

**HOW MOTIVATIONS FOR ESPORTS CONSUMPTION  
INFLUENCE THE ESPORTS SPONSORSHIP RESPONSE:  
THE FAVOURABILITY, BRAND AWARENESS AND  
PURCHASE INTENTION EFFECTS**

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## **Abstract**

Esports is an emerging sport that is growing exponentially in popularity in the past years. The fact that it is played online, mainly transmitted through web streaming and its inherent international nature, being for the big tournaments which involve teams of every continent, or the players that compose those teams which are from many different countries, creates a new path to be explored for many brands that want to engage in the sponsorship deals. It also creates a new landscape of study for which are the motivations for people to spectate this sport taking into account the differences from the traditional ones.

Thus, this dissertation gives an overall analysis of what are esports and its stakeholders and the sponsorship traits especially on the sports environment. In order to create a new framework, the basis of the study was on the motivations for watching traditional sports which are Vicarious Achievement, Acquiring Knowledge, Aesthetics, Drama, Escapism, Physical Attractiveness, Physical Skills of the Athletes, Social Interaction, Novelty and Enjoyment of Aggression and the sponsorship response traits such as favorability, awareness and purchase intention.

The data collection was done by means of a quantitative analysis through a questionnaire based on the Motivation Scale for Sports Consumption and the Determinants of Sports Sponsorship Response. The results allow us to assess which are the motivations that were positively influencing the consumption and mainly to conclude that some of the reasons for watching esports influence the response to sponsorship.

**Keywords:** Sports sponsorship, Esports, Competitive gaming, Consumer behavior

**JEL:** M370; Z200

## Resumo

Os esports são um desporto emergente que tem vindo a crescer em popularidade de forma exponencial nos últimos anos. O facto de ser jogado online, transmitido principalmente através de transmissão na internet e a sua natureza internacional, tanto em grandes torneios que envolvem equipas de todos os continentes, como os próprios jogadores que compõe as equipas serem de vários países, cria uma nova oportunidade para ser explorada por variadas marcas que queiram entrar neste mercado através de patrocínios.

Portanto, esta dissertação permite uma análise geral do que são os esports e os seus stakeholders, e as especificidades dos patrocínios, especialmente relacionados com desporto. Com intuito de criar um novo método, a base do estudo foi em volta das motivações para ver desporto tradicionais. Essas são, Realização Pessoal, Aquisição de Conhecimento, Estética, Drama, Escapismo, Atração Física, Qualidades dos Atletas, Interação Social, Novidade e Gosto pela Agressividade. Relativamente aos patrocínios foram analisadas a Favorabilidade, Reconhecimento e Intenção de Compra.

Os dados foram analisados de forma quantitativa e recolhidos através de um questionário baseado na Escala de Motivações para Consumo de Desportos e nos Determinantes de Resposta a Patrocínios Desportivos.

Os dados recolhidos permitiram avaliar quais os motivos que influenciam positivamente o consumo e principalmente concluir quais as razões para ver esports que influenciam as reações aos patrocínios.

**Keywords:** Patrocínios desportivos, Esports, Jogos competitivos, Comportamento do consumidor.

**JEL:** M370; Z200

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## Chapter 1 - Introduction

The world is in constant changing, people develop different tastes, consumption behaviours change, new trending technologies emerge, and new industries arise. Esports is one of those industries. Esports are competitive multiplayer electronic games or as Hamari and Sjöblom (2017: 211) state, “*a form of sports where the primary aspects of the sport are facilitated by electronic systems*”.

This industry is growing in such a fast pace that went from being seen merely as a hobby to being in consideration to be part of the Olympic Games in the nearly future. In the past year, 2017, one single esports event had 46 million unique spectators, the highest ever, which clearly shows the growing popularity of this topic. For the year of 2018 it is predicted that Brands will invest \$694millions in esports, but it seems to be just the beginning as the prediction is that the investment will grow to around \$1.4 billion by 2021.

Esports is not only trending but also changing the perception of what can be considered a sport. The consumer preferences and motivations should have some similarities with traditional sports but also some specificities. In esports the actions are not as present in the view of the consumers but are mirrored to a virtual world. Consumers enjoy and contemplate the skills of the athletes through their performance on the electronic games. The main platforms to watch esports are streaming websites as Twitch or Youtube. Those enable the spectators to communicate with people that share the interests or root for the same teams. This are some of the differences that can influence the consumer experience and motivation.

As in any other sport, lots of brands look for opportunities to sponsor events and tournaments. Although most of those are taking the risk and diving into the unknown world of esports, the future can be bright. Not only brands related to electronics or gaming hardware/software are sponsoring this modern sport, all types of non-endemic brands like automobile manufacturers, energy drinks or food chains are present, and more and more are trying to get a spot. Sponsorship is in fact the highest source of revenue in this business. And as in any other market, the sponsor brands need to understand who their target consumers are and what drives them, in order to create positive responses.

With these factors in mind, the dissertation aims to analyze a variety of constructs developed based on previous literature regarding esports consumers motives, as spectators, and sponsorship response. Using the Motivation Scale for Sports Consumption, the constructs

Vicarious Achievement, Acquiring Knowledge, Aesthetics, Drama, Escapism, Physical Attractiveness, Physical Skills of the Athletes, Social Interaction, Novelty and Enjoyment of Aggression were studied, to understand if the assumption of being motives for traditional sports holds for esports. Three constructs regarding Sponsorship on esports were also analyzed, being them Use, Favourability and Interest.

Conducting the analysis of the data, the main objective is to develop an innovative study through establishing a new framework that helps explain if, and which, motivations for esports consumption affect the response to sponsorship and what is the impact of each one of those in each sponsorship construct.

Taking into consideration these objectives, the following hypotheses were formulated:

- Hypothesis 1. The motivations for esports consumption influence the Favourability towards the sponsor.
- Hypothesis 2. The motivations for esports consumption influence the brand awareness spectators will have of the sponsors.
- Hypothesis 3. The motivations for esports consumption influence the purchase intention of the spectators.

In order to gather the necessary data to study the formulated hypotheses a questionnaire was developed using a 7-point Likert-Scale rated from Strongly Disagree to Strongly Agree. The questionnaire was open for 12 days and gathered 412 responses. It was composed by 42 items regarding esports spectators' consumption motivations and response to sponsorship. The items were related to the 13 constructs previously developed through the analysis of the literature and validated scales. There was an option to answer either in Portuguese or English to increase the range of possible respondents. The questionnaire was shared through Facebook Messenger, Twitter and mainly Reddit, where it was posted in most of the gaming.

The thesis follows a six chapter structure, which cover Introduction, Literature Review, Methodology, Quantitative Study, Results and the final one Conclusions and Implications. The specific information, main topics and structural format regarding each chapter are further explained on the Figure 1.

<b>Introduction</b>	Presentation of the topics of study
	Main objectives
	Used methodology
	Structure of the thesis
	Main conclusions
<b>Literature Review</b>	Research on the sponsorship topic and definition of framework
	Definition and history of esports
	Study of esports as a sport
	Outline of the stakeholders
	International nature of the study
<b>Methodology</b>	Scales analysis
	Hypotheses definition
	Presentation of developed questionnaire
<b>Quantitative Study</b>	Explanation on the treatment of the data
	Definition of the respondents' profile
<b>Results</b>	Descriptive Statistics
	Exploratory Factor Analysis
	Development of the Multiple Regression Analysis
<b>Conclusion and Implications</b>	Outline and description of the findings
	Managerial implications
	Limitations of the study and suggestions of further researchs

**Figure 1.** Thesis Structure

Source: Own elaboration

Throughout the study the aim is to develop a framework that helps to understand the motives for esports consumption and tackle which are the ones that influence the esports sponsorship response. In fact, concluding that the hypotheses hold true and there is an influence as predicted.

## Chapter 2 - Literature Review

### 2.1 Sponsorship

#### 2.1.1 Sponsorship Introduction

As of 1996, there was still not a commonly accepted definition for Sponsorship, being the most common the one used by Meenaghan (1983): *“Sponsorship can be regarded as the provision of assistance, either financial or in kind, to an activity by a commercial organization for the purpose of achieving commercial objectives”*. The fact that there were many ambiguities concerning the nature of sponsorship created this lack of consensus in defining it (Walliser, 2003). According to Hansen and Scotwin (1994) this definition lacks the clear explanation that sponsorship is two-sided; it is a financial and communication activity. Sponsors support the person or organization being sponsored and also use it as communication tool for their benefit.

Later, according to the research done on previous literature, by Cornwell and Maignan (1998: 11), sponsorship consists in two main activities that are necessary for the sponsorship fee to be a relevant investment: *(1) an exchange between a sponsor and sponsee whereby the latter receives a fee and the former obtains the right to associate itself with the activity sponsored and (2) the marketing of the association by the sponsor*. Due to the unpredictability of the outcome and diffusion of the events it is also commonly agreed that risk is an inherent trait of sponsorship Walliser (2003).

Sponsorship promotes the way a brand is perceived in an indirect way, instead of the traditional direct advertising, sponsors connect with high valued events so that unconsciously the consumer will increase the brand perception through the link with the event (Crimins and Horn, 1996). The sponsor tries to reach the conscious of the consumers by being present or even making possible an event that the consumers value and recognize, creating goodwill (McDonald 1991). This goodwill might be considered the point that differentiates the sponsorship from advertising and the main trigger that influences the consumers. The use of sponsorship as marketing communication is seen as beneficial for society, used in a subtle way, with disguised intent to persuade the consumers, and by doing so it lowers the inherent defense mechanisms (Meenaghan 2001).

### 2.1.2 Sponsorship Framework

The most common method to measure the effect of sponsorship in the consumers would be the visibility but this is a weak indicator of the persuasive impact. According to Crimins and Horn (1996) this impact is the combination of 4 different factors: Strength of the Link, Duration of the Link, Gratitude Felt for the Link and Perceptual Change due to the Link. In all those factors the link is created in the mind of the target consumer between the brand of the sponsor and the valued sponsored party (organization/event being sponsored). This conceptual framework is known as the Consumer-Focused Sponsorship-Linked Marketing. Although some steps were taken forward in the literature regarding the how sponsorship works in the mind of consumers Cornwell and Maignan (1998) criticized the fact there was still a lack of framework in this area.

Wallraven (2013) develops a new scheme that differentiates from the one previously mentioned because the definition of the outcomes of sponsorship are boarder than just the consumer outcomes. The focus also follows on to the variants that influence these outcomes rather than the processes involved. This concept is composed by 4 components: “*sponsorship market conditions, sponsorship management factors, processing of the sponsorship and sponsorship outcomes*”.

Walraven (2013) states that there are various target audience involved by the sponsorship and they must be treated and grouped accordingly, because the creation of value for the sponsor is also different within each and other. There are several factors that affect the responsiveness achievement of the appropriate target groups.

One of those factors is the extent to which someone gives personal importance and is interested and involved into a sport (Shank and Beasley 1998). However, being very involved with some sport does not effectively mean to be also directly involved with the sponsor or sponsored object, but mainly the fact that the more a person follows a certain sport the more will be exposed to certain sponsorship and recall the relation between sponsored party and sponsor. This away, the more involved consumers are, more favourable the attitudes towards the sponsors will be developed. As McDonald (1991) argues, favorability is not a feature that

shows the effect on perception, does not show if the sponsorship is changing the mind of the consumers, but just if it reminds them of the brand.

The second factor is that if there is a perceived relation between the sponsor or sponsored object by the consumer, it will be easier to remember and have higher awareness of the product. A fit between the sponsored and the sponsor will influence positively the perception and reaction of the consumers to the sponsorship (Clark et al, 2009).

Other factor is the belief about the sponsors motives. If the shareholders feel the sponsor is committed and sincere in the objective of the sponsorship, the more positively attitudes they will have towards the sponsor (Wallraven 2009; Speed & Thompson, 2000).

Another aspect, the factors that drive companies to undertake substantial sponsorship deals are usually customer-focused brand equity ones like awareness, image and brand preference allied with the broad media exposure (Olson 2010, Walraven 2013).

According to Wallraven (2013) the sponsorship agreements, under positive conditions, can affect those factors. Either when the consumers are implicitly or explicitly aware of the link between sponsor and the sponsored party, the sponsorship deals might generate positive high-level processing of the sponsors brand. This will create positive effects on the sponsoring company such as brand preference, brand attachment, brand loyalty and intention to purchase.

According to McDonald (1991) most of the sponsorship deals are long-term relationships and as stated by Wallraven (2013) the duration of a sponsorship agreement positively influences the recognition and recall levels of the sponsoring brand. After one year or sport season of sponsorship, the levels of identification accuracy by the consumers hit the maximum growth. After that period of time there is a lower rate of growth in the awareness, however the recall and recognition levels continue expanding.

As for a negative consequence on the recall and recognition by the consumers, the study from Wallraven (2013) stated that the more success a team has the least probable it is for the supporters to remember the sponsors because the spectators will focus mostly on the matches and leave less space for mental attention to the messages from the sponsorships.

### 2.1.3 Advertising vs Sponsorship

The differentiation between advertising and sponsorship can be found in many sponsorship literatures like Hoek et al. (1997 and 2000), McDonald (1991) or Meenaghan (2001).

One of the factors that differentiates advertising and sponsoring lies in the perception from the public. Commercial sponsorship used as a marketing communicational tool is seen by the society as something that involves the spectators and is beneficial, while the advertisement is seen as just profit oriented, something selfish with only aiming to be lucrative involving nothing such as benefits to the society. The advertising is thus perceived as forceful leading the consumers to create barriers against the advertiser companies, contrasting with the subtle message from the sponsorships.

Comparative Factors	Sponsorship	Advertising
Goodwill	Beneficial	Selfish
Focus	Indirect/Subtle	Direct/Forceful
Intent to Persuade	Disguised	Obvious
Defense Mechanism	Low State of Alertness	High State of Alertness

**Figure 2.** Sponsorship vs Advertising,  
Source: Based on Meenaghan (2001)

The fact that consumers see sponsorship something as an act of goodwill disables the defence mechanisms towards the sponsors making it more acceptable by the consumers. A forceful nature vs an indirect approach. Advertising is more commonly used to retain already existing consumers than to change the perception of the brand for the possible new consumers, it ensures that there is awareness that the brand exists not meaning that it creates a positive perception but making sure the brand is the mind of the already existing customers (Ehrenberg 1974). On the other hand, philanthropic aura of the sponsorship is able to create changes in the perception of the brand image. (Hoek et al. 2000).



#### **2.1.4 Global Investment on Sponsorship**

The global spending on Sponsorship for 2017 was projected to increase by 4.5% and actually the increase was of 4.3% raising the value to 62.7 billion of dollars. It is expected that in 2018 the spending will rise 4.9%, compared to the past year, to the value of 65.8 billion of dollars. In North America the property type that is expected to have the highest growth in spending is Sports (3.6%) which is already the highest in share and expected to increase it to 70%, which would represent a spending of 17.05 billion. The second biggest property type in terms of sponsorship spending is entertainment followed by causes, arts, festivals/fairs/annual events and associations. (IEG, 2017)

## 2.2 Esports

In order to understand more in-depth this thematic a research was performed on the several aspects that compose the esports industry, starting from its History. Although it was for many years referred as e-sports or esports, in 2017, the Associated Press defined the term as esports finally settling a long-time debate and thus this will be the writing used. (Darcy, K. 2017)

### 2.2.1 Definition

The Electronic Sports term, or esports as mostly mentioned, was firstly used from a reliable source in a press release of the Online Gamers Association in 1999 (Wagner, 2006: 441). This author, based on the definition of “Sport” from the scientist Claus Tiedmann (2004), defining “*eSports*” is an area of sport activities in which people develop and train mental or physical abilities in the use of information and communication technologies “. While this definition illustrates the activity itself, it lacks the competitive element that is present in most esports particularly in the professional level (Ratliff, 2015).

In an article by Jonasson and Thiborg (2010: 287) esports is defined in a more simplistic way as “*competitive computer gaming*”.

There is also a definition from Jin (2010) that states that esports are electronic sports and the leagues in which players compete through networked games and related activities.

