

Abstract

This thesis examines Czech players' perception of the promotion of paid cosmetic content on the Fortnite platform and how this perception affects their motivation to buy it. The thesis focuses on general perceptions of paid video game content promotion as well as perceptions of specific monetization strategies. The research methodology involved in-depth interviews followed by data analysis using open coding and thematic analysis. This research aimed to gain a deeper understanding of this topic. The data revealed that the majority of respondents perceived purchases on the platform positively. However, targeting children with promotional tactics and the negative impact these tactics had on gamers were perceived negatively. Specific tactics, such as the battle pass, support a creator, and trailers, were perceived solely positively, while Save the World, bundle offers, Fortnite Crew, limited-time offers, and collaboration received mixed ratings. Five factors influencing purchase motivation were identified: game engagement, aesthetics, emotions and preferences, community, and economic considerations. The research results provide new perspectives on how gamers perceive monetization tactics in the video game environment.