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The Reasons Behind Individuals' E-sports Engagement and Purchases of Virtual Goods

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The Reasons Behind Individuals' E-sports Engagement and Purchases of Virtual Goods

Bireylerin E-spor ile Meşgul Olma ve Sanal Ürün Satın Alma Nedenleri

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4) Sanal Ürünler	4) Virtual Goods
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TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

ABSTRACT

Having a yearly growth of 30%, E-sports has received a significant amount of attention in the recent years. Many scholars have tried to analyze different aspects of E-sports in their academic works. E-sports is a multi-layered industry which should be evaluated, examined, and analyzed from different perspectives. Taking the mentioned complexities of E-sports, this study aims to look at E-sports from two perspectives, firstly the study aims to investigate why do individuals get engaged with E-sports and secondly why do individuals purchase virtual goods associated with games. An extensive conceptual model targeting both aspects composed of: Enjoyment, Norms (Social, Subjective), Professional Advancement, Learning about Game Strategies, Trust (Cognitive, Affective), Social Integrative, Tension Release (Escape, Distraction, Relaxation), Perceived Value (Functional, Emotional, Social), and, Continuous Use has been proposed to examine the Intention to Play and Purchase Intention.

To reach the goals of the study, a sample of (N=135) E-sports athletes were surveyed through an online questionnaire. In the online questionnaire the respondents were asked about how frequently they engage with E-sports, their most played games, their view, cognitive and emotional, upon gaming and gaming communities that they belong to. The finding in this study illustrates that Intention to Play, is heavily impacted by Learning about Game Strategies. Gratifying the needs of players for seeking new knowledge is a pivotal point for the individuals to get more engaged with the games. Shared Emotional Connection along with Enjoyment had the highest effects after Learning about Game Strategies. It not only shows that E-sports is a pleasure-oriented industry but also an activity performed as community that requires social participation.

ÖZET

E-spor sektörü, senelik %30 büyüme oranı ile son yıllarda önem arz eden derecede ilgi toplamıştır. Pek çok akademisyen, çalışmalarında e-sporun farklı yönlerini analiz etmeye çalışmıştır. E-spor farklı perspektiflerden değerlendirilmesi, incelenmesi ve analiz edilmesi gereken çok katmanlı bir endüstridir. Bu çalışma, bahsi geçen zorlukları göz önünde bulundurarak, E-sporu iki farklı perspektiften değerlendirmeyi amaçlamaktadır. Çalışmada ilk olarak bireylerin niçin E-spor aktivitelerini gerçekleştirdiklerini, ikinci olarak ise bu aktiviteleri gerçekleştiren kullanıcıların sanal ürün satın almadaki motivasyonları araştırılacaktır. Oyun oynama niyeti ve Satın alma niyeti, her iki görüşün kapsamlı kavramsal modelini içeren; haz, normlar (sosyal, öznel), profesyonel gelişmişlik, oyun stratejileri öğrenmesi, güven (bilişsel, duygusal), sosyal bütünleştiricilik, gevşeme (kaçış, dikkat dağıtma, rahatlama), algılanan değer (işlevsel, duygusal, sosyal) ve sürekli kullanım kavramları ile incelenecektir.

Çalışmanın amacına ulaşabilmesi adına E-spor sporcuları online ankete (N=135) tabi tutulmuştur. Online ankette, sporculara ne sıklıkla E-spor aktivitelerinde bulundukları, en çok oynadıkları oyunlar, bağlı bulundukları oyunlar ve oyun topluluklarına dair bilişsel ve duygusal görüşleri sorulmuştur. Çalışmanın bulguları oyun oynamadaki niyetin, Oyun Stratejileri Öğrenmesinden oldukça etkilendiğini ortaya koymaktadır. Yeni stratejiler peşinde olan oyuncuların bu taleplerinin tatmin edilmesi bireylerin oyunlara daha fazla katılımında kilit nokta olarak karşımıza çıkmaktadır. Paylaşılan duygusal bağ ve Haz duygusu ise Oyun stratejileri öğrenmesinden sonra en yüksek etkiyi yaratan kavramlardır. Bu bulgu, E-sporun yalnızca haz odaklı bir endüstri değil, aynı zamanda topluluk halinde gerçekleştirilebilen, sosyal katılım odaklı bir aktivite olduğunu ortaya koymuştur.

CHAPTER ONE

INTRODUCTION

Taking the significance of E-sports and its constant growth into consideration, it is crucial to get a solid grasp on the notions and factor affecting E-sports engagement and purchase intention of virtual goods that are associated with the games. Although gaming is not a very recent topic, but E-sports is considered to be far from maturity. While many can be found regarding digital, video, and online gaming not many academic works have been executed upon E-sports. However, in recent years, E-sports has gained a significant amount of attention from scholars, and many are trying to dive into the topic and try to analyze it from multiple aspects.

In order to dive into the topic, it is better to understand what E-sports stands for. Electronic sports, electronic competition known as E-sports, are competitions in which the participants use a coordinated, interactive, video-based hardware and software to induce the matches. The intention to play and the purchase intention of the gamers have been pivotal points that scholars tend to explain. These points bear great importance not only for scholars but also for game producers.

E-sports' market side has been described by an integrated network of customers, fans and spectators, performers and competitors, athletes, and associations leagues and E-sports teams and tournaments (Lee and Schoenstedt, 2011). Other aspects associated with E-sports such as streaming, spectating, sponsoring, E-sports tournaments, leagues, matches, teams, athletes have been center of attention. They all create a revenue stream for E-sports industry. Global E-sports sales has been estimated to top $1 billion in 2019 and also is anticipated to hit $1.79 billion by year 2022 (Statista, 2019). Furthermore, revenue was forecast to hit $1.1 billion in 2020, with the majority of funds flowing from four sources: (1) $636.9 million in sponsorships, (2) $185.4 million in broadcast rights, (3) $121.7 million in retail and ticket sales, and (4) $116.3 million in publishing fees (Newzoo, 2020). It is interesting to know that the fans of E-sports are increasing constantly. Fans are divided into two groups: the enthusiast and the occasional viewers. The number of

fans is showing a constant increase annually. E-sports will draw 495.0 million fans in 2020, including 222.9 million E-sports fans and 272.2 million casual audiences. As mentioned in the above the main purpose of this study it to investigate the intention to play and purchase intention associated with E-sports. To investigate this and to reach the goal, a conceptual model with 13 independent variables and 2 dependent variables has been proposed. The conceptual model has been made on the basis of most pivotal theoretical models such: Technology Acceptance Model, Theory of Planned Behavior, Theory of Reasoned Action, Reasoned Action Approach, Innovation Diffusion Theory and Use and Gratification theory models.

CHAPTER TWO

LITERATURE REVIEW

This section particularly talks about E-sports, its definition, its history, and a brief history of gaming in general. Furthermore, the revenue structure of E-sports industry is discussed, how tournaments and leagues are occurred. How players operate, the in general the monetization structure of E-sports is illustrated.

This literature review discusses the naming procedure of E-sports and talks about the immaturity of the industry as there are discrepancies in the naming among scholars, research papers and experts. The genres of the games have been discussed. This review dissects E-sports commercial, user and industrial aspects to give a proper insight upon the phenomena. The growth of E-sports is another concept that has been discussed, and finally the emergence of mobile gaming and the emotional impact of gaming of on young and adult players is discussed.

In many papers the comparing and contrasting of E-sports and traditional sports has been done frequently, thus this paper refrains from delving deep into the subject matter. After thorough analysis of traditional sports, it is palpable that E-sports has the necessary attributes to be counted as sports. Generally, traditional sports have 7 unique attributes which state that sports should be 1-played voluntarily, 2- there should state rules, 3- competition is a building block of it, 4- chance has minimal role and it is generally the experience, knowledge, and skill of the players, 5- needs physical readiness, and finally has viewers, fans, and followers. E-sports lacks none of these attributes, the athletes train 10 hours a day almost, try to increase their knowledge and know-how of the game, there is strategy and logic (Behnke et al., 2020). As time is progressing more and more countries are establishing E-sports federations and organization. E-sports may not be part of Olympics but surely it will have its own multinational Olympics with millions or potentially billions of spectators.

2.1. Definition of E-sports

Electronic sports, electronic competition known as E-sports, are competitions in which the participants use a coordinated, interactive, video-based hardware and software to induce the matches. There are a lot of modern researchers and leaders and leaders who focus on deciding the validity of E-sports as an industry. Some researchers contend that in the scholarly literature that it is a form of entertainment, and some think it is a sport. Researchers argue that E-sports can captivate large numbers of fans and large numbers of viewers, thus scientists believe that large-scale competitions that are taking place in computer games that are intended for entertainment. The most popular concept is that E-sports are considered to be sports. (Hallmann and Giel, 2017) therefore note that E-sports have five major sports features. E-sports was essentially seen as "competitive video gaming," but the definition has failed to capture the subtleties of electronic sports (Marelić and Vukušić, 2019). The E-sports industry was originally conceived as simply an online game, but nowadays it comes with its leagues, teams, professional players, cups, trophies, and millions of loyal supporters, being fans sponsors or spectators. E-sports can be considered as a legitimate industry which is becoming lucrative day by day with a year-to-year growth of 30%.

Even though developmental growth of E-sports began with the use of Internet, video games had started to boom by the 1970s. Eventually in 1999, Online Gamers Association used “E-sports” name for the first time. While studying the literature it is palpable that E-sports is in its early forms as an organized concept. This immaturity can be deeply understood by the absence of a unique terminology (Jenny et al., 2017). In various articles we see terms as ESports (Kane and Spradley,2017), e-Sports (Lee et al., 2014), E-sport (Parry, 2018), or eSport (Rothwell and Shaffer 2019). For the ease of being consistent the term E-sports has been used all over the paper.

Even in approaching and analyzing the E-sports, researchers are not much in harmony. This, it is believed to show the multilayered aspect of the E-sports.

Because of the complex and multifaceted existence of E-sports, researchers approached their study from various viewpoints and inflections, resulting in a lack of agreement in the concepts used in the research (Wohn and Freeman, 2020). When analyzing E-sports from a human-electronic device perspective, for example, E-sports has been categorized as a virtual, video game-based contest in which competitors use an electronic device to engage with the hardware and software that enable encounters (Hamari and Sjöblom, 2017).

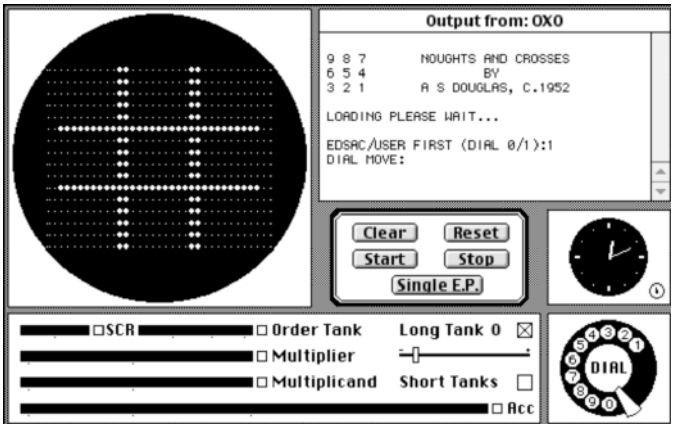
E-sports has been described as organized, driven video gaming or systematized video game tournaments when taken in the context of social interaction (Jenny et al., 2017). E-sports has been described as electronic sports and their equivalent competition leagues from an organizational standpoint (Jin, 2010).When E-sports are viewed from a mastery perspective, they are described as a form of exercise that entails various competitions and tournaments that require both cognitive, emotional and physical abilities in an online environment (Lee et al., 2014).Regardless of the meaning used, the world of E-sports has been difficult to cover in a single overarching term but has certainly outperformed financial expectancies (Reitman et al., 2020). It is useful to know that global E-sports sales was forecast to top $1 billion in 2019 and was estimated to hit $1.79 billion in 2022 (Statista.com, 2019). In 2015, the success of E-sports sparked the academicization of professional gaming.

E-sports games are classified into numerous categories based on the style of game, how it is played, whether it is played online or otherwise and whether it is a team performance competition or single played competitions. Any of these ranges include single-player games such as Quake or Doom, sporting games such as FIFA, and online multiplayer games such as League of Legends (LoL).

2.2. E-sports History

Like its definition and explanations, there is plenty of discussions about history and initiation of E-sports and in general gaming. But what is sure is that in the last 20 years gaming and E-sports have shown magnificent growth and improvements. Although history of digital gaming dates back to seventy years ago, E-sports main activities can be dated back to twenty years back. Dr. A.S Douglas, made the very first digital game, the old or OXO that simulates noughts and crosses as we know in 1952 (Donovan, 2010). OXO is a single player puzzle game.

Figure 2.1. OXO game by Dr. Douglas

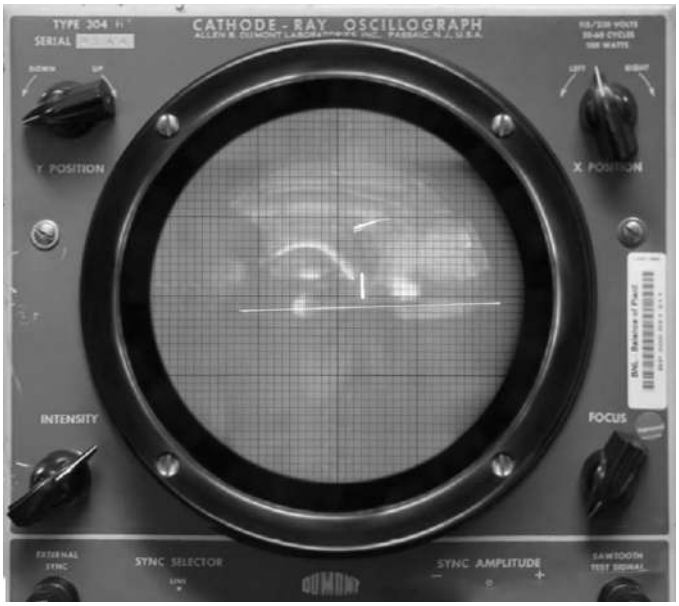


Source: Computerhistory.org (2021)

Alexander Douglas, a PhD student at Cambridge University, created one of the first video games, OXO, a variation on Tic-Tac-Toe (known in the United Kingdom as 'Naughts and Crosses'). OXO, which was played on EDSAC console, gave the participant the option of initiating the game or allowing the system to take the initiative. The EDSAC will view the computer game on a 35 x 15 dot cathode ray tube, with players entering their actions using a rotary telephone dial. OXO was only known to people at Cambridge and was still a mystery to the people outside of the university. A revolution was about to happen. Dr. Douglas started digital gaming with his invention, and it was only the beginning of the story.

Furthermore, William Higginbotham, an American physicist, who was a member to the team that made the nuclear bomb, developed a game called Tennis for Two or Computer Tennis. The game could simulate wind resistance. It was the very first time that movement on screen in games could be seen. The game was played on an analog computer.