A more recent approach from Hamari and Sjöblom (2016: 211) focus on the fact that the outcome (activities) of the sport happen on a “virtual world” while being orchestrated by humans in the “real world” thus defining esports as “*a form of sports where the primary aspects of the sport are facilitated by electronic systems; the input of players and teams as well as the output of the esports system are mediated by human-computer interfaces.*”

The Oxford Dictionary defines esports as following: “*A multiplayer video game played competitively for spectators, typically by professional gamers.*”

### 2.2.2 History of esports

The history of esports starts with a tournament with more than 10.000 participants called “The Space Invaders Championship” which resembles todays esports competitions. It was held in the United States by the company Atari for the game Space Invaders in 1981. (Electronic Games Magazine, 1982 cited by Hope 2014). This championship opened doors for the start of

television esports events like the American show *Starcade* where players would compete against each other in order to have higher scores on arcade games. As stated by Jin and Borowy (2013), in the mid-1980s the transformation from an activity to a sport was already taking place due to the fact that such requirements as having a centralized governing body, formal record keeping, setting guidelines, promoting fair competition were being established.

The industry kept a stable but slow pace until the 90's when internet accessibility started to improve. It was by 1993 that in the United States and Europe was launched the game "Doom" and its follow up "Quake" in 1996, those are commonly associated as the beginning of the competitive gaming history. With the launch of these two games, online players started to gather and create teams to play in online tournaments (Wagner, 2006). On the other hand, Jin and Borowy (2013) affirm that the origins of esports date really from the face-to-face arcade competitions and not from the networked Internet gaming established by league promoters that started in the 1990s.

Regarding the Eastern esports it started in Korea when in the mid-nineties there was an advance in the telecom applications that provided a growth of broadband infrastructures. Games like "Lineage" and "Starcraft" were released and dominated the market. The main difference was that these games were MMORPG "Massively Multiplayer Online Role Playing Game" and RTS "Real Time Strategy Games" while the preferred genre for the USA and Europe at that moment was FPS "First Person Shooters" (Wagner, 2006).

During the 1990s there were several important tournaments for the industry like the "Red Annihilation" for the game Quake with 2000 participants or the ones organized by the Cyberathlete Professional League (CPL), created in 1997, and was one the most important leagues of this new esports era having one tournament with 15.000\$ of prize money a year after creation. It was, however, in the beginning of the new millennium that the major tournament associations like World Cyber Games (WCG), Electronic Sports World Cup (ESWC), IEM (Intel Extreme Masters) or the Major League Gaming (MLG) appeared and keep their importance to this days. The first tournament of WCG was the World Cyber Game Challenge, 17 countries competed, and the prize pool was 200.00\$. In 2001 a new event of WCG was held in Seoul with an higher prize of 600.000\$ and over 380.000 competitors from 37 countries (WCG, 2001 cited from Hope 2014).

On 2007 Justin Kan launched a website named Justin.tv where he would live stream is live through video with audio. The website developed firstly into a streaming platform with 60

different channels from different people and organizations but soon became an open network with over 30.000 accounts registered. The gaming section grew so much that a new website called Twitch.tv was created just for the gamers streams. This step enabled a huge opportunity of live streaming not only from top players but soon for the tournaments as well. (Hope, 2014 e Bouaoui, 2016).

According to Joansson and Thiborg (2010) three scenarios would stand as possible for the future of esports:

1. Counterculture or alternative to the modern sports; esports is not considered a conventional sport (although in some countries as Korea, China or Hungary it is considered an official sport) and for many people not even a sport. Players and organizations want to achieve high status, which by being an accepted sport would concede them immediately, but if that status is achieved without becoming a sport it would lose the sport incitement and move to being a counter-culture movement. The authors mention that the evolution of esports could harm the traditional sports hegemony if it is not included in that “family”.
2. Accepted as part of the hegemony of sports; with the creation of independent and autonomous organizations that control and develop esports at an international level, added with following of the standards or conditions to be accepted as a sport by International Olympic Committee, and the constant growth of popularity, these factors would enable esports to join the hegemonic sport category.
3. As the future hegemonic sport; although it is considered the more exaggerated hypothesis by the authors, esports might be representative of the industrialization process and the evolution of social values and beliefs. The growth of esports as a new hegemonic sport can be for example related to the virtual simulation of already existing sports like racing, which would erase the risks inherent to driving and the pollution while reaching almost the same extent of skill and ability.

To illustrate the current status of the industry, a study conducted by the company Newzoo by the end of 2017 showed that most people from within esports organizations forecasts that it will take between five to ten years for the business to be mature although the brands and agencies are expecting the industry to be fully professional in three to five years. It is expected that 2018 will be a determinable year to understand the actual pace of growth for esports to

*“becomes the global multi-billion-dollar business we all envisage”* (Peter Warman on Newzoo 2018).

Recently in the USA the popularity of esports led Robert Morris University to become the first university to create gaming scholarships which was then followed by several other institutions and universities (Jenny, Manning, Keiper and Olrich, 2017)

With the growth in popularity esports are predicted to be part of the Olympic Games in the future. Although the industry still lacks a recognized governing structure or body a first step was taken when in April 2018 the Council of Asia (OCA) decided that esports will make part in the Asian Games 2022. (Nielsen 2017)

### **2.2.3 Main Categories of Esports**

#### **RTS**

Real-Time Strategy (RTS) is a game genre where players strategically gather and manage resources to build structures and produce units to upgrade their forces and defeat the opposing players situated in the gaming map. Players have control over the resources that are located in many possible locations of the maps. The two main competences in RTS games are micro-management (controlling the units in combat scenarios to maximize the utility of these units) and macro-management (what types are units and upgrades are more important), (Jónsson, 2012).

Starcraft II launched in 2007 is the only relevant RTS name for esports nowadays.

#### **MOBA**

Multiplayer Online Battle Arena (MOBA) is originally a subgenre of the RTS genre that consists in normally two teams of 5 players competing against each other while each player controls a character in a commonly static map. This type of games started with a fan-made custom map of StarCraft (an RTS game) in 1998 although only with the publishing of Defense of the Ancients (DOTA) the genre was really born. (Cantallops and Sicilia, 2018).

The most important MOBA's are League of Legends (LoL), Dota II, Smite and Vainglory being the latest a mobile game. According to Newzoo League of Legends was the most watched game both by esports and non-esports hours of 2017.

#### **FPS**

First Person Shooter is a genre identified by a first-person view of the environment involving combat normally with a fire-arm. The first game of this genre was Catacomb 3-D (1991) but Wolfenstein 3D is widely the most acclaimed as the promoter of FPS. (Hitchens, M. 2011)

Counter-Strike and Call of Duty are the most played and known FPS nowadays.

## **CCG**

Collecting Cards Games started in 1997 with the launch of Chron X and Sanctum. According to Johansson (2009) this genre is comprised in three levels: Collecting cards, building decks based on the cards you have and matching where you compete against an opponent.

Examples of CCG are Heartstone, Magic The Gathering, Gwent.

## **FIGHTING**

The Capcom's title Street Fighter 2 is the first example of what modern fighting games are although it was launched in 1991 after several games with a different style. The mechanics of this 2D game have since been replicated and improved.

These games are "close-quarter" combats, the characters have their own individual skills and standard moves, in the screen there is something that quantifies the parameters of the match like a score and timer, the players are competing one versus one and in the end there is always a winner. (Johnson and Woodcock 2017)

The most popular fighting esports are the Street Fighter franchise and Super Smash Bros.

### **2.2.4 Is esports a sport?**

By commonly focusing on the "e" of electronic instead of the physicality of the player performance in that space it is common to invalidate the eSport as a sport (Witkowski, 201).

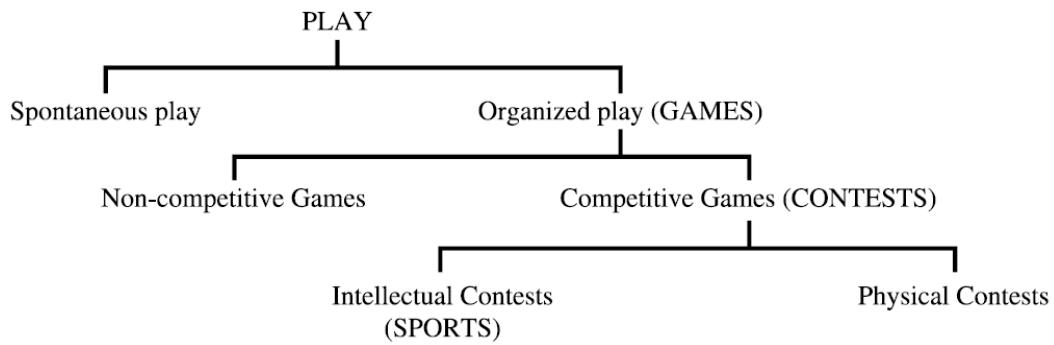
An aspect that has been studied by several authors is whether or not esports is actually a sport. To understand this topic, the studies start from delineating what is a sport, the literature on the components needed and establishes a comparison with the specifications underlying in the esports.

Witkowski (2012) analyzed Counter-Strike teams playing in a tournament to examine concept of playing computer games as a sport. The author presented 4 main characteristics of sport definitions: physical, have rules, involve competition and are officially governed. Physicality

is the characteristic that is mostly instituted as a “*necessary condition for sport*” (Caillois, 2001; Coakley, 2008; Edwards, 1973; Eitzen & Sage, 2009; Giulianotti, 2005; Guttmann, 2004; Hargreaves, 2004; Meier, 1988; Sands, 1999; Suits, 1988, cited by Witkowski 2012) and according to the author is also the most fragile for the legitimacy of esports as a sport. This difficulty in setting physicality in a game is not new as it already happened with Chess (nonphysical event but intellectual contest) or sports of contention like Equestrian or NASCAR (National Association for Stock Car Auto Racing).

With the analyzes of the players in action Witkowski (2012: 359) was able to understand the physical demanding actions taken in competitive gaming. The first “sporting movement” is “Seeing as we move”. Players are engaged physically in characteristics like “*maintaining a controlled body while quickly navigating*”, “*moving the character proficiently with reference to the team*” and “*physicality executed in the muscles and tendons of hands and fingers and in the subtle control of breathing*”. The second aspect is the Balanced Body, which is the body reconciling with the pressures of playing through the body choices executed to do an action on-screen and the composure of the body affected by the intensity of gameplay and game context. The next aspect is the “Haptic Engagement” with the importance of sensorial moments engagement between the physicality of players and responsiveness of technologies. The author creates a comparison with Football, as players evaluate not only the field visually but also touch the grass, feel the wind or the ball. In the example of Counter-Strike, players practice the technologies (mouse, keyboard speed of the computer, etc) in order to perform better.

Jonasson and Thiborg (2010) based their analysis on Allen Guttmann academical characteristics of modern sports. The model used defines sport as physical, competitive, organized play; contrasting with the intellectual contests, non-competitive games and spontaneous play. As the authors define esports as “competitive computer gaming” it goes in accordance with the previous definition of sports. Since there are several organized tournaments, associations and organization and esports is about games and not spontaneous play, two criteria are met. The figure below extracted from Jonasson and Thiborg (2010) explains this distinction.



**Figure 3.** Sports vs Physical Contests  
Source: Extracted from Jonasson and Thiborg (2010)

To understand whether esports is an intellectual or physical contest the authors primary state that it burns as many calories as bowling, shooting or pool and it requires more diversified finger coordination than any other sport. With a more in-depth analysis through seven characteristics of modern sports Jonasson and Thiborg (2010: 290) reach the conclusion that sports has developed or is developing all the seven characteristics needed to be considered a sport. Those being “*Secularism/Secularization, Equality, Specialization, Bureaucratization, Rationalization, Quantification, obsession with/the quest for Records*”.

Jenny, Manning, Keiper and Olrich (2017) also analyze the definition of sports to understand if esports can be considered one. The conclusion is that although it includes the aspects of play and competition, are organized and have rules, require a skill set and have a broad following, esports still lack great institutionalization and physicality. The fact that esports do not involve a physical overcome of the opponent might also mean that it would not be considered as a sport. To be considered as an actual sport by the society either an enrichment of the definition or the use of Motion Based Video Games with high levels of physicality need to occur, aligned with the development and stabilization of institutionalization.

Kane and Spradley (2017: 2) concluded that esports are indeed sports by using the Oxford English Dictionary (n.d.) definition, “*An activity involving physical exertion and skill in which an individual or team competes against another or others for entertainment*”. Through the analysis of several studies and comparing with the definition it was possible to understand that there is a clear connection with physical exertion and esports.



## 2.3 Stakeholders

### 2.3.1 Consumer

What differentiates competitive gaming from other traditional forms of gaming is not which game is played but how the games are played. (Seo, 2016).

According to Seo and Jung (2016) the consumption of esports can be divided in 3 different cores of social practices: the playing, the watching and institutionalized governing.

Professional players, as name states, don't play just for leisure or escapism but try to master and evolve in order to be competitive with a sense of rivalry (Wagner 2017) and in the search for the prize moneys and social status (Seo and Jung, 2016). In this context the players don't obey just for the social rules but also to particular social regulations rooted within the gaming communities or developed by the tournaments (Seo and Jung, 2016). Adding to the skill, routinized training and competences needed to be a professional player, esports are also characterized by the technology and tools involved. Professional competitive playing requires specific type of equipment like high-dpi mice or an appropriate keyboard as fast response is a critical aspect in this level of gaming. (Slocum et al 2005).

Consumers of esports not only play but also have contentment in watching others playing via events or streaming, especially other skilled players. Watching esports, like traditional sports, incites a comprehensive understanding of competition in the form of sports. The spectators are required to have a tacit knowledge about computer games and understand the regulations of the competitions to follow the developments of the tournaments. This could be one explanation why most of the of esports viewers also play computer games (Taylor 2012, cited by Seo and Jung (2016). According to Jenny et al (2017), based on the statistics that 42% of esports viewers do not play the game they watch, this segment of watchers may not have the same level of skill necessary to compete at high level but enjoy watching high skilled players.

Although traditional sports and esports pursue similar models to approach their audiences the two differ on the channel of broadcasting and communicating. While traditional sports exist mostly in the television, esports rely mostly on streaming services and are just starting to reach TV's now. While watching streams or attending tournaments the consumers become immersed in the performance (Southern, 2017). This is the model of esports, an economic model based on the consumer, that focus on giving a memorable experience to the consumers.

(Seo cited by Southern, 2017). Seo (2013) states that one category of this experience economy is the entertainment, a passive role taken by the consumers where the connection with the performance of players is more of absorptive and less immersive. While in South Korea there are already many TV channels that broadcast esports events, in the other countries the broadcasting is mostly done through online streaming services, predominantly on Twitch and Youtube. On these websites the audience can watch tournaments just by having internet connection, for free, allowing the tournaments to be broadcasted to potentially millions of viewers (Southern, 2017). According to Hamari and Sjöblom (2016) this streaming system also provides a platform for the professional players to connect and communicate with the fans which helps creating the sense of community and achievement that makes the viewers follow specific eSport teams or players.

### **2.3.2 Sponsors**

According to Newzoo report (2018) the Brands will invest \$694 million in the esports industry, 77% of the total market. This investment is predicted to grow to \$1.4 billion by 2021, which represents 84% of total esports revenues.

Although esports is a new sector, sponsorship has been there for centuries and so the marketeers and agencies can bring their expertise to a new foundation which has developed essentially naturally. The brands use the sponsoring of esports to reach the “hard-to-please” Millennials and Generation Z who are growing/grown into the age of have disposable income. However, there is a bigger market than those 2 segments. According to Super Data (Nielsen) research in 2016, only in Europe, 22.6 million viewers, watched eSports and 45% of them were between the age of 25-44 years old.

As reported by the director of esports of Twitch, cited by Korateng (2017), “esports is going from a place where a majority of the revenue is from endemic brands to next year when the majority will be from non-endemic brands”.

Companies like Amazon, Asus or Activision Blizzard have invested in sponsoring eSports. Those are endemic brands already linked with the growth of this industry. Asus manufactures computers or hardware related to games, Activision is the publisher of many of the most played games and Amazon acquired Twitch.

To give an example of Non-endemic brands already sponsoring esports teams we have: Adidas (Team Vitality, North, ASUS ROG Army), Adrenaline Rush which is an energy drink from Pepsi (Virtus.pro), Audi from Volkswagen (Astralis), Visa Europe from Visa Inc (Sk Gaming), Samsung (Samsung Galaxy). And examples of non-endemic brands that sponsor events we have names like: Macdonald's, Movistar, Nissan, Old Spice, TurtleWax or Coca-Cola (Korateng, 2017).

