

UNDERSTANDING ESPORTS CONSUMPTION MOTIVE IN INDIA

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ABSTRACT

The purpose of this paper is to investigate why do people spectate eSports in india. The authors define eSports (electronic sports) 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.” In more practical terms, eSports refer to competitive video gaming (broadcasted on the internet). The study employs the motivations scale for sports consumption which is one of the most widely applied measurement instruments for sports consumption in general. The questionnaire was designed and pre-tested before distributing to target respondents (n = 100). The reliability and validity of the instrument both met the commonly accepted guidelines. The model was assessed first by examining its measurement model and then the structural model. The results indicate that Role-model & fan-ship, Diversion, Social Interaction about the games being played and the player fan-ship were found to positively predict eSport spectating frequency. During recent years, eSports (electronic sports) and video game streaming have become rapidly growing forms of new media in the internet driven by the growing provenance of (online) games and online broadcasting technologies. Today, hundreds of millions of people spectate eSports. The present investigation presents a large study on gratification-related determinants of why people spectate eSports on the internet. Moreover, the study proposes a definition for eSports and further discusses how eSports can be seen as a form of sports.

I. INTRODUCTION

In between children, teenagers and adults the most liked activity is playing and watching games. (Entertainment software associate, 2017). Esports is a modern phenomenon where an individual or a team participates in an online gaming tournament without the barrier of age, gender, or nationality (Marta, RF. Etal, 2020). Esports has emerged in the 1990s. (Wager, 2006). Esports has firstly get popular in South Korea with variety of games such as First person shooting(FPS) games, Real-time strategy (RTS) game and Massively Multiplayer online Role Playing games (MMOEPGS) which has led to fuel up the Esports in both Asia and Western Countries.(taylor,2012; Wagner, 2006) In India e-sports federation of India (ESFI) handles Esports which focuses on encourage, train, organize, educate and control Esports in India. They have not restricted themselves to organize event and tournament but also an eco-system for Esports in India. (Rehiman Zakir Parkar, Abhijit Dhabade). Moreover recent lockdown have fueled online gaming activites (Lokesh Suji. (2018). According to Partners,N.(2012) time spent giving by the youth on online gaming has increased by as much as 50%-80% as a direct result of lockdown.

Furthermore, live online game streaming on different platforms like YouTube gaming, twitch etc. has played an important role in Esports. The content creators who stream on such platforms are called streamers which have a huge subscriber and follower based due to huge interaction with their subscriber and follower, which is also the main reason for creation of a strong bond with the subscriber or followers. The peoples who follow and experience the game but instead on playing they watch the stream is called spectators. (KevinGomez; Shiny Raizada,2020)

Furthermore India came in at number 16 on Forbes' list, indicating that it is a multibillion-dollar business. With only 25 game creators a decade ago, India's online gaming business was in shambles. In the country today, there are approximately 250 game developers. .The accessibility of low-cost smartphones which everybody cannot obtain from a high-end desktop Computer but now everyone has a smartphone and access to Wi-Fi Alimurung,, C. (2015.). is likely to lead to a shift in consumers from feature phones to smartphones so we can assume that it motivates the consumption of esports (KPMG May 2017).It also happen as everything is shifted to the online mode and because sports media material is delivered via computerised broadcasting, such as

internet streaming, but also because the whole sporting activity is computer-mediated Hamari , J. (2017) and due to this Streaming and mobile gaming competitions held in faraway locations remain dependent on the sector. Jadon, M. S. (2015).

Also many other media platforms have also risen as a result of the esports industry, such as Streaming which has a significant impact on a game's audience and, as a result, the prize money of tournaments involving these ubiquitous hit titles, whose streaming isn't just for showing Esports content to the general public, but also for gaining attention and money through commonly used internet broadcasting platforms such as Twitch, Facebook Gaming, and YouTube gaming . (Nayak , C). Esports is a thriving business internationally, with the global e-sports audience assume to expand at a CAGR of 13.6% from 2017 to 2021, reaching 250 million e-sports fans. The worldwide e-sports industry is assumed that it expand at a CAGR of 26 percent from 2017 to 2021, reaching USD1.65 billion in revenue. (Global e-sports 2018, Newzoo) India's e-sports sector is still in its infancy. By 2021, however, the number of casual viewers and e-sports fans is assumed that increased by more than fivefold. Jadon, M. S. (2015).