Figure 2.2. Tennis for Two game



Source: Historyofinformation.com (2021)

While Douglas had invented the first digital game, it can be said that William Higginbotham created the very first video game. These two ignited a fire that would not go down for hundreds of years, computer gaming has been ever since an inseparable part to lifestyle of billions of people. It was only few years later that according to (Li, 2016), the very first computer game tournament took place in 1972 at Stanford University, where students met to play a recently invented game called Spacewar! Experts in the field believe that the creation of arcade games, multiplayer games, and concept of high scores, has officially led to the birth of E-sports and digital competition in 1980s (Borowy and Jin, 2013).

Later in 1980's Atari organized the first digital game competition to play Space Invaders (Borowy and Jin, 2013). However, it was the 90s the marked the dominance of E-sports. The invention of gaming consoles was one the sole facts. Gaming consoles became superior to arcade games (Ward and Harmon, 2019).

More to the above, Internet-cafes, game-net cafes, and pc-cafes had a significant role in popularizing gaming, tournaments, and competitions in 90s (Tsai, 2016). The popularity will only grow through the early 2000s.

Within early 2010s, streaming and broadcasting gaming videos for remote viewing provided the necessary breakthrough for E-sports to advance to the next level. E-sports had become an entertainment and a form of sport. It had followers, viewers, sponsors, leagues, tournaments, athletes, and revenue was increasing year by year, and tournament by tournament.

2.3 Commercial Components of E-sports

E-sports is a rapidly growing entertainment industry that has created significant revenue streams. Due to the fact that E-sports is a new industry, the income produced by E-sports is distinct from that generated by conventional sports. In this segment, which is split into three subgroups of E-sports Revenue, Streaming, and Spectating we see what the major stakeholders in E-sports are and how revenues and incomes are generated.

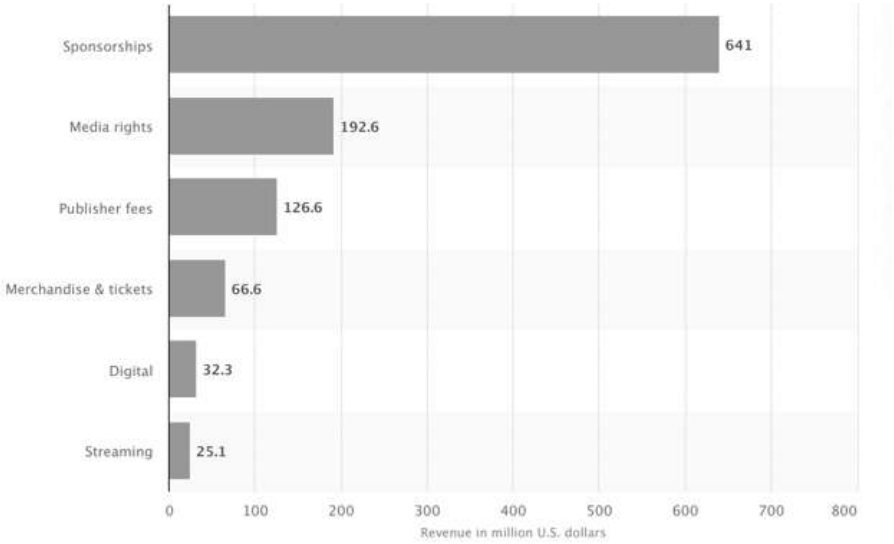
Figure 2.3. A revenue breakdown of E-sports in 2015-2016

Activities	Total revenue, USD mln		Share in revenue, % as to total amount	
	Sports (2015)	eSports (2016)	Sports (2015)	eSports (2016)
Sponsored and promotional income	45,281	661	31	74
Sale of tickets	44,746	34	31	4
Realization of broadcast rights	35,247	*	24	*
Merchandising (use of sports symbols for goods promotion)	20,067	19	14	2
Prize fund	*	78	*	9
Betting (bets) and fantasy sites (fan clubs)	*	59	*	7
Amateur competitions	*	40	*	4
Total	145,341	892	100	100

Source: Lokhman et al. (2018)

With the popularity growth of E-sports, ticket sales of tournaments, matches and competitions have become a major source of income. More to the ticket sales broadcasting and media rights are another major share of the revenue pie. Newzoo.com predicts that the first annual 100-million-dollar broadcasting contract will be signed in 2021-2022 (Newzoo,2018). The major source of income for the athletes of E-sports are the tournaments respectively (Lokhman et al., 2018).

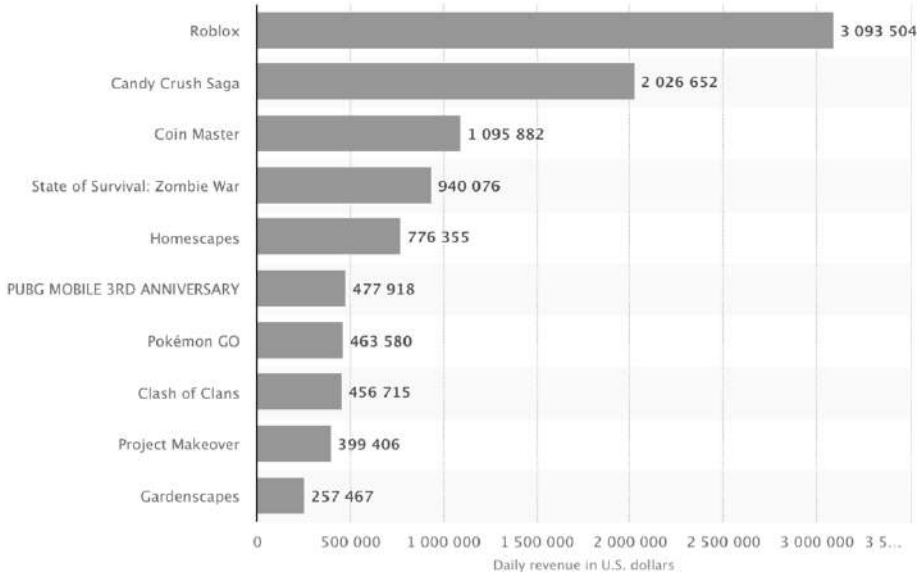
Figure 2.4. Revenue analysis by different commercial elements of industry



Source: Statista (2021)

However, the major share in receiving income, belongs to the game producers, as not only they sell their games globally and their virtual goods, but also, they organize leagues, tournaments, and competitions and sponsor them. Other than the game manufacturers, consumer goods sector has the largest share in sponsoring the E-sports events. In the below image we can see the daily revenue of games. Surely the numbers are enormous, and it indicates how lucrative gaming and E-sports are as industries.

Figure 2.5. Daily Revenue of Games



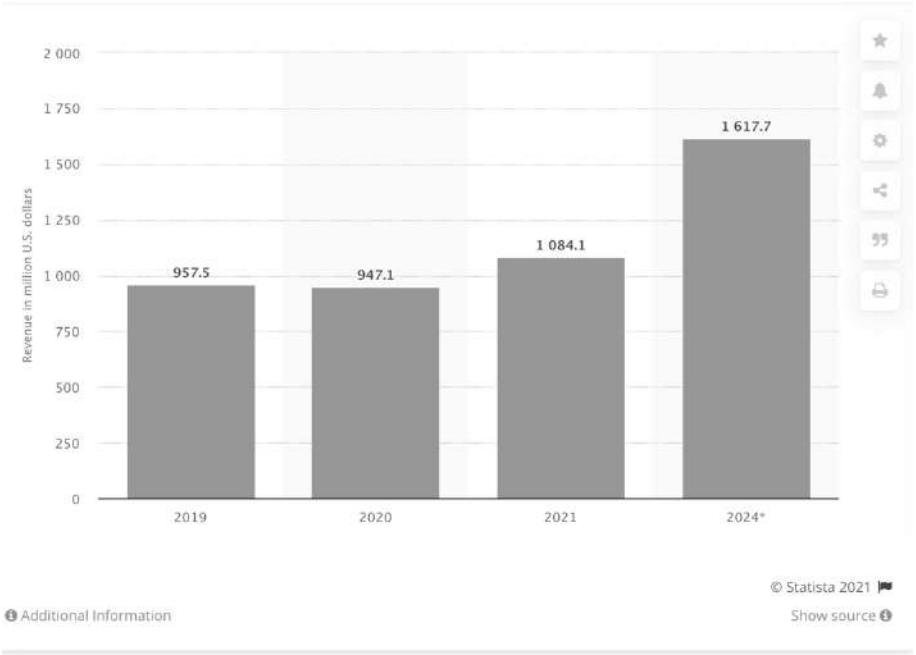
Source: Statista (2021)

2.4. E-sports Revenue Streams

E-sports' market side has been described by an integrated network of customers, fans and spectators, performers and competitors, athletes, and associations leagues and E-sports teams and tournaments (Lee and Schoenstedt, 2011).

Global E-sports sales has been estimated to top $1 billion in 2019 and also is anticipated to hit $1.79 billion by year 2022 (Statista, 2019). Furthermore, revenue was forecast to hit $1.1 billion in 2020, with the majority of funds flowing from four sources: (1) $636.9 million in sponsorships, (2) $185.4 million in broadcast rights, (3) $121.7 million in retail and ticket sales, and (4) $116.3 million in publishing fees (Newzoo, 2020). (Hayward, 2018) illustrates that E-sports is way beyond traditional sports, as E-sports tends to be adaptable to the marketplace and is more fluid in terms of strategy and adaptability. The youngsters as well growing daily into the market. The below charts clearly show the expectations of revenue in the coming years.

Figure 2.6. Revenue history and estimations



Source: Statista (2021)

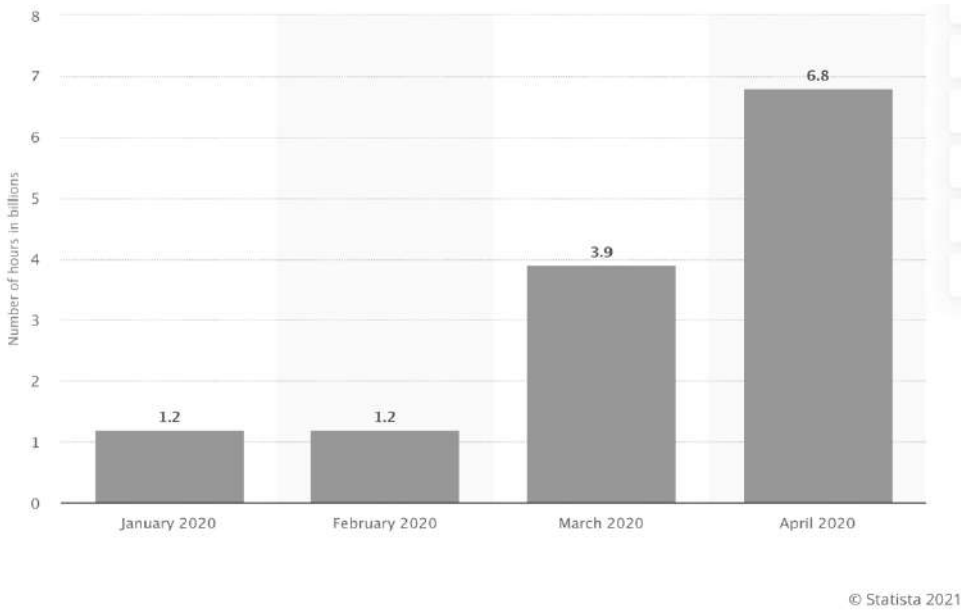
2.4.1. Streaming

(Hamilton et al., 2014) specified live streaming as a fairly modern type of visual entertainment that combines a one-way high-quality live video and audio feed with a two-way instant messaging between streamers and viewers. As (Gerber and Botzakis, 2017) discuss Twitch, undoubtedly the world's and maybe the most successful streaming website, was established in 2009 as Justin.tv and rebranded as Twitch in 2011. It is interesting to know that Apart from the joy of telling their stories, the main motivation gamers have streamed content is to grow a viewership (Johnson and Woodcock, 2017).

According to (Statistia,2021) while in January 2020 a total of 1.2 million hours of game streams were viewed, this number almost gets 5 times higher by April 2020 and a total of 6.8 million hours of games' streaming have been watched. In the below picture we can clearly see how steep the increase rate has been in the first 4

months of 2020. Surely pandemic has played a great role in this booming of streaming.

Figure 2.7. Stream Viewing Hours



Source: Statista (2021)

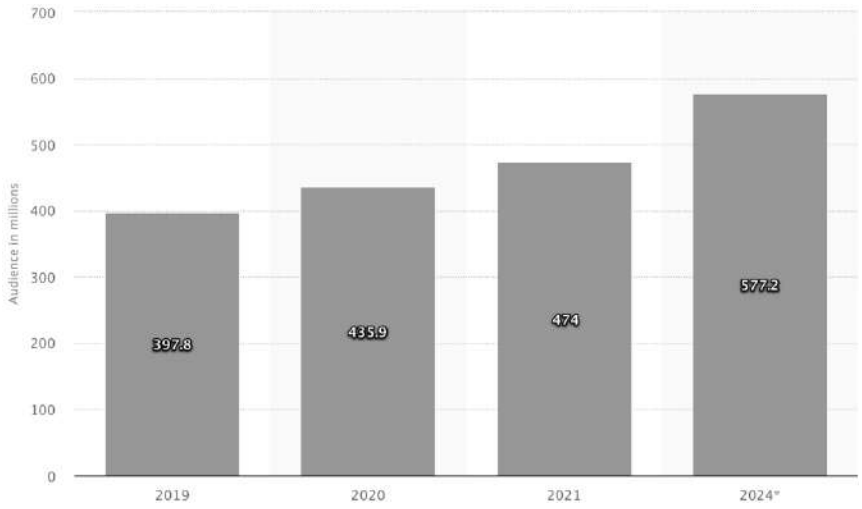
According to (Johnson and Woodcock 2017), the commercialization of E-sports and the opportunity to broadcast games to millions has resulted in a significant reconsideration of the act of gaming; the act of playing has moved away from recreation and enjoyment and toward wealth creation. As a result, commercial E-sports programming earned $18.2 million in 2019, a 33% improvement from 2018 estimates (Newzoo, 2020). This revenue is provided by E-sports athletes, teams, or streamers who have entered into special professional agreements (Newzoo, 2020).

2.4.2. Spectating

Spectating is already described in the sense of E-sports as individuals viewing the gaming videos of avid players who are part of an E-sports team or are solo (Hamari and Sjoblom, 2017). This mode has been implemented in a number of games, allowing spectators who are not participating to watch online. Additionally,

spectating has enabled enterprises to catch various perspectives throughout streams and broadcasts (Zagała & Strzelecki, 2019). Spectators' viewing habits are comparable to those of professional sporting spectators. (Lee et al. 2014) discovered that E-sports fans attended tournaments for the action drama, the game itself, the match narration, and the athletes' abilities and determination. As a result, spectatorship has established itself as a lucrative revenue source for E-sports institutions.

