**Costumes in League of Legends - Replicating Findings from Cyworld and Habbo**

*Completed Research*

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**Abstract**

A danger in contemporary academic research is the occurrence of the publication bias effect – a scientific contamination resulting from the implicit demand in academic outlets for publications to report significant results. One possibility to address this phenomenon relies in strengthening replication research, which allows scientific knowledge to rigorously grow. We use an original study from Kim et al. (2012) which explained the purchase of digital items in the two virtual communities Cyworld and Habbo with the theory of self-presentation, and try to conceptually replicate their findings in the context of League of Legends. Therefore, we conducted an online survey (n=209). Although our results empirically support most of our hypotheses, the overall test of the postulated original model indicated an insufficient fit. In response, we illustrate the derivation of an adjusted model, compare the original and the adjusted model, and discuss arising implications.

**Keywords**

replication research, publication bias, self-presentation theory, MOBA, virtual items, purchase intention.

**Introduction**

One genuine and still valid problem in the field of academic research is the publication bias (also file drawer) effect. This effect can be understood as a type of scientific contamination which results from the implicit demand of the majority of academic outlets to report significant results for publication in quantitative research publications. Therefore, studies with quantitative meaningful results are three times as likely to be published than papers without significant results – an issue that has been known for decades and still remains unsolved (Dickersin et al. 1987; Franco et al. 2014).

The publication bias effect supports the probability of incomplete conclusions and it could be a cause for concern that published studies are no longer a representative sample of the available empirical evidence. This leads to some unwanted consequences and raises questions regarding the inherent quality of an empirical statement. One well-known phenomenon in this regard is HARKing (Hypothesizing After the Results are Known”), in which the hypotheses are derived after the data collection and the statistical analysis (Goodman et al. 2016; Motulsky 2015). Different authors have already proposed possible solutions to prevent the publication bias effect (e.g. pre-registration of studies, the registration of data collections and adherence to established protocols) but none of them have adequately solved the problem by now.

One possibility to address publication bias could be more replication research carrying out cross-contextual and cross-sample studies, carefully extending the nucleus of scientific knowledge. The rather young
scientific field of Information Systems (IS) research in particular often deals with new and unexplored phenomena due to the fast-moving nature of a digitized world which have never been rigorously retested (e.g. the evaluation prototypes) and frequently uses instruments that are not suited for hypothesis testing (e.g. qualitative tools). This makes it difficult to estimate the generalizability and external validity of findings. Thus far, replication research is still rather scarce and reports of non-significant results are frequently not published even though they might provide complementary information, which would add to the understanding of an IS phenomenon.

Traditionally, Virtual Communities (VCs) used membership fees and advertisements as their main sources of revenues. Within the last decade, new opportunities to leverage revenue occurred. One such manifestation in the context of gaming is the sale of digital items (specifically hedonic items like avatar/champion clothes) which became a noteworthy tool generating revenue (Worthen 2010). A remarkably meaningful context in which the sale of digital items can be observed is the video game League of Legends (LoL), which generated 2.1 billion U.S. dollars in 2017 and has not been examined up to now ("LoL Global Revenue 2017 | Statistic"). Kim et al. (2012) already used self-presentation theory to explain purchases of digital items in the contexts of the virtual communities Cyworld and Habbo, that were of hedonic value (opposed to functional value). On the potential strength of the common ground of motivational drivers for purchases, we try to conceptually replicate findings taken from Kim et al. (2012) with our study. Therefore, the paper at hand is guided by the following research question:

RQ: Can assumptions taken from original literature explaining the intention to purchase digital items conceptually be replicated in the context of League of Legends?

To address our research question, we organize our paper as follows. First, we introduce the original work. Then, we introduce the applied context, as well as the aims of our study, and illustrate our hypotheses. In the following section, we display the applied research methodology, followed by the results of our study. Afterward, we discuss our findings, derive implications, illustrate limitations and give an outlook for arising questions based on our work. Finally, we draw a short conclusion on the impact of our findings.

Original model

The underlying framework of our study is based on the assumptions of Kim et al. (2012), who explained the sale of decorative objects in virtual communities (VCs). Therefore, we will holistically introduce their work to make our subsequent approach more comprehensible. For a deeper understanding of the theory behind it, we recommend reading the original paper.