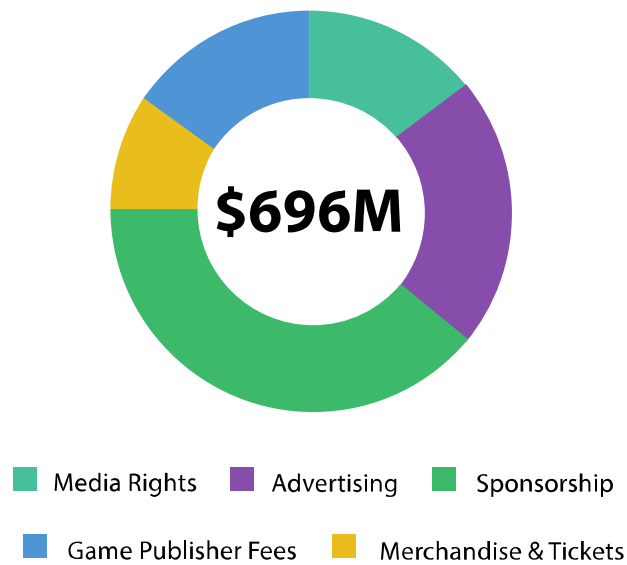
To understand how the fans of esports perceive the brands existence in esports the marketing advertising agency GMR Marketing LLC (2016) conducted a survey aiming the fans that play, watch, or both. In this study, 85% of the enquiries expressed a brand positive agreement with one of the following statements: "I always appreciate when brands try to reach out to me through the gaming world. I might even be more likely to purchase from them in the future" and "I usually appreciate when brands try to reach out to me through the gaming world, but it has to be done properly. Anything overly branded or corporate is a turn-off". On the other hand, 42% of the gamers state that they are displeased by overly branded or corporate content.

The fans are different from each other, like in traditional sports, and the distinction between watchers, players and those that do both things is reflected in the feeling regarding brand involvement. The segment of Players is the one most open to the brand involvement, 59% of the respondents always appreciate being approached by brands in the gaming world while only 33% of the watchers agrees with this statement.

Regarding the marketing activities that suit better the tastes of the respondents, overall event marketing was rated the most impactful on the creation of brand awareness and purchase intention. However, if demographics are considered, the 18-24 years-old range rated athlete and celebrity endorsement as the most effective marketing strategy.

When asked to rate the potentially well received sponsors or advertisers' industries in for esports the participants ranked firstly a non-endemic industry, Energy Drinks like Redbull or Rockstar, followed by the endemic Electronics/Hardware for gaming and then, Sports Drinks (Powerade, Vitamin Water), Entertainment (Netflix, Music Download) and finally the Athletic Apparel and Snack food/candy industries on par. Showing that the gaming world is also open to non-endemic brands.

The following figure identifies the proportion the various Revenue Streams of esports and how big of the pie is regarding sponsorship.



**Figure 4.** Esports Market Segmentation by Revenue Stream, 2017

Source: Adapted from Newzoo (2018)

### 2.3.3 Teams

There are two main types of esports teams. The ones that are financed or owned by a product company like the now disbanded Samsung Galaxy team or Airbus Out of The Blue team, or the most regular type, the agency teams. Agency teams like for example FaZe or SK Gaming treat the sponsors as clients offering them visibility through the players equipment's or broadcasting, website presence and content creation. (Linqzil Digital Media, 2018)

There are also already known teams from other sports entering the esports market, for example the Philadelphia 76ers or the Milwaukee Bucks, two famous NBA teams, invested in teams and players. Adding to this the NBA announced in 2017 that in the next year there would be a NBA 2k eLeague. In 2018 there was a draft, like in the NBA, and the announcement that each of the 17-franchising's participating would have 6 players, showing the seriousness given to the 4<sup>th</sup> League of NBA as stated by Commissioner of NBA, Adam Silver (NBA 2K Website, 2018). Meanwhile other sports associations like the French football league or the Australian Football League also joined the esports world. (Burns, 2016 and Colangelo 2017 cited by Funk et al 2018).

### **2.3.4 Publishers**

A differential aspect on esports when compared to the traditional sports is that the creators or manufactures of the games play a main role in the industry. The companies like Valve, Riot Games or Activision Blizzard own and influence the play over the games. Since being the owners this companies provide and maintain the software for the games creating the need for esport promoters to have license rights to create events or tournaments with those games. (Holden et al, 2017)

## **2.4 International Nature**

An important aspect to understand in this thematic is how esports are present in the International environment, due to the globalization we live in.

As noted by T.L.Taylor (2012) esports are a globalizing industry. It is a mix of regional and global activities. For example, the tournaments might have regional or even national qualifiers to find out the teams that will go for the global tournament representing not only the organizations but also the region. These teams are many times formed by players from countries all over the world that share no language or culture between each other. These players train and compete with the team without physical contact, connecting with each other through the internet before going to live venues or boot camps, although it is increasingly common for the teams to have houses for the players nowadays.

The brand of the organizations, being them the teams or tournament organizers, is also a global one, which normally is led through a regional strategy with local partners that deals with local specificities. The esports' global environment also means that the players need to cope with the specificities of varying political and cultural aspects not only regarding the esports but the computer games policies and ideas.

## Chapter 3 - Methodology

The methodology was developed after the Literature Review on the main aspects regarding the objects of study esports and Sponsorship and the relation within them. The main objective was to understand which are the main motivations for people to watch esports and in what way does that reflect in sponsorship related variables.

Various existing scales were analyzed in order to perform a questionnaire, taking the assumption that esports are in fact considered a sport from the Literature Review. The method of research used was thus Quantitative. As stated by MacDonald and Headlam (2008), Quantitative Research is used to measure data, its “*objective is to quantify data and generalize results from a of the population of interest* “. This research method follows 3 main steps: conceptualization of reality in terms of variables, measurement of the variables and the study of the relationship of those variables (Punch (2005).

From the analysis of the scales several hypotheses were formulated using the Positivism Paradigm. The logical behind this paradigm is that *real events can be overserved empirically and explained with logical analysis* (Kaboub 2008). The criteria to evaluate the validity is then if the theoretical based hypothesis formulated are consistent with the analysis of the data obtained.

### 3.1 Scale Analysis

The Scale analysis started with the Motivation Scale for Sport Consumption: Assessment of the Scale’s Psychometric Properties (Trail and James 2001). This was a development of the Motivation Scale for Sport Consumption (Trail et al 2000) which was based on the previously existing Sport Fan Motivation Scale (Wann’s 1995) and Motivations of Sport Consumers scale (Milne and Macdonalds 1999).

The scale gathered the main aspects, based on psychological and physical needs, that should be considered for driving the spectator consumption of sports: Vicarious achievement, acquisition of knowledge, aesthetics, drama/eustress, escape, family, physical attractiveness of participants, the quality of the physical skill of the participants and social interaction. Trail and James (2001) created and revised the items that would give a proper evaluation of the scale proving that it was a tool for measuring the motivations for sport consumption as spectators.

The Family Subscale was dropped from the MSCC (Trail, 2012) because the author didn't consider it was a dimension that would influence the motives for the consumption of sports, but a by-product of that consumption. Some new items were also introduced for the rest of the subscales.

The article from Hamari and Sjöblom (2017) used the MSSC to evaluate which were the main constructs that positively influence the spectatorship and served as a base for the development of the hypothesis presented in this study. Those subscales were analyzed individually:

### **3.1.1 Vicarious achievement**

Vicarious achievement refers to the fact that people relate and empathize with the representatives of sports, and with the achievement of the teams and players one supports. (Citaldini et al., 1976; Smith, 1998; Wann 1995; Smit 1998 cited by Hamari and Sjöblom, 2017). The feeling to be part of the team is an experience that supporters enjoy, feeling positive when the team wins and negative when the team loses, vibrating with the plays having the sense of achievement when the team/players does well. There is a deeper relationship with esports athletes since a lot of them are active streamers and so spectators can interact or at least watch them play many times a week, this factor creates a closer relation with the audience than in other sports (Hamari and Sjöblom, 2017).

### **3.1.2 Acquiring knowledge**

The acquisition of knowledge demonstrates the degree to which the spectators want to learn about the players or teams of the sport by the several possible interactions. This is a psychological trait that relates with intrinsic reward, a personal element of acquiring knowledge that provides life satisfaction (Lee et al, 2015 cited by Stander and Van Zyl 2016). Watching sports to be able to share the information in conversations is also a relevant factor (Melnick, 1993) and since esports are growing exponential in the past years, more and more people watch and want to have understanding of this world. The strategies and tactics of sport games are easily reproduced as stated by Hamari and Sjöblom (2017).

### **3.1.3 Aesthetics**

Aesthetics refer to beauty, grace and artistic characteristics inherent to the sport (Willis and Campbell 1992 cited by McDonald et. Al 2002). The visual elements present in sports are an



important factor for the consumption of the sports. Spectators like to watch the athletic movements by the athletes (Wann and Wilson 1999). Examples of aesthetics in other sports are the artistic expression in skate figuring or the visual attractive movements of players in football or basketball. In esports however the main aesthetic aspects are related to the events, the lights, the uniforms that one can see, either in person or through the streams. One could also include, in the author opinion, the digital aesthetics represented by the control of the characters or of the game design as a work of art.

#### **3.1.4 Drama**

While watching sports the consumers may feel a positive experience for the uncertainty of events, this is defined as the drama inherent to esports. Trail and James (2001) describe this motivation for sports consumption as *“the motive that attracts people to the edge of their seat whilst watching a closely contested sport game”*. Stander and Van Zyl (2016) citing Pharm (1992) refer that the stress felt in close games creates a pleasure experience for the fans. As stated by Hamari and Sjöblom (2017) there are also several random elements in the games that add uncertainty to and probability of a dramatic turn of events to happen.

#### **3.1.5 Escapism**

People watch sports to escape from their monotonous everyday lives. Working and being in closed spaces are a reality from almost everyone and having the experience to watch esports is an escape of this reality that providing a feeling of fulfilment and excitement to ones' life (Stander and Van Zyl 2016). That state that one can achieve through watching esports is a refuge and escape from the confusion and difficulties one lives. Hamari and Sjöblom (2017) also state the fact that esports *“might provide a more accessible form of escape when compared to traditional media and sports”*.

#### **3.1.6 Physical Attractiveness**

The physical attractiveness is considered a contributing reason for people to watch sports. The sex appeal and athleticism of the athletes might be considered appealing for the spectators (Stander and Van Zyl 2016). In esports the games occur in the digital systems and so the general idea could be that there is no importance in the physical image of the players, however, the events broadcast images of the players during the matches, after and before

(Hamari and Sjöblom, 2017). The players also appear while playing during their own streams, are currently physically more evolved than the usual “computer gaming nerd image” and have been developing an increasingly fame status.

### **3.1.7 Physical Skills of the Athletes**

The spectators of sports develop a sense of pride and achievement for the exceptional skills that a team or player demonstrate, pertaining that to the spectator himself (Kupfer 1988 cited by Stander and Van Zyl 2016). In general sports this would relate to the physical superiority and the performance of sports actions that require certain skills. For esports the physical skill-set is related to factors like moving the character in a proficient, fast movement, keeping the body balance (Witkowski 2012), but the spectator will appreciate the mirror of those skills in the game itself, thus admiring the skills of the players by the way their physical actions and skills affect the games.

### **3.1.8 Social Interaction**

Socialization is an important factor in sports consumption. Sports enable people to gather and share the same interest while satisfying the need for social interaction (Cornelissen, 2007 cited by Stander and Van Zyl 2016). With streaming platforms being the leading way for esports spectator consumption the consumers can interact with each other through the imbedded chats in the streams. These platforms, such as Twitch or Youtube, can be used to support the team or players, creating a bond between the spectators using the chat (Hamari and Sjöblom, 2017).

### **3.1.9 Novelty**

In sports, the satisfaction linked to novelty is associated with the excitement of watching new teams or players playing the game (Trail and James, 2001). Although the novelty could also be related to the fact that the new players, or teams that change constantly in the gaming scene, bring new strategies. The novelty of unconventional playstyles is one of the main traits evaluated by the spectators as stated by Holt (1995).

### **3.1.10 Enjoyment of Aggression**

The enjoyment of aggression relates to the amusement of observing aggressive behavior and hostility by the athletes. Since esports are played in the digital confines, the aggressiveness and macho atmosphere should not be so visible, yet some players appear displaying aggressive behaviors while streaming or in the broadcasts of events, before or after the matches (Hamari and Sjöblom, 2017). The aggressiveness related to esports could also be understood of enjoying the belligerent atmosphere in some type of games such as fighting ones.

In order to develop the questions regarding sponsorship the author based the approach on the study Determinants of Sports Sponsorship Response (Speed and Thompson, 2000) which aims to understand the perception and attitudes from the consumers towards the sport sponsors. The questions regarding this topic were created in relation to the response to sponsorship.

Following the Literature Review, the analyses of the scales and an informal conversation with a social media manager of an esports organization the following hypotheses were formulated.

## **3.2 Hypotheses**

The following assumptions, using the Positivistic approach, will be tested to check if those are confirmed or refuted by the analysis of the data that was gathered through the questionnaire. All the hypotheses were drawn from the assumption that esports is considered a sport as the scales used are sport related.

The understanding of the reasons that attract or motivate consumers in sport events makes it easier to understand what the right advertisement to be included in that event is. The motivational profile of the spectators of a sport can be used by the sponsors to understand and target the right group. (Funk and Mahony and Ridinger, 2002). As stated by Walraven (2013) there are diverse target audiences involved by sponsorship and each group must be treated accordingly in order to create value. Having this, the following Hypothesis were formulated:

**H1. The motivations for esports consumption influence the Favourability towards the sponsor**

One factor that affects the responsiveness to sponsorship is the importance and involvement one gives to a sport (Shank and Beasley 1998), although being involved in the sport or the team does not mean to be directly involved with the sponsor it will make the consumer remember the link between the sport they like and the brand of the sponsor in a favourable way. The sponsorship deals have the power to affect the image consumers have of the sponsors (Walliser, 2003). As stated by Speed and Thompson (2000) *“positive attitudes towards an event will be associated with a positive response towards the sponsor”*.

## **H2. The motivations for esports consumption influence the brand awareness spectators will have of the sponsors**

Brand awareness is “brand recall and recognition performance by consumers” (Keller 1993). The sponsorship awareness positively influences corporate image. Consumer who are able to remember a sponsor will have a more positive image of that sponsor. It also can erase the negative image an individual might have about the sponsor (Javalgi et al, 1994). Cornwell et al (2001) states the fact sponsorship sports is useful in building brand awareness. Thus the motivations for esports consumption will help to explain the brand awareness level on the esports sponsorships.

## **H3. The motivations for esports consumption influence the purchase intention of the spectators**

Purchase intention is considered a high-level sponsorship outcome and comes from two main factors, the a priori knowledge of the brand or utilization and the positiveness towards the brand. (Popes and Voges 2000 cited by Koronios et al. 2016). The intention to purchase is influenced by the brand image and the favourability towards the sponsor, having the assumption that the other two Hypotheses are positively connect with esports sponsorship the following hypothesis 3 was also formulated.

### **3.3 Questionnaire Data**

A questionnaire (Appendix A) was created using Google Forms composed by 42 items regarding esports consumption motivations and spectators’ response to sponsorship, which

were part of 13 constructs, demonstrated in Table 1. It was also followed by 4 Demographic questions.

All the questions were of required response and the author chose to have the option to answer the questionnaire either in Portuguese or English as it would reach a higher number of possible participants.

Initially the questionnaire was given to 10 esports spectators to test the structure, understandability and the items being analyzed. Only changes in wording were required in order to make clearer what was being asked due to translation misunderstandings.

After the changes and corrections were made the questionnaire was sent through email and Facebook Messenger to people that watch esports from the contact list. The following step was to gather more answers by posting the questionnaire and a description of what was intended on Reddit. The form as posted in the following subreddits can be found in the Appendix B:

DotA2	Heartstone
heroesofthestorm,	Paladins
CoDCompetitive	Rainbow6
Smite	Fifa
RocketLeague	QuakeChampions
Smashbros	CompetitiveHalo
Overwatch	R6ProLeague
PUBATTLEGROUNDS	truef2
tf2	SampleSize
starcraft2	FOTnITE
CompetitivePUBG	Competitiveoverwatch

Unfortunately, the subreddits leagueoflegends and GlobalOffensive which are two of the biggest gaming ones didn't accept the publication of the questionnaire, and some of others like Fifa deleted after some minutes. In addition, the social media manager of the MIBR, which is one of the best and most known teams of Counter-Strike: Global Offensive, shared the questionnaire on his personal twitter account and within the Immortals organization.

The questionnaire was available to public from 02 of November 2018 to 13 of November 2018 and a total of 421 responses was gathered.

