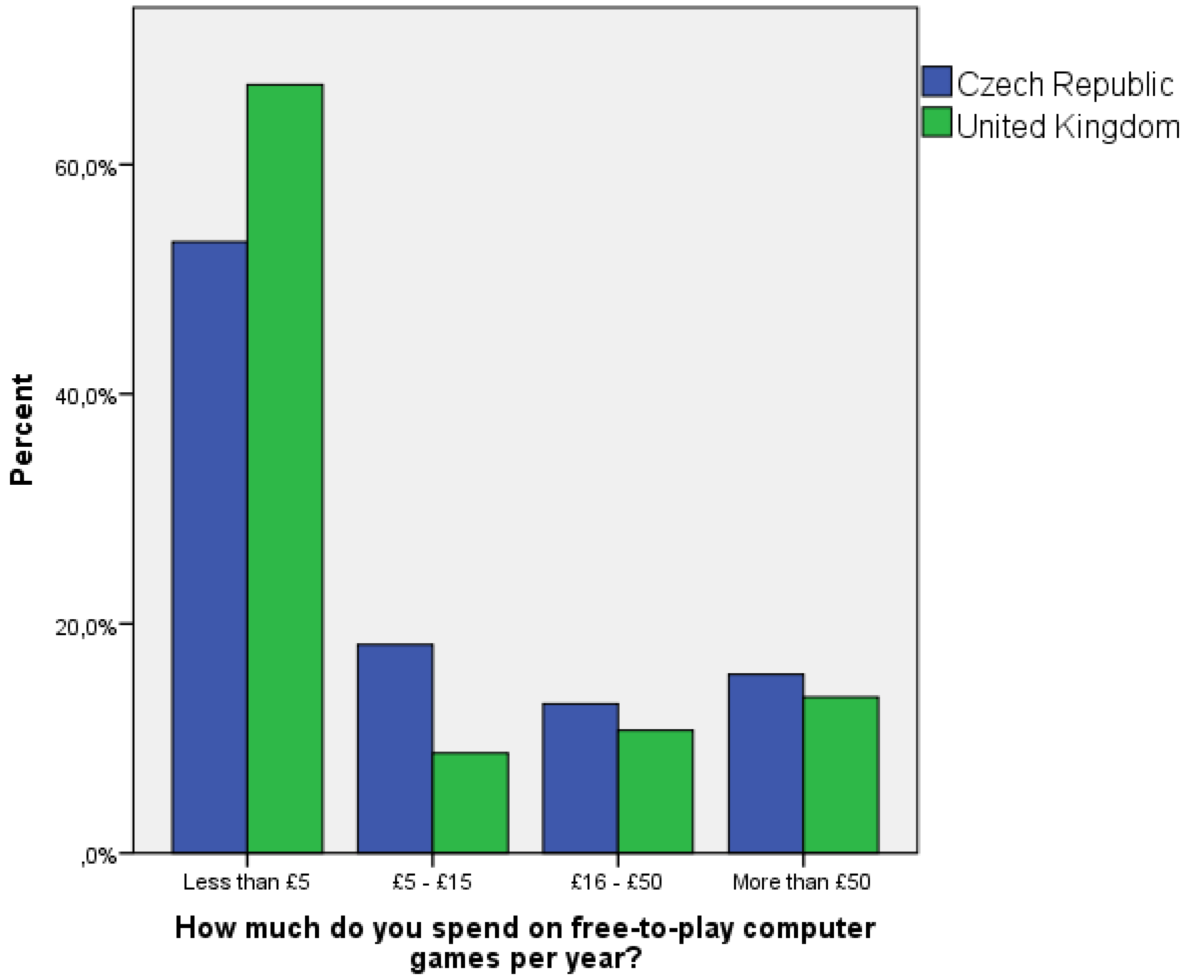
The results in number of free-to-play games played per year were very similar in both of countries. Majority of players does not play free-to-play games so much or play a small number of specific games. For further details see figure 4.12.

Figure 4.12: Number of free-to-play games played per year



From results could be perceived that Czech gamers are spending slightly more money on free-to-play games than British players. See figure 4.13.

Figure 4.13: Amount of money spend on free-to-play games



4.3.1 Attitude and income

First correlations explored how strong is relationship between gamers attitude to games and amount of money spent on free-to-play games. See Appendix B, table 8.9. In terms of the Czech Republic, there was found a large, positive correlation between players attitude and money spent [r=.558, n=77, p<.0005]. In terms of the United Kingdom, there was found a very small, negative correlation between variables [r=-.058, n=103, p<.0005]. These results can be perceived as that attitude has a big effect on willingness to spend money on free-to-play games in the Czech Republic while in the United Kingdom attitude has almost no effect.

Second correlations explored how strong is relationship between gamers income and amount of money spent on free-to-play games See Appendix B, table 8.9. In terms of the Czech Republic, there was found a small, positive correlation between income and money spent [r=.200, n=77, p<.0005]. In terms of the United Kingdom, there was also found a small, positive correlation between variables [r=-.229, n=103, p<.0005]. These results can be perceived as that income has small effect on money spent on free-to-play games in both of countries.

4.3.2 Pay-to-play

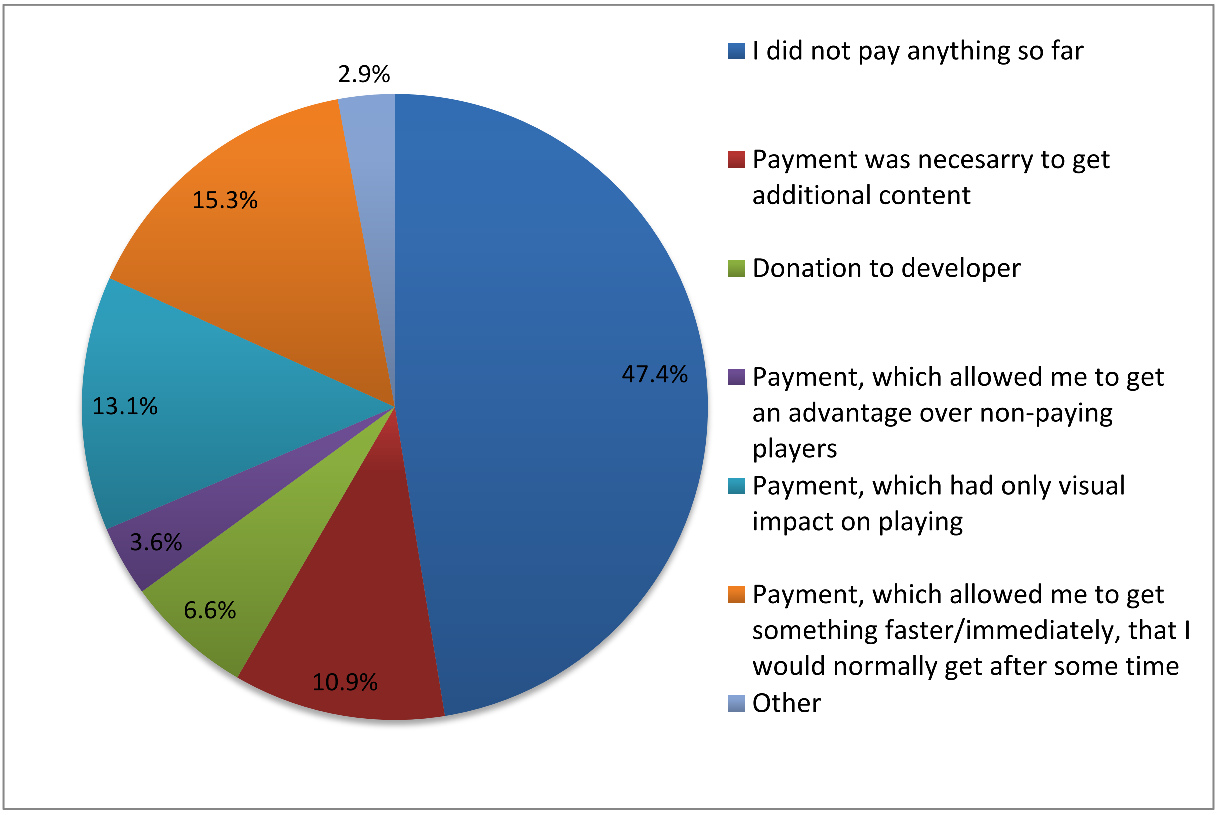
First correlations explored how strong is relationship between amount money spent on physical copies of games and amount of money spent on free-to-play games See Appendix B, table 8.10. In terms of the Czech Republic, there was found a small, positive correlation variables [r=.224, n=77, p<.0005]. In terms of the United Kingdom, there was found a very small, positive correlation between variables [r=.081, n=103, p<.0005].

Second correlations explored how strong is relationship between amount money spent on games sold via digital distribution and amount of money spent on free-to-play games See Appendix B, table 8.10. In terms of the Czech Republic, there was found a medium, positive correlation between variables [r=.472, n=77, p<.0005]. In terms of the United Kingdom, there was also found a small, positive correlation between amount money spent on games sold via digital distribution and amount of money spent on free-to-play games [r=.265, n=103, p<.0005].