Kim et al. (2012) based their work on the concept of online identity (McLean and Syed 2014; Myers 2012; Tajfel and Turner 2004) and specifically model their empirical declaration around the theory of self-presentation (Baumeister and Hutton 1987; Bolino and Turnley 1999; Goffman 1999; Jensen Schau and Gilly 2003; Kovalsky 2013). In terms of content, the theory of self-presentation assumes that the desire for online self-presentation is a key element and driving force for purchase behavior. Furthermore, the authors proposed and theoretically derived antecedents of the desire for online self-presentation, namely VC involvement (Venkatesh 2000) and online self-presentation norms (Kim et al. 2012) as social influences and online self-efficacy (Smith and Colgate 2007) as a variable of personal control. To empirically test and validate their model they used survey data from the two contexts of Habbo (217 participants) and Cyworld (197 participants). Both expressed VCs can be considered stereotypical examples regarding their profits from the sale of digital items. They also have a lot of similar characteristics. Accordingly, both contexts hold little preproduction costs and give members the opportunity to decorate their online space using real money transferred to in-game currency. Interestingly, purchases are no requirement, can be considered voluntary, and provide no functional surplus to its buyers.

To derive their structural equation model Kim et al. used PLS. Apart from the control variables all variables show highly significant results and are able to explain 38% of the variance in case of Cyworld and 30% in case of Habbo. The desire for online self-presentation has a significant impact predicting the intention to purchase digital items ($\beta=.58, p<.001$; $\beta=.51, p<.001$). Furthermore, the antecedents of the mediating variable VC involvement ($\beta=.43, p<.001$; $\beta=.37, p<.001$), online self-presentation efficacy ($\beta=.22, p<.001$; $\beta=.38, p<.001$), and online self-presentation norms ($\beta=.28, p<.001$; $\beta=.21, p<.001$) account for a significant share of variance. Additionally, only the control variable gender ($\beta=.13, p<.05$) explained a
significant proportion of variance of the dependent variable of the model (all others were not significant). Taken together, the data appears to fit the theoretically derived model well.

![Figure 1. SEM original model](image)

Figure 1. SEM original model

Additionally, Kim et al. (2012) proposed a moderating effect of VC involvement on online self-presentation norms, derived from offline findings from Terry et al. (1999). The data in the original work did not support the initial assumption in both contexts (interaction term p>.05).

**Present research**

**Context of the study**

To replicate the original study from Kim et al. (2012), we chose the context of the video game LoL because of its similarities regarding the purchase of hedonic virtual items. Since LoL has the largest footprints of any video game on digital platforms and in streaming media communities (e.g. YouTube, Twitch.tv), we assume a relevance for players' self-concept to be part of the VC (Kerr, 2015). Furthermore, the game shows a remarkable economic potential (“LoL Global Revenue 2017 | Statistic”). Therefore, the question of what motivational drivers underlie purchase decisions of players is not only crucial to better understand the occurrence, it also remains unanswered so far.

Within the game of LoL, every player can buy the in-game currency RIOT point (RP) to buy digital items. The portfolio of available items consists of champions, skins (clothing of a champion), and accessories (mostly ward skins and summoner icons), whereby the majority of those items possess not a functional but rather a hedonic value (skins and accessories) and can be considered decorative objects. Thus, players cannot significantly enhance their chances of winning games with the aid of the majority of their purchases. Some authors have already proposed symbolic or aesthetic values as motivational drivers to explain purchase behavior since purchases are voluntary (Smith and Colgate 2007). A plausible reason why people do buy those items is to portray a desired image of themselves (Schlenker 1980). Apart from a few noteworthy exceptions (Guo and Barnes 2007; Wohn 2014) the motivation behind the purchase decision of a player is rather unclear and not holistically captured in the specific context of LoL.

**Aims of the study**

The aims of our study are twofold. First, we want to conceptually replicate the findings of Kim et al. (2012) in a different context and expand their external validity. Therefore, we try to deductively re-validate all of their postulated hypotheses in the context of LoL. Specifically, we use the original research design and the original measurements of constructs adapted to our context of interest.
Second, we intended to explore the underlying patterns in our context of interest and explore if we can find any alternative or additional empirical relationships comparing the findings to the original model. Therefore, we employed a data-driven approach to generate a comparative value.