Esports consumption is a frequent misunderstanding that video games are only for guys. Daniel Kane(2015). The increasing use of mobile phones, as well as the emergence of new participants in the video streaming industry, has made gaming content more accessible, particularly to women. In Southeast Asia, female fans now make for half of the Esport/gaming market (51 percent male vs 49 percent female). The in-house insights team at ONE Esports discovered that 87 percent of female fans choose mobile games and that their phone is their primary gaming device. Alimurung,, C. (2014.).

So in this research paper, we have tried to find out that what is the reason and need for the consumption of the Esports in India between age groups of 18 yrs. to 35 yrs and what are the driving force that motivates people towards Esports and which age group is consuming more of this Esports? We have followed the quantitative research method to Understand Esports consumption motives in India

II. LITERATURE REVIEW

ESport hasn't been in the public spotlight for long. Actually, only about 20 years this particular sort of internet activity existed (Wagner, 2006). ESport has several names since the late 1990s which sought to understand in just a few words its features. For example, it was called competition online gaming by Griffiths, Davies and Chapell (2003), by Hemphill (2005) and by Hutchins (2008), the phrase digital sports is called competition online gaming. Faust, Meyer, and Griffith (2013) defined it to be independent from the traditional sport while indicating its serious, career-oriented nature, so they chose the name professional gaming. Entering the 2010s, the name electronic sport gradually became the official, widelyaccepted name for this online competitive activity. However, the abbreviated term for electronic sport still needs unification. For example in some studies, it was listed as E-Sports (e.g., Szablewicz, 2012), while in others it was eSport (e.g., Kow & Young, 2013) or e-Sports (e.g., Kates, 2015). Most recent studies preferred the lowercase e, uppercase S, hyphen-free version of the term, namely, eSport or eSport (e.g., Funk, Pizzo, & Baker, 2017; Hallmann & Giel, 2018). Due to the current tendency of naming as well as consistency reasons, the term eSport will be used throughout this research project. 12 Just like the naming process of eSport, the definition of eSport had also been multifarious. Since the early 2000s when eSport began to catch academic attention (e.g., Mora & Héas, 2005), social scientists had been trying to grasp its core attributes from various perspectives. For example, in the beginning, eSport was regarded as simple as playing competitive video games in a professional environment (Welch, 2002). Similarly, Weiss (2011) defined eSport as Internet gaming-competitions conducted under rules set by tournaments or leagues. Even though there are no major mistakes with such sayings, these definitions risk being too broad that so many non-eSport video games can be included. While some emphasized its unique characteristic of virtual competition, others highlighted its similarity to traditional sports. For instance, Hemphill (2005) described eSport as "alternative sport reality, where electronically extended athletes compete in digitally represented sporting words (p. 199). Rambusch, Jakobsson, and Pargman (2007) saw eSports as putting the traditional sport model under a new context of video gaming. Taylor (2012) defined eSport as both a sport and a leisure phenomenon within the online or offline setting. In other studies, eSport were also regarded as intellectual competition if compared to traditional sports which usually focused on physical competition (Jonasson & Thlberg, 2010). Other approaches include treating eSport as a combination of computer games and media-

assisted sport (Hutchins, 2008), or sport-like commercial gaming (Karhulahti, 2017). The more commonly accepted description of eSport in the 2000s was from Wagner's study (2006), where he built on Tiedemann's (2004) general definition of sport and described 13 eSport as "an area of sport activities in which people develop and train mental or physical abilities in the use of information and communication technologies" (Kevin Gomez; Shiny Raizada, 2020). A major contribution made by this definition was the recognition of not only mental but also physical training in eSport, while "information and communication technologies" also left space for future eSports development when movements are no longer limited to mouse and keyboard. Witkowski (2012) pointed out the importance of computer-related technologies in various modern traditional sports, and criticized this definition for not sufficiently differentiating eSport from other traditional sports. Outside academia, the Cambridge Dictionary (2018) defined eSport as "activities of playing computer games against other people on the Internet, often for money, and often watched by other people using the Internet, sometimes at special organized events" (Jonasson & Thlborg, 2010.). The Korean eSports Association (KeSPA) (2018) called eSport as primarily cyberspace leisure activity when players compete with others in various games for win or loss. The Olympic Council of Asia (OCA) (2017) described eSport as a new form of sports and participants can play various video games competitively. To date, the most widely-cited and commonly accepted definition of eSport came from Hamari and Sjöblom (2017), they said "eSport is a form of sport 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 eSport system are mediated by human-computer interfaces" (p. 211). Compare to previous definitions, this particular one not only pointed out the similarities between eSport and 14 traditional sport but differentiated it from traditional sports in the aspect of computer interaction. Nevertheless, it has become clear that nearly all definitions of eSport so far utilized a top-down perspective. In other words, these definitions tried to capture as many defining features observed in eSport as possible. This all-inclusive approach risk missing the core aspect of eSport, which is video game.