The respondents were required to rate the items on a Likert Scale, which was explained in the form, from 1 to 7, being one strongly disagree and 7 strongly agree. The Demographic questions were open regarding the Age, Nationality and multiple-choice for Gender. The questions were randomized as there were some similarities between items of the same Construct.

<b>Construct</b>	<b>Code</b>	<b>Number of Items</b>	<b>Definition</b>
Vicarious Achievement	VA	4	Feeling of achievement with the performance of the team the spectator supports
Acquisition of Knowledge	AK	3	Acquisition of knowledge about the players and teams by watching esports
Aesthetics	AS	4	Appreciation of the beauty inherent to esports
Drama	DA	4	Enjoyment of the drama inherent to esports
Escape	ESC	4	Escapism from the everyday life
Physical Attraction	PA	3	Appreciation of the attractiveness of the esports players
Physical Skills of the athlete	PSA	3	Appreciation of the physical skills of the athletes
Social Interaction	SI	3	Interaction with other members of the community while watching esports
Novelty	NY	3	Enjoyment of watching new teams, players or games in esports
Enjoyment of Aggression	EA	2	Enjoyment of the aggressive behavior and/or environment on esports

Favorability (Sponsorship)	FY	3	Favorability towards the sponsors
Interest (Sponsorship)	IT	3	The influence the sponsorship will have in future awareness of the sponsors products or promotions
Use (Sponsorship)	USE	3	Eagerness to consider purchasing the sponsor's product.

**Table 1.** Measurement Constructs

Source: Adapted from Trail and James (2001), Trail (2012), Hamari and Sjöblom (2017), Speed and Thompson (2000)

## Chapter 4 – Quantitative study

### 4.1 Data Treatment

To start with, the data was exported from the questionnaire in the Google Forms to Excel to start the treatment of the data. From the 421 answers to the questionnaire three were incomplete thus were deleted. The next step was to analyse the answer to the Demographic questions. Three of the remaining 418 completed questionnaires were deleted due to unreal Age numbers ( -1; 100; 102) leaving the data in 415 valid answers.

After, corrections were made in the answers of the question Nationality for suitable analysis, for instance changing US and American to USA or Portuguese to PT, some answers for the Nationality were considered Null. As there were two options to answer the questionnaire, Portuguese or English, there was a need to gather all the answers to the same item in the same column in order to analyse them all together.

The data was then imported into the software IBM SPSS Statistics 25 to do the compute the tests. Using this software, the author was able to do the following analysis: Descriptive Statistics, Exploratory Factor Analysis, Reliability and Multiple Regression Analysis.

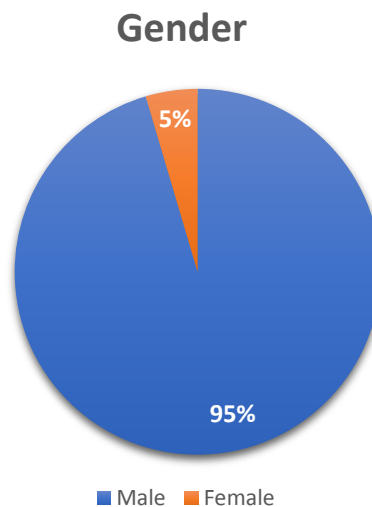
To develop a correct analysis there was a need to identify the correct type of variable for each item being evaluated. Gender and Nationality were inserted as nominal variables and Age as scale variable since the question was open and so the distance between values is appropriate. For the remaining items, in which it was used a 7-Point Likert Scale, a scale variable was used as it was treated as interval data (Sullivan and Artino, 2013).



## 4.2 Respondent Profile

Taking into account only the 415 valid responses to the questionnaire the respondent profile was analysed through the questions regarding Demographics. The results are influenced by the Demographics of Reddit users since the majority of the answers came from that platform.

The first variable to be analysed was Gender. The respondents of the questionnaire consisted of 396 Male respondents and 19 Females. This corresponds to a percentage of 95.4% of Males and 4.6% Females respondents, represented in Figure 5.

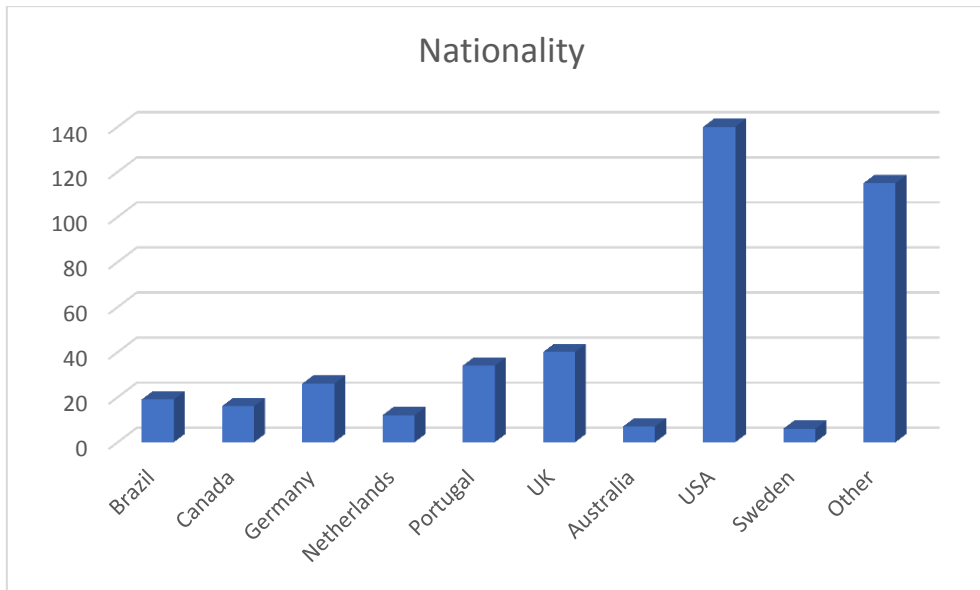


**Figure 5.** Gender Distribution

Source: Own elaboration based on SPSS Output

Regarding Age it comprises a range of 55 between the highest and lowest age with the Mean age being 22,37. By analysing the Frequency, one can state that 52% of the respondents were 21 years old or younger and 94%, corresponding to 391 respondents were 31 or younger.

Next section analysed was the Nationalities of the respondents. There was a total of 56 different Nationalities represented in the Appendix C. The majority of the responses were from USA citizens by far, with a percentage of 33,7% representing 140 of the valid answers. The second biggest representation in the sample was from the UK with 40 answers representing 9,6%. The following ones were Portugal with 34 respondents, representing 8,2% of the sample and Germany with 26, 6,3%. In the Figure 6 below, one can see the nine Nationalities that represented more answers in the present questionnaire.



**Figure 6. Nationality Distribution**  
Source: Own elaboration based on SPSS output

## Chapter 5 – Results

### 5.1 Descriptive Statistics

The subsequent section provides the analyses of the results of the Descriptive Analysis calculated through SPSS Statistics 25. The study of the Mean and Standard Deviation was done for every of the 42 items and to the new subscales represented as Constructs that were previously mentioned and computed accordingly. The list of the total analysis can be found in Appendix D.

#### 5.1.1 Vicarious Achievement

The first variable regarding why people watch esports in this questionnaire, Vicarious Achievement, has 4 question items present. The values for both the Mean and the Standard Deviation for each item are presented in the Table 3 below.

As shown in table X, the item **VA3 - I feel proud when the team plays well** corresponds to the highest Mean, having the value 5,14. The only item with value under 4 for the Mean is **VA4 – It enhances my sense of self-worth** with 3,09. The 4 items have Standard Deviation between 1,727 and 1,881, the latest corresponding to **V1 – I feel like I have won when the team wins**.

Through computing the Means of every answer to the items regarding **Vicarious Achievement** the construct **VA** was created. The Mean for this variable is 4,43 and the Standard Deviation 1,50. Since the scale used was the Likert Scale with values from 1 to 7, the Mean represents a value between being neutral and somewhat agreeing.

Item		Mean	Std. Deviation
VA1	I feel like I have won when the team wins	4,68	1,881
VA2	I feel a personal sense of achievement when the team does well	4,82	1,825
VA3	I feel proud when the team plays well	5,14	1,727
VA4	It enhances my sense of self-worth	3,09	1,809
<b>Construct</b>	<b>VA</b> Vicarious Achievement	4,4343	1,50092

**Table 2.** Descriptive Statistics – Vicarious Achievement

Source: Own elaboration based on SPSS output

### 5.1.2 Acquisition of Knowledge

Acquisition of Knowledge was presented through 3 variables. The values for the Mean and Standard Deviation of each item are displayed in the Table 4.

The item with higher mean value, 4,52, was **AK3 – I read the box scores and team statistics regularly**. Both **AK3** and **AK1- I regularly track the statistics of specific players** have Standard Deviation higher than 1,9.

The construct **AK** representing **Acquisition of Knowledge** obtained with the computing of the Mean of the items **AK1**, **AK2** and **AK3** has Mean value of 4,192 and Standard Deviation of 1,636. The Mean value is a middle value in the Likert Scale from 1 to 7.

Item		Mean	Std. Deviation
AK1	I regularly track the statistics of specific players	4,00	1,932
AK2	I usually know the team's win/loss record	4,07	1,868
AK3	I read the box scores and team statistics regularly	4,52	1,940
<b>Construct</b>	<b>AK</b> Acquisition of Knowledge	<b>4,1928</b>	<b>1,63605</b>

**Table 3.** Descriptive Statistics – Acquisition of Knowledge  
Source: Own elaboration based on SPSS output

### 5.1.3 Aesthetics

The Aesthetics dimension was analyzed in this questionnaire through 4 question items. The values for both the Mean and the Standard Deviation for each item are presented in the Table 5 below.

As shown in the table, the item **AS4 - I like the beauty and grace of the sport** corresponds to the highest Mean with value 5,42. All the items only have value superior to 5 for the Mean. The 4 items have similar Standard Deviation around 1,5. **AS3 – I enjoy the natural beauty in the game** with 1,58 is the one with higher Standard Deviation.

Through computing the Means of every answer to the items regarding **Aesthetics** the construct **AS** was created. The Mean found for this construct is 5,19 and the Standard

Deviation 1,32. Since the scale used was the Likert Scale with values from 1 to 7, one can assume that the construct as a Mean above medium, which represents Aesthetics as positive factor influencing the spectators to watch esports.

Item		Mean	Std. Deviation
AS1	I appreciate the beauty inherent in the game	5,10	1,551
AS2	I enjoy the gracefulness associated with the game	5,19	1,537
AS3	I enjoy the natural beauty in the game	5,07	1,589
AS4	I like the beauty and grace of the sport	5,42	1,527
<b>Construct</b>	AS Aesthetics	5,1976	1,32029

**Table 4.** Descriptive Statistics – Aesthetics  
Source: Own elaboration based on SPSS output

### 5.1.4 Drama

For this questionnaire 4 question items were made for the Drama analysis. The values for both the Mean and the Standard Deviation for each item are presented in the Table 6 below.

As one can see in the table below, the item **DA4 – I enjoy the dramatic turn of events that the game can take** corresponds to the highest Mean, with the value 6,21 and also the lowest Standard Deviation, 1,05. The item with the lowest Mean is **DA1 – I enjoy the drama of a “one run” game**, 4,91 has the highest Standard Deviation 1,74.

Through computing the Means of every answer to the items regarding **Drama** the construct **DA** was created. The Mean for this variable is 5,80 and the Standard Deviation 0,88. Since the scale used was the Likert Scale with values from 1 to 7, one is in position to assume that the construct Mean represents a high positive value, showing that the **Drama** inherent to the games is something that influences spectators to watch esports.

Item		Mean	Std. Deviat
DA1	I enjoy the drama of a “one run” game	4,91	1,742
DA2	I prefer a “close” game rather than a “one-sided” game	6,11	1,238
DA3	A game is more enjoyable to me when the outcome is not decided until the very end	5,98	1,235
DA4	I enjoy the dramatic turn of events that the game can take	6,21	1,051
<b>Construct</b>	DA Drama	5,8030	0,8810

**Table 5.** Descriptive Statistics – Drama  
Source: Own elaboration based on SPSS output

### 5.1.5 Escape

As for Escape this questionnaire was composed of 4 question items. The Mean and the Standard Deviation values for each item can be seen in the Table 7 below.

As shown in table X, the item **ESC1 - Games represent an escape for me from my day-to-day activities** corresponds to the highest Mean of the 4, with value 5,38. The item with lowest value for the Mean is **ESC2 – Games are a great change of pace from what I regularly do** with 4,99. The item with highest Standard Deviation is **ESC 3- The game provides a diversion from “life’s little problems” for me** fixed in 1,705 and the one with the least Standard Deviation is **ESC 4 – I can get away from the tension in my life** 1,54.

Through computing the Means of every answer to the items regarding **Escape** the construct **ESC** was created. The Mean for this variable is 5,13 and the Standard Deviation 1,32.

Since the scale used was the Likert Scale with values from 1 to 7, one can assume that the construct as a Mean that represents a positive value over the medium. This implies that escapism from the everyday life is overall agreed as a factor for watching esports by the respondents of this questionnaire

Item		Mean	Std. Deviation
ESC1	Games represent an escape for me from my day-to-day activities	5,38	1,633
ESC2	Games are a great change of pace from what I regularly do	4,99	1,684
ESC3	The game provides a diversion from “life’s little problems” for me	5,08	1,705
ESC4	I can get away from the tension in my life	5,08	1,546
<b>Construct</b>	<b>ESC</b> Escape	5,1313	1,32627

**Table 6.** Descriptive Statistics – Drama  
Source: Own elaboration based on SPSS output

### 5.1.6 Physical Attraction

The Physical Attraction is represented by 3 items in the questionnaire. Item **PA1: I enjoy watching players who are physically attractive**, has the highest mean value in Table 8,

1,92, a low value, that allows to infer that respondents normally do not watch esports because of their physical attractiveness. This item is also the one with highest Standard Deviation value, 1.491.

The global construct developed for the dimension Physical Attraction, **PA**, presents a mean of 1,63, which represents a very low value in the Likert Scale, being fair to assume, as one could notice by the individual items, that the Physical Aspect of the players is not something that drives the consumers to watch esports.

Item		Mean	Std. Deviation
PA1	I enjoy watching players who are physically attractive	1,95	1,491
PA2	The main reason that I watch eSports is because I find the players attractive	1,44	1,145
PA3	An individual players sex-appeal is a big reason why I watch eSports	1,52	1,197
<b>Construct</b>	PA Physical Attraction	1,6394	1,03472

**Table 7.** Descriptive Statistics – Physical Attraction  
Source: Own elaboration based on SPSS output

### 5.1.7 Physical Skills of the Athletes

Regarding the Physical Skill of the Athletes 3 affirmations were evaluated in the questionnaire. The analysis of the Mean and Standard Deviation for each of these items can be seen in the Table 9.

The item that got a higher Mean in this study was **PSA3 - I enjoy a skilful performance by the team** with value 6,45, this was also the item with the lowest Standard Deviation, 0,863. The item with the lowest mean **PSA2 - Watching a well-executed athletic performance is something I enjoy** had the lowest Standard Deviaton with correspondingly values 5,93 and 1,285.

The construct **PSA** was created using the computed Mean of every response to the items **PSA1, PSA2** and **PSA3**. This construct has values of 6,27 for the Mean and 0,805 for Standard Deviation. Given that a Likert Scale 1-7 was used, a Mean of 6,27 is fairly high which corresponds to a positive influence for spectators to watch esports.

Item		Mean	Std. Deviation
PSA1	The skills of the players are something I appreciate	6,43	0,930
PSA2	Watching a well-executed athletic performance is something I enjoy	5,93	1,285
PSA3	I enjoy a skilful performance by the team	6,45	0,863
<b>Construct</b>	PSA Physical Skills of the Athletes	6,2707	0,80513

**Table 8.** Descriptive Statistics – Physical Skills of the Athletes

Source: Own elaboration based on SPSS output

### 5.1.8 Social Interaction

The concept of Social Interaction is present in the questionnaire with 3 questions.

Through observation of Table 10, it is possible to understand that the highest mean is presented by item **SI3: I enjoy socializing with other people when I watch a game**, with value above medium of 4,84, although the 3 items have close values. The item that presents highest Standard Deviation value is **SI1 - I enjoy talking with other people when I watch a game** 1,862.

The construct **SI** created with the computed mean from the answers to the items SI1, SI2, SI3 has a Mean value of 4,79 and Standard Deviation 1,742. Social interaction may be considered an important aspect on the consumption of esports through spectating as the Mean value is above 4, positively higher than the medium value of the Likert Scale 1 to 7.