<table>
<thead>
<tr>
<th></th>
<th>Wording</th>
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<tbody>
<tr>
<td>1</td>
<td>Desire for online self-presentation has a positive effect on the intention to purchase digital items.</td>
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<tr>
<td>2</td>
<td>Perceived self-efficacy has a positive effect on a player’s desire for online self-presentation.</td>
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<tr>
<td>3</td>
<td>VC involvement has a positive effect on a player’s desire for online self-presentation.</td>
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<tr>
<td>4</td>
<td>Online self-presentation norms have a positive effect on the desire for online self-presentation.</td>
</tr>
<tr>
<td>5</td>
<td>The effect of online self-presentation norms on the desire for online self-presentation will increase as VC involvement increases.</td>
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</table>

Table 1. Hypotheses of the original and present study

Research Methodology

Research Design

We used a cross-sectional study to test our hypotheses. Therefore, we collected self-reports of players with a digital questionnaire and analyzed the data with covariance-based quantitative statistics and structural equation modeling to derive our results.

Participant characteristics

To replicate the original study, we collected data from 236 participants using an online questionnaire. After cleaning the data regarding missing cases, we had to exclude 27 cases. Thus, our final sample consisted of 209 participants. The age of the participants had an average of close to 21 years (M=20.64, SD=3.62) and ranged from 14 to 38 years. The vast majority of our sample consisted of males (191 males, 18 females). Most participants started playing LoL more than three years ago (M=3.34, SD=1.68), played on either the servers of Europe West (125) or North-America (56). Participants stated that the highest academic degree they currently held was a high school diploma (129) or bachelor’s degree (56). Furthermore, respondents had used around 92% of their in-game currency to buy digital items with no functional value (investments into champion skins and accessories) in the past. The majority of participants played either on the silver (20%), gold (30%), or platinum level (24%).

Data sampling

We used several channels to acquire respondents for our questionnaire. First, we posted a message on official community boards containing the link to our survey. Second, we personally asked gatekeepers to share our survey link within the communities to which they had access. Third, we used different groups related to the context of our study on social media platforms (i.e. Facebook and Reddit) to share our survey link. We provided a link to a digital questionnaire for self-selection, thus, the participation was voluntary. To increase the motivation for people to participate, incentives for survey attendance were given out in the form of a lottery comprising five in-game currency vouchers.

Measures and covariates

We measured all constructs of our study in conformity with the assumptions of the original work from Kim et al. (2012). We further made sure that, in accordance with the original work, the wording of our items was specific and consistent with respect to action (purchase), target (digital item), context (LoL), and time (within the next six months). To measure our dependent, mediating, and independent variables, respondents were asked on a scale from 1 (“strongly disagree”) to 7 (“strongly agree”) to what extent they agreed with the given statements.
Dependent variable

Intention to purchase digital items. To measure the intention to purchase digital items \((M=4.32, SD=2.09, \alpha=.96, \text{skew}=-.31, \text{kurtosis}=-1.26)\), we adapted three items (e.g. “the probability that I would consider buying RIOT POINTS within the next six months is high”).

Mediating variable

Desire for online self-presentation. We adapted four items (e.g. “I want to establish a preferred image for myself in League of Legends”) to measure the desire for online self-presentation \((M=4.17, SD=1.51, \alpha=.94, \text{skew}=-.25, \text{kurtosis}=-.53)\).

Independent variables

VC involvement. We captured VC involvement \((M=5.06, SD=1.30, \alpha=.86, \text{skew}=-.84, \text{kurtosis}=-.70)\) using four adapted items (e.g. “Participating in League of Legends is important to me.”).

Online self-presentation efficacy. To measure online self-presentation efficacy \((M=4.89, SD=1.16, \alpha=.91, \text{skew}=-.81, \text{kurtosis}=-1.12)\) we adapted three items (e.g. “I know how to present my image reasonable well on my own in League of Legends”).

Online self-presentation norms. We captured online self-presentation norms \((M=4.05, SD=1.43, \alpha=.86, \text{skew}=-.32, \text{kurtosis}=-.42)\) adapting three items (e.g. “The presentation of self-image is common among people in League of Legends”).

Control variable

Purchase goals. We asked participants about their purchase goals and their distribution regarding the three classes of virtual items (champions, champion skins, accessories). Answers showed that in large parts players bought champion skins \((81\%)\) compared to champions \((11\%)\) and accessories \((8\%)\), which confirms our underlying postulate that the majority of purchases can be described by hedonic values.