Wood, Griffiths, Chappell, and Davies (2004) found that video game players consider certain features as more vital when playing such as sound, graphics, background setting, duration of game, rate of play, use of humor, control options, game dynamics, winning/losing features, character development, brand assurance, and multiplayer features. Game formats also seemed to play an important role in that a standalone PC/Mac format was more popular than other types such as game consoles, mobile phones, PC/Mac online/multiplayer, and portable consoles, respectively (Wood et al.). That more males tend to play video games on a frequent basis may be because game content is seen as masculine (Morlock, Yando, & Nigolean, 1984), requires visual and spatial skills (Kiesler, Sproull, & Eccles, 1983), and is driven toward social interaction (Griffiths, 1993).

Marketers value Generation Z consumers, those born between the mid-1990s and the late 2000s. Generation Z consumers prefer to engage with mobile phones, laptops, and tablets rather than traditional face-to-face interactions with peers, family, and friends. (Wei Tong, Guo Hui1, Li Hongwei and Li Zhihui 2021)

Digital technology advancement, which results in various types of online games, is both an innovation and a new threat to human life. Digital technology appears to be having significant impact on Generation Z and the next generation. Gradually integrating into their daily lives Following that, various countries' online gaming communities Cultures form (Jeane Marie Tulung, Febri Kurnia Manoppo, Imriani Moroki 2020).

As the number of mobile users and the proportion of mobile networks grows, mobile social big data applications have gained popularity. where users' mobile devices are used to They exchange and share data with one another. To ensure the delivery of mobile social big data. There is a requirement for the allocation of security resources. (Apoorva Kumar Dhar, Sankalp Dwivedi, S.Priya 2018)

Furthermore, live online game streaming on different platforms like YouTube gaming, twitch etc. has played an important role in Esports. The content creators who stream on such platforms are called streamers which have a huge subscriber and follower based due to huge interaction with their subscriber and follower, which is also the main reason for creation of a strong bond with the subscriber or followers. (Kevin Gomez; Shiny Raizada, 2020)

III. RESEARCH METHODOLOGY

Research design

A descriptive study has been designed to determine the Consumption motive of eSports in India. The data required to test the hypothesis of the study is available in quantitative formats. The type of quantitative research used for the research is the survey method via an online questionnaire. The data used in this study was collected from 104 respondents. Quantitative data collection, numerical information is collected via structured surveys (Hair et al., 2015). Both data collection and data analysis use a deductive research approach and concentrate on quantifiable data (Bryman & Bell, 2011). Furthermore, quantitative research is designed to draw generalizable conclusions, thus the sample size should be as large as possible. Secondly, quantitative studies not only allow for the analysis of causal linkages but can also be easily duplicated (Bryman & Bell, 2011).

The Questionnaire

The survey's questions were derived from previous research and utilized scales that had been previously established and validated (Réka Kiss 2021). The questionnaire was made using scales for particular factors and a Likart scale of 7 points starting from strongly disagree to strongly agree. Qualifying questions were asked in starting so that non-eligible responses can be separated from the total responses. The factors were adopted from different authors which are mentioned in table 1. First, many other factors were determined and then Eight of them were shortlisted on the basis of more authors using them, then scales of these factors were used to make questions.

Table 1: Measured Factors in the survey

Factors	Adopted from
Entertainment	Won, J.-uk, & Kitamura, K. (2006), Kim, Y., & Ross, S. D. (2006), Billings, A. C., & Ruihley, B. J. (2013), Jue Hou (2019)
Skilful Performance	Won, J.-uk, & Kitamura, K. (2006), Jue Hou (2019), Donghun Lee & Linda J. Schoenstedt,(2012)
Knowledge-acquisition	Donghun Lee & Linda J. Schoenstedt,(2012), Jue Hou (2019)
Escapism	Billings, A. C., & Ruihley, B. J. (2013), Jue Hou (2019)
Role-model / Fanship	Billings, A. C., & Ruihley, B. J. (2013), Jue Hou (2019)
Diversion	Donghun Lee & Linda J. Schoenstedt,(2012), Jue Hou (2019)
Social Interaction	Donghun Lee & Linda J. Schoenstedt,(2012), Jue Hou (2019)

Table 2: Measures

Entertainment	EN1: Professional eSports competitions are enjoyable for me.
	EN2: I like watching Esports because it is a fun way to spend my time
	EN3: I like watching Esports because Esports is entertaining
	EN4: I enjoy the excitement surrounding eSports matches
Skilful Performance	SKP1: I like watching Esports for getting to see the superior skills of pro esports player.
	SKP2: I like watching Esports for getting to see the superior skills of pro esports player.
	SKP3: I enjoy a skill - full performance by the team.