Item		Mean	Std. Deviation
SI1	I enjoy talking with other people when I watch a game	4,71	1,862
SI2	I enjoy interacting with other people when I watch a game	4,82	1,850
SI3	I enjoy socializing with other people when I watch a game	4,84	1,775
<b>Construct</b>	SI Social Interaction	4,7920	1,74266

**Table 9.** Descriptive Statistics – Social Interaction

Source: Own elaboration based on SPSS output



### 5.1.9 Novelty

The last dimension regarding why people watch esports is Novelty. This also features 3 questions in the questionnaire which are present in the Table 11.

Observing the table, one can notice that the item with the highest Mean value of 5,06 is **NY3 – The opportunity to attend games with a new team is fun**, just a bit higher than the 5,02 of the item **NY2 – I like having the opportunity to watch a new esports team**. The item **NY1 – I enjoy the novelty of a new esports team** is the one with highest standard deviation with the value 1,579.

The global construct created **NY**, presents a value for the Mean above average, for the Likert Scale 1 to 7, of 4,96 which demonstrates that the enjoyment of watching new teams, players or games might be a factor for people to watch esports.

Item		Mean	Std. Deviation
NY1	I enjoy the novelty of a new eSports team	4,82	1,579
NY2	I like having the opportunity to watch a new esports team	5,02	1,531
NY3	The opportunity to attend games with a new team is fun	5,06	1,463
<b>Construct</b>	<b>NY Novelty</b>	<b>4,9647</b>	<b>1,39831</b>

**Table 10.** Descriptive Statistics – Novelty  
Source: Own elaboration based on SPSS output

### 5.1.10 Enjoyment of Aggression

For the Construct Enjoyment of Aggression there are only 2 items, **EA2 - I enjoy the aggressive behaviour of the players** has the highest Mean and Standard Deviation, 4,12 and 1,90. As one can see in the Table 12. The item **EA1- I enjoy the strong macho atmosphere found at the game** had a low Mean value of 2,91.

For the construct **EA** the Mean 3,5 represents a value below the medium of the Likert Scale used from 1 to 7.

Item		Mean	Std. Deviation
EA1	I enjoy the strong macho atmosphere found at the game	2,91	1,771
EA2	I enjoy the aggressive behaviour of the players	4,12	1,907
<b>Construct</b>	<b>EA Enjoyment of Aggression</b>	<b>3,5169</b>	<b>1,51990</b>

**Table 11.** Descriptive Statistics – Enjoyment of Aggression  
Source: Own elaboration based on SPSS output

### 5.1.11 Favourability

The first of the 3 dimensions analyzed regarding esports sponsorship is Favorability.

In the Table 13, all the 3 items, **FY1**, **FY2** and **FY3** present Mean below 4. **FY3 - The sponsorship would make me like the sponsors more** is the highest scoring item in terms of Mean, value 3,97 and is also the one with the lowest Standard Deviation, value 1,789. **FY1 - The sponsorships make me feel more favourable towards the sponsors** is the item that lowest Mean, 3,74.

The Mean of the construct **FY - Favorability**, formed by the computation of the FY1, FY2 and FY3 items is below 4 thus represents a value a bit below the medium value of the Likert Scale 1 to 7.

Item		Mean	Std. Deviation
FY1	The sponsorships make me feel more favorable towards the sponsors	3,74	1,816
FY2	The sponsorships would improve my perception of the sponsors	3,94	1,818
FY3	The sponsorships would make me like the sponsors more	3,97	1,789
<b>Construct</b>	<b>FY Favourability</b>	<b>3,8843</b>	<b>1,66570</b>

**Table 12.** Descriptive Statistics – Favourability  
Source: Own elaboration based on SPSS output

### 5.1.12 Interest

The 3 variables **IT1**, **IT2** and **IT3** were studied for the Interest theme which is aimed in the sponsorship of esports. The values for the Mean and Standard Deviation of each item are displayed in the Table 14.

The item with higher mean value, 4,39, was **IT1 – The sponsorships would make me more likely to notice the sponsor’s name on other occasions**. The 3 items have Standard Deviation higher then 1,8 and lower than 1,9.

The construct **IT** representing **Interest** obtained with the computing of the Mean of the items **IT1**, **IT2** and **IT3** has Mean value of 4,1 and Standard Deviation of 1,621. The Mean value is a middle value in the Likert Scale from 1 to 7.

Item			Mean	Std. Deviation
IT1	The sponsorships would make me more likely to notice the sponsor's name on other occasions		4,39	1,856
IT2	The sponsorships would make me more likely to pay attention to the sponsor's advertising		3,74	1,833
IT3	The sponsorships would make me more likely to remember the sponsor's promotion		4,17	1,801
<b>Construct</b>	IT	Interest	4,1004	1,62139

**Table 13.** Descriptive Statistics – Interest  
Source: Own elaboration based on SPSS output

### 5.1.13 Use

The last construct about sponsorship is Use. Three items were created for this construct, as shown below in the Table 15.

All the items have Mean value lower than 4. **USE1 – The sponsorships would make me more likely to use the sponsor's product** and **USE3 - I would be more likely to buy from the sponsor as a result of the sponsorship** have Mean of 3,70 and 3,71 respectively.

All the items, **USE1**, **USE2** and **USE3**, have Standard Deviation of around 1,8.

The construct created with these 3 items presented has Mean value 3,78 and Standard Deviation 1,75. This Mean in the Likert Scale represent a value below medium of the scale.

Item			Mean	Std. Deviation
USE1	The sponsorships would make me more likely to use the sponsor's product		3,70	1,873
USE2	The sponsorships would make me more likely to consider this company's products the next time I buy		3,93	1,849
USE3	I would be more likely to buy from the sponsor as a result of the sponsorship		3,71	1,817
<b>Construct</b>	USE	Use	3,7815	1,75190

**Table 14.** Descriptive Statistics – Use  
Source: Own elaboration based on SPSS output

## 5.2 Exploratory Factor Analysis

The following step was to do an Exploratory Factor Analysis that included all the independent variables considered by the author in order to understand if the previously sub-scales constructed accordingly to the theory were present in the same form in this analysis. The

Kaiser-Meyer-Olkin and Bartlett’s tests were used in order to understand the correlation structure among the set of items presented in the questionnaire (Fabrigar, R. and Wegener, T. 2012) and to reduce the large number of variables into the correct number of components in clusters.

The variables that did not take part of this test were the ones regarding sponsorship. So out of the 42 items, the 9 of the constructs Use, Favorability and Interest were not considered.

The adequacy of the sample measured was measured by the KMO in SPSS. According to Pallant (2013) the samples are adequate if the value is larger than 0.5. In a more specific approach Kaiser (1974) considers that 0.5 should be the minimum value, but from 0.5 to 0.7 the adequacy is still mediocre, being until 0.8 good and from 0.8 to 0.9 a great analysis (Hutcheson and Sofroniou, 1999). The Bartlett Test was used to measure the strength of relationships. The significant level should be less than 0.05 for the variables to be accepted for more analysis as it rejects the null hypothesis stating that there is no correlation on the variables studied (Palant 2013).

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,863
Bartlett's Test of Sphericity	Approx. Chi-Square	7051,373
	Df	528
	Sig.	,000

**Table 15.** KMO and Bartlett’s Test – Independent Variables  
Source: SPSS Statistics output

In this case the value of Kaiser-Meyer-Olkin is 0,863, Table 16, which is considered a great level of adequacy of the sample of this questionnaire. As for the Bartlett’s Test of Sphericity, as you can see in the table above, the significant level is 0.000 which is less than the 0.05 being thus accepted for further analysis as the null-hypothesis of no correlation between variables is dismissed.

The following step was to analyse the Total Variable Explained represented in Table 17 and complete in Appendix E. From the analyses of the eigenvalues (>1) one can assume that there are 9 different components. These 9 components represent 68,83% of the total variance of original data.

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8,386	25,411	25,411	8,386	25,411	25,411	3,233	9,797	9,797
2	2,531	7,669	33,08	2,531	7,669	33,08	2,825	8,56	18,357
3	2,262	6,855	39,936	2,262	6,855	39,936	2,805	8,499	26,856
4	1,999	6,056	45,992	1,999	6,056	45,992	2,66	8,06	34,916
5	1,799	5,453	51,444	1,799	5,453	51,444	2,597	7,87	42,785
6	1,656	5,018	56,462	1,656	5,018	56,462	2,263	6,857	49,642
7	1,567	4,748	61,211	1,567	4,748	61,211	2,05	6,212	55,854
8	1,312	3,977	65,187	1,312	3,977	65,187	2,014	6,103	61,957
9	1,202	3,644	68,831	1,202	3,644	68,831	1,674	5,072	67,029
10	0,917	2,78	71,611	0,917	2,78	71,611	1,512	4,581	71,611

**Table 16.** Total Variance Explained – Independent Variables  
Source: SPSS Statistics output

A Rotated Component Matrix was then created, conducted through Varimax, which paired the correlated variables into the 9 components (Table 18).

With this new Matrix changes were made to the initial constructs. The initial variables were grouped in Constructs according to the literature already explained, but for the rest of the analysis the subscales will suffer the following changes:

- No changes on **ESC, SI, NY, AK, PA, and EA**.
- New construct formed by **PSA1, PSA3, DA3, DA2, DA4**. This could be explained because the questions refer to items related to the skills of the players/team plus the drama of close games which is also associated with the skills of both teams. The more skilled the closer the games, the more probable there is uncertainty for a turn of events which would be a new construct named **Performance, PE**.
- **VA4, PSA2 and DA1** dropped from the analysis since these variables presented values smaller than 0.4 Stevens (2002).

The items were then computed, and the Constructs **NVA** (which substituted **VA** without the item **VA4**) and **PE** were created. The Constructs **DA** and **PSA** disappeared.

Rotated Component Matrix									
	Component								
	1	2	3	4	5	6	7	8	9
AS3	0,810								
AS1	0,810								
AS4	0,782								
AS2	0,769								
PSA2									
ESC3		0,843							
ESC1		0,827							
ESC4		0,791							
ESC2		0,598							
SI1			0,916						
SI3			0,901						
SI2			0,893						
PSA1				0,686					
PSA3				0,679					
DA4				0,651					
DA2				0,644					
DA3				0,589					
DA1									
VA1					0,870				
VA3					0,832				
VA2					0,818				
VA4									
NY2						0,868			
NY3						0,843			
NY1						0,827			
AK2							0,805		
AK1							0,799		
AK3							0,757		
PA3								0,850	
PA2								0,826	
PA1								0,738	
EA2									0,788
EA1									0,705

**Table 17.** Rotated Component Matrix – Independent Variables  
Source: SPSS Statistics output

### 5.2.1 Reliability

In this section several tests are performed in order to assess the reliability of the items in study. If the conducted test has high reliability it will enhance the assessment and findings.

Reliability is defined as the degree to which measurements are repeatable. This means that the same measurement carried by different persons, on different moments, under different circumstances, even with somehow different instruments that measure the same thing, will have the same consistency and outcome (Drost, 2011). In order for a instrument to be valid it as to be reliable so the reliability is directly associated with validity. However, it does not work on the other way around as the reliability is not dependent of the validity. (Tavakol, M. & Dennick, R., 2011)

The validity is defined as the extent to which the measurement is what is supposed to be. It is related to the meaningfulness of the research (Drost, 2011). The criteria to evaluate the validity used was if the theoretical based hypothesis formulated are consistent with the analysis of the data obtained.

For the analysis of the internal reliability the Cronbach's alpha was used. The internal reliability or consistency is "the extent to which all the items in a test measure the same concept or construct and hence it is connected to the inter-relatedness of the items within the test" (Tavakol, M. & Dennick, R., 2011). Coefficient alpha (Cronbach, 1951) is expressed in a number between 0 and 1. According to Cortina (1993), an Alpha value above 0.7 is acceptable, and greater than 0.8 is preferred. This reliability test is essential when determining the internal validity of any scales used in Likert Scales analysis. Individual items should not be used as Cronbach's alpha does not provide sufficient estimates of reliability. The data should be analysed through summated scales and subscales. (Joseph and Rosemary Gliem 2003).

To better understand the reliability of the measurement the of Cronbach's Alpha was done to every group of items that composes each construct at a time, as shown in the Table 19 except for **Enjoyment of Aggression**. Since this construct only had two items it was more appropriated to do a Spearman-Brown Correlation Analysis (Eisinga, Grotenhuis and Pelzer 2013).

Construct	Cronbach's Alpha	Items	Cronbach Alpha if Item Deleted
Acquisition of Knowledge	0,816	AK1	0,718
		AK2	0,775
		AK3	0,747
Escapism	0,822	ESC1	0,742
		ESC2	<b>0,842</b>
		ESC3	0,748
		ESC4	0,762
Social Interaction	0,949	SI1	0,923
		SI2	0,931
		SI3	0,922
Novelty	<b>0,95</b>	NY1	0,881
		NY2	0,838
		NY3	0,873
Performance	0,727	PSA1	0,669
		PSA3	0,671
		DA3	0,709
		DA2	0,699
		DA4	0,656
New Vicarious Achievement	0,896	VA1	0,851
		VA2	0,863
		VA3	0,841
Use	0,944	USE1	0,914
		USE2	0,924
		USE3	0,919
Interest	0,863	IT1	0,818
		IT2	0,846
		IT3	0,756
Favorability	0,911	FY1	0,842
		FY2	0,866
		FY3	0,906
Physical Attraction	0,727	PA1	<b>0,757</b>
		PA2	0,608
		PA3	0,567

**Table 18.** Cronbach's Alpha for Constructs and Items  
Source: Own elaboration based on SPSS

As one can see in the table above all the studies present a high Cronbach's Alpha proving the reliability of the measurements in study. The highest Alpha is regarding the construct **NY-Novelty** with the value of 0,95 and closely followed by **Use** with 0,944. **Favourability** also has an Alpha higher than 0,9 with 0,911 although **NVA – New Vicarious Achievement** is pretty close of that value with 0,896. Only two constructs have Alphas smaller then 0,8, those are **PA-Physical Attraction** (0,727) and **PE-Performance** (0,727), which according to the literature are still acceptable values that prove internal consistency.

Regarding the assessment of what would be the Cronbach Alpha if specific items were deleted, only two items would provide an increase of the Alpha for the respective Construct.



The removal of **PA1** would increase **PA** from 0,727 to 0,757 and the removal of **ESC2** would increase **ESC** from 0,822 to 0,842, but since the differences are small and the Reliability is already proved as  $\text{Alpha} > 0,7$ , the items were kept.

**Correlations**

		EA1	EA2
Spearman's rho	EA1	Correlation Coefficient	1,000
		Sig. (2-tailed)	.
		N	415
	EA2	Correlation Coefficient	,344**
		Sig. (2-tailed)	,000
		N	415

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 19.** Spearman-Brown Correlation Table – Enjoyment of Aggression  
Source: SPSS Statistics output

As for the construct **EA-Enjoyment of Aggression** the Spearman-Brown test was conducted and the value for the Correlation Coefficient that was found between the two items is somewhat small with value 0,344 as represented on Table 20.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,850	12

**Table 20.** Cronbach's Alpha - Constructs  
Source: SPSS Statistics output

The Cronbach Alpha reliability test (Table 21) was also performed for the 12 Constructs as already summated variables. The value for Alpha was 0,850 which once again proves the reliability of this analysis.

### 5.3 Multiple Regression Analysis

For the Multiple Regression Analysis, the constructs related to Sponsorship were used as dependent variables. **Use**, **Favourability** and **Interest** were adapted from the factors that influence Response in the study by Speed and Thompson (2000). Similarly to the approach of Speed and Thompson (2000) those will be treated as separated constructs although there is a theoretical connection between them. This analysis will study if, and how, the other constructs influence the dependent variables, tackling the Hypothese 1, 2 and 3 - The constructs Use, Favourability and Interest are influenced by the motivations for esports consumption.

#### 5.3.1 Use as dependent variable

The first test done is ANOVA (Appendix F) so one can understand if at least one of the independent variables can explain the dependant one, in this case **Use**. The significance in this case is 0.00 (sig. 0.00 in the **Table 22**) which value is less than 0.05 so the assumption that the variables in study will explain the dependent variable holds.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
5	Regression	354,464	5	70,893	31,648	,000 <sup>f</sup>
	Residual	916,173	409	2,240		
	Total	1270,636	414			
a. Dependent Variable: USE						
f. Predictors: (Constant), NVA, AS, SI, ESC, AK						

**Table 21.** ANOVA- Dependent Variable Use  
Source: SPSS Statistics output

Using the Stepwise Method of Entry, the only variables relevant to this analysis are **NVA**, **AS**, **SI**, **ESC** and **AK**. To understand how much the influence of these variables is, the value  $R^2$  explains how much the independent variables explain the variability of **Use**. In this case, as one can see in the Model Summary (Table 23), it accounts for 27,9%.