4.3.3 Profile of payments

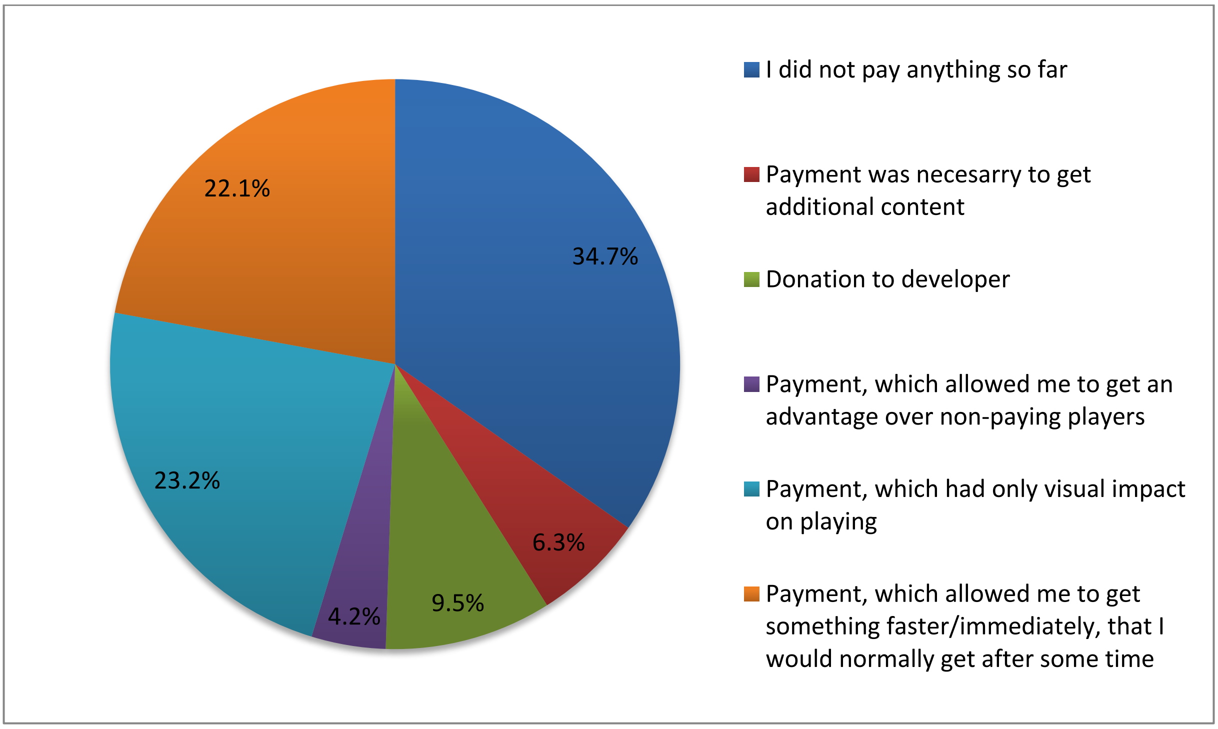
In terms of the United Kingdom, majority of people did not pay anything so far (frequency of answer is 47.4% among other choices). More precisely, 65 of 103 respondents picked this answer, what is 63.1% of people. When paying something, British players are most likely to pay for to get an additional content (10.9%), make some elements of games quicker or get them immediately (15.3%) and also get some visual changes (13.1%). For more details see figure 4.14.

Figure 4.14: Structure of payments for free-to-play games – British players



In terms of the Czech Republic, 33 of 77 respondents did not pay anything for free-to-play games so far, which is 42.9% of respondents. It is significantly less than in case of the United Kingdom. Most players picked choice of payment which has only visual impact on game (23.2%) or which allowed them to get something faster/immediately (22.1%). Also almost 10% of respondents made some payments that had character of donation to developer. For more details see figure 4.15.

Figure 4.15: Structure of payments for free-to-play games – British players

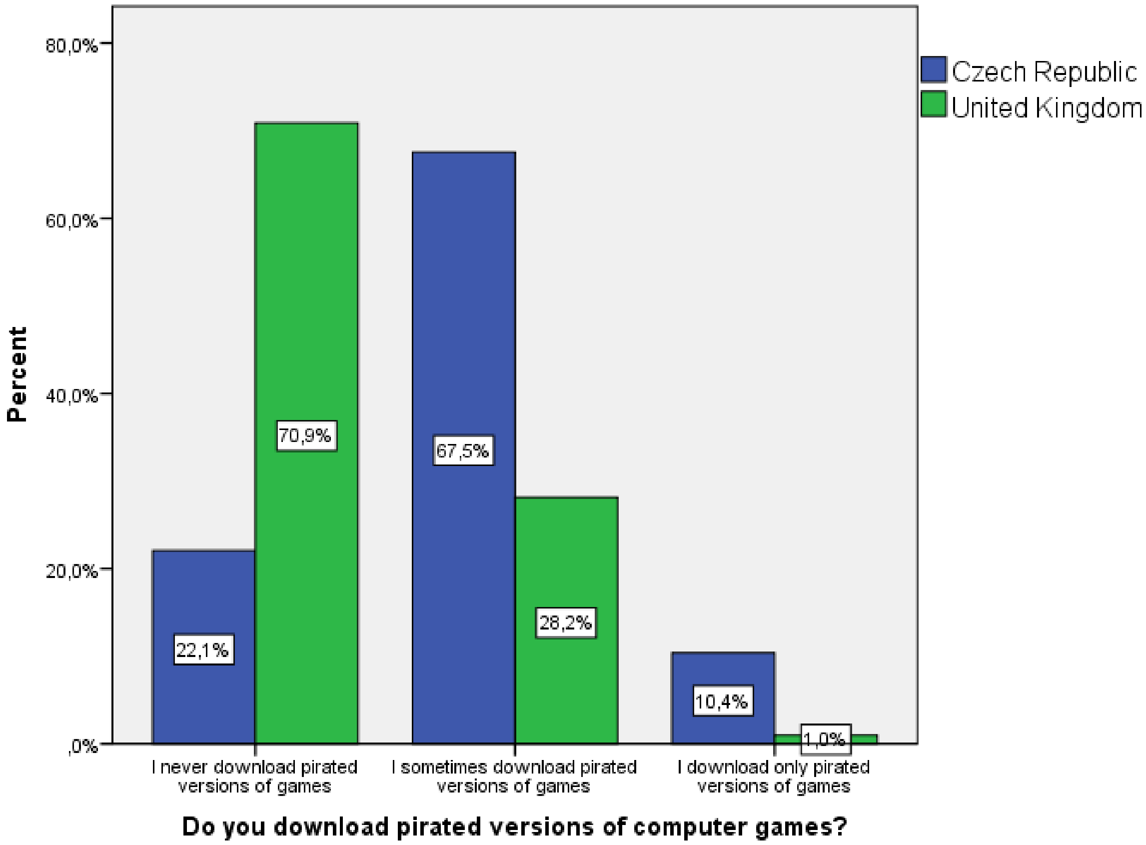


4.4 Piracy

Beside free-to-play models, piracy seems to be the second most important outflow channel of money from pay-to-play business models. This part of survey was focusing on exploring frequency of downloading of pirated versions of games; to find out why players download pirated versions of games and gamers' opinions on legality of downloading pirated versions. Because of sensitivity of piracy topic, results could be partially distorted despite the fact that respondents were assured about anonymity of survey.