Figure 2.8. Number of Spectators Globally

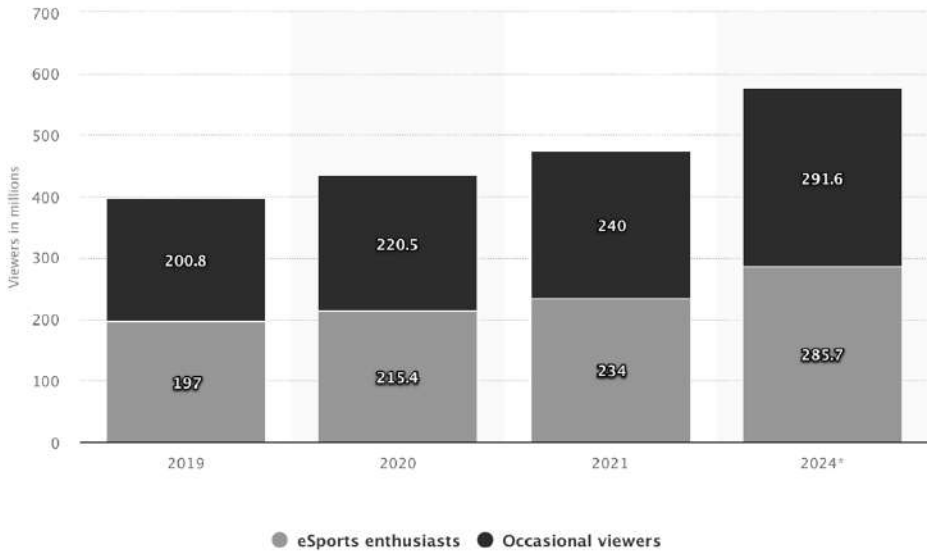


Source: Statista (2021)

The chart created by (Statista, 2021) shows the previous number of viewers and an increasing estimation of viewers in the future years.

According to (Newszoo 2020), attendance figures were categorized into two types: (1) E-sports fans and (2) casual audiences. Their study discovered that fans consume E-sports material on a monthly basis, frequently and consistently, while casual audiences consume content on a monthly basis or less (Newzoo, 2020). Additionally, the same report predicted that competitive E-sports will draw 495.0 million fans in 2020, including 222.9 million E-sports fans and 272.2 million casual audiences. In the below graph by (Statista, 2021) we can see the projections too from a different perspective.

Figure 2.9. Breakdown of E-sports Enthusiast and Occasional Viewers



Source: Statista (2021)

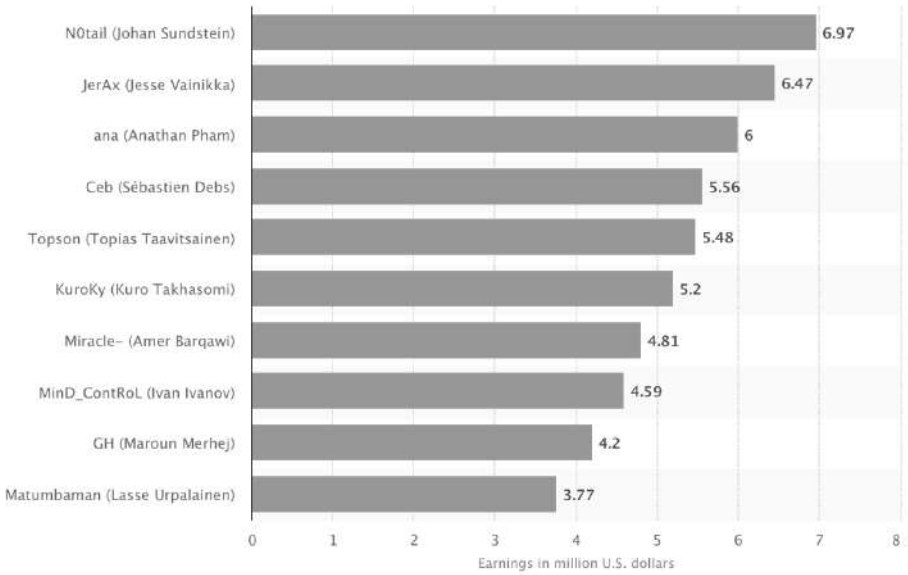
2.4.3. Dissecting E-sports

Several factors contribute to the possibility of the matches; this segment will address six of those factors: (1) professional E-sports players, (2) E-sports competitions and leagues, (3) E-sports championships, (5) E-sports gaming genres, and (6) E-sports in smartphones.

2.4.4. E-sports Athletes or Players

Recognizing a pro E-sports player from a novice has long been a point of contention. Income has undoubtedly played a role in determining the disparity; as the overall prize money paid to E-sports competitors and teams in 2019 totaled $167.4 million, an improvement from the $150.8 million granted in 2018. (Newzoo, 2020). Both official and unofficial E-sports players have benefited financially from direct participation, championships, or broadcast income associated with their gaming (Bányai et al., 2019a). The below image clearly shows how much famous E-sports players have gained in 2020.

Figure 2.10. E-sports Athletes Earnings of 2020



Source: Statista (2021)

(Seo, 2016) identified three main phases that an individual must go through on her path towards being an E-sports player: (1) playing games as a recreational or a social thing; (2) developing an image as an E-sportsperson through the development of E-sports-centric social relationships and the serious development of game-oriented competencies through routine, concentrated practice and (3) refining experience and competencies.

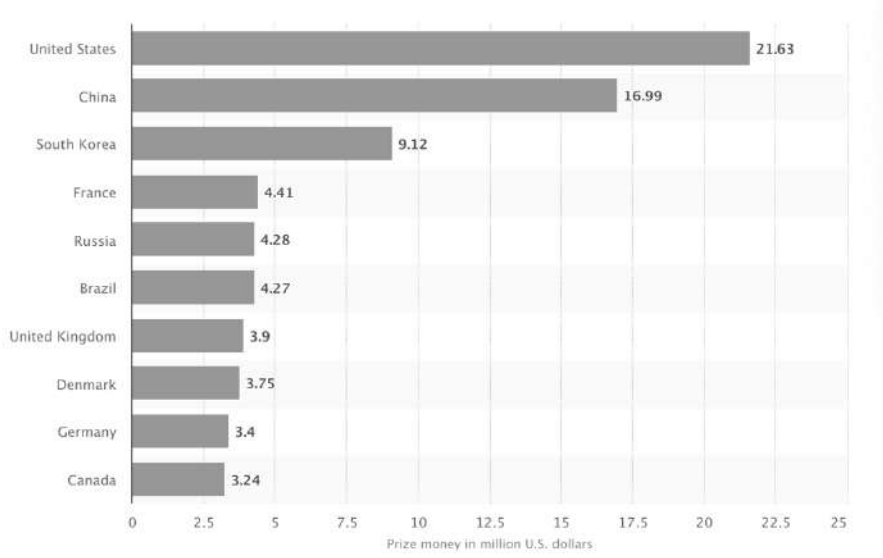
2.4.5. E-sports Leagues

E-sports leagues are entities that have legitimized E-sports by establishing laws, organizing competitions between E-sports performers, teams, and act as regulatory bodies (Baltezarevi and Baltezarevi, 2018). Numerous leagues, such as the League of Legends Championship, Call of Duty World League, and PUBG Global Championship, have been corporately managed and have served as competition bases for the games they created (Fernandez, 2019). Certain E-sports leagues—for example, the World Cyber Games were created to enable nations to play on a global level (Jonasson and Thiborg, 2010).

2.4.6. E-sports Tournaments

An E-sports tournament is a timed event in which members of a team or teams compete against one another; not all entrants face off; teams or individuals are disqualified as the tournament advances; and the champion is determined by a final match (Newzoo, 2020). E-sports competitions may be held in person or over the internet. Since the most prestigious competitions take place in person, organizers use wired local area network (LAN) networks to link the gaming machines (Jonasson and Thiborg, 2010) in order to minimize network lags (lag), which escalate while playing over the Web (Zagala and Strzelecki, 2019). For tournaments with a significant number of entries, a hybrid model can be used—early rounds may be conducted electronically, and subsequent stages may be conducted by presence of players. League of Legends World Championship, or DOTA 2 Championships can be known as the two of most famous championships. Below picture shows the prize values of tournaments by countries.

Figure 2.11. Prize Distribution by Country

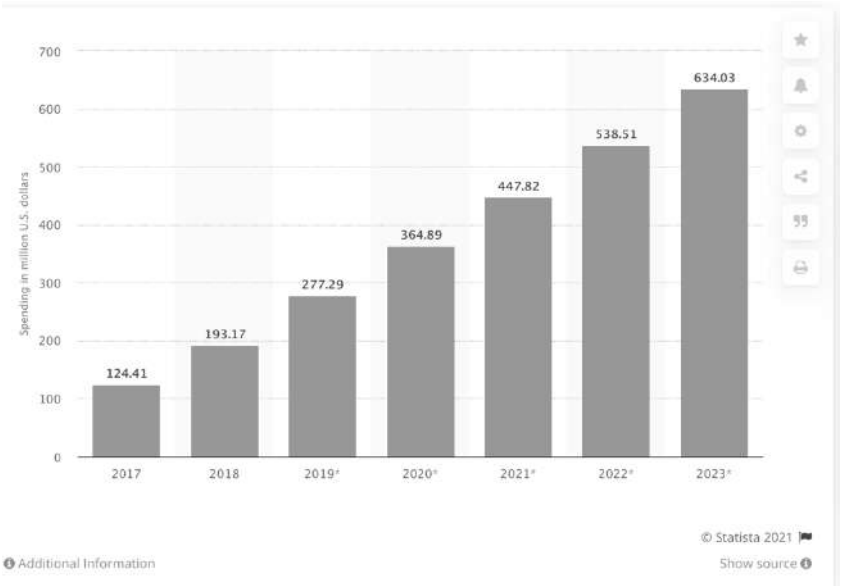


Source: Statista (2021)

2.4.7. Sponsors

As it is known to all sponsors are a critical component of E-sports. Sponsors have become the primary driver of E-sports sales growth in recent years, with revenue growing year after year. As a result, several multinational and regional brands have invested in E-sports clubs, athletes, organizations, and activities. For example, Nissan, a well-known Japanese automaker, partnered with Optic Gaming and Faze Clan, the North American game organizers, while Honda, another well-known Japanese automaker, partnered with Team Liquid, a well-known E-sports team, and BMW, a well-known German automaker, partnered with Cloud9 (E-sportsinsider.com, 2019). Once again, major brands such as Coca Cola, and Adidas support competitions, teams, and athletes by sponsorship (forbes.com, 2019). Due to the popularity of E-sports, many businesses have entered as sponsors of players, leagues and competitions. The below shows sponsorship and advertising expenditure on E-sports.

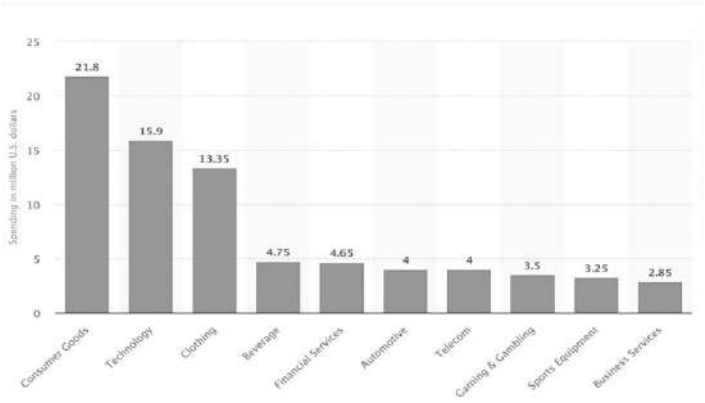
Figure 2.12. Sponsors' spending in the years



Source: Statista (2021)

As it can be seen in the below picture, Consumer Goods sector has the highest share of expenditure among the sectors.

Figure 2.13. Industries' Expenditure as Sponsors



Source: Statista (2021)

As a summary the below chart breaks down the monetization concept of E-sports and creates a valuable insight. The revenue source chart made by (Lokhman et al., 2018) is a helpful tool to see how does the money-making machine of E-sports work.

Figure 2.14. Revenue Map

Activity stage	Actors	Sources of income
Development and distribution	Computer game manufacturers	Sale of computer games
	Organizers of network computer games	Institutional fees for network access Technical support fee
Cyber-athletic training	Sportsmen	Own funds of athletes State support Private fund grants Donation of patrons Sponsorship
	Player clubs	Membership fees
	Player schools	State financing Sponsorship Sportsmen membership fees
eSports promotion	Game computer manufacturers	Sales of game computers and additional components
	Computer games manufacturers	Sales of computer games and additional game content
	Film companies	Sale and rental of movies / cartoons based on popular games
	Gamer clubs	Festival members' fee
	Internet providers	Additional services to progamers in social media
	Conference organizers	Registration fees
Conducting cyber tournament	Team owners	Sportsmen transfer Reward for the right to use team symbols Fee for the rights of athletes' photo and video
	Sportsmen	Sports competition prize fund Sportsmen transfer State support Patron donation Sponsorship Deductions from the established goods sale
	Investors	Investment projects sale Fee for eSports stadiums
	Sponsors	Additional sale of consumer goods Tax advantages
	Media sponsors	Means for tournament promotion and for PR
	Manufacturers	Sale of goods with sporting attributes Souvenirs sale
	Tournament organizers	Sponsorship Proceeds from advertisement and merchandising Patron donation State support Sportsmen registration fees Sale of tickets and season passes Broadcast rights sale Sale of competition records Additional services for funs Revenue from lotteries
	Book-makers	Income from betting and forecasts

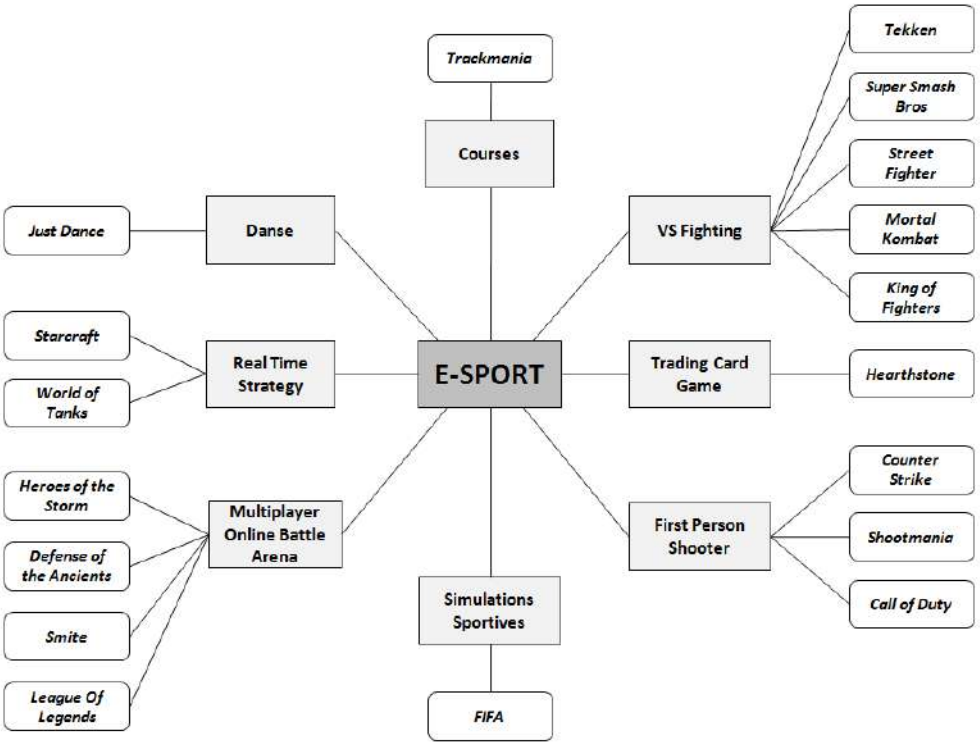
Source: Lokhman et al., 2018

2.4.8. E-sports Genres

The computer game market classifies video games into different genres. Each genre formed a subculture centered on specific games or genres (e.g., shooter, war, and role-playing), emulating the subcultures seen in conventional sports (Hamari and

Sjöblom, 2017). E-sports games can be classified into five broad groups based on shared gaming attributes: (1) shooters, (2) strategy games, (3) sporting games, (4) role-playing games, and (5) combat. A primary version of genres can be seen in the below image made by (Nico Besombes, 2019).