	SKP4: The skill of the player is something I appreciate.
	SKP5: Watching Esports helps me learn skills for real games
	SKP6:Being able to see well-executed play is one reason I watch eSport.
Role-model/fanship	ROF1: I Watch eSports games to support my team
	ROF 2: I believe professional eSport players act as role models for young people.
	ROF 3 : My connection to the Gaming community is why I like the team
	ROF 4: I think professional eSport players represent values and virtues that worth sharing.
	ROF 5: I believe professional eSport players provide inspiration for others.
	ROF 6: I am a huge fan of eSport in general.
Knowledge-acquisition	KNA 1: I simulate my strategies in the video game
	KNA 2: I use my knowledge about players and team while playing the games
	KNA 3: I consider information obtained from watching eSport useful.
	KNA 4: I get an increased awareness of the tournaments, teams, or players through watching eSport.
Diversion	DI 1: Watching eSports give me a break from my regular routine
	DI 2: eSports provides a change of pace from what I regularly do.
	DI 3 : It offers a different experience in life when watching eSport.
Escapism	ES 1 : Watching eSport helps me temporarily escape from reality.
	ES 2 : Watching eSport allows me to enter a non-thinking, relaxing period.
	ES 3 : I can temporarily forget about work when watching eSport.
	ES 4: for me, esports games are an escape from my day-to-day.
social interaction	SOI 1: I Watch eSports because its provide opportunities to be connected with others
	SOI 2: I enjoy interacting with other spectators and fans
	SOI 3 : An important reason for Watching eSports is spending time with others

IV. DATA ANALYSIS AND INTERPRETATION

The data was analyzed by cross-tabulating the independent variables with the dependent variable one at a time and then using the p-value to test which hypothesis was rejected and which was accepted.

The values for chi-square, p-value are shown in tables 3 through table 9. The cross tabulated tables showing expected and observed values are only included for variables with significant relationships.

TABLE 3

Chi-Square Tests									
	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Significance	99% Confidence Interval		Significance	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	193.076 ^a	171	.119	.053 ^b	.000	.112			
Likelihood Ratio	158.433	171	.746	.074 ^b	.005	.143			
Fisher's Exact Test	177.349			.011 ^b	.000	.037			
Linear-by-Linear Association	10.192 ^c	1	.001	.000 ^b	.000	.047	.000 ^b	.000	.047
N of Valid Cases	100								
a. 200 cells (100.0%) have expected count less than 5. The minimum expected count is .05.									
b. Based on 95 sampled tables with starting seed 2000000.									
c. The standardized statistic is 3.193.									

At $\alpha=0.05$, (5% significance)

Since p-value (0.119) > α (0.05), H_0 is accepted and H_a is rejected.

Therefore, there is no significant relationship between Entertainment and viewing E-sports.

Table 4

Chi-Square Tests									
	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Significance	99% Confidence Interval		Significance	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	246.218 ^a	216	.077	.095 ^b	.017	.172			
Likelihood Ratio	194.561	216	.850	.011 ^b	.000	.037			
Fisher's Exact Test	226.438			.011 ^b	.000	.037			
Linear-by-Linear Association	5.687 ^c	1	.017	.032 ^b	.000	.078	.021 ^b	.000	.059
N of Valid Cases	100								
a. 250 cells (100.0%) have expected count less than 5. The minimum expected count is .05.									

b. Based on 95 sampled tables with starting seed 334431365.

c. The standardized statistic is 2.385.

At $\alpha=0.05$, (5% significance)

Since p-value (0.77) > α (0.05), H_0 is accepted and H_a is rejected.

Therefore, there is no significant relationship between skillful performance and viewing Esports.

Table 5

Chi-Square Tests									
	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Significance	99% Confidence Interval		Significance	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	285.725 ^a	243	.031	.053 ^b	.000	.112			
Likelihood Ratio	222.147	243	.827	.000 ^b	.000	.047			
Fisher's Exact Test	273.922			.000 ^b	.000	.047			
Linear-by-Linear Association	12.996 ^c	1	.000	.000 ^b	.000	.047	.000 ^b	.000	.047
N of Valid Cases	100								
a. 280 cells (100.0%) have expected count less than 5. The minimum expected count is .05.									
b. Based on 95 sampled tables with starting seed 221623949.									
c. The standardized statistic is 3.605.									