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	,410 <sup>a</sup>	0,168	0,166	1,59966	a. Predictors: (Constant), NVA
2	,481 <sup>b</sup>	0,231	0,228	1,53959	b. Predictors: (Constant), NVA, AS
3	,508 <sup>c</sup>	0,258	0,252	1,51500	c. Predictors: (Constant), NVA, AS, SI
4	,518 <sup>d</sup>	0,269	0,262	1,50541	d. Predictors: (Constant), NVA, AS, SI, ESC
5	,528 <sup>e</sup>	0,279	0,270	1,49667	e. Predictors: (Constant), NVA, AS, SI, ESC, AK

**Table 22.** Model Summary - Dependent Variable Use  
Source: SPSS Statistics output

The next step was to draw conclusion from the Coefficients Table, Appendix G. Since all the variables studied, **SI – Social Interaction**, **AK – Acquisition of Knowledge**, **NVA – New Vicarious Achievement**, **AS – Aesthetics** and **ESC – Escapism** have sig. > 0.05 they all have a role in explaining the variable, thus the model chosen to analyse was Model 5 which is composed by the 5 of them. From the column Standardized Coefficients Beta one can draw the conclusions of the magnitude of influence each studied variable have on the dependent variable. In this case the most influential is NVA with  $\beta=0,214$ , followed by AS (0,183), SI (0,143), ESC (0,113) and finally AK (0,114).

The Multiple Regression Model is then:

$$\text{Use} = \beta_0 + \beta_1 * \text{NVA} + \beta_2 * \text{AS} + \beta_3 * \text{SI} + \beta_4 * \text{ESC} + \beta_5 * \text{AK}$$

There is a need to check if the model holds with the Assumptions. In the Residual Statistics the residual component of the model should be zero, which verifies in this case, meaning that the residual terms are not correlated with the independent variables, Table 24. In the Coefficient Table (Appendix G), in Collinearity Statistics one can also check if the value for Tolerance is higher than 0,1 and the value for VIF is lower than 5. In this case both assumptions hold, meaning that the collinearity among the independent variables is not high, which supports the Model since a high degree of multicollinearity would imply that the information of the constructs was redundant (Hair, Ringle and Sarstedt, 2011).

Residuals Statistics					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	0,2939	5,6554	3,7815	0,92531	415
Residual	-3,85251	3,57518	0,00000	1,48761	415
Std. Predicted Value	-3,769	2,025	0,000	1,000	415
Std. Residual	-2,574	2,389	0,000	0,994	415

**Table 23.** Residual Statistics - Dependent Variable Use  
Source: SPSS Statistics output

### 5.3.2 Favourability as dependent variable

The Multiple Regression Analysis was conducted to understand the correlations of the constructs with the dependent variable Favorability.

To understand the validity of the analysis the ANOVA test was conducted Table 25 and Appendix H. For the assumption that the analysis is indeed valid the Sig. value should be lower than 0.05, which is true in this case since Sig.= 0.00. This assumption draws the conclusion that at least one of the independent variables explain the variance of the dependent variable **FY-Favorability**.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
4	Regression	380,231	4	95,058	50,718	,000 <sup>e</sup>
	Residual	768,440	410	1,874		
	Total	1148,670	414			

a. Dependent Variable: FY  
e. Predictors: (Constant), NVA, AS, SI, ESC

**Table 24.** ANOVA- Dependent Variable Favourability  
Source: SPSS Statistics output

From the Model Summary (Table 26), on the  $R^2$  value, there is the information regarding on much the **FY** variable is explained by other variables studied. In this case 32,4% of **FY** is explained by **NVA – New Vicarious Achievement, AS – Aesthetics, SI – Social Interaction** and **ESC – Escapism**, which are the ones that have relevancy for this analysis.

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	,476 <sup>a</sup>	0,227	0,225	1,46634	a. Predictors: (Constant), NVA
2	,544 <sup>b</sup>	0,296	0,292	1,40110	b. Predictors: (Constant), NVA, AS
3	,564 <sup>c</sup>	0,318	0,313	1,38039	c. Predictors: (Constant), NVA, AS, SI
4	,575 <sup>d</sup>	0,331	0,324	1,36903	d. Predictors: (Constant), NVA, AS, SI, ESC

**Table 25.** Model Summary - Dependent Variable Favourability  
Source: SPSS Statistics output

The relevancy of this constructs for the analysis can be proved in the Coefficients Table (Appendix I). The Sig. value for all the 4 variables is less than 0.05, thus being relevant explanatory variables.

From the table Coefficients, more specifically from the information in the column Standardized Coefficients one can compare and understand the influence that each construct has on the dependent variable **FY**. The higher the value of  $\beta$  the biggest is the influence from that variable. **NVA** has the highest influence, which can be seen in the  $\beta$  value of 0.309, followed by **AS** 0.215, **SI** 0.151 and finally **ESC** 0.126.

From these conclusions, the Multiple Regression Model is defined as:

$$\text{Favorability} = \beta_0 + \beta_1 * \text{NVA} + \beta_2 * \text{AS} + \beta_3 * \text{SI} + \beta_4 * \text{ESC}$$

Lastly, to understand if this new model holds validity, one should verify certain assumptions. The value of the mean for the residual component in the Residual Statistics Table 27 should, and is, equal to 0.00 and the variance of 1. In Coefficient Table, in Collinearity Statistics the Tolerance value is higher than 0,1 and the value for VIF is lower than 10 for all the constructs, holding the validity of the assumption.

Residuals Statistics					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	0,3318	5,6500	3,8843	0,95835	415
Residual	-3,94098	3,11594	0,00000	1,36240	415
Std. Predicted Value	-3,707	1,842	0,000	1,000	415
Std. Residual	-2,879	2,276	0,000	0,995	415

**Table 26.** Residual Statistics - Dependent Variable Favourability  
Source: SPSS Statistics output

### 5.3.3 Interest as dependent variable

The last dependent variable analyzed in the study through Multiple Regression was **IT-Interest**.

To do the verification of the viability of the Multiple Regression Model, the first step was to do an ANOVA test (Table 28 and complete in Appendix J) and confirm if the value presented by the Sig. column is lower than 0.05. In this case it holds since the Sig. value is equal to 0.00. From this analysis one can assume that at least one variable of study influences the explains for some percentage the Interest construct.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
5	Regression	273,417	5	54,683	27,444	,000 <sup>f</sup>
	Residual	814,955	409	1,993		
	Total	1088,372	414			

a. Dependent Variable: IT  
f. Predictors: (Constant), NVA, SI, ESC, AS, AK

**Table 27.** ANOVA- Dependent Variable Interest  
Source: SPSS Statistics output

For further analysis, in the Model Summary (Table 29), one can extract the  $R^2$  value which explains how much the independent variables explain the dependent one. In this case the value for  $R^2$  is 24,2% meaning that the 5 constructs taken into account will explain that much percentage of the variance of the variable **IT**.

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	,408 <sup>a</sup>	0,166	0,164	1,48236	a. Predictors: (Constant), NVA
2	,460 <sup>b</sup>	0,212	0,208	1,44292	b. Predictors: (Constant), NVA, SI
3	,480 <sup>c</sup>	0,231	0,225	1,42716	c. Predictors: (Constant), NVA, SI, ESC
4	,492 <sup>d</sup>	0,242	0,235	1,41837	d. Predictors: (Constant), NVA, SI, ESC, AS
5	,501 <sup>e</sup>	0,251	0,242	1,41158	e. Predictors: (Constant), NVA, SI, ESC, AS, AK

**Table 28.** Model Summary - Dependent Variable Interest  
Source: SPSS Statistics output

In the Coefficients Table (Appendix L) one can see the variables that influence IT. These variables are the ones which Sig. lower than 0.05 and are **NVA – New Vicarious Achievement**, **SI – Social Interaction**, **ESC – Escapism**, **AS – Aesthetics** and **AK – Acquisition of Knowledge**. To understand the extent to which one of the variables have explanatory role in the construct Interest one has to look into the Beta values on the same table, more specifically in the Standardized Coefficients column. The most influential variable is **NVA** with Beta value 0.238, then **SI** 0.159, followed by **ESC** 0.118, **AS** 0.110 and finally **AK** showing the value for Beta of 0.108. From these conclusions the Multiple Regression Model for **IT** would be:

$$\text{Correction: Interest} = \beta_0 + \beta_1 * \text{NVA} + \beta_2 * \text{SI} + \beta_3 * \text{ESC} + \beta_4 * \text{AS} + \beta_5 * \text{AK}$$

To understand if this model is valid, it is necessary to check certain assumptions. Firstly, that the value of the mean for the residual component in the Residual Statistics (Table 30) is equal to 0.00, which is true. Then that the Tolerance value is higher than 0,1 and the value for VIF is lower than 10 for all the constructs, information that can be taken from the Coefficient Table, in Collinearity Statistics. This is also true, which provides clarity for the model to hold.

Residuals Statistics					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,1290	5,7351	4,1004	0,81267	415
Residual	-4,49952	3,43089	0,00000	1,40303	415
Std. Predicted Value	-3,656	2,012	0,000	1,000	415
Std. Residual	-3,188	2,431	0,000	0,994	415

**Table 29.** Residual Statistics - Dependent Variable Interest  
Source: SPSS Statistics output

## Chapter 6. Conclusions and Implications

### 6.1 Theoretical contribution

The purpose of this dissertation was first to understand the spectator motivations for esports consumption and secondly, how these relate with responsiveness constructs regarding sponsorship.

The authors Hamari and Sjöblom (2017) studied for the first time the reasons for people to watch esports, a new growing industry and sport. Although some academic projects tackled the sponsorship aspects in esports there was still an underlying gap between how the reasons people watch are related to their response to the sponsorship.

This section will thus represent the findings regarding the statistical analysis of the data in accordance to the connection of these two themes.

The first objective was to understand from the analysis of the Descriptive Statistics which could be the variables that had a Mean value, in the answers of this sample (n=415), representing a value higher than the medium of the Likert-Scale from 1 to 7.

The constructs on why people watch esports were drawn on the assumption that esports is a conventional sport, and thus were based on the Motivation Scale for Sport Consumption created by Trail and James (2001). From having a value higher than 4, which represents a neutral answer, one could draw the conclusion that the overall answers from the correspondent items scored High for the construct to be a representative of the motivation to watch esports.

From this analysis the constructs that had a value that can correspond to a positive motivation for spectating esports were Victorious Achievement, Acquisition of Knowledge, Aesthetics, Drama, Escape, Physical Skill of the Athletes, Social Interaction and Novelty.

PSA – Physical Skill of the Athletes was the construct that scored a higher value with mean of 6,27 and the lowest standard deviation of 0,8. This result can be explained with the fact that spectators transfer to themselves the phenomenal skills through the feeling of pride they feel for the athletes (Kupfer 1988 cited by Stander and Van Zyl 2016). The second construct with highest mean value was DA-Drama with 5,8 and a low level of standard deviation of 0,88, going in accordance with the assumption that drama associated with the games is a reason for



people to watch esports based on the theoretical reference from Trail and James (2001) that the drama associated with close games is attractive to the spectators. The following subscales were AS-Aesthetics with mean 5,19 followed by ESC-Escape representing a mean of 5,13 and both with standard deviation of 1,32. Both results are positive values as of that enjoyment of the aesthetics and escapism from the everyday life could be reasons for people to watch esports. The first is positive with the assumption of Wann and Wilson (1999) that the athletic movements are an important factor for sports consumptions. Regarding escapism, the results go accordingly with the idea that watching sports is a positive escape from the reality (Stander and Van Zyl 2016). The analysis of the construct Novelty-NY with a mean of 4,96 for the questions regarding this subscale and standard deviation 1,39, goes accordingly with the fact that novelty of unconventional playstyles is one crucial trait for sports consumption (Holt, 1995) which may also hold for esports.

The next construct with mean higher than 4 was Social Interaction-SI. With mean value of 4,79 but a higher standard deviation (1,74) than the previous mentioned constructs. Although having a higher value than 4 it is also further smaller than 5, thus Social Interaction answers were on average between being neutral or positive. Thus, this result is not clear as of the literature of Hamari and Sjöblom (2017) that esports streaming platforms enable the consumers to have an easy channel to interact with the ones that share the same interest creating a bond, which would be an important motivation for consumption. Although the constructs AK- Acquisition of knowledge and VA- Victorious Achievement demonstrate values for the mean higher then 4, they are also both lower then 4,5 concluding that the mean of the answers is between Neutral and Somewhat Agreeing for the items relevant to these constructs.

The constructs EA-Enjoyment of Agression and PA-Physical Attraction had mean values of respectively 3,5 and 1,63, representing on average low value answers as motives for the spectators to watch esports.

For the following step, an Exploratory Factor Analysis was conducted to understand if the items related to the Motivation Scale for Sport Consumption based on the literature from Trail and James (2001) and Trail (2012) were aggregated in the same form in this analysis and thus should be inserted in the predefined constructs.

From the analysis of the Total Variance Explained (Appendix E) the conclusion that there are 9 different components, from which the items are distributed, was drawn. These 9

components represent 68,83% of the total variance of original data. This number of constructs provides different results from the approach of Hamari & Sjöblom (2017), that used the 10 constructs on their analysis of the esports spectatorship motivations, which are the same 10 that served as baseline for this thesis from the MSSC (Trail and James, 2001).

From the formulation of the Rotated Component Matrix the items VA4- It enhances my sense of self-worth, PSA2- Watching a well-executed athletic performance is something I enjoy and DA1 – I enjoy the drama of a “one run” game, were dropped from the analysis since they did not load on any dimensions, by having a value smaller than 0.4. The constructs ESC-Escape, SI-Social Interaction, NY-Novelty, AK-Acquisition of Knowledge, PA-Physical Attraction, and EA-Enjoyment of Aggression did not suffer any change in the items previously defined and VA-Vicarious Achievement was cut in one item. The most important finding was that with the move from 10 constructs to 9, the items from PSA-Physical Skill of the Athletes and DA-Drama were joint together developing a new construct (apart from the dropped PSA2 and DA1). This connection between items of two separated constructs could be explained because the more skilled the players are on both teams, the biggest chance there is for the games to be close, and enjoying close games might be implicitly causing an effect on enjoying to watch skilled players. The new construct created through this conclusion was named Performance, PE.

The main conclusions of this study were drawn through the Multiple Regression Analysis. This analysis served to test the relationship between the Motivators for Sport Consumption constructs and the independent constructs Use, Favourability and Interest.

The first major finding was regarding Use. From the ANOVA test the results demonstrated that not all the constructs are significantly explaining this variable. However, the subscales NVA-New Vicarious Achievement, AS-Aesthetics, SI-Social Interaction, ESC-Escape and AK-Acquisition of Knowledge have significant  $\beta$  values for explaining the variability of use, also significantly with  $p < 0,05$ . In this specific sample, from the coefficient of the multiple determination,  $R^2$ , the conclusion is that the variability of the independent construct Use is predicted in 27,9% by the set formed by the previous mentioned constructs. This result supports the Hypothesis 3 - The motivations for esports consumption influence the purchase intention of the spectators. The construct with higher  $\beta$  weight was NVA with  $\beta = 0,214$ , followed by AS (0,183), SI (0,143), ESC (0,113) and finally AK (0,114).

The second major finding was achieved by testing the Hypothesis 2 - The motivations for esports consumption influence the brand awareness spectators will have of the sponsors. The subscale relevant for this analysis was IT-Interest, that was composed by items that aimed to understand how the sponsorships in esports increase the brand awareness on the spectators. From the data collected the standard deviation of the dependent variable IT is indeed explained in 24,2% by a set of predictor variables composed by NVA – New Vicarious Achievement ( $\beta=0.238$ ), SI – Social Interaction ( $\beta=0.159$ ), ESC – Escapism ( $\beta=0.118$ ), AS – Aesthetics ( $\beta=0.110$ ) and AK – Acquisition of Knowledge ( $\beta=0.108$ ). This finding goes accordingly with the hypothesis formulated concluding therefore that these motivations for esports consumption help to explain the brand awareness levels on sports sponsorship.