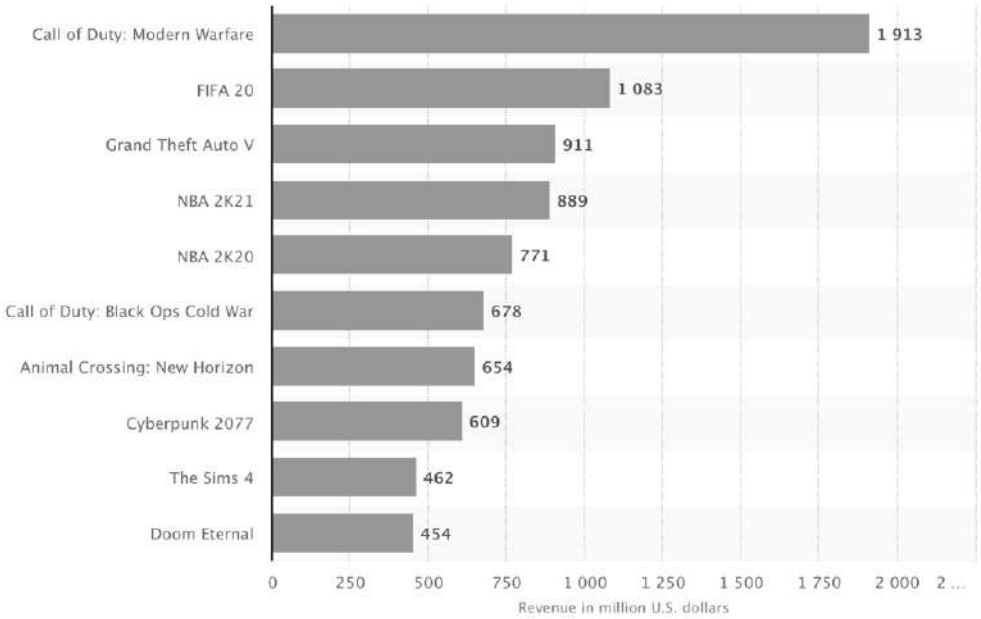
Figure 2.15. First Version of E-sports Genres



Source: Nico Besombes (2019), http://medium.com/@nicolas.besombes

Speaking of games and genres, it would be useful to have a look at the income of game producers in 2020 and see the most sold games of the year. These incomes are solely achieved through the sale of the games themselves, not their virtual goods, tournaments, leagues, etc.

Figure 2.16. Game Revenues by 2020



Source: Statista (2020)

2.4.8.1. Shooting Games

In E-sports, shooters have become one of the most beloved genres (Jonasson and Thiborg, 2010). Numerous scholars have continued to categorize the majority of common shooting games as first-person shooter (FPS) games (Behnke et al., 2020). FPSs' are games in which the player sees through protagonist's eyes (Zagala and Strzelecki, 2019). Thanks to (McLaughlin,2019) we can envisage a more specific classification for shooter games as they can be classified in to three different categories based on particular gameplay characteristics. class-based, battle royale, and squad-based. In class-based shooting games their teams of players are made up of characters with special abilities, attributes and skills that offer tactical advantages. Overwatch is a well-known illustration of this subcategory (King and Delfabbro, 2018), and the computer game rated fourth in terms of E-sports-centric

audience engagement in 2019 with 109.9 million hours of spectatorship (Newzoo, 2020).

In Squad based games, except weapons that are picked by players nothing else is different among teams and players and it is fully dependent on gamers skills. Counterstrike and Call of Duty are the most famous games in this sector. In 2019, Counterstrike was watched for 215 million hours while Call of Duty was watched for 13.3 million hours (Newzoo, 2020).

Battle Royales are traditionally first-person shooters in which players compete against massive crowds of others in an open environment which players pillage for weapons. Player unknown's battlegrounds (PUBG) and Fortnite are the most known games. PUBG was watched for 27.9 million hours while Fortnite was watched for 27.5 million hours (Newzoo, 2020).

Figure 2.17. A More Expanded Version of Genres Map

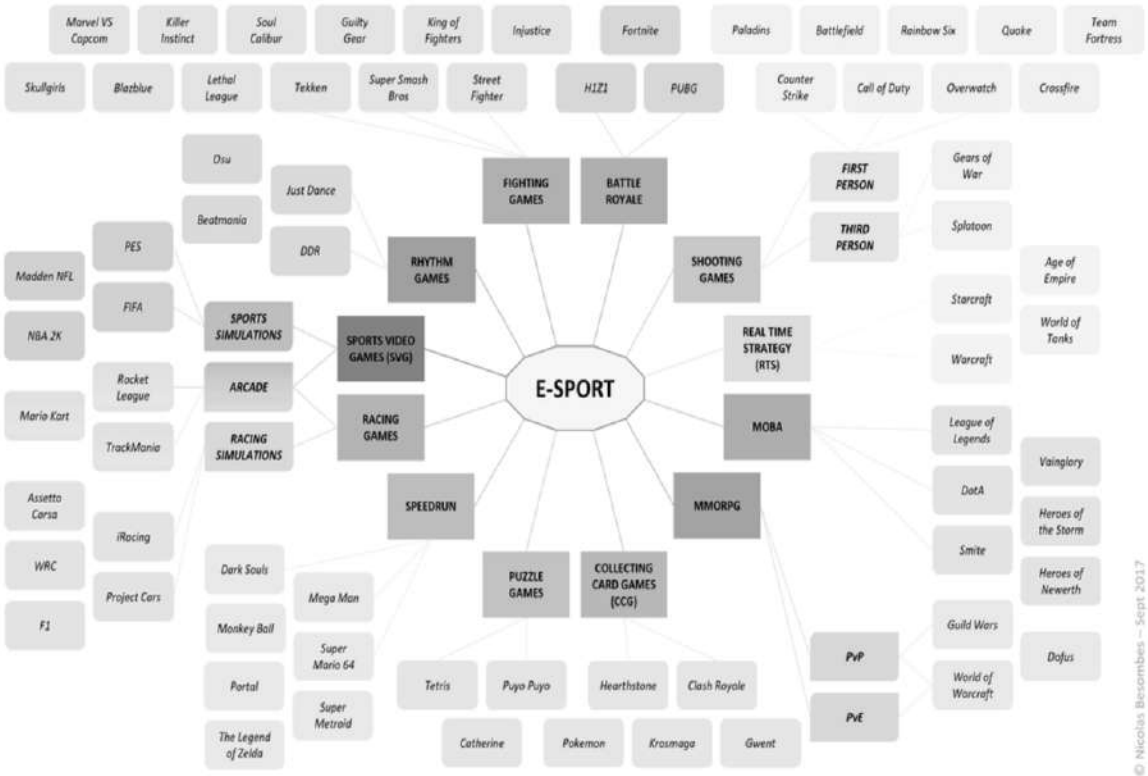
Source: Nico Besombes (2019), http://medium.com/@nicolas.besombesz

2.4.8.2. Strategy Games

The most common strategy games in E-sports is League of Legends (LoL) (Jenny et al., 2018). According to (Newzoo,2020) strategy games focus more on careful planning than on quick action. Strategy games can be classified into four subcategories: real-time strategy (RTS), multiplayer online battle arena (MOBA), card and deck-building games. The players' primary objective is defeating of the opponent's forces by deft strategy and ability (Zagala and Strzelecki, 2019). In these types of games every gamer takes hold of an "army" and transfers her army and equipment in a strategic manner to get competitive advantage over opponents.
StarCraft, one of the most famous strategy games has been watched for 22.8 million hours according to (Newzoo, 2020).

MOBAs actually happen on a restricted map, whereby 2 minor groups of players participate in squad-based, competitive battle, with each team attempting to protect their base camp while destroying the opponent's (Chung et al., 2019). MOBAs are by far the most beloved genre, with the most cash prizes, sponsors, and spectators (Marelic and Vukusic, 2019). In year 2019 League of Legends World Championship attracted the year's highest live watching hours on broadcasting platforms, the stunning 105.5 million watch hours. Additionally, League of Legends rated first in audiences in 2019, with 348.8 million viewer hours (Newzoo, 2020). MOBAs are one of the absolute leaders of E-sports and subindustries of E-sports. Card and deck building games are simulations of games in which players construct card decks and fight enemies over a sequence of rounds, using the gameplay stats (McLaughlin, 2019). Card and deck building games are simulations of games in which players construct card decks and fight enemies over a sequence of rounds, using the gameplay stats (McLaughlin, 2019). Clash Royale is one the most famous Card and Deck games.

Figure 2.18. E-sports Game Genres by September 2017



Source: Nico Besombes (2019), http://medium.com/@nicolas.besombes

2.4.8.3. Sports Games

The genre of sports games covers a wide variety of game styles (Zagala and Strzelecki, 2019). The computer games in this segment are designed to replicate any or more of the qualities and characteristics of real sports. classified video games into three subgenres: conventional sports simulations, racing, and sports simulations. The Conventional sports simulation immerses teams in simulated models of real-world sports. These will simulate real sports of any time period modern or ancient and cover a variety of other activities (Jonasson and Thiborg, 2010). Among the famous games known is FIFA, which simulates professional football teams (Chung et al., 2019). FIFA 2019 could a recognizable presence in 2019, with 7.7 million viewing hours (Newzoo, 2020).

Racing games are other class of sport games which are very famous among players. Racing games necessitate implausible graphics and mechanics in order to be both enjoyable and playable (Zagala and Strzelecki, 2019).
Need for Speed (Zagala and Strzelecki, 2019) and Forza Motorsports (Hamari and Sjöblom, 2017) are common racing games. Regrettably, no racing game could be in top 25 E-sports viewing hours of 2019. (Newzoo, 2020).

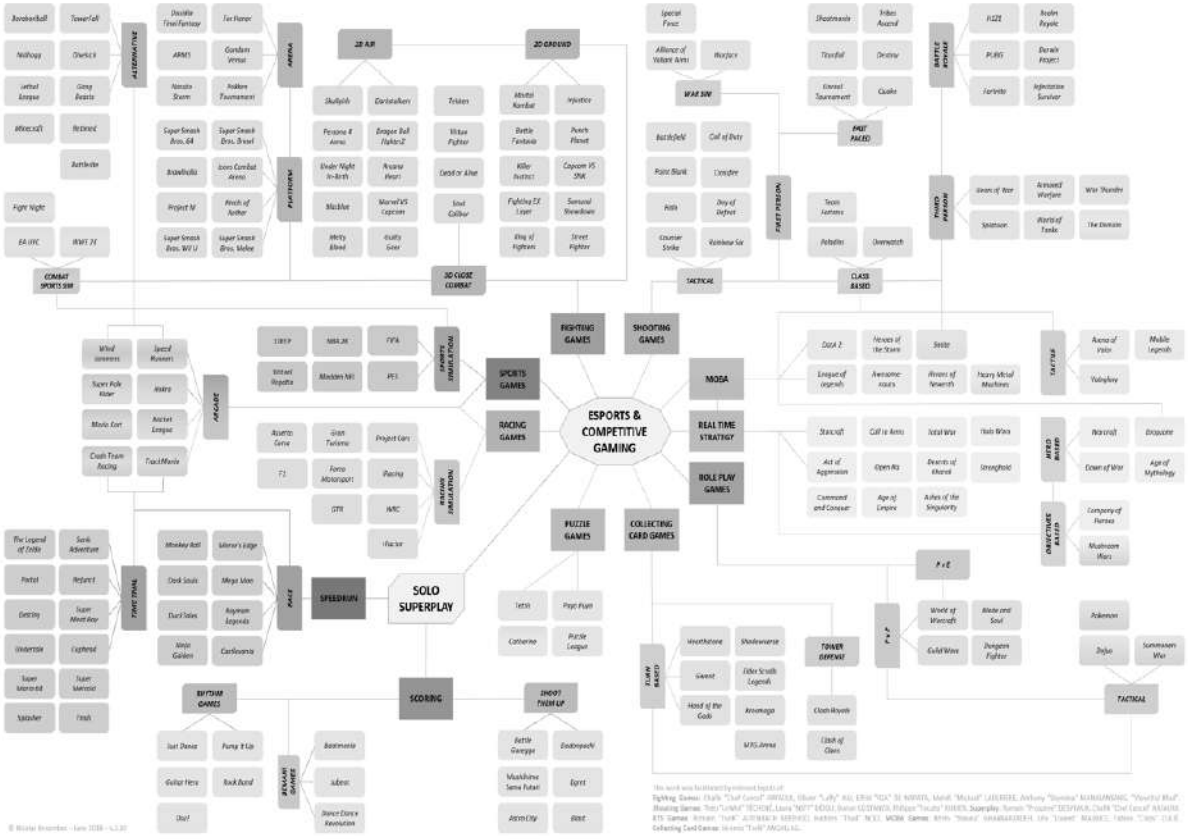
2.4.8.4. Role-Playing Games (RPG)

Role playing games are defined as games in which gamers manipulate characters and assume their roles within the broader plot. Adding 'points' to improve character skills and abilities is a typical feature of the RPG genre (McLaughlin, 2019). RPG games can be divided into four major subgroups which are: massively multiplayer online RPG (MMORPG), battle RPG, simulation RPG, and action RPG. MMORPGs are role-playing games that rely on delivering a cooperative gameplay environment for thousands of players concurrently in a persistent game universe (Chung et al., 2019). The MMORPGs' dynamics depend on players collaborating to accomplish game goals. Certain MMORPGs focus on player versus player (PvP), in which players directly combat one another, while others focus on player versus environment (PvE), in which players can work individually or collaboratively to accomplish game objectives (McLaughlin, 2019).
Despite its popularity, World of Warcraft is the only MMORPG that has gotten its place in the top 25 list of most watched games with viewing hours 10.3 million views in 2019 (Newzoo, 2020).

Battle RPGs enable the gamer to prepare a squad of characters to face off against the characters of other competitors (McLaughlin, 2019). Finally Fantasy VII can be known as the most famous Battle RPG. McLaughlin (2019) illustrates simulation role-playing games as those that accurately replicate real-world encounters in a simulated environment. Euro Truck, or flight simulation games are examples of this category.

Rather than standard role-playing games, which emphasize narrative, action role-playing games emphasize fast-paced gameplay with quick inputs, collecting objects to enhance combat, and surviving waves of enemies. Diablo II is the most famous game of the category.

Figure 2.19. E-sports Game Genres by June 2018



Source: Nico Besombes (2019) http://medium.com/@nicolas.besombes

2.4.8.5. Fighting Games

The fighting genre is based on human interaction between two or more characters operated by several players or a combination of player-controlled and game-controlled characters. (Zagala and Strzelecki, 2019). According to (McLaughlin, 2019), fighting games are classified into four themes: iconic, platform, anime, and niche. Action games with iconic characters and platforms. Iconic fighting games

are those with a long history and cultural importance, which distinguishes them from other fighting games (McLaughlin, 2019). Mortal Kombat and Street Fighter are two well-known examples of enduringly successful video games (Chung et al., 2019).

