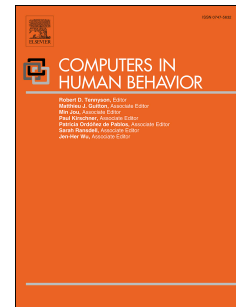


Accepted Manuscript

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PII: S0747-5632(18)30446-1

DOI: [10.1016/j.chb.2018.09.006](https://doi.org/10.1016/j.chb.2018.09.006)

Reference: CHB 5697

To appear in: *Computers in Human Behavior*

Received Date: 29 January 2018

Revised Date: 3 September 2018

Accepted Date: 11 September 2018

Please cite this article as: Marder B., Gattig D., Collins E., Pitt L., Kietzmann J. & Erz A., The Avatar's new clothes: Understanding why players purchase non-functional items in free-to-play games, *Computers in Human Behavior* (2018), doi: <https://doi.org/10.1016/j.chb.2018.09.006>.

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The Avatar's New Clothes: Understanding Why Players Purchase Non-functional Items in Free-to-play Games

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