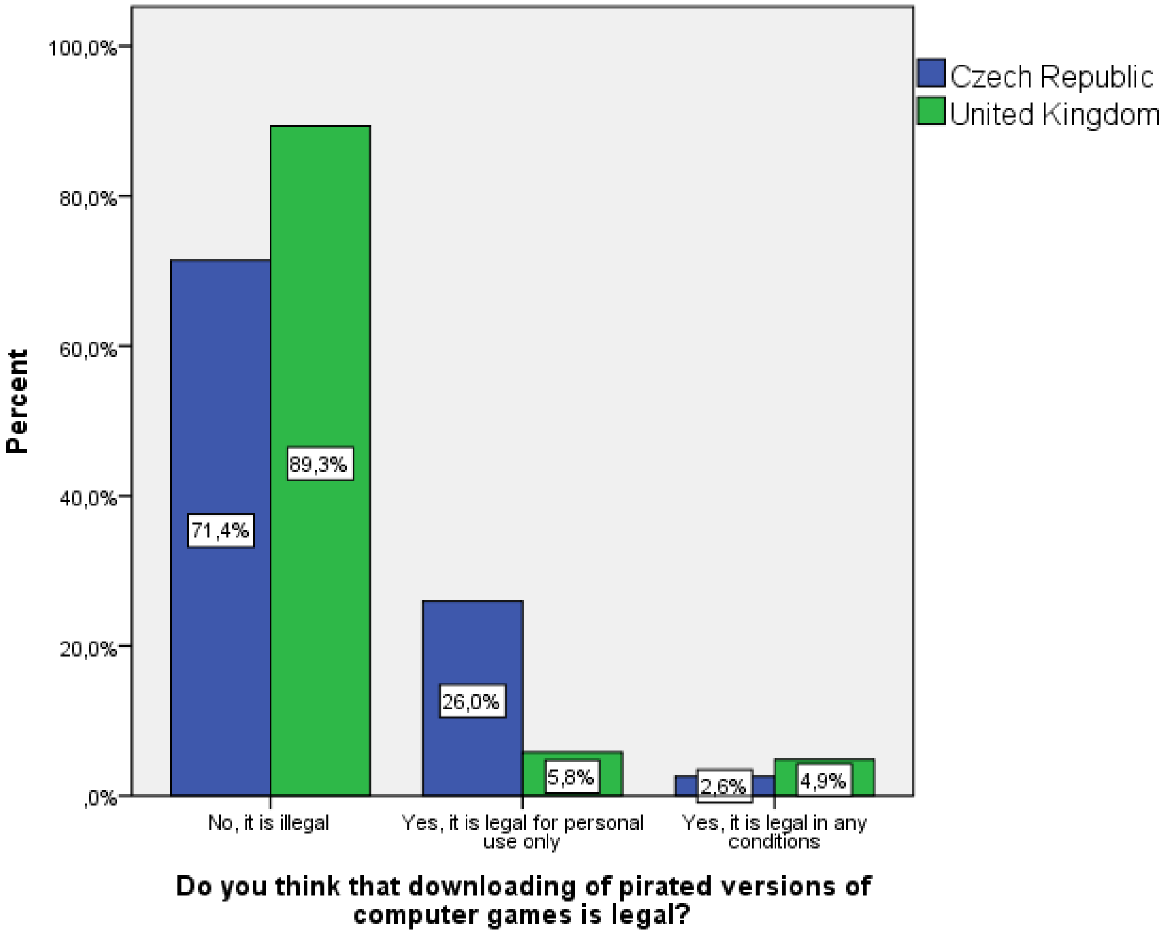
Majority of British players 70.9% does not download pirated versions at all compared to 22.1% of Czech players. Sometimes download 67.5% of Czech players compared to 28.2% of British. 10.4% of Czech players download only pirated versions of games compared to just 1% of British. Overall, it seems to be bigger proportion of piracy in the Czech Republic compared to the United Kingdom.

Figure 4.16: Piracy downloads



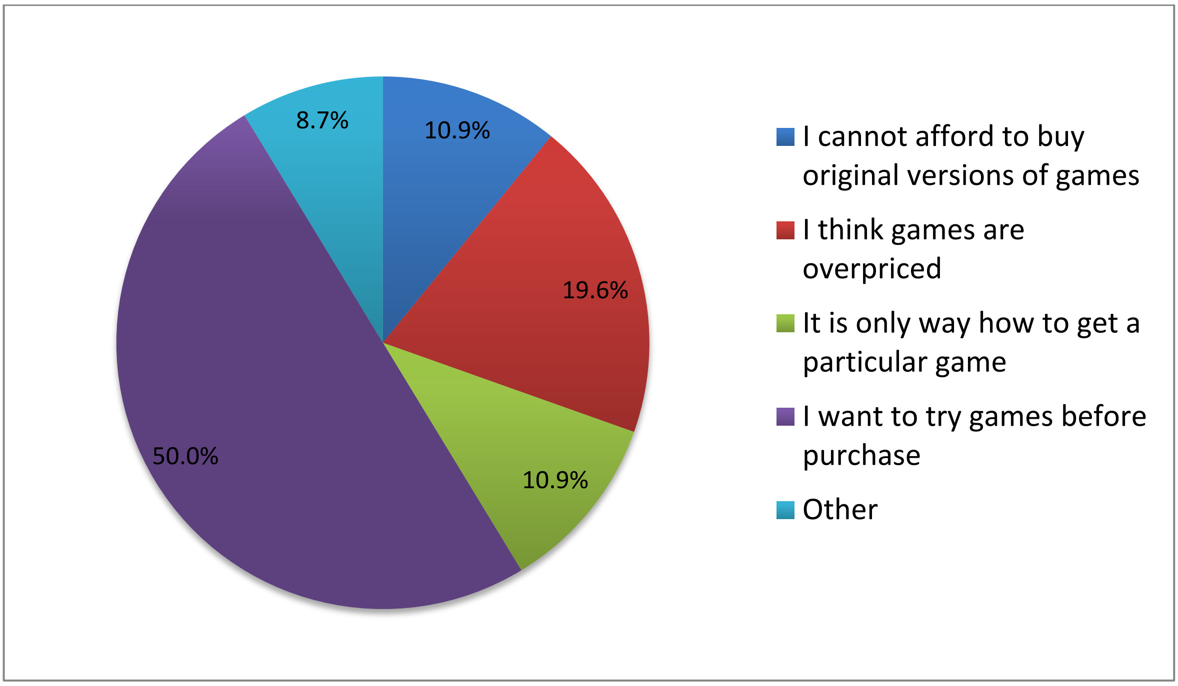
89.3% of British and 71.4% of Czech gamers think that downloading of pirated versions of computer games is illegal. More than one quarter of Czech gamers thinks that downloading of pirated versions of computer games for personal usage is legal. For more details see figure 4.18.

Figure 4.17: Opinions on legality of piracy



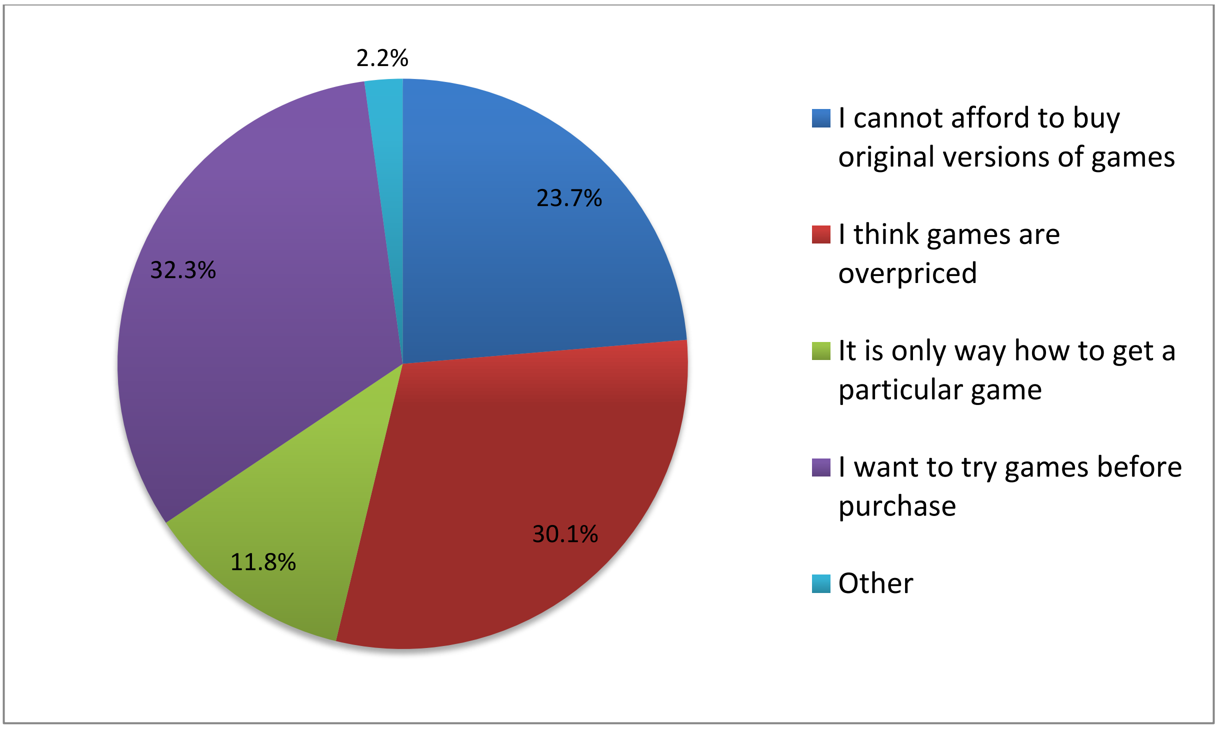
British players who reported that they sometimes download or only download pirated copies of games, stated in 50% of cases as a reasons for download that they want to try a game before purchase. For additional results see figure 4.18.

Figure 4.18: Piracy download reasons – British players



Czech players who reported that they sometimes download or only download pirated copies of games, stated in 32.3% of cases as a reasons for download that they want to try a game before purchase compared to 50% in the United Kingdom. Another significant reason was that players think games are overpriced. For more details see figure 4.19.

Figure 4.19: Piracy download reasons – Czech players



One of sectional objectives was also measure strength of relationship between gamers' income, attitude and downloading of pirated versions of computer games. The logical assumption is that with increasing income and attitude to games there should be lower level of piracy.