Platform fighting games enable contestants to knock their opponents off a platform, kill their opponents or have the most health, lives, or scores when the timer sounds (McLaughlin, 2019). Anime and genre-specific video games. Anime fighting games are computer games in which the protagonists take on the appearance of anime characters and the action is usually two-dimensional (McLaughlin, 2019). Niche fighting games have distinct elements that place them apart from most warriors, resulting in a smaller audience for games in this sub-genre (McLaughlin, 2019).

2.4.8.6. Mobile E-sports

The need for professional games prompted the transition of games to the mobile devices, allowing millions of mobile players to participate in E-sports without the need for any consoles or personal computers (Atalay and Topuz, 2018).

Mobile gaming is gaining traction in developing economies like Southeast Asia, and Latin America (Newzoo, 2020). PUBG Mobile is mobile battle royale game that rated 8th respectively, with 27.9 million hour of views (Newzoo, 2020). Finally, Clash Royale Mobile, a mobile real-time strategy game, was placed 21st with 3.8 million viewing hours (Newzoo, 2020).

2.5. Emotional Impact of Gaming and E-sports

Ferguson and Olson (2013) discovered that computer games provided resources for adolescents to develop their social and emotional attributes through playing and interacting with others. Furthermore, computer games have enabled children and adult people to utilize their creativity and imagination and ingenuity to simulate different scenarios and positions in a fictional world, allowing them to live an alternate life and make errors beyond fear of permanent repercussions (Masala and Iona, 2018). Per Baltezarevi and Baltezarevi, (2019), individuals (26 to 45 years old) who engaged in novice E-sports tournaments claimed that E-sports enhanced their intellectual capabilities, problem-solving abilities, sociability, and mental well-being. In all developmental stages, the action of playing games has indeed been considered as the key cause of psychological progress (Masala and Iona, 2018).

2.6. Marketing Mix

One of the crucial and indispensable aspects of developing a marketing plan is defining and defining the marketing mix. Defined by (Kotler and Armstrong, 2006), marketing mix is a set of marketing strategies and main elements of an industry which if the industry is in goods production the marketing mix would be product, price, place, and promotion, or the 4P's, which are measurable marketing elements, and if in service industry 3 more Ps would be added which are people, process and physical evidence (Shilbury et al., 2014).

Since E-sports industry is a multilayer industry with having tangible products as the games themselves and intangible aspects such as the entertainment, it gets placed somewhere between good and services industries, thus the proper way analyze is by analyzing the 7P’s rather the 4P’s. Out of all the P’s it is believed that “People," which is a vital component of the service marketing mix is the most important P as

it includes players, fans, viewers, and advertisers all fall into the category of People which are all building blocks of the E-sports environment.

2.6.1. Product

According to many the act of sport, or the action in the E-sports is the major product. Furthermore, another product is the experience and the entertainment it offers are the products of E-sports. The games sold are digital products of the industry too. From these range of products not only players, but also fans, spectators, and sponsors' benefit. Thus, the products of E-sports can be placed somewhere between industrial and commercial products on the trajectory line.

2.6.2. Price

Price is a key factor of any marketing strategy due to its convenient controllable characteristics. Additionally, the price is known as "the customer's expense" (Kotler, 2006). From an E-sports perspective, the most unpredictable component of the E-sports marketing mix is the price. Due to the fact that the product's definition varies, the price can also vary. As long as gaming is into consideration, most of the companies have relied on freemium plans and relying on the sales of their virtual goods. But while we move into the tournaments, and spectating it is totally a different story.

2.6.3. Place

Place refers to the meeting point of products or services in relation to customers. As long Place is into consideration it can be said that E-sports industry is very advantageous. The service can be provided to the customer at anywhere anytime. Thus, E-sports is very flexible in this concept. We can deduce that cost of offering the service to the final customer is very low.

2.6.4. Promotion

Promotion is described as the process of developing and promoting a concept and offering a good or a service. Promotion is the list of commercial, social, psychological activities that tend to aware, inform and convince the customer. It involves reach out to the customer online through advertising or sales promotion and trying to analyze the demand and needs of millions of customers. In E-sports advertising has failed to prove effective, while on the other hand, streaming the games over Twitch or Youtube.com has had wonderful results in creating marketing awareness and need generation. Using influencers and gamers to show and talk about the games and products is another effective way in E-sports.

2.6.5. People

People is the most important P when it comes to E-sports. The industry is heavily people oriented as the ones that offer the products and receive the products are all people, with minimal enterprise influence. Most of the stakeholders of E-sports are people too. In every layer of the industry and individual can see how people oriented the sector is. One of the main reasons people engage in E-sports is to socialize and feel part of a family or a group. This shows how deep the connection between players, people, and the E-sports is.

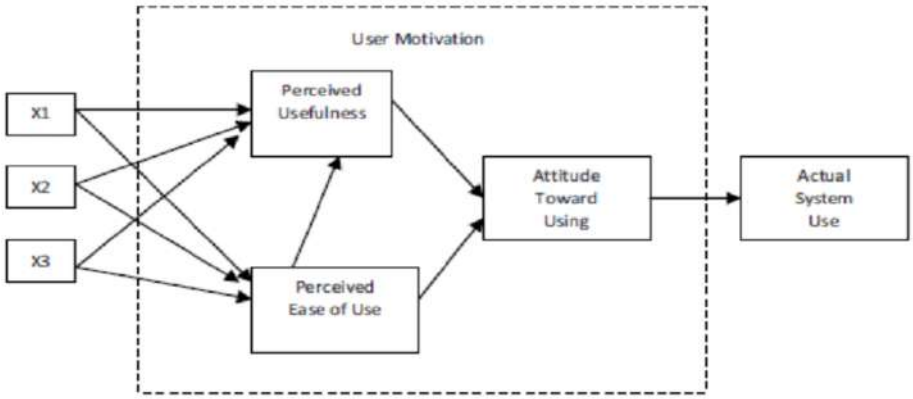
CHAPTER THREE
THEORETICAL BACKGROUND

This chapter discusses the earlier theory models that were utilized to shape the current model. The major base models that have been used are: Technology Acceptance Model, Theory of Reasoned Action, Theory of Planned Behavior, Innovation Diffusion Theory, and last but not least Uses and Gratification Theory. This section will shortly explain about each and every theory and will provide a concise background of them.

3.1. Technology Acceptance Model

Introduced by (Davis,1986) Technology Acceptance Model known as TAM has succeeded to be the most used and known theory model in field of IS, IT, as well as marketing. Being built upon Theory of Reasoned Action (Ajzen and Fishbein, 1980), TAM explains how one tends to accept a new technology. TRA portraits that attitude is under direct influence of belief, and this relation shapes the behavior and behavioral intention. Using the TRA chain, Davis came up with a model that predicts user's adoption pattern. Original TAM model is composed of two major components: perceived usefulness, and perceived ease of use.

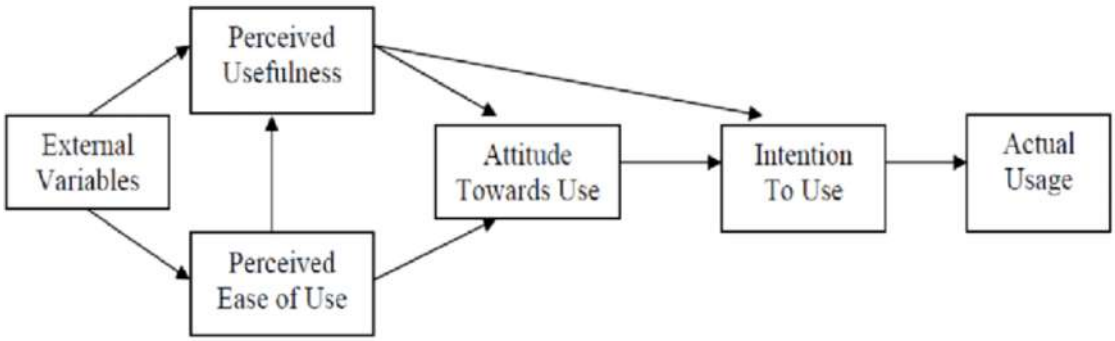
Figure 3.1. Technology Acceptance Model



Source: Davis (1986)

Perceived usefulness is interpreted as the enhancement degree witch adoption a technology will cause, while perceived ease of use is being understood as how easy and simple using a particular technology is (Hsu and Lu, 2003).
While "attitude" along with perceived usefulness illustrate the user's behavioral intention, perceived ease of use along with perceived usefulness affect the very attitude itself.

Figure 3.2. Technology Acceptance Model's first improvements



Source: (Davis et al.,1989)

Surely through time TAM has not been idol and has evolved leading to TAM2 (Venkatesh and Davis, 2000) and TAM3 (Venkatesh and Bala, 2008). TAM has been developed to "provide an explanation of the determinants of computer acceptance that is general, capable of explaining user behavior across a broad range of end-user computing technologies and user populations, while at the same time being both parsimonious and theoretically justified" (Davis et al. 1989, p. 985). Through time TAM has been tested many times, for instance in works of through which not only TAM was in consistency with other previous studies and that 'perceived usefulness to perceived ease of use" ratio was very successful in predicting individuals' attitudes, but also the model as well had a high cogency in elucidating individuals' acceptance behavior.

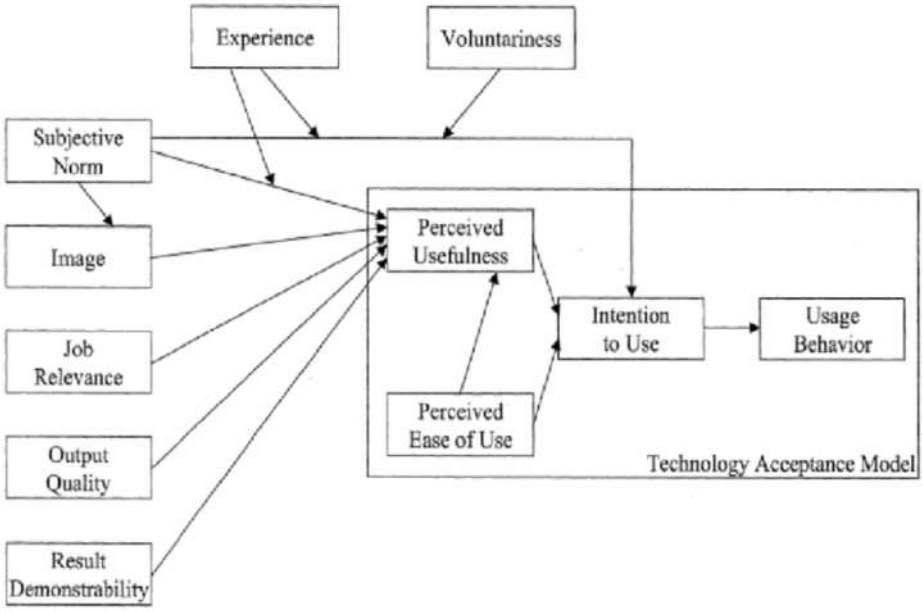
Compared with TRA and Theory of Planned Behavior (TPB) in the studies of (Davis et al.,1989), the acceptance intention of individuals was explained more vividly with TAM, and it provided a minor empirical superiority alongside its easiness to be utilized and understood.

As scientists started to use TAM more frequently, academic papers such as (Karahanna and Limayem,2000), it became obvious that TAM should be improved and that the model should take more external variables into consideration. One notion that was very palpable and emphasized upon was Subjective Norm. For instance (Gefen and Straub, 1997) found that while men are more influenced by perceived usefulness, women are mostly influenced by perceived ease of use and subjective norm. Subjective norm is the degree of social influence the surrounding has over an individual. It was known that attitude impacts the current users while social norm impacts the potential adopters and users.

Time to raise the limitation has come for TAM by the year 2000, (Venkatesh and Davis,2000) and (Venkatesh,2000) presented TAM2. In TAM2 perceived usefulness and perceived ease of use were postulated with external variables, thus compared to TAM, TAM2 is a more advanced multi-layered theory model.

In TAM2 social norm, cognitive instruments (relevance with what the individual deals with), anchor (perceptions of external control) and adjustments (perceived enjoyment) were added to support perceived usefulness and perceived ease of use (Lee et al., 2003).

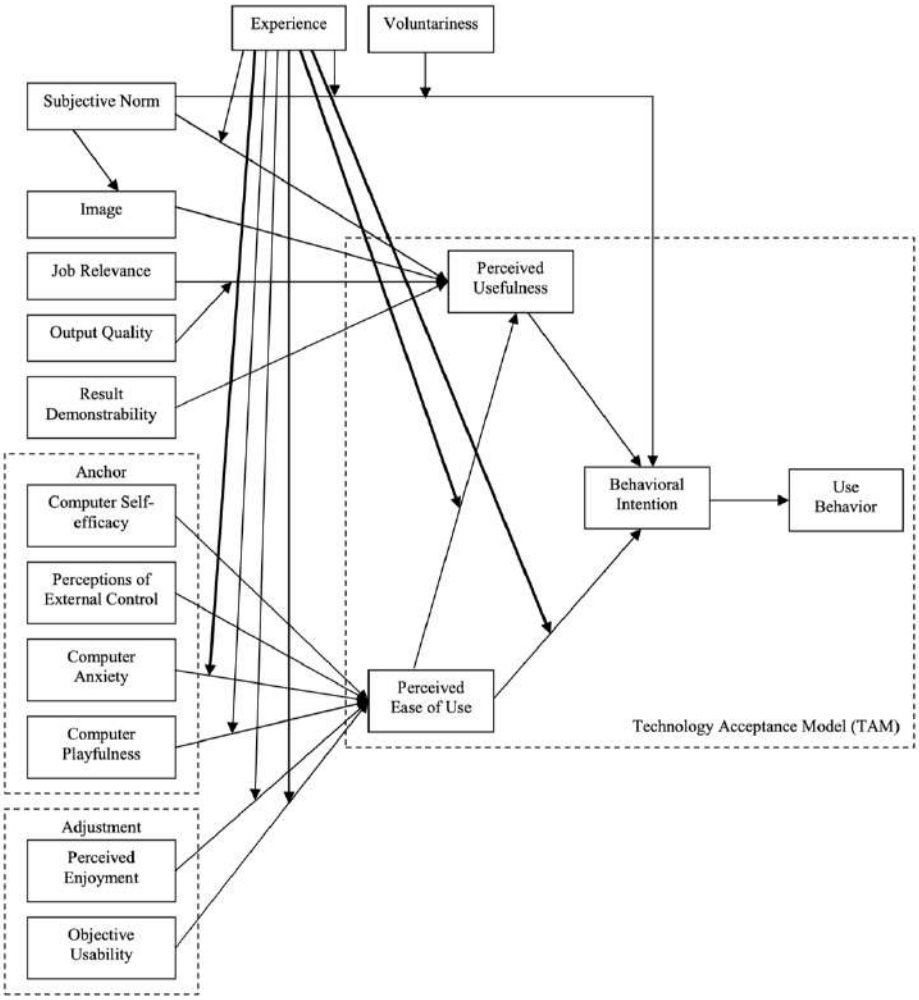
Figure 3.3. Technology Acceptance Model 2



Source: Venkatesh and Davis (2000)

In 2008, (Venkatesh and Bala, 2008) combined TAM2 along with perceived ease of use's determinants to incorporate a more complete inclusive model which became TAM3. TAM3 suggests a notion that could have not been tested analytically in the works of (Venkatesh, 2000) and (Venkatesh and Davis, 2000), which the notion of experience.

