

## Abstract

Advancement in technology has expanded electronic commerce and has equipped the popular MOBA (Multiplayer Online Battle Arena) game League of Legends with the tools to rank itself the highest grossing digital game in 2015, with an astounding 1.47 billion euros in revenue. Relying chiefly on their cosmetic virtual goods (known as ‘skins’) sales, League of Legends successfully incentivizes players to purchase skins which solely modify the appearance of in-game characters; lacking character performance improvement or in-game advantages for the player. Being purely aesthetic, the driving factors of purchase intention of skins in League of Legends is an increasingly relevant question, where insufficient research has touched upon. Preceding literature revealed purchase intentions for in-game items revolved around three main values: functional, social, and enjoyment values. Alternative online games offer virtual goods with functional improvements (i.e. increasing character stats), a business model League of Legends chooses to circumvent, avoiding a pay-to-win environment. Henceforth, this paper adapts the concept of functional value and converts it into a psychological concept referred to as achievement value. Adopting a perspective from the sociology of consumption, this paper analyses key factors of achievement, social, and immersive value and their influence on purchase intention of cosmetic virtual goods, using League of Legends as its case study.

The findings indicate that variables, in sequence of the degree of significance, achievement value (subcomponents: self-confidence and competition), social value (subcomponents: self-presentation, altruism, and social integration), immersive value (subcomponents: enjoyment, escapism, and customization), customer satisfaction with the game, intention to continue playing, perceived value, promotions, and price ranges have positive relationships with purchase intention.