First correlations explored how strong is relationship between gamers' income copies of games and downloading of pirated versions of games. See Appendix B, table 8.11. In terms of the Czech Republic, there was found a small, positive correlation variables [$r=.269$, $n=77$, $p<.0005$]. In terms of the United Kingdom, there was found a very small, positive correlation between variables [$r=.033$, $n=103$, $p<.0005$]. Results could be perceived that effect of income on level of piracy is almost zero in case of British players and low in case of Czech players.

Second correlations explored how strong is relationship between gamers' attitude and downloading of pirated versions of computer games. See Appendix B, table 8.11. In terms of the Czech Republic, there was found a small, positive correlation between variables [$r=.153$, $n=77$, $p<.0005$]. In terms of the United Kingdom, there was also found a very small, positive correlation between variables [$r=.042$, $n=103$, $p<.0005$]. Results could be perceived in the same way as in the case of income and so effect of gamers attitude on level of piracy is almost zero in case of British players and low in case of Czech players.

4.5 Additional information

Last part of questionnaire was focusing on Electronic sport awareness between Czech and British players and how much players spent on items/cloths related to games.

Similar proportion of gamers from both of countries is not aware of E-Sport at all. Majority of British players (54.4%) knows what E-Sport is, but is not interested into it. Czech players are overall more interested into Electronic Sport. For more details see table 4.1.

Table 4.1: Awareness of gamers about E-Sport

Citizen of	E-Sport event/player/team influence on product/service choose	Frequency	Percent
Czech Republic	I do not know what E-Sport is	13	16,9
	I know what E-Sport is, but I am not interested into it	13	16,9
	Yes, I am E-Sport enthusiastic	25	32,5
	Yes, I sometimes watch/participate in E-Sport	26	33,8
United Kingdom	I do not know what E-Sport is	15	14,6
	I know what E-Sport is, but I am not interested into it	56	54,4
	Yes, I am E-Sport enthusiastic	6	5,8
	Yes, I sometimes watch/participate in E-Sport	26	25,2

Czech players seem to be significantly more influenced by E-Sport in choosing some products/services compared to British players. For more details see table 4.2.

Table 4.2: Influence of E-Sport

Citizen of	E-Sport event/player/team influence on product/service choose	Frequency	Percent
Czech Republic	I do not know what E-Sport is	13	16,9
	No, never	38	49,4
	Yes, I buy certain products/services only according E-Sport event/player/team	6	7,8
	Yes, several times	20	26,0
United Kingdom	I do not know what E-Sport is	12	11,7
	No, never	87	84,5
	Yes, several times	4	3,9

Almost 70% of British and 50% of Czech players never buy items/cloths related to games. Czech players are overall spending more on items/cloths. For more details see table 4.3.

Table 4.3: Items/cloth related to computer games bought per year

Citizen of	Number of items/cloth bought	Frequency	Percent
Czech Republic	0	38	49,4
	1-5	34	44,2
	6-10	3	3,9
	More than 10	2	2,6
United Kingdom	0	72	69,9
	1-5	27	26,2
	6-10	3	2,9
	More than 10	1	1,0

The proportion of spending of both of countries can be seen on graph below. For more details see table 4.4.

Table 4.4: Money spent on items/cloth related to computer games per year

Citizen of	Amount of money	Frequency	Percent
Czech Republic	£10 - £50	22	28,6
	£51 - £100	1	1,3
	Less than £10	50	64,9
	More than £100	4	5,2
United Kingdom	£10 - £50	17	16,5
	£51 - £100	8	7,8
	Less than £10	77	74,8
	More than £100	1	1,0

5 Discussion

This chapter will discuss data and findings presented in previous chapter. Chapter is divided into 4 parts – pay-to-play models, free-to-play models, piracy and additional information. Profile of respondents was examined enough in previous chapter.

5.1 Pay-to-play models

This chapter analyzed data collected about pay-to-play models defined by Perry (2008). Survey ignored monthly payments models, because of its non-significance and overall decrease. This part is focusing on section of the main objective about profitability of pay-to-play models between the Czech Republic and the United Kingdom.

In terms of physical copies of computer games, number of games bought per year is quite similar in both of countries. The same situation is in case of money spent in both of countries. Majority of players buy less than 5 physical copies of games and spend less than £25 per year on these games. On the other hand, when buying games via digital distribution, there were quite significant disproportions between countries. Majority of Czech players (58.4%) again buys less than 5 copies of games per year, while most of British players (39.8%) buy 6 – 15 games per year. Results in spending were even more different. While most of Czech players (42.9%) spend less than £25, most of British players (35%) spend £51 - £150. Overall, players in the United Kingdom are more willing to pay for games (sold mainly via digital distribution), but on the other hand it has to be kept in mind, that people in the Czech Republic earn a much less money, while the price of games is same in both of countries. However, from the marketing point of view, the United Kingdom is undoubtedly more profitable and more attractive market.

One of particular objectives was to explore how strong relationship between attitude and money spent on games is. In case of physical copies, it was found that attitude has a medium effect in case of Czech gamers and a low effect in case of British gamers. It could be perceived that when player is buying boxed games, it is not so important how strong is his relationship to games. This result is interesting when comparing to effect of attitude on money spent when buying games via digital distribution. There was fond large effect in case of Czech players and a medium effect in case of British players. This could be perceived as that attitude is much more important when buying games via digital distribution than when buying physical copies of games.

Another of particular objectives was to examine how strong relationship between income of players and money spent on games is. It both of countries, there was found a small effect of income on money spent on physical copies of games, while in both of countries there were found a medium effect of income on amount of money spent on games sold via digital distribution. Some of players are influenced by income, some of them not.

It could be perceived that gamers are more influenced by income and attitude when buying digital copies than when buying physical copies. There was not found any significant differences between the Czech Republic and the United Kingdom. Players are using digital distribution more than retail. Majority of gamers from both of countries stated that it is cheaper, faster and there is greater choice of games. Marketers should mainly focus on these aspects of digital distribution. When buying physical copy of games, players stated reasons for purchase that they like having physical products and often that they buy collectors editions of games. In this case, marketers should keep these findings in mind and for instance focus more on providing collectors editions of games, because it is obviously hard to compete to online sale by price or availability.

5.2 Free-to-play models

Overall it was found that Czech players play more and spend more money on free-to-play games. When lower spending on pay-to-play models taken into account, the idea that free-to-play games is a kind of outflow of money from more traditional play-to-play models, seems to be confirmed.

The relationship between income and money spent on free-to-play models were in both of countries small. However, effect of attitude was large in case of Czech players and almost 0 in case of British players.

The relationships between money spend on free-to-play games and physical copies of games were small, but higher in case of digital copies of games. As a possible reason for this could be fact that players buying games via digital distribution may be more familiar with online payment and can trust them more.

One of particular objectives was to found for what are player willing to pay in free-to-play games. It was found that most of players are using payments that allow them to get something faster or immediately in game and payments that had only visual effect on game. On the other hand, payments that were necessary for additional content or gave to player advantage over non-paying player were not so popular between players. These results are in accordance with the world most played free-to-play game League of Legends payments model. This game is using two payments methods, which were most effective according this survey.

5.3 Piracy

From the results of survey it was found that level of piracy is higher in the Czech Republic. When lower spending on pay-to-play models taken into account, the idea that piracy is a kind of outflow of money from more traditional play-to-play models, seems to be confirmed.

From players, who download pirated versions of games, 50% of British and 32.3% of Czech download these copies because they want to try a game before purchase. This fact is important for marketers, because should be reduced. Possible solution could be offering games to players for a particular time, limited content or in a demo version. On the other hand it is not guaranteed that this would reduce level of piracy. Respondents also could give misleading answers because of sensitivity of the piracy topic.

A particular objective was to explore if a gamers income has effect on piracy. There was found a small effect in case of Czech players and almost zero effect in case of British gamers. It seems that piracy is not problem of income as it could be often presented. It seems to be more issue of customer service as stated Gabe Newell (Bishop, 2011). Also results of survey seem to support this idea. About 30% of Czech and 20% of British players who download pirated versions of games stated that they think games are overpriced, so it is definitely not majority of players, who thinks that problem is price.

5.4 Additional information

The last particular objective was to explore awareness of Electronic Sport. In both of countries, majority of players knows what E-Sport is. Only 16.9% of Czech and 14.6% of British players did not know the concept. Overall, Czech gamers were more interested into it and also much more influenced by E-Sport in purchases of particular products compared to British players. This could be caused also by overall younger sample of Czech players.

In terms of cloth/items related to computer games, players do not spent much money on this. Czech players made slightly more purchases compared to their British counterparts. Majority of players, 64.9% of Czech and 74.8% of British, spend less than £10 per year on these goods. This seems to be quite a big gap, on which should marketers focus more.

6 Conclusion

The aim of this work was to compare profitability of pay-to-play models and evaluate effect of free-to-play models and piracy on these pay-to-play models between the United Kingdom and the Czech Republic. Three objectives were stated to gain this aim. These objectives were:

Find out, which of the market is more profitable and thus more attractive for pay-to-play business model.

Find out, if free-to-play models can be construed as the outflow of money from pay-to-play models in British and Czech market.

Find out, if piracy can be construed as the outflow of money from pay-to-play models in British and Czech market.