Figure 3.4. Technology Acceptance Model 3



Source: Venkatesh and Bala (2008)

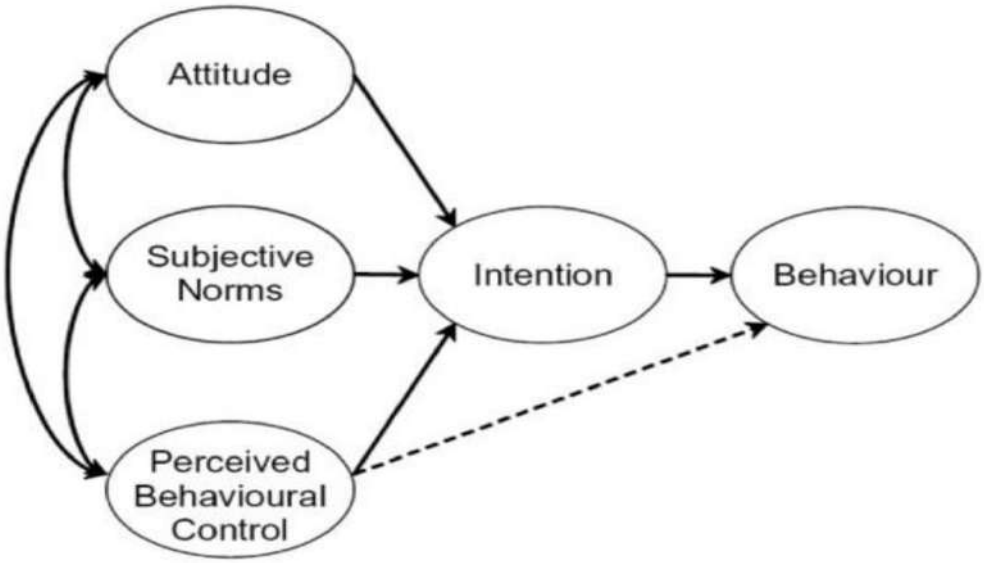
According to (Venkatesh and Bala, 2008) experience affects the relationships between: ease of use and perceived usefulness, technology anxiety and perceived ease of use and perceived ease of use and behavioral intention. Although TAM has gotten more complete over time, surely there will be factors to be discovered and to be added to the model. More factors will surely increase the predictive power of TAM over time (Marangunić and Granić, 2015).

3.2. Theory of Reasoned Action and Theory of Planned Behavior

The TPB was initially suggested by (Ajzen,1985), and it has been utilized to project and justify people's intentions behind their behavior in a variety of situations (Davis et al., 1989).

It concentrates on behavior of an individual in circumstances where they don't possess broad control over their behavior innately (Ajzen, 2002), (Alzahrani et al., 2017). TPB claims that an individual's attitude, subjective norms, and perceived behavior management are the most important indicators of their willingness to embrace recent technologies (Ajzen, 1991).

Figure 3.5. Theory of Planned Behavior

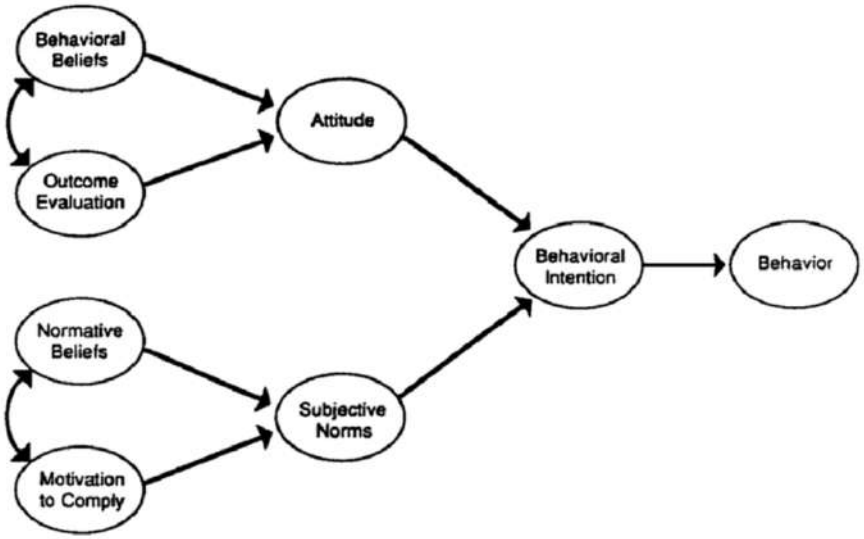


Source: Ajzen (1991)

Coming to "Theory of Reasoned Action" it should be said that TRA was developed by (Fishbein and Ajzen, 1967). TRA suggests that behavioral motives are influenced by attitudes towards the behavior and subjective norms. Individuals' attitudes are their overall assessments of their behavior. Attitude, described by

Fishbein and Ajzen (1975) is: "a learned disposition to respond in a consistently favorable or unfavorable manner with respect to a given object."

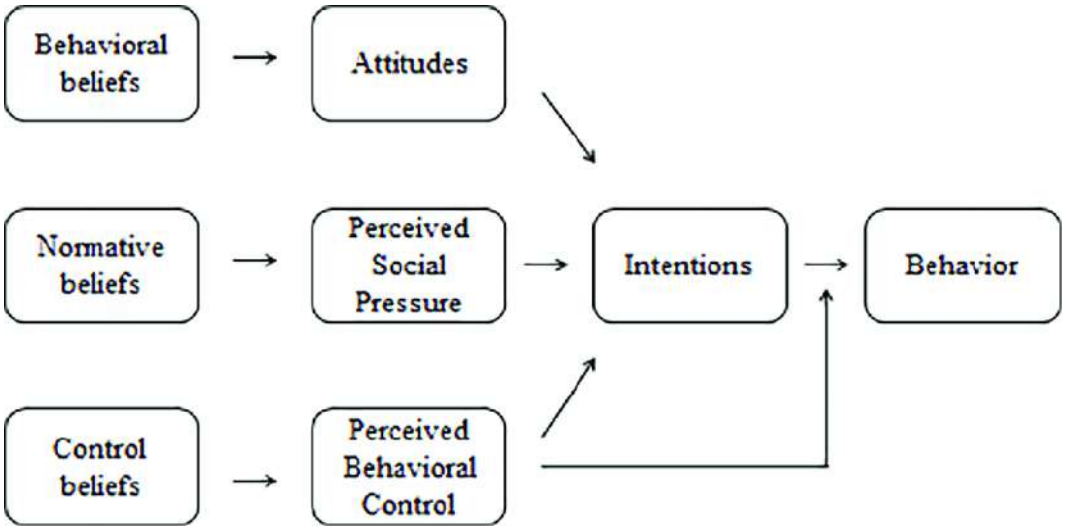
Figure 3.6. Theory of Reasoned Action



Source: Fishbein and Ajzen (1975)

TRA, later TPB and then RAA (Reasoned Action Approach, which is the latest theory in the trio) convey that an individual's behavioral purpose to execute that behavior is the most important proximal determinant of that action or behavior. Subjective norms are comprised of an individual's perception of whether (and how important) others believe the individual should participate in that behavior. These norms are thought to determine the "social pressures" (rooting from noticeable referents) that a person prefers to execute or not to execute a certain behavior. Subjective norms are normally utilized items that determine the acceptance of significant others for the person who is demonstrating that behavior (Ajzen, 2002a).

Figure 3.7. Reasoned Action Approach



Source: Fishbein and Ajzen (2010)

When an individual feels that a certain activity is fun, is beneficial, and that they will obtain encouragement from those who are already involved in that activity and who believe in their ability to gain competence in that behavior, this increases the likelihood of that individual to execute that behavior, hence contributing to the substantial execution of the certain behavior (Alzahrani et al., 2017). The previous sentence is heavily applicable in gaming and E-sports engagement and virtual goods purchases. More to the above, perceived behavioral control (PBC) (Ajzen, 1991) is the third determinant of intentions included in the TPB. It is a person's understanding of how much control they have over their performed behavior. PBC is regarded as a perpetuity that includes simple performed behaviors (e.g. climbing stairs) on one end, and behavioral objectives that require challenging resources, favorable chances, and advanced skillset (e.g. becoming a prominent sportsperson) on the other end. PBC can also have a more direct impact on behavior, according to TPB. PBC was previously thought to be a precise predictor of behavior in addition to motives in former iterations of the TPB, however; in ensuing adaptations, this has formed the thought of PBC moderating the effect of intentions on behavior (Fishbein and Ajzen, 2010). Surely the respective significance of

attitude, subjective norm, and PBC in foreshadowing intention is anticipated to differ over behaviors, populations, and circumstances.

Given the immense recognition paid to the TRA/TPB/RAA, it is to no surprise that significant criticism exists.

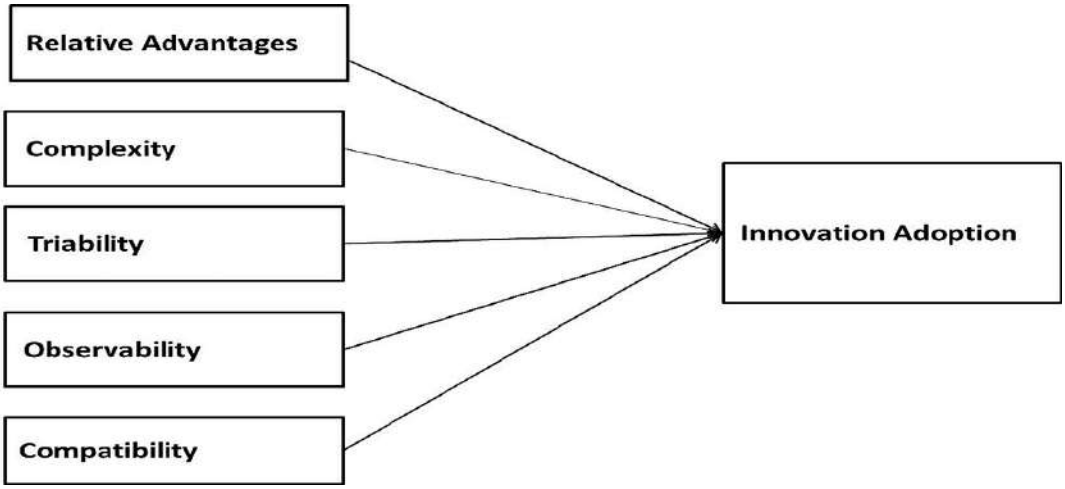
The studies address three major issues posed in the aforementioned interpretations. Firstly, the TRA/TPB/TRA have been criticized for being too logical and reason focused, failing to justify for alternative affective/emotional, non-conscious, or unreasonable factors of an individual's behavior (Sniehotta et al., 2014). Secondly, another major critique stems from a methodological standpoint. These methodological criticisms are divided into multiple categories. For instance, (Ogden, 2003) argues that since the observed interrelationship between measured cognitions tend to be due to overlap in the way the construct is measured, the TPB only possesses analytic truths (compared to synthetic truths that can be recognized via testing). A third major critique is regarding the adequacy of TRA/TPB/RAA (Sniehotta et al., 2014). A number of critiques have bemoaned the TRA/TPB/RAA's failure in justifying a significant part of variance in both intentions and behavior.

Lastly it should be said that The TRA/TPB/RAA persist to be relevant theories of proximal determinants of behaviors. They are important as they help us improve our comprehension of a wide range of behaviors at a single level of study. However, they are constrained since there will be a range of impacts on an individual's behavior in the wider social ecosystem, that may not be covered by elements of TRA/TPB/RAA. In fact, Ajzen (1991) characterizes the model as subject to further development if additional significant proximal determinants are recognized:

3.3. Innovation Diffusion Theory

Developed by Everett Rogers in 1962, IDT tends to illustrate how an individual adopts innovation and technologies. Many modern papers have given an empirical support to IDT over online innovation adoption have done vast studies upon IDT application on fields of marketing, IT, sociology and many other related fields. As Rogers defines innovation is “an idea, practice, or object that is received as new by an individual or another unit of adoption”. As Rogers says “diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system”. Thus, IDT illustrates that individuals, upon the beliefs they form regarding an innovation, decide to adopt or reject that particular innovation (Agarwal, and Karahanna, 2000).

Figure 3.8. Innovation Diffusion Theory



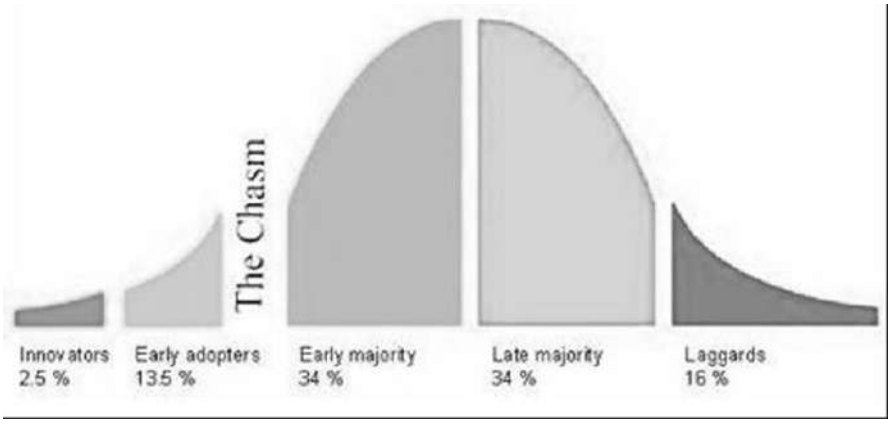
Source: Rogers (1983)

IDT endorses five major attributes which are: relative advantage, compatibility, complexity, trialability and observability. Relative advantage targets the notion which explains to what extent an innovation is superior to the innovation it substituted. Compatibility explains about the relation of an innovation with the adopter’s demand, experience, or values. Compatibility tends to be one of the most crucial factors in predicting adoption of a technology. Complexity is the extent to

which how complicated it is for the adopter to grasp the innovation. While trialability represents the extend that the innovation can be tested, or as known the limited trial period of any innovation, observability refers to what point the effects of innovation can be evident to other people. These elements, coming all together, tend to explain the decision making and adoption mental procedure.

Moore and Benbasat (1991) explain that TAM and IDT are not very different, as they believe while "Complexity" in IDT can be correlated with "perceived Ease of Use" in TAM, "Relative Advantage' can be linked with the "Perceived Usefulness".

Figure 3.9. Innovation Acceptance



Source: Roger (1995)

More to the above regarding similarity of TAM and IDT, (Davis, et al., 1989) argue that the most important factor in technology and innovation acceptance is the complexity. The easier utilization of an innovation or technology is to an adopter the higher is the rate of adoption and acceptance. Furthermore (Karahanna et al., 1999) argues that compatibility, trialability and observability, which are considered external variables that have direct effect on perceived usefulness and perceived ease of use, tend to perish within time as the adopters get more experienced on using the adopted new technology. In online innovation and online gaming, out the explained five major elements of IDT compatibility and relative advantage have got more attention by the academicians (Amaro and Duarte, 2015), .