Results

Deriving the replicated model

First, we aimed to explore if any of the demographic variables tested in the original model had an effect on our dependent variable intention to purchase digital items. Therefore, we applied a multiple regression analysis using gender, age, and tenure as independent variables explaining the dependent variable intention to purchase digital items. The data meets the necessary assumptions of independent errors \((d = 1.94)\) and multicollinearity gives no reason for concern \((\text{Tolerances} \geq .83, \text{VIFs} \leq 1.21)\) (Cohen et al. 2013). The regression equation showed a non-significant result \((F(3,205) = 2.75, \ p < .05)\) and independent variables accounted for 4% of the variance of the dependent variable. To avoid the problem of multiple comparisons, we adjusted our p-values using the false discovery rate (Benjamini and Hochberg 1995). After doing so, none of the regression weights had a significant effect on intention to purchase digital items \((\geq .12)\).

Second, we used the results from the prior step and inserted the data into the postulated model using the tool of structural equation modeling and the software AMOS. A maximum likelihood estimation was used to specify the path model, results indicated an insufficient fit between the theoretical model and the empirical model \((\chi^2(6,209) = 16.09, \ p < .05)\). Furthermore, the predictors accounted only for 7% of the variance of the dependent variable and additional values indicated a rather mediocre fit \((GFI = .97, RMSEA = .07)\). All path coefficients are highly significant on the .001 level.

Using the subsequent path model, we aim to answer the postulated hypotheses.

Hypothesis 1: Looking at the path coefficient between the desire for online self-presentation and intention to purchase digital items, we found a highly significant connection \((\beta = .26, \ p < .001)\). Therefore, we concluded that we located empirical support for hypothesis 1.

Hypothesis 2: VC involvement displayed a significant effect on the desire for online self-presentation \((\beta = .41, \ p < .001)\). Thus, empirical indices supported our hypothesis 2.
Hypothesis 3: Looking at the connection between online presentation self-efficacy and the desire for online self-presentation, we found a positive and significant path coefficient ($\beta = .30, p < .001$). As a result, we reasoned that there is empirical support for the proposed connection in hypothesis 3.

Hypothesis 4: Online self-presentation norms shows a postulated positive connection to desire for online self-presentation ($\beta = .19, p < .001$). Therefore, we have located empirical support for hypothesis 4.

Figure 2. SEM replicated model

Third, we examined the interaction hypothesis regarding the moderation of VC involvement on the connection between online self-presentation norms and desire for online self-presentation. We used SPSS and the process macro (Hayes 2017). The results showed a non-significant effect of the interaction term ($p = .59$). Therefore, we did not find empirical support for hypothesis 5.

Taken together, we were able to support most of our hypotheses. However, our data indicated different patterns regarding the overall model looking at the SEM results. Thus, we assumed that connections are more complex than initially suspected and meaningful relationships are not fully explored.

Adjusting the replicated model

After finding out that the original assumptions taken from Kim et al. could not provide an overall framework with sufficient fit (test of the overall model $p < .05$), we took our analysis a step further and tried to find additional patterns in our data. Therefore, we looked for further meaningful relationships between the constructs in our model. We proceed in five rigorous steps to illustrate our results.

In a first step, the aim was to find out whether additional demographic or control variables had a significant effect on the dependent variables of interest in the context of our study. Therefore, we used a multiple regression analysis to explain the intention to purchase digital items. As independent variables, we used demographic (gender, age, education, origin, tenure, and level of play) and the control variable (purchase goals$^1$). The regression analysis met the necessary assumptions of independent errors (d=1.90) and multicollinearity was not an issue (Tolerances $\geq .62$, VIFs $\leq 1.62$). The regression equation showed a significant result ($F (9,199) = 3.57, p < .001$) and independent variables explained 10% of the variance of the dependent variable. After adjusting our p-values using the false discovery rate only the regression weight of accessories ($\beta = .32, p < .001$) showed a significant effect (all others $p \geq .12$) on the intention to purchase digital items (all others $\geq .06$).

In a second step, we wanted to find out whether any of the demographic or control variables had a significant effect on our mediating variable desire for online self-presentation. Once again, we used a multiple regression analysis with the desire for online self-presentation as our dependent variable and

$^1$ Consisting of the variables champions, skins, and accessories.
demographic (gender, age, education, origin, tenure, and level of play) and the control variable (purchase goals) as independent variables. The regression analysis met the necessary assumptions of independent errors (d = 2.13) and multicollinearity was not an issue (Tolerances ≥ .62, VIFs ≤ 1.62). The regression equation showed a non-significant result (F (9,199) = 1.37, p=.20) and independent variables accounted for 2% of the variance of the dependent variable. After using the false discovery rate none of the regression weights showed a significant effect (p ≥ .39) on the desire for online self-presentation.

