

Abstract

Darren Kimi Kwok (01011210180)

THE ROLE OF MICROTRANSACTIONS IN IMPULSE BUYING AND PURCHASE INTENTION IN THE VIDEO GAME MARKET OF MOBILE LEGENDS

Mobile Legends is a free-to-play mobile game that was released during 2016. As of 2024, Mobile Legends generated a peak of over 220 million US dollars in 2020 and 2021. Generally, many mobile players have enjoyed Mobile Legends as it is a team-based MOBA game that pursues communication and teamwork as those are the key elements to achieving victory. As a free-to-play game, Mobile Legends currently has invested itself with more than 120 playable heroes and over 700 skins. Older players may have unlocked new heroes through countless hours of playing the game, getting the resources needed to unlock them. However, newer players may have to strive much more to unlock all the heroes within the game. Though it is not necessary for them to get all heroes, it may come time that players want to try playing new heroes to get fresh gameplay. To that extent, there are certain elements within Mobile Legend's microtransactions. Elements such as performance and functionality may aid a newer player's progress to unlock all the quality-of-life features within the game. Other elements such as hedonic content and social content refer to in-game aesthetics such as

skins, recalls and avatar borders. Though not completely necessary, many players have found these aesthetic items to be very fulfilling, as it gives them a sense of identity in-game. Due to the societal nature of Mobile Legends, a player's online impulse buying patterns and purchase intention plays a crucial role within Mobile Legend's revenue generating scheme. This is why Mobile Legends regularly releases new heroes, skins and several other features to reward players that have spent their own time and money playing their game.

Keywords: microtransactions, Mobile Legends, purchase intention, SmartPLS, social content

Reference: 94 (1990-2024)