3.4. Uses and Gratification

Conceptualized in 1940's with the boom of media, the uses and gratification theory model illustrate how individuals employ and use any media platform to fulfill their needs. UandG theory sheds light upon the motives and reasons of an individual behind utilizing a media platform. UandG supposes that users are dynamic, discerning, careful and determined (Quan-Haase and Young, 2010).

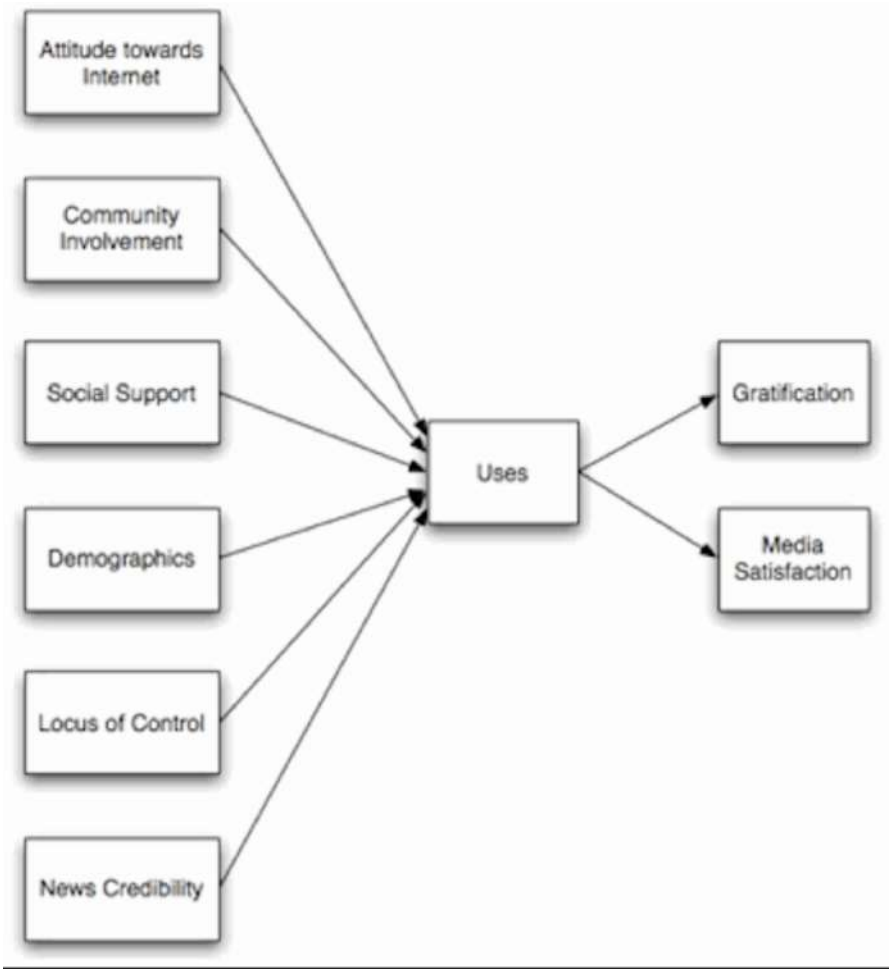
In our case, UandG theory model enables the writer to expound the goals and needs when a player engages with e-sport games. The model assists me in understanding the players' behaviors, needs, discernments, sensitivities (Smock et al., 2011).

Other scholars have focused on two notions, the first is the ways needs are gratified and secondly how needs gratification leads to need generation and rebirth. UandG is used to elucidate why users utilize particular media mediums to gratify their needs. As per theorists, the UandG offers a user-centered perspective on the various social and psychological motivations (Leung and Wei, 2000).

Researchers have tried to understand which particular needs get fulfilled and gratified by the use of various media platforms. Studying UandG, the present literature has been classified into three major class. Firstly, studying the traditional media (Elliot and Rosenberg, 1987), secondly studying internet and social media platform and last but not least studying modern media platform such as gaming.

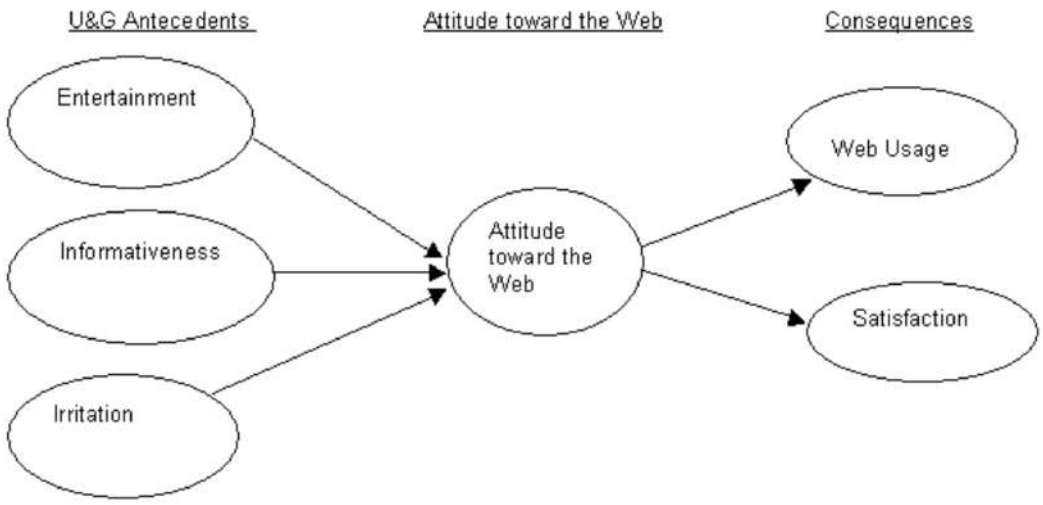
(Papacharissi and Mendelson, 2011) utilized factor analysis to come up with 9 unique motivations for using secondary and tertiary media platforms which are: habitual pass time, relaxing entertainment, expressive information sharing, escapism, cool and new trend, companionship, professional advancement, social interaction and meeting new people. These factors have partly been the building blocks of this dissertation's conceptual model.

Figure 3.10. Uses and Gratification Theory Model



Source Katz, Gurevitch and Haas (1973)

Figure 3.11. Uses and Gratification Theory model on web



Source: Luo (2002)

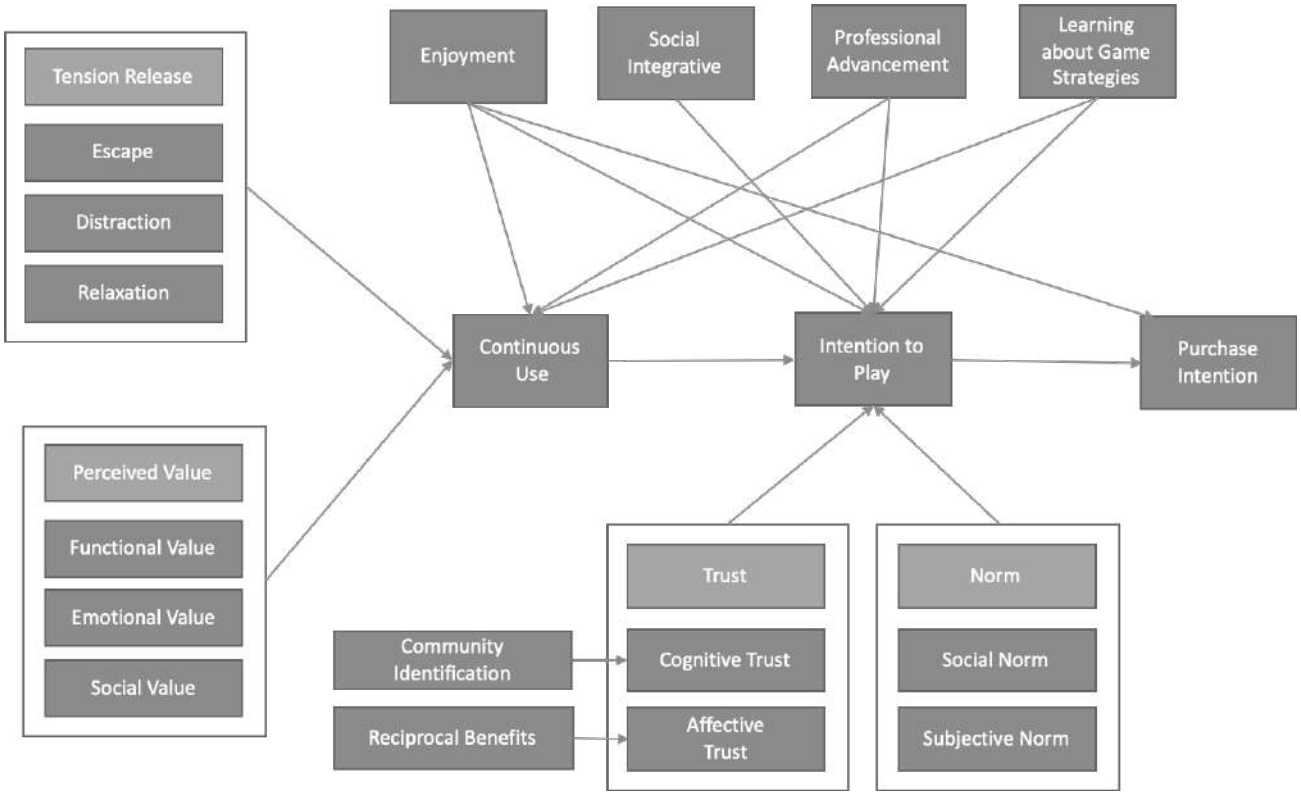
The model made by (Luo, 2002) on web usage, can be directly applied on gaming and E-sports engagement. We can see the three phases of the model which are UandG main elements, secondly attitude toward the media platform (web or online game) and thirdly the consequences which lead to game playing and satisfaction. The belief over UandG is that as the players engage with games, they gratify, satisfy and fulfill their needs. However, this causes a new infinite cycle that as long the needs get gratified, the gratification causes new needs to come up and new needs are form as the result. Thus, need gratification leads into a need creation mechanism and causes the urge of need satisfaction. These aspects UandG make the theory model a great fit to be used in gaming studies, as individuals approaching games, as a platform of media tend to gratify their multiple needs and have power fulfilling or socialization motives, and majorly want to be part of a new social structure (Wu et al., 2010).

3.5. Research Model and Hypothesis

In this section we will have a look at the proposed model. It is composed of fourteen independent variables which are: enjoyment, social norm, professional advancement, learning about game strategies, tension release (escapism, distraction, relaxation), perceived value (functional value, emotional value, social value) continuous use, cognitive trust, affective trust, subjective nom, social integrative, community identification, reciprocal benefits, and attitude towards playing games. The dependent variables which will be studied are intention to play and purchase intention. Furthermore, the effect of flow and gender will be analyzed on the dependent variables. Below is the proposed conceptual model of this paper:

The proposed conceptual model of this paper is as the following:

Figure 3.12. Conceptual Research Model



Hypotheses that were tested in this research can be seen as in the following list;

H_1: Tension Release associated to E-sports has an effect on Continuous Use Intention of gamers.

H_{1a}: The sense of Escapism associated with E-sports has an effect on Continuous Use Intention of gamers.

H_{1b}: The sense of Distraction associated with E-sports has an effect on Continuous Use Intention of gamers.

H_{1c}: The sense of Relaxation associated with E-sports has an effect on Continuous Use Intention of gamers.

H2: Perceived Value associated with E-sports has an effect on Continuous Use Intention of gamers

H_{2a}: The Functional Value associated with E-sports has an effect on Continuous Use Intention of gamers.

H_{2b}: The Emotional Value associated with E-sports has an effect on Continuous Use Intention of gamers.

H_{2c}: The Social Value associated with E-sports has an effect on Continuous Use Intention of gamers.

H3: Trust associated with E-sports has an effect on Intention to Play.

H_{3a}: The Cognitive Trust associated with E-sports has an effect on Intention to Play.

H_{3b}: The Affective Trust associated with E-sports has an effect on Intention to Play.

H4: Community Identification has an effect on Cognitive Trust.

H5: Reciprocal Benefits has an effect on Affective Trust.

H6a: Social Norm associated with E-sports has an effect on Intention to Play.

H6b: Subjective Norm associated with E-sports has an effect on Intention to Play.

H7: Enjoyment associated with E-sports has an effect on Continuous Use.

H8: Enjoyment associated with E-sports has an effect on Intention to Play.

H9: Enjoyment associated with E-sports has an effect on Purchase Intention.

H10: Social Integrative has an effect on Intention to Play.

H11: Professional Advancement has an effect on Continuous Use Intention.

H12: Professional Advancement has an effect on Intention to Play.

H13: Learning About Game Strategies associated with E-sports has an effect on Continuous Use Intention.

H14: Learning About Game strategies associated with E-sports has an effect on Intention to Play.

H15: Continuous Use Intention has an effect on Intention to Play.

H16: Intention to Play as an effect on Purchase Intention.

3.5.1. Community Identification

This paper tends to describe community identification as a subjective experience involving cognitive and affective perceptions about the community the members are in. According to (Gundlach et al., 2006) identification refers to the degree over which members feel connected to a certain group. Thus consequently, community identification is described as an individual's perception of herself as representation of a specific community (Algesheimer et al., 2005). According to social identity theory, group identification serves as the basis for a member's continued usage purpose via interpersonal trust. Members acquire mutual qualities as they engage in the community's mutual beliefs and awareness as time pass by and identify themselves by the communities to which they want to affiliate (Turner, 1982). According to (Ashforth and Mael, 1989) in-group identification not just recreates group cohesion also results in in-group favoritism. This part examines in-group favoritism through the lens of interpersonal loyalty or trust, which encompasses both types of trust which are cognitive and affective toward community members. Thus, it can be interpreted that community identification can be described as an individual's impression and her own positive classification from membership in the said community. Group identity enables members to make contributions to their group and to differentiate their in-group and out-group involvement. Members allow associations among in-groups and out-groups and have a more favorable opinion of in-group stakeholders. (Turner 1982) asserts that individuals often desire

a positive identification, implying that they will see their social grouping more favorably than other groups and will have a more favorable view of in-group members. Self-categorization and social evaluation mechanisms cause participants to have a favorable opinion about their category, which helps them to have more secure and elicits favorable feelings upon in-group members. According to (Dovidio, et al., 2002) in comparison, a negative assessment of ingroup members eliminates any desire of ingroup trust. Therefore, in-group members seem to be more trusted, and a lack of confidence in out-group members is a common form of discrimination. Group identity occurs when teammates get along well with one another and facilitate the formation of social relations as a result of their shared interests (Wann, 2006). Previous research papers have suggested that teammates tend to contribute more than what is expected to the team and its mentality and will assume their position in larger team scenarios if in-group identification is organized in work teams. Furthermore, the close connections lay the groundwork for reciprocal empathy, as people in a group will assess each other's reliability and credibility in terms of maintaining cognitive trust (Rockmann and Northcraft, 2008).