Regarding the analysis of the dependant variable FY-Favourability by conducting a Multiple Regression analysis, the results obtained were that 32,4% of the variation is explained by the variables NVA – New Vicarious Achievement, AS – Aesthetics, SI – Social Interaction and ESC – Escapism. Favourability was variable regarding the response to esports sponsorship that demonstrated the highest standard variation explained by the motivations for watching esports. The  $\beta$  weights were composed as NVA  $\beta=0.309$ , followed by AS  $\beta=0.215$ , SI  $\beta=0.151$  and finally ESC  $\beta= 0.126$ . Consequently, the H1- The motivations for esports consumption influence the Favourability towards the sponsor, is proved true.

From the evaluation of the results of the multiple regression analysis can also be drawn the conclusion that the construct NVA is not only a factor explaining the standard deviation of the three dependant variables but also the one with higher  $\beta$  weight. This result could be in fact related to the assumption from Mcdonald (1991) that the more the consumers are involved the more favourable will be the attitudes towards the sponsors. In addition, the constructs AS, SI and ESC are common to the three results. Overall it was demonstrated that response to sponsorship on esports is, to some extent, influenced by some of the motivations for watching for watching esports.

Hypotheses	Validated	Constructs that support the Hypotheses
H1. The motivations for esports consumption influence the Favourability towards the sponsor.	Yes	NVA AS SI ESC
H2. The motivations for esports consumption influence the brand awareness spectators will have of the sponsors.	Yes	NVA SI ESC AS AK
H3. The motivations for esports consumption influence the purchase intention of the spectators.	Yes	NVA AS SI ESC AK

**Figure 7.** Hypotheses Conclusion  
Source: Own elaboration

## 6.2 Managerial Implications

This dissertation provided a preliminary experiment to examine whether the Motivations for Consumption, as spectating, would have an impact on the Response to Sponsorship in the esports industry. The examination of the data, allied with the revision of literature, led to relevant implications that should be considered for better study the Motivations for Esports Consumption and in how to approach the sponsorship targeting in esports.

While sponsoring an event or team, there are various audiences involved and each group should be treated accordingly in order to create value for the sponsor. For this to happen there is a need to understand what the motivations of the consumers are and in which way they can respond to the sponsoring brand. There is thus a need to understand the various targets and what the outcomes of the sponsorship might be.

Esports is a modern industry, in constant evolution and change. This recent sport represents a new market, with certain specificities that need to be understood. It represents a new culture that is growing fast and without barriers. Millions of people from all over the world spectate

esports daily through the streaming platforms, which created and is creating a huge range of possibilities for the brands to market themselves through sponsorship deals with the esports teams or events.

There is thus the need to understand what the main drivers for the consumption of esports are. One implication from this study is that the consumption motives of esports might not be equal to the ones for sport in general and so there is a need for adaptation. Although there is a theoretical explanation for each one of the motives, they might not hold true when put in practice as can be assessed by this study. It was also implicitly from the research that some motivations can be correlated and so should be aggrouped for a better understatement of the real reasons for consumption.

An important implication from this study is that the response to creation of brand awareness, the intention to purchase and the favourability towards the brand are influenced by certain motivations for consumption of esports. The extent to which one watches esports because of the feeling of winning when their team wins, the opportunity to social interacting with people with the same interest, the enjoyment of watching the aesthetics provided in the games or just to be able to escape from the daily routine, influences how one will react to the sponsorship. By drawing the right motivational profile of the spectators of esports the sponsors can understand and target the right groups.

### **6.3 Limitations and Further Research**

The present study has some limitations that need to be addressed for better understanding of the results, which can also be inferred as suggestions for furthers researches.

First although the sample is adequate, the representation on the demographics of the female Gender is only 5% which is not close to represent the reality of the percentage of females that spectate esports. It would be interesting to have a sample with a bigger representation of Females, which also enabled to study if there are differences on both motivations to watch esports and the response to sponsorship. Furthermore, it also would be interesting to examine an older Age range since 70.6% of the respondents were of age under 24 years.

Secondly, being esports a modern developing industry there is still a lack of literature and research in many potential fields, which in one hand enables a whole lot of possible studies, but on the other hand turns it harder to find crucial reliable information.

Finally, there is great difficulty in having contact with key stakeholders in the esports industry. In order to conduct a qualitative analysis, more than 50 open item questionnaires were sent to esports organizations and esports sponsors, and from which there were no answers. To further understand what the sponsors want to achieve by sponsoring esports teams or events would be interesting have insights from the company perspective. Moreover, this information could be crossed with the consumers perspective to understand whether or not the sponsors have the same perspective as the consumers.

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# Appendix

## Appendix A. Online Questionnaire

### eSports - Master Thesis

This questionnaire is part of my Thesis Dissertation, for the Master of International Management at ISCTE Business School. The objective of the study is to understand the motivations and characteristics of eSports' consumers, as watchers, and then to find a connection between those, and the efficiency of brands when sponsoring eSports. The questionnaire will take you about five minutes to respond, and it is anonymous. Thank you in advance for your valued contribution to this project.

Este questionário vem no âmbito da minha tese de Mestrado de Gestão Internacional no ISCTE Business School. Tem como objectivo estudar as motivações e características dos consumidores de eSports como espectador e relaciona-las com a eficiência das marcas como patrocinadores de eSports. O questionário demora cerca de 5 minutos e é anónimo. Agradeço desde já a sua valiosa colaboração para a realização este projecto.

\*Required

**Do you prefer to answer in Portuguese or English? Prefere responder em Português ou Inglês? \***

Português  
 English

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#### ESports spectators

Rate the following affirmations being 1 Strongly Disagree and 7 Strongly Agree  
Please answer all questions as a eSports spectator

**I like the beauty and grace of the sport \***

1   2   3   4   5   6   7

**I enjoy the gracefulness associated with the game \***

1   2   3   4   5   6   7

**Watching a well-executed athletic performance is something I enjoy \***

1   2   3   4   5   6   7

**An individual players sex-appeal is a big reason why I watch eSports \***

1   2   3   4   5   6   7

The sponsorships would make me like the sponsors more \*

1 2 3 4 5 6 7

I read the box scores and team statistics regularly \*

1 2 3 4 5 6 7

I enjoy the drama of a close game \*

1 2 3 4 5 6 7

Games represent an escape for me from my day-to-day activities \*

1 2 3 4 5 6 7

I feel a personal sense of achievement when the team does well \*

1 2 3 4 5 6 7

I feel a personal sense of achievement when the team does well \*

1 2 3 4 5 6 7

The sponsorships would make me more likely to pay attention to the sponsor's advertising \*

1 2 3 4 5 6 7

The game provides a diversion from "life's little problems" for me \*

1 2 3 4 5 6 7

A game is more enjoyable to me when the outcome is not decided until the very end \*

1 2 3 4 5 6 7

I usually know the team's win/loss record \*

1 2 3 4 5 6 7

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### ESports spectators

Rate the following affirmations being 1 Strongly Disagree and 7 Strongly Agree  
Please answer all questions as a eSports spectator

The sponsorships would make me more likely to consider this company's products the next time I buy \*

1 2 3 4 5 6 7

The sponsorships would improve my perception of the sponsors \*

1 2 3 4 5 6 7

Games are a great change of pace from what I regularly do \*

1 2 3 4 5 6 7

I enjoy the dramatic turn of events that the game can take \*

1 2 3 4 5 6 7

The sponsorships would make me more likely to remember the sponsor's promotion \*

1 2 3 4 5 6 7

I appreciate the beauty inherent in the game \*

1 2 3 4 5 6 7

I enjoy the natural beauty in the game \*

1 2 3 4 5 6 7

The opportunity to watch games with a new team is fun \*

1 2 3 4 5 6 7

I would be more likely to buy from the sponsor as a result of the sponsorship \*

1 2 3 4 5 6 7

I can get away from the tension in my life \*

1 2 3 4 5 6 7

I enjoy interacting with other people when I watch a game \*

1 2 3 4 5 6 7

I like having the opportunity to watch a new esports team \*

1 2 3 4 5 6 7

The main reason that I watch eSports is because I find the players attractive \*

1 2 3 4 5 6 7

I feel like I have won when the team wins \*

1 2 3 4 5 6 7

I enjoy socializing with other people when I watch a game \*

1 2 3 4 5 6 7

I enjoy the novelty of a new eSports team \*

1 2 3 4 5 6 7

I prefer a "close" game rather than a "one-sided" game \*

1 2 3 4 5 6 7

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### ESports Spectator

Rate the following affirmations being 1 Strongly Disagree and 7 Strongly Agree  
Please answer all questions as a eSports spectator

It enhances my sense of self-worth \*

1 2 3 4 5 6 7

The sponsorships would make me more likely to notice the sponsor's name on other occasions \*

1 2 3 4 5 6 7

I feel proud when the team plays well \*

1 2 3 4 5 6 7

The sponsorships would make me more likely to use the sponsor's product \*

1 2 3 4 5 6 7



I regularly track the statistics of specific players \*

1 2 3 4 5 6 7

I enjoy the strong macho atmosphere found at the game \*

1 2 3 4 5 6 7

The skills of the players are something I appreciate \*

1 2 3 4 5 6 7

I enjoy the aggressive behavior of the players \*

1 2 3 4 5 6 7

I enjoy watching players who are physically attractive \*

1 2 3 4 5 6 7

I enjoy watching players who are physically attractive \*

1 2 3 4 5 6 7

I enjoy talking with other people when I watch a game \*

1 2 3 4 5 6 7

The sponsorships make me feel more favorable towards the sponsors \*

1 2 3 4 5 6 7

I enjoy a skillful performance by the team \*

1 2 3 4 5 6 7

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**Demographics**

**Age \***

Your answer \_\_\_\_\_

**What is the game that you watch the most?**

Your answer \_\_\_\_\_

**Nationality \***

Your answer \_\_\_\_\_

**Gender \***

Male

Female

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## eSports - Master Thesis

This questionnaire is part of my Thesis Dissertation, for the Master of International Management at ISCTE Business School. The objective of the study is to understand the motivations and characteristics of eSports' consumers, as watchers, and then to find a connection between those, and the efficiency of brands when sponsoring eSports. The questionnaire will take you about five minutes to respond, and it is anonymous. Thank you in advance for your valued contribution to this project.

Este questionário vem no âmbito da minha tese de Mestrado de Gestão Internacional no ISCTE Business School. Tem como objectivo estudar as motivações e características dos consumidores de eSports como espectador e relaciona-las com a eficiência das marcas como patrocinadores de eSports. O questionário demora cerca de 5 minutos e é anónimo. Agradeço desde já a sua valiosa colaboração para a realização este projecto.

**\*Required**

**Do you prefer to answer in Portuguese or English? Prefere responder em Português ou Inglês? \***

Português

English

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**Espectador de eSports**

Classifique as seguintes afirmações sendo que 1 representa Discordo Fortemente e 7 Concordo Fortemente  
 Responda a todas as questões como espectador de eSports

**Sigo regularmente as estatísticas de jogadores específicos \***

1 2 3 4 5 6 7

**Gosto de socializar com outras pessoas enquanto vejo jogos \***

1 2 3 4 5 6 7

**Os jogos são uma grande mudança de ritmo em relação àquilo que faço \***

1 2 3 4 5 6 7

**Gosto que uma mudança dramática no rumo do jogo possa acontecer \***

1 2 3 4 5 6 7

**Os patrocínios fazem-me gostar mais do patrocinador \***

1 2 3 4 5 6 7

**Os patrocínios aumentam a probabilidade de usar produtos da marca do patrocinador \***

1 2 3 4 5 6 7

**Gosto da beleza natural do jogo \***

1 2 3 4 5 6 7

**Quando vejo eSports consigo livrar-me da tensão diária \***

1 2 3 4 5 6 7

**Aprecio a beleza inerente do jogo \***

1 2 3 4 5 6 7

Sinto-me orgulhoso quando a equipa joga bem \*

1 2 3 4 5 6 7

Prefiro um jogo renhido do que unilateral \*

1 2 3 4 5 6 7

Gosto do drama de um jogo "one-run" \*

1 2 3 4 5 6 7

Sinto-me pessoalmente realizado quando a equipa joga bem \*

1 2 3 4 5 6 7

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### Espectador de eSports

Classifique as seguintes afirmações sendo que 1 representa Discordo Fortemente e 7 Concordo Fortemente  
Responda a todas as questões como espectador de eSports

Um jogo é mais divertido para mim quando só é decidido no final \*

1 2 3 4 5 6 7

Gosto de ver jogadores que são fisicamente atraentes \*

1 2 3 4 5 6 7

Observar uma performance bem executada é algo que gosto \*

1 2 3 4 5 6 7

Aprecio a graciosidade presente no jogo \*

1 2 3 4 5 6 7

Gosto da novidade de uma equipa nova de eSports \*

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Os jogos representam um escape das minhas actividades do dia a dia \*

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A principal razão pela qual vejo eSports é porque os atletas atraem-me \*

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Gosto de falar com outras pessoas enquanto vejo os jogos \*

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Os patrocínios aumentam a probabilidade de prestar atenção às publicidades dos patrocinadores \*

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Gosto de ter a oportunidade de ver uma equipa nova a jogar \*

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Os patrocínios fazem com que seja mais provável considerar produtos da marca do patrocinador em futuras compras \*

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Normalmente sei o rácio de vitórias/derrotas de uma equipa \*

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Os patrocínios fazem-me sentir mais favorável em relação aos patrocinadores \*

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Gosto de ver uma performance habilidosa das equipas \*

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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## Espectador de eSports

Classifique as seguintes afirmações sendo que 1 representa Discordo Fortemente e 7 Concordo Fortemente

Responda a todas as questões como espectador de eSports

Gosto da beleza e elegância do desporto \*

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Os patrocínios aumentam a probabilidade de reparar no nome do patrocinador em outras ocasiões \*

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

O sex-appeal dos jogadores é uma grande razão pela qual vejo eSports \*

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Os patrocínios aumentam a minha percepção do patrocinador \*

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A oportunidade de assistir jogos de uma equipa nova é divertida \*

\*

1 2 3 4 5 6 7

O jogo é uma distração dos pequenos problemas diários \*

\*

1 2 3 4 5 6 7

Gosto da atmosfera de masculinidade presente nos jogos \*

\*

1 2 3 4 5 6 7

Aumenta o meu sentimento de auto-estima \*

\*

1 2 3 4 5 6 7

É mais provável comprar produtos da marca do patrocinador devido aos patrocínios \*

\*

1 2 3 4 5 6 7

Os patrocínios fazem com que seja mais provável lembrar-me de promoções dos patrocinadores \*

\*

1 2 3 4 5 6 7

Gosto de interagir com outras pessoas quando vejo jogos \*

\*

1 2 3 4 5 6 7

Gosto do comportamento violento dos jogadores \*

\*

1 2 3 4 5 6 7

As skills dos jogadores são algo que eu aprecio \*

\*


1 2 3 4 5 6 7

Vejo com regularidade as pontuações e estatísticas das equipas \*

1 2 3 4 5 6 7

Sinto que ganho quando a equipa ganha \*

1 2 3 4 5 6 7

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### Demografia

Nacionalidade \*

Your answer \_\_\_\_\_

Idade \*

Your answer \_\_\_\_\_


Qual o eSport que vê com mais frequência?