To gain achieve these objectives, theoretical section gave necessary foundations of consumer behaviour and video gaming industry to better understanding of research. To get answers to stated objectives, survey through questionnaires has been chosen as research method. Results gained from respondents were analysed by statistical methods – descriptive statistics frequencies and correlations. These methods together with quite high number of respondents gave fairly reliable results.

To gain first objective, situation in both of countries on field of pay-to-play models was examined. Then the effect of income and gamers' attitude were considered. It was found that British market is considered to be more attractive and profitable in terms of pay-to-play models. British players are spending more money on this monetization of games. Czech players were spending less, but weaker purchasing power of average Czech person has to be considered. Also age has an important role. British players were older compared to Czech. Income of gamer was found as irrelevant factor when buying game. Interesting result was gained from attitude of players to games, because when buying physical copy of game, attitude has low or no effect, but when buying digital copy, attitude has in case of Czech players large and in case of British players medium effect. Overall, Czech gamers were more influenced by income and attitude compared to British.

To gain second objective, relationship between free-to-play and pay-to-play models had been examined. Also willingness of players to pay was examined with focusing on for what gamers pay. It was found, that Czech players are spending more money on free-to-play models compared to British. This confirms the idea that free-to-play models are outflow of money from pay-to-play models, because Czech players, who spend less money on pay-to-play games are spending more on free-to-play games and vice versa in case of British market. Marketers should keep this in mind and try to adapt their monetization of games to these requirements of players. It was found that pay-to-play models are more suitable for British market and free-to-play models are more suitable for Czech market.

To gain third objective, questionnaire asked about participants' willingness to download pirated versions of games and also explore particular reasons for downloading of these copies. The results confirmed concept of piracy as the outflow of money from pay-to-play models, because Czech gamers downloaded more than British, while British spent more on pay-to-play models. High price of some games is often discussed reasons for piracy, but results of survey did not confirm this presumption. Only small part of participants who download pirated games stated price as a reason for their actions. More important seems to be that a lot of players download these pirated games, because they want to try them before purchase. Results in certain way confirmed Gabe Newell idea that problem is not price, but consumer service.

Additional results showed slightly higher interest of Czech gamers about Electronic Sport. Small amount of money spent by players on items/cloth related to games in both of countries may seems like a potential gap on the market.

Limitations of study have to be mentioned. Gender disproportion of sample could distort results. Also despite British market is more attractive for more traditional pay-to-play business models in terms of money, mentioned lower purchasing power of Czech consumers has to be kept in mind. Future research could focus more on deeper analysis of this area with peremptory focus on income of participants, because this particular study had been limited by time and money.

7 References

Adams, E. (2002). *From Casual to Core: A Statistical Mechanism for Studying Gamer Dedication.Gamasutra.com*. Retrieved 27 February 2015, from http://www.gamasutra.com/view/feature/131397/from_casual_to_core_a_statistical_.php?page=2

Antonides, G., & Raaij, W. F. v. (1998). Consumer behaviour: A european perspective. Chichester: J. Wiley.

Arnould, E. J., Price, L., & Zinkhan, G. M. (2004). Consumers. Boston: McGraw-Hill/Irwin.

Bishop, T. (2011). *How Valve experiments with the economics of video games - GeekWire*. *GeekWire*. Retrieved 5 March 2015, from http://www.geekwire.com/2011/experiments-video-game-economics-valves-gabe-newell/

Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2001). Consumer behavior. Ft. Worth, Tex: Harcourt College Publishers.

Chandler, D., & Munday, R.(2011). brand personality. In A Dictionary of Media and Communication. : Oxford University Press. Retrieved 19 Feb. 2015, from http://www.oxfordreference.com.libaccess.hud.ac.uk/view/10.1093/acref/9780199568758.001.0001/acref-9780199568758-e-0251.

Darian, J. C. (1998). Parent-child decision making in children's clothing stores. International Journal of Retail & Distribution Management, 26(11), 421-428. doi:10.1108/09590559810246377

Depoorter, B. (2014). Law and technology: What happened to video game piracy?. New York: Association for Computing Machinery. doi:10.1145/2594289

Doyle, C.(2011). lifestyle. In A Dictionary of Marketing. : Oxford University Press. Retrieved 19 Feb. 2015, from http://www.oxfordreference.com.libaccess.hud.ac.uk/view/10.1093/acref/9780199590230.001.0001/acref-9780199590230-e-0985.

Drachen, A., Bauer, K., & Veitch, R. (2011). Distribution of digital games via BitTorrent. Paper presented at the 233-240. doi:10.1145/2181037.2181077

Evangelho, J. (2014). *As Global PC Game Revenue Surpasses Consoles, How Long Should Console Makers Keep Fighting?*. *Forbes*. Retrieved 5 March 2015, from http://www.forbes.com/sites/jasonevangelho/2014/04/28/as-global-pc-game-revenue-surpasses-consoles-how-long-should-console-makers-keep-fighting/

Eventbrite,. (2015). *The eSports Effect: Gamers and the Influence of Live Events*. Eventbrite. Retrieved from http://eb-blog-education.s3.amazonaws.com/academy/wp-content/uploads/2015/02/ESports_Evenbrite_FINAL.pdf

Fischer, J. (2008). Religion, science and markets. modern halal production, trade and consumption. EMBO Reports, 9(9), 828-831. doi:10.1038/embor.2008.156

Foxall, G. R., & Goldsmith, R. E. (1998). Consumer psychology for marketing. Boston; London: International Thomson Business Press.

Ghauri, P. N., & Grņhaug, K. (2010). Research methods in business studies. Harlow: Financial Times Prentice Hall.

Greenstein, S. (2013). Gaming structure. IEEE Micro, 33(1), 88-88. doi:10.1109/MM.2013.15

Hennig-Thurau, T., & Marchand, A. (2013). Value creation in the video game industry: Industry economics, consumer benefits, and research opportunities. Journal of Interactive Marketing, 27(3), 141-157. doi:10.1016/j.intmar.2013.05.001

Huang, H. H., Mitchell, V., & Rosenaum-Elliott, R. (2012). Are consumer and brand personalities the same? Psychology & Marketing, 29(5), 334-349. doi:10.1002/mar.20525

Interactive Software Federation of Europe,. (2012a). *Czech Republic*. Interactive Software Federation of Europe. Retrieved from http://www.isfe.eu/sites/isfe.eu/files/attachments/czech_republic_-_isfe_consumer_study.pdf

Interactive Software Federation of Europe,. (2012b). *Great Britain*. Interactive Software Federation of Europe. Retrieved from http://www.isfe.eu/sites/isfe.eu/files/attachments/great_britain_-_isfe_consumer_study.pdf

Ip, B. (2008). Technological, content, and market convergence in the games industry. Games and Culture, 3(2), 199-224. doi:10.1177/1555412008314128

Jansson-Boyd, C. V. (2010). Consumer psychology. Maidenhead: McGraw-Hill/Open University Press.

Kotler, P., & Armstrong, G. (2014). Principles of marketing. Boston, Massacusetts: Pearson.

Labrecque, J., & Ricard, L. (2001). Children's influence on family decision-making: A restaurant study. Journal of Business Research, 54(2), 173-176. doi:10.1016/S0148-2963(99)00088-0

Larson, K., Dingwell, H., McCay, W., & Golden, R. (2011). *The truth about violence*. New York: Facts On File.

Lee, H., & Goudeau, C. (2014). Consumers' beliefs, attitudes, and loyalty in purchasing organic foods. British Food Journal, 116(6), 918-930. doi:10.1108/BFJ-02-2013-0030

Lee, S., An, J., & Lee, J. (2014). The Relationship between e-Sports Viewing Motives and Satisfaction: The Case of League of Legends. *International Conference On Business, Management And Corporate Social Responsibility (ICBMCSR'14) Feb. 14-15, 2014 Batam (Indonesia)*. doi:10.15242/icehm.ed0214019

Lin, H., & Sun, C. (2011). Cash trade in free-to-play online games. Games and Culture, 6(3), 270-287. doi:10.1177/1555412010364981

Lullabot.com,. (2013). *Lullabot's Hierarchy of Qualification*. *Lullabot*. Retrieved 19 April 2015, from https://www.lullabot.com/blog/article/lullabots-hierarchy-qualification

Martin, C. B., & Deuze, M. (2009). The independent production of culture: A digital games case study. Games and Culture, 4(3), 276-295. doi:10.1177/1555412009339732

Maslow, A. H. (1943). A theory of human motivation. *Psychological Review*, *50*(4), 370-396. doi:http://dx.doi.org/10.1037/h0054346

Mirosa, M., & Lawson, R. (2012). Revealing the lifestyles of local food consumers. British Food Journal, 114(6), 816-825. doi:10.1108/00070701211234345

Mowen, J. C., & Minor, M. (1998). Consumer behavior. Upper Saddle River, N.J: Prentice-Hall.

Newzoo, (2013). *Global Games Market Report Infographics*. [image] Available at: http://www.newzoo.com/infographics/global-games-market-report-infographics/ [Accessed 27 Feb. 2015].