In a third step, we looked for additional direct effects on the dependent variable intention to purchase digital items caused by the level of independent variables. Therefore, we used another multiple regression analysis and inserted VC involvement, online presentation self-efficacy, and self-presentation norms as independent variables, and intention to purchase digital items as a dependent variable. The regression analysis met the necessary assumptions of independent errors (d=1.99) and multicollinearity (Tolerances ≥ .67, VIFs ≤ 1.49). The regression equation showed a significant result (F (4,204) = 6.02, p < .001) and independent variables accounted for 9% of the variance of the dependent variable. After adjusting our p-values using the false discovery rate only the weights of VC involvement (β = .21, p < .05) and desire for online self-presentation (β = .18, p < .05) showed a significant effect on the intention to purchase digital items (all others ≥ .53).

In a fourth step, we wanted to explore if any of the independent variables significantly correlated with each other. Therefore, we calculated a correlation matrix inserting all three variables from the independent level (VC involvement, online presentation self-efficacy, online self-presentation norms). Only the correlation between VC involvement and online presentation self-efficacy indicated a meaningful result (𝑟 = .14, p < .05) all others did not significantly correlate with each other (p ≥ .09).

![Figure 3. SEM adjusted (replicated) model](image)

*Note. *p<.05, **p<.01, ***p<.001, ns=non-significant at the .05 level.

**Figure 3. SEM adjusted (replicated) model**

In a fifth and last step, we used the information derived in the previous four steps and inserted them into a path model using AMOS. Once again, we used a maximum likelihood estimation to specify the path model. The results showed a sufficient fit between the theoretical model and the empirical model (χ² (8,209) = 11.917, p = .16). The predictors accounted for 14% of the variance of the dependent variable and additional fit values indicated a good fit (GFI = .98, RMSEA = .04) for the adjusted model. All path coefficients (correlations) were significant on at least the .05 level. Thus, we assumed a sufficient congruence between theoretical assumptions and the empirical data. Furthermore, the additional explanatory potential of the direct effect of VC involvement (β = .17, p < .05) and the impact of the control variable accessories (β =.23,

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2 To control for the effect of desire for online self-presentation we included the variable as an additional predictor.
p<.001) stood out and were additionally noteworthy effects on the dependent variable as well as the correlation between VC involvement and online presentation self-efficacy (r = .14, p < .05).

Model comparison

When deriving the replicated model, it became apparent that the postulates from the original study were not sufficient enough to provide an acceptable overall framework to explain the variable intention to purchase digital items in the context of LoL. Filling up this empirical vacuum, we used a data-driven procedure to get closer to the true values of our data.

When it comes to the overall model test (p < .05 for the replicated model, .16 for the adjusted model) as well as the fit indices (.97 and .07 for the replicated model, .98 and .04 for the adjusted model), the adjusted model clearly indicates a better fit between every considered quality criterion in terms of empirical and theoretical assumptions. Following this line of thinking, the adjusted model is superior when it comes to explaining the dependent variable of interest intention to purchase digital items.

<table>
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<th>Model</th>
<th>χ²</th>
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<th>p-level</th>
<th>GFI</th>
<th>RMSEA</th>
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<td>&lt;.05</td>
<td>.97</td>
<td>.07</td>
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<tr>
<td>Adjusted model</td>
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<td>8</td>
<td>.16</td>
<td>.98</td>
<td>.04</td>
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Table 2. Comparison of the replicated and the adjusted model

Discussion

First, when it comes to independent variables, our results showed support for a positive correlation between VC involvement and online presentation self-efficacy. One aspect that helps to understand VC involvement is its situational salience, which is affected by the situational frequency of usage. Online presentation self-efficacy is connected to technological ease of use and specifically to the idea to know how to use the client, which indicates a connection to the situational frequency of playing the game as well (Venkatesh 2000).

Taken together, connecting both assumptions hold the potential to explain this relationship in our data. Furthermore, we understand this finding as a request for additional analysis of reciprocal effects on the level of independent variables and a need for their documentation to provide multiple points of reference for future attempts to replicate findings.