At $\alpha=0.05$, (5% significance)

Since p-value (0.031) < α (0.05), H_0 is rejected and H_a is accepted.

Therefore, there is a significant relationship between 'Role Model and Fanship' and viewing Esports.

Table 6

Chi-Square Tests									
	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Significance	99% Confidence Interval		Significance	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	198.923 ^a	171	.071	.063 ^b	.000	.127			
Likelihood Ratio	164.397	171	.628	.021 ^b	.000	.059			

Fisher's Exact Test	182.230			.021 ^b	.000	.059			
Linear-by-Linear Association	10.854 ^c	1	.001	.000 ^b	.000	.047	.000 ^b	.000	.047
N of Valid Cases	100								
a. 200 cells (100.0%) have expected count less than 5. The minimum expected count is .05.									
b. Based on 95 sampled tables with starting seed 1535910591.									
c. The standardized statistic is 3.295.									

At $\alpha=0.05$, (5% significance)

Since p-value (0.071) > α (0.05), H_0 is accepted and H_a is rejected.

Therefore, there is no significant relationship between Knowledge Ability and viewing Esports

TABLE 7

Chi-Square Tests									
	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Significance	99% Confidence Interval		Significance	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	164.674 ^a	126	.012	.011 ^b	.000	.037			
Likelihood Ratio	148.002	126	.088	.000 ^b	.000	.047			
Fisher's Exact Test	138.618			.000 ^b	.000	.047			
Linear-by-Linear Association	16.774 ^c	1	.000	.000 ^b	.000	.047	.000 ^b	.000	.047
N of Valid Cases	100								
a. 150 cells (100.0%) have expected count less than 5. The minimum expected count is .05.									
b. Based on 95 sampled tables with starting seed 79654295.									
c. The standardized statistic is 4.096.									

At $\alpha=0.05$, (5% significance)

Since p-value (0.012) < α (0.05), H_0 is rejected and H_a is accepted.

Therefore, there is significant relationship between Diversion and viewing Esports.

Table 8

Chi-Square Tests									
	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Significance	99% Confidence Interval		Significance	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	173.085 ^a	171	.441	.463 ^b	.331	.595			
Likelihood Ratio	155.449	171	.797	.347 ^b	.222	.473			
Fisher's Exact Test	164.988			.095 ^b	.017	.172			
Linear-by-Linear Association	20.927 ^c	1	.000	.000 ^b	.000	.047	.000 ^b	.000	.047
N of Valid Cases	100								
a. 200 cells (100.0%) have expected count less than 5. The minimum expected count is .05.									
b. Based on 95 sampled tables with starting seed 1310155034.									
c. The standardized statistic is 4.575.									

At $\alpha=0.05$, (5% significance)

Since p-value (0.441) > α (0.05), H_0 is accepted and H_a is rejected.

Therefore, there is no significant relationship between Escapism and viewing Esports.

TABLE 9

Chi-Square Tests									
	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Significance	99% Confidence Interval		Significance	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	194.995 ^a	144	.003	.000 ^b	.000	.047			
Likelihood Ratio	169.831	144	.070	.000 ^b	.000	.047			
Fisher's Exact Test	162.169			.000 ^b	.000	.047			
Linear-by-Linear Association	40.908 ^c	1	.000	.000 ^b	.000	.047	.000 ^b	.000	.047
N of Valid	100								

Cases									
a. 170 cells (100.0%) have expected count less than 5. The minimum expected count is .05.									
b. Based on 95 sampled tables with starting seed 1585587178.									
c. The standardized statistic is 6.396.									

At $\alpha=0.05$, (5% significance)

Since $p\text{-value} (0.003) < \alpha (0.05)$, H_0 is rejected and H_a is accepted.

Therefore, there is a significant relationship between Social Interaction and viewing Esports.

V. CONCLUSION

The survey's questions were derived from previous research and utilized scales that had been previously established and validated (Réka Kiss 2021). The questionnaire was made using scales for particular factors and a Likert scale of 7 points starting from strongly disagree to strongly agree. Qualifying questions were asked in starting so that non-eligible responses can be separated from the total responses. The factors were adopted from different authors which are mentioned in table 1. Hence from the research of given sample there is a significant relationship between 'Role Model and Fan-ship' and viewing Esports. Also, there is significant relationship between Diversion and viewing Esports and there is a significant relationship between Social Interaction and viewing Esports.

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