Newzoo, (2014a). *Global Games Market Will Reach $102.9 Billion Read more at http://www.newzoo.com/insights/global-games-market-will-reach-102-9-billion-2017-2/#jliXwxyrTYZRI8T9.99*. [image] Available at: http://www.newzoo.com/insights/global-games-market-will-reach-102-9-billion-2017-2/ [Accessed 27 Feb. 2015].

Newzoo, (2014b). *Infographic: PC/MMO Gaming Revenues to Total $24.4Bn in 2014*. [image] Available at: http://www.newzoo.com/infographics/infographic-pcmmo-gaming-revenues-to-total-24-4bn-in-2014/ [Accessed 27 Feb. 2015].

Newzoo,. (2014c). *Free Report: Sizing and Profiling eSports' Popularity*. *Newzoo*. Retrieved 5 March 2015, from http://www.newzoo.com/insights/free-report-sizing-profiling-esports-popularity/

O'Barr, W. M. (2013). "Subliminal" advertising. Advertising & Society Review, 13(4)

PC Gamer,. (2015). *League of Legends has made almost $1 billion in microtransactions*. *PC Gamer*. Retrieved 28 February 2015, from http://www.pcgamer.com/league-of-legends-has-made-almost-1-billion-in-microtransactions/

Perry, D. (2008). *29 business models for games*. *Lightspeed Venture Partners Blog*. Retrieved 28 February 2015, from https://lsvp.wordpress.com/2008/07/02/29-business-models-for-games/

Robertson, T. S. (1970). Consumer behavior. Glenview (Ill.): Scott, Foresman and Company.

Robson, C. (2011). Real world research: A resource for users of social research methods in applied settings. Chichester: Wiley.

Rossiter, J. R., & Chan, A. M. (1998). Ethnicity in business and consumer behavior. Journal of Business Research, 42(2), 127-134. doi:10.1016/S0148-2963(97)00113-6

Saunders, M., Lewis, P., & Thornhill, A. (2012). Research methods for business students. Harlow: Pearson.

Schiffman, L. G., & Kanuk, L. L. (2007). Consumer behavior. Upper Saddle River, NJ: Pearson Prentice Hall.

Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2010). Consumer behavior. Boston, [Mass.]; London: Pearson Prentice Hall.

Sekaran, U., & Bougie, R. (2010). Research methods for business: A skill-building approach. Chichester: Wiley.

Solomon, M. R. (2009). Consumer behavior: Buying, having, and being. Upper Saddle River, NJ: Pearson Education, Inc.

Solomon, M. R. (2013). Consumer behavior: Buying, having, and being. Boston, Mass; London: Pearson Education.

Solomon, M. R., Bamossy, G. J., Askegaard, S., & Hogg, M. K. (2013). Consumer behaviour: A european perspective. Harlow, England: Pearson.

Stanley, T. O., Ford, J. K., & Richards, S. K. (1985). Segmentation of bank customers by age. International Journal of Bank Marketing, 3(3), 56-63. doi:10.1108/eb010761

Su, Reissa. 'Apple Inc Shifting To 'Lifestyle Brand' Under Tim Cook; Samsung Losing Smartphone Numbers War'. *International Business Times* 2014. Web. 19 Feb. 2015.

Sung, Y. (2010). Consumer learning behavior in choosing electric motorcycles. Transportation Planning and Technology, 33(2), 139-155. doi:10.1080/03081061003643747

Swani, K., Milne, G., & P. Brown, B. (2013). Spreading the word through likes on facebook. Journal of Research in Interactive Marketing, 7(4), 269-294. doi:10.1108/JRIM-05-2013-0026

The World Bank,. (2015). *GDP per capita (current US$) | Data | Table*. *Data.worldbank.org*. Retrieved 8 April 2015, from http://data.worldbank.org/indicator/NY.GDP.PCAP.CD

Williams, M., & Buttle, F. (2014). Managing negative word-of-mouth: An exploratory study. Journal of Marketing Management, 30(13/14), 1423-1447. doi:10.1080/0267257X.2014.933864

Wolock, E. (2004). Violence in video games. Young Consumers, 5(3), 53-58. doi:10.1108/17473610410814256

Zelezny, L. C., Chua, P.-P. & Aldrich, C. (2000), New Ways of Thinking about Environmentalism: Elaborating on Gender Differences in Environmentalism. Journal of Social Issues, 56: 443–457. doi: 10.1111/0022-4537.00177

8 Appendices

8.1 Appendix A

Questionnaire – British version

Profitability of Pay-to-play models and how are they influenced by Free-to-play models and piracy

Dear respondent,
I am a student from the University of Huddersfield and the Tomas Bata University in Zlin. The aim of this survey is to gain primary data for analysis of consumer behaviour in computer gaming industry between United Kingdom and Czech Republic. Survey is focused on profitability of Pay-to-play models and how are they influenced by Free-to-play models and piracy.

This survey is anonymous and collected data will be protected by author. The only persons, who will be able to have access to these data will be researcher David Matusinec and his supervisor Janine Day. By submitting this research you agree with using the results just for purpose to complete author´s dissertation.

If you have any comments or questions on this survey please do not hesitate to contact me on u1472570@unimail.hud.ac.uk.

*Povinné pole

Are you citizen of the United Kingdom? *

- Yes
- No

What is your gender? *

- Male
- Female

How many hours do you spend by playing COMPUTER (PC) games per week? *

- Less than 2
- 3 - 10
- 11 - 15
- 16 - 25
- More than 25

What is your age? *

- 18 - 25
- 26 - 30
- 31 +

What is your approximate weekly income? *

- Less than £50
- £51 - £100
- £101 - £150
- £151 - £200
- More than £200

Which sentence describes the best your attitude to games? *

- I am not interested in games at all/I have minimal interest in games
- I have low interest about playing
- I have knowledge and experience with games; I do not necessary play the newest games
- I have great knowledge and experience with gaming and also spend a lot of time and resources on games
- I spent significant amount of money and time on games; I take gaming very seriously
- I do not know

Pay-to-play models

Pay-to-play models – retail distribution, digital distribution.

How many physical copies of computer games do you buy per year?

- Less than 5
- 6 - 15
- 16 - 25
- 26 - 50
- More than 50

How much do you spend on physical copies of computer games per year?

- Less than £25
- £25 - £50
- £51 - £150
- £151 - £250
- £251 - £500
- More than £500

Why do you buy physical copy of computer games?
Multiple choice

- I trust more to physical distribution
- I do not own a payment card
- I like owning a physical product
- I buy collectors editions of games
- I could not buy a particular game via digital distribution
- I never buy physical copies of games
- Jiné:

How many games do you buy via digital distribution per year?

- ○ Less than 5
- ○ 6 - 15
- ○ 16 - 25
- ○ 26 - 50
- ○ More than 50

How much do you spend on computer games sold via digital distribution per year?

- ○ Less than £25
- ○ £25 - £50
- ○ £51 - £150
- ○ £151 - £250
- ○ £251 - £500
- ○ More than £500

Why do you buy games via digital distribution?
Multiple choice

- ☐ Digital distribution is cheaper
- ☐ I can buy a game immediately
- ☐ I do not like having physical product
- ☐ Greater choice of games
- ☐ It is more ecological
- ☐ I could not buy physical copy of a particular game
- ☐ I never buy games via digital distribution
- ☐ Jiné: ____

Free-to-play models

Freemium and Shareware games; examples of games: League of Legends, Dota 2, Hearthstone, FIFA online, Star Wars: The Old Republic, World of Tanks, etc.

How many computer free-to-play games do you play per year?

- ○ Less than 5
- ○ 5 - 25
- ○ 26 - 50
- ○ More than 50

How much do you spend on free-to-play computer games per year?

- ○ Less than £5
- ○ £5 - £15
- ○ £16 - £50
- ○ More than £50

What is the character of payments?
Multiple choice

- ☐ I did not pay anything so far
- ☐ Payment was necesarry to get additional content
- ☐ Donation to developer
- ☐ Payment, which allowed me to get an advantage over non-paying players
- ☐ Payment, which had only visual impact on playing
- ☐ Payment, which allowed me to get something faster/immediately, that I would normally get after some time
- ☐ Jiné: ________

Piracy

This survey is anonymous and collected data will be protected by author. The only persons, who will be able to have access to these data will be researcher David Matusinec and his supervisor Janine Day.

Do you download pirated versions of computer games?

- ○ I download only pirated versions of games
- ○ I sometimes download pirated versions of games
- ○ I never download pirated versions of games

Why do you download pirated versions of computer games?
Multiple choice

- ☐ I never download pirated versions of games
- ☐ I cannot afford to buy original versions of games
- ☐ I think games are overpriced
- ☐ It is only way how to get a particular game
- ☐ I want to try games before purchase
- ☐ Jiné: ________

Do you think that downloading of pirated versions of computer games is legal?

- ○ Yes, it is legal in any conditions
- ○ Yes, it is legal for personal use only
- ○ No, it is illegal

E-sport/Merchandise

Are you aware of Electronic Sport (shortly E-Sport)?

