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Competition:

UQUAPS 2017 "Pitching Research" Competition

Submission id:	Date submitted:
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Faculty or Institute:	School:
UQ Business, Economics & Law	**Business**

Programme:	Load:	Level:
PhD	**Full-time**	**13-15 months**

Name:
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(A) Working Title:

To Pay or Not to Pay: Conceptualising In-Apps Purchase Behaviour using Netnographic Insights

Word count: **972 words**

(A) Working Title	To Pay or Not to Pay: Conceptualising In-Apps Purchase Behaviour using Netnographic Insights
(B) Basic Research Question	Main question: Why are users of mobile game apps willing to pay for the in-apps purchase? Sub-question: 1. What themes emerge about in-apps purchase behaviours that are identifiable from naturally occurring data by mobile apps users' comments on the internet? 2. How can the key factors identified from the themes be configured as independent and moderating variables to explain in-apps purchase behaviours in mobile games? 3. How can the variables (motivations, beliefs, attitudes, and intentions) be configured to explain user behaviours for different types of in-app purchases? 4. How can the variables be configured to explain user behaviours for each identifiable user archetypes?
(C) Key paper(s)	Prugsamatz, S., Lowe, B., & Alpert, F. (2010). Modelling consumer entertainment software choice: An exploratory examination of key attributes, and differences by gamer segment. Journal of Consumer Behaviour, 9(5), 381-392. Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. Journal of Business Research, 66(1), 105-114.
(D) Motivation / Puzzle	In-app purchase in the mobile game application is a rapidly growing source of income for apps developer. Since the majority of these game apps are downloadable for free, developers monetize free apps by giving options to make small purchases inside. However, few studies have made an in-depth examination the scope of this phenomenon. Conversely, there is a wealth of naturally occurring data available from user comments on their own usage behaviour in general and in-apps purchase behaviour in particular. Silverman (2013) emphasised the superiority of naturally occurring data when compared to researcher provoked data (i.e. surveys and interviews). This research aims to be the first to use naturally occurring data from the internet to develop an exploratory model for in-app purchase behaviour. The puzzle is how to extract consumer insight from these data and to organise them into a theoretical framework explaining in-apps purchase behaviour. Therefore, this study explores the use of Nethnography in conceptualising in-apps purchase behaviour.
THREE	**Three** core aspects of any empirical research project i.e. the "IDioTs" guide
(E) Idea	The central idea of this paper is to perform a qualitative analysis of in-apps purchase behaviours in mobile games. Kozinets (1999) started a tradition for the Netnographic approach in consumer research. The objective of this research is to identify central themes from user-generated comments on their in-apps purchase behaviours. Furthermore, this study aims to develop an exploratory framework to explain why mobile game app users are willing or unwilling to pay for in-apps purchases. Previously, I have identified five groups of in-app purchase based on the types of virtual goods being offered (i.e. Currencies, Durables, Collectibles, Consumables, and Subscriptions). This study aims to develop five different configural model to explain each type of virtual goods.
	The study will use qualitative data gathered from user-generated content from online game review sites and other websites where in-app purchasing may be discussed. User comments will be harvested using web scraping and parsing (i.e.

(F) Data	automated data collection and processing from the Internet). Top games with in-app purchase are selected from each genre. The study will de-identify all data before the analysis to ensure user anonymity. This study will add user interviews as the final stage of the conceptualisation. I will recruit approximately ten to twenty current players of selected mobile games using the UQ Update mailing list. The age of informants will be limited to exclude minors (at least 18 years old) while the gender ratio will not be limited. In addition, the study will aim to recruit at least 40 percent of total informants from users who have made at least one in-app purchase in the last six month. The purpose of the interview is to compare and contrast the interpretation of the Netnographic analysis, as well as to add further probing as necessary. The study will also perform double coding on the collected data to improve the quality of the analysis and check the interrater reliability of the coding.
(G) Tools	A qualitative exploratory research will be the first step of developing a working research model. This study will use Netnography as the framework to observe naturally occurring data from the websites. The data will be analysed using both NVivo and Leximancer. This study proposes using conceptual maps generated statistically using Leximancer as a starting point for an in depth conceptualization with thematic analysis using NVIVO.
TWO	**Two** key questions
(H) What's New?	Few study has been conducted to explain in-apps purchase. This research will be the first to use naturally occurring data from the internet to develop exploratory model user in-app purchase behaviour. The study will also formulate several configural models to explain in-apps purchase behaviour for different types of virtual goods.
(I) So What?	The revenue stream from in-apps purchase has the potential to generate more income than simply selling the apps using the traditional business model. Academically, identifying key behaviours and determinant factors of in-app purchase will be the first step of developing a marketing theory that explains the phenomenon better. Practically, this study can provide insights for mobile game apps developers for which feature to improve to increase or maintain in-app purchases in their games.
ONE	**One** bottom line
(J) Contribution?	The objective of this proposed study will be to provide insight into in-apps purchase behaviour of mobile game users. The paper contributes by developing an exploratory model of in-app purchase behaviour that future research can test empirically. This study also provides insights for mobile app developer into key drivers to be addressed when developing new apps or updating existing apps.
(K) Other Considerations	Target Journal(s): This pitch is proposing a paper that aims to publish in the Journal of Marketing Research (Tier A*) or the Journal of Business Research (Tier A). The researcher has obtained the ethical clearance required to conduct this study. Overall risk assessment is "low". Since in-apps purchase is still growing, the risk of obsolescence is minimum. Competitor risk for "in-apps purchase" is low to moderate, but a competing research with an exact model is unlikely.