Second, we have uncovered an additional direct positive relationship between VC involvement and the intention to purchase digital items. This finding underlines the meaningfulness of the self-concept of a player and the framework of the social identity approach in regard to purchases of virtual items. We understand this finding as an extension of the assumptions of Park and Chung (2011) to the realm of purchases. The meaningfulness of the involvement with the relevant group (VC) being part of the LoL community in the self-concept of a player strengthens the intention to portray themselves in a certain way towards others. This manifests itself in the intention to purchase digital items. On a meta level, we attribute this finding to be supportive of the idea that, while replicating a study, authors should always explore, test, and report results from additional paths between model variables which are not part of the original work. This could improve the theoretical base of information significantly.

Third, we found a positive effect of the context-specific variable accessories has a positive effect on the intention to purchase digital items. Accessories in LoL consist of so-called hextech chests and keys, which can be used for hextech crafting. This is a rather new gameplay reward system within the game. On this occasion, a purchase can be understood as a ticket to an additional gambling activity besides the regular game. For reasons of high competitiveness, mental strain, and frustration while playing LoL, we understand this effect as an opportunity for players to scatter themselves between games, which is a particularly interesting finding for game developers (Isbister and Schaffer 2015). Regarding replication research, this supports the demand to take into account additional and context-specific confounds compared to the original work to derive an adequate cross-contextual revalidation.

Fourth, we were not able to support the interaction hypothesis (VC involvement did not have a moderating effect on the relationship between online self-presentation norms and the desire for online self-
This finding is in congruence with the original work from Kim et al. (2012). In line with the explanation of the original work, we assume that previous research (Terry et al. 1999) targeted behavioral intention opposed to motivation toward the behavior studied by Kim et al. (2012) and our study, which may have led to a different impact.

Fifth, although we have confirmed most of our hypotheses, which indicates an adequate revalidation of the original work in a different context, we have distilled some particularly noteworthy information. The test of the overall model of the original study was not able to sufficiently explain the intention to purchase digital items in the context of our study. We comprehend this finding as an empirical indication of one of the aspects inherent in the publication bias, in particular, the risk of deriving knowledge if authors only look for specific parts and selective directions within their data in a new and varying context. LoL, for instance, is a context with different characteristics compared to Cyworld and Habbo with a much more salient competitiveness and a bigger risk for frustration, which has to be considered adequately. Additionally, we demonstrated one advantage of covariance based statistics and the available overall test of a model, which significantly extends the derived empirical statements (Anderson and Gerbing 1988). The validation of knowledge is more than significant hypotheses testing and can lead to incomplete conclusions. Therefore, we recommend a more careful handling of PLS in the context of theory building and propose a more frequent and reciprocal use of covariance based statistics and a demand for a wider dissemination of enhanced research standards and established protocols in IS research.

Limitations and outlook

Besides the significant insights of our replication study, their interpretation is subject to certain limitations. We are going to illustrate some of them and show potential ways to deal with them.

First, regarding the explanatory power of our findings, they might be context specific. Thus, it would be useful to further revise the robustness of our contributions replicating the original and the adjusted model in different contexts. One fruitful way for future research could be to include other (MOBA) games and explore potential commonalities and differences between the two other models.

Second, our adjusted model only accounted for 14% of the variance of the dependent variable intention to purchase digital items. This can be understood as an empirical indicator that substantial explanations are not part of our model and a different theoretical base could lead to a better understanding. Therefore, we understand this aspect as a call for model comparisons to classify the usage of the self-presentation theory in the future.

Third, we used scales of self-disclosure. Therefore, effects of social desirability could have played a confounding role during the response. Two fruitful actions addressing this aspect could be taken. First, scales measuring additional confounds could be used to statistically control them. Second, self-reported data could be matched and compared to other sources of variance using the tool of triangulation.

Conclusion

With the study at hand, we have demonstrated the significance and meaningfulness of replication research using original findings from Kim et al. trying to revalidate them in the context of LoL (Kim et al. 2012). Although we found empirical evidence for most of our hypotheses the overall test of the theoretical framework indicated that the original assumptions from Kim et al. (2012) did not adequately represent the patterns in our empirical data. Based on the finding of additional effects, we understand our study as a call for more derivation of data-driven results taking into account the specifics of a context, which can add to the scientific knowledge in IS research in a more representative fashion.

REFERENCES

Costumes in League of Legends