- ○ I do not know what E-Sport is
- ○ Yes, I am E-Sport enthusiastic
- ○ Yes, I sometimes watch/participate in E-Sport
- ○ I know what E-Sport is, but I am not interested into it

Did any E-Sport event/player/team influence you in product/service choose?

- I do not know what E-Sport is
- No, never
- Yes, several times
- Yes, I buy certain products/services only according E-Sport event/player/team

How many items/cloth related to computer games do you buy per year?

- 0
- 1-5
- 6-10
- More than 10

How much do you spend on items/cloth related to computer games per year?

- Less than £10
- £10 - £50
- £51 - £100
- More than £100

Questionnaire – Czech version

Ziskovost Pay-to-play modelů a zjištění, jak jsou ovlivněny Free-to-play modely a pirátstvím

Vážený respondente,
jsem student University of Huddersfield a Univerzity Tomáše Bati ve Zlíně. Cílem tohoto průzkumu je získání primárních dat, které budou použity na analýzu chování spotřebitelů v počítačové herním průmyslu mezi Spojeným královstvím a Českou republikou. Výzkum je zaměřen na ziskovost Pay-to-play modelů a zjištění, jak jsou ovlivněny Free-to-play modely a pirátstvím.

Tento výzkum je anonymní a sesbíraná data budou chráněna autorem.Jediné osoby, které budou mít přístup k těmto datům, budou výzkumník David Matušinec a jeho vedoucí práce Janine Day. Odesláním tohoto dotazníku souhlasíte s využitím výsledků pouze za účelem vyhotovení autorovy disertační práce.

Pokud máte nějaké připomínky nebo dotazy k tomuto průzkumu, neváhejte mě kontaktovat na u1472570@unimail.hud.ac.uk.

*Povinné pole

Jste občanem České Republiky? *

- ○ Ano
- ○ Ne

Pohlaví: *

- ○ Muž
- ○ Žena

Kolik hodin týdně strávíte hraním POČÍTAČOVÝCH (PC) her? *

- ○ Méně než 2
- ○ 3 - 10
- ○ 11 - 15
- ○ 16 - 25
- ○ Více než 25

Do jaké věkové skupiny patříte? *

- ○ 18 - 25
- ○ 26 - 30
- ○ 31 +

Uveďte Váš přibližný TÝDENNÍ příjem. *

- Méně než 1907 Kč
- 1907 Kč - 3812 Kč
- 3813 Kč - 5719 Kč
- 5720 Kč - 7625 Kč
- Více než 7625 Kč

Která věta popisuje nejlépe Váš postoj ke hrám? *

- Nemám vůbec žádný zájem o hry / mám minimální zájem o hry
- Mám malý zájem o hraní
- Mám určité znalosti a zkušenosti s hrami; zároveň nemám potřebu hrát nejnovější hry
- Mám velké znalosti a zkušenosti s hraním her, a také vynaložím spoustu času a peněz na hry
- Vynaložím značné množství peněz a času na hry; beru hraní velmi vážně
- Nevím

Pay-to-play modely

Pay-to-play modely – retail distribuce, digitální distribuce.

Kolik fyzických kopií počítačových her koupíte za rok?

- Méně než 5
- 6 - 15
- 16 - 25
- 26 - 50
- Více než 50

Kolik utratíte za fyzické kopie počítačových her za rok?

- Méně než 953 Kč
- 953 Kč - 1905 Kč
- 1906 Kč - 5717 Kč
- 5718 Kč - 9528 Kč
- 9529 Kč - 19057 Kč
- Více než 19057 Kč

Proč kupujete fyzické kopie počítačových her?
Možnost více odpovědí

- Více věřím fyzické distribuci
- Nevlastním platební kartu
- Mám rád vlastnictví fyzického produktu
- Kupuji sběratelské edice her
- Nemohl jsem koupit určitou hru přes digitální distribuci
- Nikdy nekupuji fyzické kopie her
- Jiné: ____

Kolik her za rok koupíte přes digitální distribuci?

- Méně než 5
- 6 - 15
- 16 - 25
- 26 - 50
- Více než 50

Kolik utratíte za hry prodávané přes digitální distribuci za rok?

- Méně než 953 Kč
- 953 Kč - 1905 Kč
- 1906 Kč - 5717 Kč
- 5718 Kč - 9528 Kč
- 9529 Kč - 19057 Kč
- Více než 19057 Kč

Proč kupujete hry přes digitální distribuci?
Multiple choice

- Digitální distribuce je levnější
- Můžu si koupit hru okamžitě
- Nemám rád vlastnictví fyzických produktů
- Větší výběr her
- Je to více ekologické
- Nemohl jsem si koupit fyzickou kopii určité hry
- Nikdy nekupuji hry přes digitální distribuci
- Jiné: __________

Free-to-play models

Freemium a Shareware hry; příklady her: League of Legends, Dota 2, Hearthstone, FIFA online, Star Wars: The Old Republic, World of Tanks, atd.

Kolik počítačových Free-to-play her hrajete za rok?

- Méně než 5
- 5 - 25
- 26 - 50
- Více než 50

Kolik vynaložíte peněz na Free-to-play hry za rok?

- Méně než 190 Kč
- 190 Kč - 572 Kč
- 573 Kč - 1905 Kč
- Více než 1950 Kč

Jaký je charakter těchto plateb?
Možnost více odpovědí

- ☐ Dosud jsem nic neplatil
- ☐ Platba byla nutná k obdržení dalšího obsahu
- ☐ Dar vývojáři
- ☐ Platba, která mi umožnila získat výhodu nad neplatícími hráči
- ☐ Platba, která měla pouze vizuální dopad na hraní
- ☐ Platba, která mi umožnila dostat něco rychleji / ihned, což by za normálních okolností trvalo určitou dobu
- ☐ Jiné: ______

Pirátství

Tento výzkum je anonymní a sesbíraná data budou chráněna autorem.Jediné osoby, které budou mít přístup k těmto datům budou výzkumník David Matušinec a jeho vedoucí práce Janine Day.

Stahujete pirátské kopie počítačových her?

- ○ Stahuju pouze pirátské kopie počítačových her
- ○ Občas stahuju pirátské kopie počítačových her
- ○ Nikdy nestahuju pirátské kopie počítačových her

Proč stahujete pirátské kopie počítačových her?
Možnost více odpovědí

- ☐ Nikdy nestahuji pirátské kopie počítačových her
- ☐ Nemůžu si dovolit koupi originální verze hry
- ☐ Myslím si, že hry jsou předražené
- ☐ Byl to jediný způsob, jak získat určitou hru
- ☐ Chci si hru před koupí vyzkoušet
- ☐ Jiné: ______

Myslíte si, že stahování pirátských verzí počítačových her je legální?

- ○ Ano, je to legální za jakýchkoliv podmínek
- ○ Ano, pouze pro osobní potřebu
- ○ Ne, je to nelegální

E-sport/Merchandise

Máte povědomí od Elektronickém Sportu (krátce E-Sport)?

- ○ Nevím, co E-Sport je
- ○ Ano, jsem E-Sport nadšenec
- ○ Ano, občas sleduji/účastním se E-Sport události
- ○ Vím, co E-Sport je, ale nezajímá mě

Ovlivnila Vás E-Sport událost/hráč/tým ve výběru určitého produktu/služby?

- ○ Nevím, co E-Sport je
- ○ Ne, nikdy
- ○ Ano, několikrát
- ○ Ano, kupuji některé produkty / služby pouze podle E-Sport události / hráče / týmu

Kolik předmětů/oblečení vztahující se k počítačovým hrám koupíte za rok?

- ○ 0
- ○ 1-5
- ○ 6-10
- ○ Více než 10

Kolik utratíte za předměty/oblečení vztahující se k počítačovým hrám za rok?

- ○ Méně než 382 Kč
- ○ 382 Kč - 1907 Kč
- ○ 1908 Kč - 3815 Kč
- ○ Více než 3815 Kč

8.2 Appendix B

Table 8.1

How many physical copies of computer games do you buy per year?

Citizen of			Frequency	Percent	Valid Percent	Cumulative Percent
Czech Republic	Valid	1	66	85,7	85,7	85,7
		2	7	9,1	9,1	94,8
		3	2	2,6	2,6	97,4
		5	2	2,6	2,6	100,0
		Total	77	100,0	100,0	
United Kingdom	Valid	1	84	81,6	81,6	81,6
		2	13	12,6	12,6	94,2
		3	2	1,9	1,9	96,1
		4	3	2,9	2,9	99,0
		5	1	1,0	1,0	100,0
		Total	103	100,0	100,0	

Table 8.2

How much do you spend on physical copies of computer games per year?