Your answer \_\_\_\_\_

Género \*

Masculino

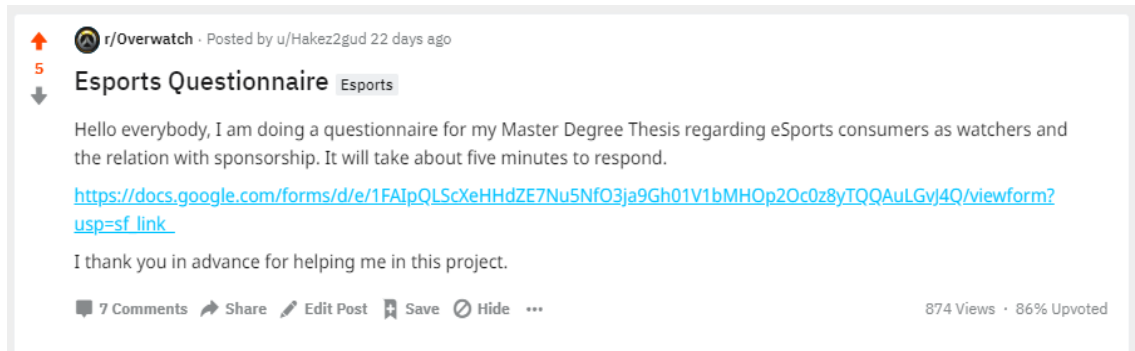
Feminino

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## Appendix B. Reddit Questionnaire Post



Source: Own elaboration and extracted from sub-reddit r/Overwatch

## Appendix C. Respondent Profile – Nationality

NATIONALITY					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Argentina	1	0,2	0,2	0,2
	Asian	2	0,5	0,5	0,7
	Australian	7	1,7	1,7	2,4
	Austria	2	0,5	0,5	2,9
	Belgium	2	0,5	0,5	3,4
	Brazil	19	4,6	4,6	8,0
	Canada	16	3,9	3,9	11,8
	Croatia	4	1,0	1,0	12,8
	Czech	2	0,5	0,5	13,3
	Danish	2	0,5	0,5	13,7
	Denmark	1	0,2	0,2	14,0
	Dominican republic	1	0,2	0,2	14,2
	Egypt	1	0,2	0,2	14,5
	Estonia	1	0,2	0,2	14,7
	Finland	2	0,5	0,5	15,2
	France	5	1,2	1,2	16,4
	Germany	26	6,3	6,3	22,7
	hong kong	1	0,2	0,2	22,9
	Iceland	2	0,5	0,5	23,4
	India	4	1,0	1,0	24,3
	Indonesia	1	0,2	0,2	24,6
	Iran	1	0,2	0,2	24,8
	israel	1	0,2	0,2	25,1
	Italy	3	0,7	0,7	25,8
	Japan	1	0,2	0,2	26,0
	Latvian	2	0,5	0,5	26,5
	Lithuania	1	0,2	0,2	26,7
	Malaysia	2	0,5	0,5	27,2
	Netherlands	12	2,9	2,9	30,1
	New Zealand	1	0,2	0,2	30,4
	North Korean	1	0,2	0,2	30,6
	Norway	6	1,4	1,4	32,0
	Null	19	4,6	4,6	36,6
	Philippines	4	1,0	1,0	37,6
	Poland	3	0,7	0,7	38,3
	Portugal	34	8,2	8,2	46,5
	Qatari	1	0,2	0,2	46,7
	Romania	1	0,2	0,2	47,0
	Russian	4	1,0	1,0	48,0
	Scotland	4	1,0	1,0	48,9
	Singaporean	5	1,2	1,2	50,1
Slovakia	2	0,5	0,5	50,6	
South Africa	4	1,0	1,0	51,6	
South Asia	2	0,5	0,5	52,0	
Spain	3	0,7	0,7	52,8	
Sweden	6	1,4	1,4	54,2	
Thai	2	0,5	0,5	54,7	
The Netherlands	1	0,2	0,2	54,9	
Turkish	1	0,2	0,2	55,2	
UK	40	9,6	9,6	64,8	
Ukrainian	1	0,2	0,2	65,1	
USA	140	33,7	33,7	98,8	
Vietnam	2	0,5	0,5	99,3	
Welsh	3	0,7	0,7	100,0	
Total	415	100,0	100,0		

Source: SPSS Statistical Output

**Appendix D. Descriptive Statistics - Items****Descriptive Statistics**

	N	Mean	Std. Deviation
VA1	415	4,68	1,881
VA2	415	4,82	1,825
VA3	415	5,14	1,727
VA4	415	3,09	1,809
AK1	415	4,00	1,932
AK2	415	4,07	1,868
AK3	415	4,52	1,940
AS1	415	5,10	1,551
AS2	415	5,19	1,537
AS3	415	5,07	1,589
AS4	415	5,42	1,527
DA1	415	4,91	1,742
DA2	415	6,11	1,238
DA3	415	5,98	1,235
DA4	415	6,21	1,051
EE1	415	5,38	1,633
EE2	415	4,99	1,684
EE3	415	5,08	1,705
EE4	415	5,08	1,546
PA1	415	1,95	1,491
PA2	415	1,44	1,145
PA3	415	1,52	1,197
PSA1	415	6,43	,930
PSA2	415	5,93	1,285
PSA3	415	6,45	,863
SI1	415	4,71	1,862
SI2	415	4,82	1,850
SI3	415	4,84	1,775
NY1	415	4,82	1,579
NY2	415	5,02	1,531
NY3	415	5,06	1,463
EA1	415	2,91	1,771
EA2	415	4,12	1,907
FY1	415	3,74	1,816
FY2	415	3,94	1,818
FY3	415	3,97	1,789
IT1	415	4,39	1,856
IT2	415	3,74	1,833
IT3	415	4,17	1,801
UE1	415	3,70	1,873
UE2	415	3,93	1,849
UE3	415	3,71	1,817
Valid N (listwise)	415		

Source: SPSS Statistical Output

**Appendix E. Total Variance Explained – Independent Items**

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8,386	25,411	25,411	8,386	25,411	25,411	3,233	9,797	9,797
2	2,531	7,669	33,08	2,531	7,669	33,08	2,825	8,56	18,357
3	2,262	6,855	39,936	2,262	6,855	39,936	2,805	8,499	26,856
4	1,999	6,056	45,992	1,999	6,056	45,992	2,66	8,06	34,916
5	1,799	5,453	51,444	1,799	5,453	51,444	2,597	7,87	42,785
6	1,656	5,018	56,462	1,656	5,018	56,462	2,263	6,857	49,642
7	1,567	4,748	61,211	1,567	4,748	61,211	2,05	6,212	55,854
8	1,312	3,977	65,187	1,312	3,977	65,187	2,014	6,103	61,957
9	1,202	3,644	68,831	1,202	3,644	68,831	1,674	5,072	67,029
10	0,917	2,78	71,611	0,917	2,78	71,611	1,512	4,581	71,611
11	0,859	2,603	74,214						
12	0,757	2,294	76,508						
13	0,72	2,182	78,69						
14	0,637	1,931	80,621						
15	0,614	1,86	82,481						
16	0,599	1,815	84,296						
17	0,572	1,734	86,03						
18	0,512	1,553	87,583						
19	0,48	1,454	89,037						
20	0,413	1,25	90,287						
21	0,378	1,145	91,432						
22	0,347	1,052	92,484						
23	0,33	1,001	93,486						
24	0,307	0,93	94,416						
25	0,285	0,864	95,28						
26	0,265	0,804	96,084						
27	0,236	0,716	96,8						
28	0,223	0,677	97,477						
29	0,215	0,653	98,13						
30	0,203	0,614	98,744						
31	0,166	0,502	99,246						
32	0,138	0,418	99,664						
33	0,111	0,336	100						

Extraction Method: Principal Component Analysis.

Source: SPSS Statistical Output

**Appendix F. ANOVA – Dependant Variable USE**

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	213,805	1	213,805	83,553	,000 <sup>b</sup>
	Residual	1056,831	413	2,559		
	Total	1270,636	414			
2	Regression	294,061	2	147,030	62,030	,000 <sup>c</sup>
	Residual	976,575	412	2,370		
	Total	1270,636	414			
3	Regression	327,298	3	109,099	47,533	,000 <sup>d</sup>
	Residual	943,338	411	2,295		
	Total	1270,636	414			
4	Regression	341,476	4	85,369	37,670	,000 <sup>e</sup>
	Residual	929,160	410	2,266		
	Total	1270,636	414			
5	Regression	354,464	5	70,893	31,648	,000 <sup>f</sup>
	Residual	916,173	409	2,240		
	Total	1270,636	414			
a. Dependent Variable: USE						
b. Predictors: (Constant), NVA						
c. Predictors: (Constant), NVA, AS						
d. Predictors: (Constant), NVA, AS, SI						
e. Predictors: (Constant), NVA, AS, SI, ESC						
f. Predictors: (Constant), NVA, AS, SI, ESC, AK						

Source: SPSS Statistical Output

**Appendix G. Coefficients Table – Dependant Variable USE**

Coefficients <sup>a</sup>													
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
		1	(Constant)	1,654			0,246		6,731	0,000	1,171	2,137	
	NVA	0,436	0,048	0,410	9,141	0,000	0,342	0,530	0,410	0,410	0,410	1,000	1,000
2	(Constant)	0,315	0,330		0,953	0,341	-0,334	0,963					
	NVA	0,327	0,050	0,307	6,584	0,000	0,229	0,424	0,410	0,309	0,284	0,856	1,168
	AS	0,360	0,062	0,272	5,819	0,000	0,239	0,482	0,388	0,276	0,251	0,856	1,168
3	(Constant)	-0,070	0,340		-0,206	0,837	-0,739	0,598					
	NVA	0,295	0,050	0,278	5,959	0,000	0,198	0,392	0,410	0,282	0,253	0,832	1,201
	AS	0,304	0,063	0,229	4,847	0,000	0,181	0,427	0,388	0,233	0,206	0,809	1,237
	SI	0,174	0,046	0,173	3,805	0,000	0,084	0,263	0,318	0,184	0,162	0,878	1,139
4	(Constant)	-0,484	0,376		-1,285	0,199	-1,223	0,256					
	NVA	0,263	0,051	0,248	5,179	0,000	0,163	0,363	0,410	0,248	0,219	0,780	1,282
	AS	0,268	0,064	0,202	4,181	0,000	0,142	0,393	0,388	0,202	0,177	0,767	1,304
	SI	0,166	0,045	0,165	3,654	0,000	0,077	0,255	0,318	0,178	0,154	0,874	1,144
	ESC	0,155	0,062	0,117	2,501	0,013	0,033	0,277	0,311	0,123	0,106	0,812	1,231
5	(Constant)	-0,600	0,377		-1,590	0,113	-1,341	0,142					
	NVA	0,227	0,053	0,214	4,319	0,000	0,124	0,331	0,410	0,209	0,181	0,718	1,393
	AS	0,251	0,064	0,189	3,923	0,000	0,125	0,377	0,388	0,190	0,165	0,758	1,319
	SI	0,144	0,046	0,143	3,121	0,002	0,053	0,234	0,318	0,152	0,131	0,839	1,192
	ESC	0,149	0,062	0,113	2,416	0,016	0,028	0,270	0,311	0,119	0,101	0,811	1,233
	AK	0,123	0,051	0,114	2,408	0,016	0,022	0,223	0,326	0,118	0,101	0,781	1,280

a. Dependent Variable: USE

Source: SPSS Statistical Output

**Appendix H. ANOVA – Dependant Variable Favourability**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	260,652	1	260,652	121,224	,000 <sup>b</sup>
	Residual	888,018	413	2,150		
	Total	1148,670	414			
2	Regression	339,878	2	169,939	86,567	,000 <sup>c</sup>
	Residual	808,792	412	1,963		
	Total	1148,670	414			
3	Regression	365,518	3	121,839	63,941	,000 <sup>d</sup>
	Residual	783,153	411	1,905		
	Total	1148,670	414			
4	Regression	380,231	4	95,058	50,718	,000 <sup>e</sup>
	Residual	768,440	410	1,874		
	Total	1148,670	414			
a. Dependent Variable: FY						
b. Predictors: (Constant), NVA						
c. Predictors: (Constant), NVA, AS						
d. Predictors: (Constant), NVA, AS, SI						
e. Predictors: (Constant), NVA, AS, SI, ESC						

Source: SPSS Statistical Output

**Appendix I. Coefficients Table – Dependant Variable Favourability**

Coefficients <sup>a</sup>													
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1,535	0,225		6,815	0,000	1,092	1,978					
	NVA	0,481	0,044	0,476	11,010	0,000	0,395	0,567	0,476	0,476	0,476	1,000	1,000
2	(Constant)	0,204	0,300		0,681	0,496	-0,386	0,795					
	NVA	0,373	0,045	0,369	8,256	0,000	0,284	0,461	0,476	0,377	0,341	0,856	1,168
	AS	0,358	0,056	0,284	6,353	0,000	0,247	0,469	0,424	0,299	0,263	0,856	1,168
3	(Constant)	-0,133	0,310		-0,431	0,667	-0,743	0,476					
	NVA	0,345	0,045	0,341	7,647	0,000	0,256	0,434	0,476	0,353	0,311	0,832	1,201
	AS	0,309	0,057	0,245	5,399	0,000	0,196	0,421	0,424	0,257	0,220	0,809	1,237
	SI	0,152	0,042	0,159	3,668	0,000	0,071	0,234	0,326	0,178	0,149	0,878	1,139
4	(Constant)	-0,555	0,342		-1,621	0,106	-1,227	0,118					
	NVA	0,313	0,046	0,309	6,763	0,000	0,222	0,403	0,476	0,317	0,273	0,780	1,282
	AS	0,271	0,058	0,215	4,664	0,000	0,157	0,386	0,424	0,224	0,188	0,767	1,304
	SI	0,145	0,041	0,151	3,503	0,001	0,064	0,226	0,326	0,170	0,142	0,874	1,144
	ESC	0,158	0,056	0,126	2,802	0,005	0,047	0,268	0,344	0,137	0,113	0,812	1,231

a. Dependent Variable: FY

Source: SPSS Statistical Output

**Appendix J. ANOVA – Dependant Variable Interest**

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	180,848	1	180,848	82,301	,000 <sup>b</sup>
	Residual	907,524	413	2,197		
	Total	1088,372	414			
2	Regression	230,581	2	115,290	55,374	,000 <sup>c</sup>
	Residual	857,791	412	2,082		
	Total	1088,372	414			
3	Regression	251,258	3	83,753	41,120	,000 <sup>d</sup>
	Residual	837,114	411	2,037		
	Total	1088,372	414			
4	Regression	263,545	4	65,886	32,750	,000 <sup>e</sup>
	Residual	824,827	410	2,012		
	Total	1088,372	414			
5	Regression	273,417	5	54,683	27,444	,000 <sup>f</sup>
	Residual	814,955	409	1,993		
	Total	1088,372	414			
a. Dependent Variable: IT						
b. Predictors: (Constant), NVA						
c. Predictors: (Constant), NVA, SI						
d. Predictors: (Constant), NVA, SI, ESC						
e. Predictors: (Constant), NVA, SI, ESC, AS						
f. Predictors: (Constant), NVA, SI, ESC, AS, AK						

Source: SPSS Statistical Output



**Appendix L. Coefficients Table – Dependant Variable Interest**

Coefficients <sup>a</sup>													
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	2,143	0,228		9,415	0,000	1,696	2,591					
	NVA	0,401	0,044	0,408	9,072	0,000	0,314	0,488	0,408	0,408	0,408	1,000	1,000
2	(Constant)	1,437	0,265		5,433	0,000	0,917	1,957					
	NVA	0,343	0,045	0,349	7,690	0,000	0,255	0,431	0,408	0,354	0,336	0,930	1,076
	SI	0,206	0,042	0,222	4,887	0,000	0,123	0,289	0,314	0,234	0,214	0,930	1,076
3	(Constant)	0,817	0,326		2,505	0,013	0,176	1,458					
	NVA	0,295	0,047	0,300	6,315	0,000	0,203	0,386	0,408	0,297	0,273	0,831	1,203
	SI	0,190	0,042	0,204	4,518	0,000	0,107	0,273	0,314	0,218	0,195	0,916	1,092
	ESC	0,182	0,057	0,149	3,186	0,002	0,070	0,294	0,299	0,155	0,138	0,857	1,167
4	(Constant)	0,463	0,354		1,305	0,193	-0,234	1,159					
	NVA	0,265	0,048	0,270	5,543	0,000	0,171	0,359	0,408	0,264	0,238	0,780	1,282
	SI	0,167	0,043	0,180	3,911	0,000	0,083	0,251	0,314	0,190	0,168	0,874	1,144
	ESC	0,149	0,058	0,122	2,560	0,011	0,035	0,264	0,299	0,125	0,110	0,812	1,231
	AS	0,149	0,060	0,121	2,471	0,014	0,030	0,268	0,322	0,121	0,106	0,767	1,304
5	(Constant)	0,361	0,356		1,016	0,310	-0,338	1,060					
	NVA	0,234	0,050	0,238	4,716	0,000	0,137	0,332	0,408	0,227	0,202	0,718	1,393
	SI	0,148	0,043	0,159	3,406	0,001	0,063	0,233	0,314	0,166	0,146	0,839	1,192
	ESC	0,144	0,058	0,118	2,479	0,014	0,030	0,258	0,299	0,122	0,106	0,811	1,233
	AS	0,135	0,060	0,110	2,230	0,026	0,016	0,253	0,322	0,110	0,095	0,758	1,319
	AK	0,107	0,048	0,108	2,226	0,027	0,012	0,201	0,312	0,109	0,095	0,781	1,280

a. Dependent Variable: IT

Source: SPSS Statistical Output

