

Table S2: Motivation Factor Structure Matrix (rotated to the direct oblimin criterion).

Variable	Factor						
	1	2	3	4	5	6	7
For the excitement of seeing what will be inside	.695	.068	.102	-.422	.164	-.438	.481
To get items that I find visually appealing	.679	-.207	.172	-.185	.441	-.362	.246
To get items that make me feel good about myself me	.660	.123	.380	-.353	.262	-.316	.287
Because I like the feeling of winning when I get something good / rare	.622	.208	.160	-.392	.015	-.337	.431
To try and get something personally valuable to me	.609	.040	.284	-.155	.238	-.329	.295
Because it's fun	.602	.154	.051	-.368	.240	-.281	.289
To get past a hurdle or sticking point in the game	-.034	.804	.048	-.194	-.094	-.134	-.002
To get items that will be useful / give me an advantage	.170	.647	.023	-.173	-.230	-.271	.206
Because I've had a failure or defeat in the game	.110	.478	.317	-.298	-.022	-.084	.107
Because my friends encourage or pressure me to	.248	.030	.664	-.211	.152	-.104	.351
So that I don't get shamed / made fun of	.118	.119	.612	-.156	.110	-.144	.249
Because I don't want to feel left out	.269	.137	.550	-.302	.109	-.203	.207
Because I am bored	.230	.163	.141	-.667	.137	-.175	.157
Because I can't stop myself	.198	.241	.301	-.654	-.012	-.168	.143
Because I get an urge to open them	.522	.094	.176	-.627	.167	-.380	.426
To take my mind of the real world or my day to day life	.383	.377	.278	-.617	.231	-.314	.163
To support good causes	.242	.007	.103	-.097	.691	-.232	.179
To support the developer	.208	-.218	.138	-.118	.622	-.113	.052
Because there is an in-game event taking place	.194	.092	.112	-.203	.166	-.741	.145
To get items that I'm collecting	.426	.237	.138	-.189	.171	-.634	.256
Because I don't want to miss the chance to get a limited time item or offer	.421	.180	.133	-.218	.143	-.610	.254
To try and win items that I can make gaming currency out of	.274	.150	.266	-.245	.074	-.269	.756
To try and win items that I can make real money out of	.308	-.018	.333	-.104	.194	-.117	.609