Citizen of			Frequency	Percent	Valid Percent	Cumulative Percent
Czech Republic	Valid	1	41	53,2	53,2	53,2
		2	15	19,5	19,5	72,7
		3	15	19,5	19,5	92,2
		4	1	1,3	1,3	93,5
		5	2	2,6	2,6	96,1
		6	3	3,9	3,9	100,0
		Total	77	100,0	100,0	
United Kingdom	Valid	1	58	56,3	56,3	56,3
		2	18	17,5	17,5	73,8
		3	15	14,6	14,6	88,3
		4	5	4,9	4,9	93,2
		5	3	2,9	2,9	96,1
		6	4	3,9	3,9	100,0
		Total	103	100,0	100,0	

Table 8.3

	Citizen of			Which sentence describes the best your attitude to games?	How much do you spend on physical copies of computer games per year?
Spearman's rho	Czech Republic	Which sentence describes the best your attitude to games?	Correlation Coefficient	1,000	,390[**]
			Sig. (2-tailed)	.	,000
			N	77	77
		How much do you spend on physical copies of computer games per year?	Correlation Coefficient	,390[**]	1,000
			Sig. (2-tailed)	,000	.
			N	77	77
	United Kingdom	Which sentence describes the best your attitude to games?	Correlation Coefficient	1,000	,133
			Sig. (2-tailed)	.	,181
			N	103	103
		How much do you spend on physical copies of computer games per year?	Correlation Coefficient	,133	1,000
			Sig. (2-tailed)	,181	.
			N	103	103

**. Correlation is significant at the 0.01 level (2-tailed).

Table 8.4

Correlations

	Citizen of			What is your approximate weekly income?	How much do you spend on physical copies of computer games per year?
Spearman's rho	Czech Republic	What is your approximate weekly income?	Correlation Coefficient	1,000	,266*
			Sig. (2-tailed)	.	,020
			N	77	77
		How much do you spend on physical copies of computer games per year?	Correlation Coefficient	,266*	1,000
			Sig. (2-tailed)	,020	.
			N	77	77
	United Kingdom	What is your approximate weekly income?	Correlation Coefficient	1,000	,092
			Sig. (2-tailed)	.	,354
			N	103	103
		How much do you spend on physical copies of computer games per year?	Correlation Coefficient	,092	1,000
			Sig. (2-tailed)	,354	.
			N	103	103

*. Correlation is significant at the 0.05 level (2-tailed).

Table 8.5

How many games do you buy via digital distribution per year?

Citizen of			Frequency	Percent	Valid Percent	Cumulative Percent
Czech Republic	Valid	1,0	45	58,4	58,4	58,4
		2,0	14	18,2	18,2	76,6
		3,0	11	14,3	14,3	90,9
		4,0	3	3,9	3,9	94,8
		5,0	4	5,2	5,2	100,0
		Total	77	100,0	100,0	
United Kingdom	Valid	1,0	20	19,4	19,4	19,4
		2,0	41	39,8	39,8	59,2
		3,0	27	26,2	26,2	85,4
		4,0	10	9,7	9,7	95,1
		5,0	5	4,9	4,9	100,0
		Total	103	100,0	100,0	

Table 8.6

How much do you spend on computer games sold via digital distribution per year?

Citizen of			Frequency	Percent	Valid Percent	Cumulative Percent
Czech Republic	Valid	1,0	33	42,9	42,9	42,9
		2,0	17	22,1	22,1	64,9
		3,0	18	23,4	23,4	88,3
		4,0	3	3,9	3,9	92,2
		5,0	4	5,2	5,2	97,4
		6,0	2	2,6	2,6	100,0
		Total	77	100,0	100,0	
United Kingdom	Valid	1,0	9	8,7	8,7	8,7
		2,0	11	10,7	10,7	19,4
		3,0	36	35,0	35,0	54,4
		4,0	24	23,3	23,3	77,7
		5,0	14	13,6	13,6	91,3
		6,0	9	8,7	8,7	100,0
		Total	103	100,0	100,0	

Table 8.7

Correlations

	Citizen of			Which sentence describes the best your attitude to games?	How much do you spend on computer games sold via digital distribution per year?
Spearman's rho	Czech Republic	Which sentence describes the best your attitude to games?	Correlation Coefficient	1,000	,528**
			Sig. (2-tailed)	.	,000
			N	77	77
		How much do you spend on computer games sold via digital distribution per year?	Correlation Coefficient	,528**	1,000
			Sig. (2-tailed)	,000	.
			N	77	77
	United Kingdom	Which sentence describes the best your attitude to games?	Correlation Coefficient	1,000	,361**
			Sig. (2-tailed)	.	,000
			N	103	103
		How much do you spend on computer games sold via digital distribution per year?	Correlation Coefficient	,361**	1,000
			Sig. (2-tailed)	,000	.
			N	103	103

**. Correlation is significant at the 0.01 level (2-tailed).

Table 8.8

Correlations

	Citizen of			What is your approximate weekly income?	How much do you spend on computer games sold via digital distribution per year?
Spearman's rho	Czech Republic	What is your approximate weekly income?	Correlation Coefficient	1,000	,473**
			Sig. (2-tailed)	.	,000
			N	77	77
		How much do you spend on computer games sold via digital distribution per year?	Correlation Coefficient	,473**	1,000
			Sig. (2-tailed)	,000	.
			N	77	77
	United Kingdom	What is your approximate weekly income?	Correlation Coefficient	1,000	,428**
			Sig. (2-tailed)	.	,000
			N	103	103
		How much do you spend on computer games sold via digital distribution per year?	Correlation Coefficient	,428**	1,000
			Sig. (2-tailed)	,000	.
			N	103	103

**. Correlation is significant at the 0.01 level (2-tailed).

Table 8.9

Correlations

	Citizen of			Which sentence describes the best your attitude to games?	How much do you spend on free-to-play computer games per year?	What is your approximate weekly income?
Spearman's rho	Czech Republic	Which sentence describes the best your attitude to games?	Correlation Coefficient	1,000	,558**	,385**
			Sig. (2-tailed)	.	,000	,001
			N	77	77	77
		How much do you spend on free-to-play computer games per year?	Correlation Coefficient	,558**	1,000	,200
			Sig. (2-tailed)	,000	.	,080
			N	77	77	77
		What is your approximate weekly income?	Correlation Coefficient	,385**	,200	1,000
			Sig. (2-tailed)	,001	,080	.
			N	77	77	77
	United Kingdom	Which sentence describes the best your attitude to games?	Correlation Coefficient	1,000	-,058	,037
			Sig. (2-tailed)	.	,558	,708
			N	103	103	103
		How much do you spend on free-to-play computer games per year?	Correlation Coefficient	-,058	1,000	,229*
			Sig. (2-tailed)	,558	.	,020
			N	103	103	103
		What is your approximate weekly income?	Correlation Coefficient	,037	,229*	1,000
			Sig. (2-tailed)	,708	,020	.
			N	103	103	103

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 8.10

Correlations

	Citizen of			How much do you spend on physical copies of computer games per year?	How much do you spend on computer games sold via digital distribution per year?	How much do you spend on free-to-play computer games per year?
Spearman's rho	Czech Republic	How much do you spend on physical copies of computer games per year?	Correlation Coefficient	1,000	,431**	,224*
			Sig. (2-tailed)	.	,000	,050
			N	77	77	77
		How much do you spend on computer games sold via digital distribution per year?	Correlation Coefficient	,431**	1,000	,472**
			Sig. (2-tailed)	,000	.	,000
			N	77	77	77
		How much do you spend on free-to-play computer games per year?	Correlation Coefficient	,224*	,472**	1,000
			Sig. (2-tailed)	,050	,000	.
			N	77	77	77
	United Kingdom	How much do you spend on physical copies of computer games per year?	Correlation Coefficient	1,000	,136	,081
			Sig. (2-tailed)	.	,171	,416
			N	103	103	103
		How much do you spend on computer games sold via digital distribution per year?	Correlation Coefficient	,136	1,000	,265**
			Sig. (2-tailed)	,171	.	,007
			N	103	103	103
		How much do you spend on free-to-play computer games per year?	Correlation Coefficient	,081	,265**	1,000
			Sig. (2-tailed)	,416	,007	.
			N	103	103	103

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 8.11

Correlations

	Citizen of			What is your approximate weekly income?	Which sentence describes the best your attitude to games?	Do you download pirated versions of computer games?
Spearman's rho	Czech Republic	What is your approximate weekly income?	Correlation Coefficient	1,000	,385**	,269*
			Sig. (2-tailed)	.	,001	,018
			N	77	77	77
		Which sentence describes the best your attitude to games?	Correlation Coefficient	,385**	1,000	,153
			Sig. (2-tailed)	,001	.	,185
			N	77	77	77
		Do you download pirated versions of computer games?	Correlation Coefficient	,269*	,153	1,000
			Sig. (2-tailed)	,018	,185	.
			N	77	77	77
	United Kingdom	What is your approximate weekly income?	Correlation Coefficient	1,000	,037	,033
			Sig. (2-tailed)	.	,708	,742
			N	103	103	103
		Which sentence describes the best your attitude to games?	Correlation Coefficient	,037	1,000	,042
			Sig. (2-tailed)	,708	.	,676
			N	103	103	103
		Do you download pirated versions of computer games?	Correlation Coefficient	,033	,042	1,000
			Sig. (2-tailed)	,742	,676	.
			N	103	103	103

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).