Finally, persons with close connections will provide comfort and support to one another, demonstrating love for one another and fostering the development of affective trust (Hays, 1985). As participants identify themselves as mentally and emotionally attached to the group, they reinforce their confidence that others will act positively and care about one another (Hsu et al., 2012). Clearly, if a person lacks confidence in the honesty and reliability of other members, she may lose faith in their ability to behave in the community's greatest advantage, and therefore fail to form an emotional bond with them (Rockmann and Northcraft, 2008).The formation of interpersonal (Cognitive and Affective) trust upon community identification has been ignored by many previous papers, however we tend to have look at it and the coming sections talk about trust and its importance. Community identification can have direct impact on cognitive trust and indirect impact on

intention to play. The scale has been adopted from (Tsai and Hung, 2018), the items of the scale are altered to match the context of this paper.

3.5.2. Reciprocal Benefits

Reciprocal benefit is being seen as a mutual favor that members give and receive and those who see the group as a means of mutual gains are more likely to maintain an affectionate relationship with their groups and to return the favor their received by an emotional, physical or even financial commitment (Jin et al., 2010). (Wu and Tsang, 2008) concluded that as trustees noticed the anticipated gains, the individuals would really care for the interests of all members; they expected and believed that every group member would keep her promises. According to (Rockmann and Northcraft, 2008), consumers will develop negative affective trust and become irritated if they encounter a large amount of irrelevant or meaningless knowledge in their network. (McAllister, 1995) states affective trust is founded on the assumption of equal rewards through the production of benevolent actions. The perceived mutual benefits alleviate the user's concern that participants would cease reciprocating with the community; as a result, the user is more likely to form interpersonal bonds with members. As a result, potential mutual gains are regarded as a moderating factor for affective trust. Thus, reciprocal benefits were defined by assessing an individual's perception that participating in the group would enable them to receive such common benefits from other participants (Hus and Lin, 2008). Reciprocal benefits can have direct impact on affective trust and indirect impact on intention to play. The scale has been adopted from (Tsai and Hung, 2018), the items of the scale are altered to match the context of this paper.

3.5.3. Trust

A gaming community, be it online or in person, is a social space where people can connect and exchange interactions, forming relationships over time (Wu et al.,2010). Commonly, the participants are outsiders to each other (Ridings et al., 2002). Through communication, they grow their friendship and emotional connection with their group Gupta and Woong,2007). Trust, in principle, refers to a rational likelihood obtained from an individual's appraisal of another person taking a specific action Mayer and Davis, 1995). (Hsiao and Chiou, 2012) take a sociocultural approach to examining how a gamer's status in a gaming environment influences her continued use of games. It is asserted that group trust is critical because it reflects an assumption that participants will engage in less opportunistic activities against each other. The fundamental tenet of trust would be that it allows participants to conduct dealings and reduce risk together as they communicate. Trust is much more critical in an online gaming environment and gaming group or team, as it is intended for outsiders to participate and enables existing members to communicate with members from all around the world who have similar interests and shared characteristics. According to (Feng et al., 2004), the depth of solidarity is linked to the trustor's identification of common grounds and shared values with the trustee. As the members tend to communicate and deal with each other, a mutual feeling which is called, in-group favoritism, is formed. In-group favoritism is being seen through the lens of reciprocal trust, which encompasses both cognitive and affective trust among community members. Interpersonal trust ranges between cognitive and affective trusts upon group's capabilities and emotional connections. Cognitive trust encourages participants to have faith in the integrity and creditworthiness of their team peers, imploring them to utilize their group to accomplish a common goal. Respectively, affective trust instills in the team peers the belief that their teammates are not being self-centered by focusing only on themselves. When they endorse affective trust, their trust and beliefs motivate them to engage in the group on a continuous basis. Interpersonal trust is conceptualized as two distinct components - cognitive and affective trust -

in order to denote the interactions between the elements of trust and their respective relationships of determinants (Sun, 2010). Cognitive trust refers to a participant's reasonable confidence that other group members are trustworthy, compassionate, have credibility, and are credible in different circumstances (Komiak and Benbasat, 2006). It is mostly focused on the success of everyone on reaching a unified view and is facilitated by a common interpretation of the problem and the expectation that all will work to overcome it (Rockmann and Northcraft, 2008). People that possess cognitive trust in a group believe that they are with participants who exhibit trustable characteristics (Komiak and Benbasat, 2006). Cognitive trust is critical in minimizing participant skepticism, as it reflects the level of faith in the collaborative interests of everyone else in a group (McAllister, 1995). Affective trust implies that a person has a range of emotional values that provide respect for the interests of other individuals and the society as a whole. Affective trust is "rooted in consensual interpersonal caring and consideration" (McAllister, 1995), and it entails an individual's moral need to be handled in a manner that makes her feel valued and loved (Sun, 2010). Affective trust is founded on a relational bond between the trusted and the trustor (McAllister, 1995). People who have a greater degree of affective trust in the group have spent considerable time and empathy in their memberships. According to (Rockmann and Northcraft, 2008), "affective-based trust, in particular, can lower the rate of deceit." (Sun, 2010) discovered that affective trust gives a guarantee to trustors, providing her with a reasonable expectation of her present engagement with the trusted. It is predicted that participants with a high level of affective trust would have a higher proclivity to remain in the group because they are happy with previous partnerships and experiences. (Hsiao and Chiou, 2012) have discovered that group loyalty increases a player's decision to engage in a gaming community, since such a relationship is regarded as mutual benevolence, as participants feel a sense of responsibility to avoid deception in collaborative relationship. Cultivating cognitive and affective trust are really not inherently identical but will greatly lead to the group user's continued plan to use it (Tsai and Hung, 2018). Trust is a significant component of in-group favoritism, expressing the assumption that each in-group member benefits

the group as a whole (Voci, 2006). Latest research further indicates that cognitive and affective trust have diverse impacts on use intention. One of the aims of the proposed model is to decipher the relationship between group identity and intention to use continuously by exploring cognitive and affective confidence. In general, it is known that in-group gamers and teammates are trusted more compared to the out-groups. While several prior studies have stressed the importance of identity and cognitive trust, less importance was paid to the affective trust and its effects. The challenge of establishing trust has garnered much interest from behavioral researchers in gaming and E-sports sector, who have examined how to establish trust and its possible impact on gamers' commitment, involvement, purchasing purpose, and usage intention. Trust can be thought of as a multi-layered concept with interrelated dimensions. Both types of trust have direct impact on intention to play. The scales have been adopted from (Tsai and Hung, 2018), the items of the scale are altered to match the context of this paper.

3.5.4. Subjective Norm

A subjective norm is characterized as social pressure to participate in a particular action, centered on either normative values or the individual expectations of others (Ajzen, 2005). Individuals seldom decide things in isolation. Instead of that, they often pursue advice or suggestions from a reputable reference community, since facts from unused channels may be skewed (Hasbullah et al., 2016). As acceptance of others' authority demonstrates compliance and action is a necessary component of a social group, a subjective norm gets to be significant predictor of behavioral action (Karaiskos et al., 2010). By this vantage point, a subjective norm is described as a "personal view" mediated by important others, such as family, friends, and coworkers (Roca et al., 2006). This interpretation of subjective norms implies that consumer 's decisions and behaviors are heavily influenced by perceived values, biases, and viewpoints of significant others that can be opinion leaders. Additionally, previous research indicates that social control has a substantial impact on purchase behavior and intention to play and retention of the mentioned actions

and behaviors (Nor and Pearson, 2008). In this situation, it is asserted that the subjective norm applies to an individual's desire to play online games in light of their significant' perceptions. Subjective norms contribute to the encouragement offered by significant others such as family members, mates, coworkers, who deliberately motivate others to engage in a particular behavior (Lee and Tsai, 2010). Thus, if a person feels they possess the skills, talents, and prospects necessary to engage in a specific behavior, they will possess the self-confidence necessary to engage in that behavior. Subjective Norm can have direct impact on intention to play. The scale has been adopted from (Gomaa et al., 2019) the items of the scale are altered to match the context of this paper.

3.5.5. Enjoyment

In this study sense, enjoyment is drawn from the amusement and mischievousness associated with the gaming platform or media with reference to UandG. It represents users' perceptions of the entertainment appeal of engaging with games as platforms. Joy comes from appreciating an encounter with the game for its own sake (Holbrook, 1994). Majorly it is believed that enjoyment is the product of satisfaction and arousal according to (Menon and Kahn, 2002). Previous papers indicate that enjoyment has a profound impact on intentions to play; on purchase behavior and repetition of them (Menon and Kahn, 2002). Driving from previous papers it can be said that gamers' decisions to continuously playing the games, and their engagement improves drastically as their enjoyment degree increases. (Turel and Serenko, 2012) state that although enjoyment increases the commitment, however, it impacts the growth of negative behaviors, majorly addiction to platform usages which in our case is gaming. In his paper (Venkatesh, 2000) characterized enjoyment as the degree whereby the process of using a particular system is regarded as pleasant in itself and by itself. Furthermore (Venkatesh,2000) has elaborated that enjoyment can be a predictor of perceived ease of use, relating it to technology acceptance model as well as UandG. It is believed that enjoyment has

direct impact on both the intention to play and purchase intention. The scale has been adopted (Venkatesh, 2000) and the items are altered to be coherent with the context of this paper.

3.5.6. Social Norm

The name "norm" derives from the Latin phrase "norma," which literally translates as "carpenter's ruler" and the term has been extensively applied to the study of human nature. Social norms are known as abstract interpretations of unwritten laws governing what individuals can and must not do in different contexts (Cialdini et al., 1990). These standards are acquired and conveyed by the influence of parents, students, friends, coworkers, and other significant others. While they are often unspoken and cannot be quantified, norms can have a strong influence on how people behave. Generally, social norms are classified as informative (Cialdini et al., 1990). They convey what is usually accepted or disapproved. These descriptive norms capture individuals' impressions of how the majority of others respond in a given situation. In general, social norms either specify what we should do or what other should or tend to do. The social norms are regulators of acting coherently in a society (Cialdini et al., 1990). Social norm is a matter of adhering to the standards of other in order to receive a reward, get away from isolation, get acceptance and escape penalties. Social exchange theory exerts that people follow social norms to typically achieve rewards like love, loyalty, appreciation, and even financial benefits.

It is believed that social norms can have direct impacts on continuous use, intention to play and purchase intention. The scale has been adopted from (Hsu and Lu, 2004), and the items have been altered to be coherent with the concept of this paper.

3.5.7. Professional Advancement

One of the newly added components to the scales of gaming is the professional advancement. With the emergence of E-sports and its tournaments, many gamers have decided to get professional and pursue a career in the field. It is believed that this component can have direct impacts on continuous use and intention to play as the gamers tend to be professional players and excel in their skills and knowledge as well as their skills. This motivator has increased the usage retention of many gamers and players. To measure this a scale from (Smock et al., 2011) has been used. Professional goals, and the desires to pursue career in E-sports teams and tournaments, has been a major component of gaming. It is believed that the gaming community of a gamer can be an invaluable resource for the potential career prospects. This scale can be related to UandG, as it gratifies a need. A need to be a pro gamer.

3.5.8. Learning About Game Strategies

Social engagement, training, and leisure have all been shown to be significant components of gaming and gaming communities (Hamilton et al., 2014). It has been demonstrated that learning and knowledge seeking are significant motivators for use in a variety context of gaming (Hamilton et al., 2014). To measure the "learning about game strategies" the scale of (Sjblom and Hamari, 2016) was used. Surely the items were altered to match the content of gaming. The base of this scale is made by (Papacharissi and Rubin, 2000) (information seeking) and an item from (van der Heijden, 2004). In this paper it is believed that learning about game strategies has direct impact on continuous use and intention to play.

3.5.9. Tension Release

Tension release can be classified as relief of anxiety. The notion of running away from real world, forgetting about duties, lose control of time, and gain pleasure. In order to measure tension release in this paper the scale (Smock et al.,2011) has been used. The scale is composed of escapism, relaxation, and distraction. It is believed that the higher the level of tension release gets from a service, the higher the usage's number of hours gets. In case of this paper, it can be said that as gamers get an increased level of tension release from gaming, they tend to engage with games more. Escapism can be the most important notion in tension release. (Young et al., 2017) described escapism as a practice used to divert one's attention away from real-world problems. The mentioned problems can be anything ranging from depression, poor self-esteem, or excess stress as described by previous papers. Numerous researches indicate that habits and actions such as videogaming can be a reason to detach from life, or a mean for diversion. Furthermore, (Young et al., 2017), discovered no connection between a passive usage of a platform and escapism. To achieve a sense of relief, users must engage in constructive interaction with other users. However, it is warned that these factors especially escapism and gratification can lead to usage addiction. Escapism occurs as individuals engage in behaviors that are so absorbing that they provide a means of escaping negative realities, challenges, and stresses (Wu and Holsapple, 2014). Relaxation, or pleasure in a sense, would be the degree to which an individual feels pleased, healthy, or fulfilled when engaging in an activity (De Wulf et al., 2006). (Papacharissi and Mendelson, 2011) suggest that escapism is a significant incentive for a media platform use, with respondents claiming that it is their main motive for using it. Tension release providing gratification of several needs, can be directly related to UandG model.

3.5.10. Perceived Value

Perceived value is characterized as a consumer's general appraisal of a product's or service's usefulness, as measured by the consumer's perceptions of what is earned and provided. It is known that perceived values of the game have a direct effect on all players' loyalty, however perceived values' effects on purchasing behavior can be a question to answer. In their paper (Lu and Hsiao, 2010) have discovered that consumers' holistic satisfaction with a service has little impact on their decisions to pay, however perceived values can have direct effect on the behavior. In recent papers, it can be seen that more emphasis has been given to the role of perceived value on monetary and nonmonetary behaviors of consumers, which are gamers in the case of this paper. Perceived value of a service or product, as (Lovelock and Wirtz,2011) explain, may be enhanced by strengthening the advantages offered or by lowering the cost of acquiring and utilizing the product. Nevertheless, overall worth is not determined only by cost and quality solely. Several previous studies have proposed that several different forms of value exist. For example, in this paper functional value, emotional value, social value, monetary cost, non-monetary cost, customer satisfaction and customer loyalty have been taken into consideration to determine perceived value. It is noted that any or all of these can affect a gamer's purchasing and engagement behaviors, and her continuous use intentions. Based on the circumstances, these assumed qualities can have varying impacts on gamers' habits. Previous studies indicate that while all the mentioned values have major impacts on the behaviors of gamers, emotional and social values can have substantial impacts on purchase intention. Emotional value is related to the utility gained from the mobile game's emotions or affective responses (Lu and Hsiao 2010). It is observed that an increasing number of people are turning to gaming and services related to it in search of self-fulfilling qualities such as joy and satisfaction. (Wei and Lu 2014) suggest that if players gain more satisfaction from a video game, they are more likely to continue playing with a good mindset or with even deeper motives such as commitment and payment motivation. Previous studies have discovered a strong correlation between fun or playfulness and the desire to use a

particular platform or piece of media “Game” (Wei and Lu 2014). Papers have concluded that playful user interface is the most important factor influencing customers' willingness to pay. As consumers consider a mobile game to be more playful, they are likely to exert more initiative upon playing and thereby raise their paying willingness. The functional value of a digital game can be described as efficacy obtained from its quality and performance. According to studies game’s accessibility and the flexibility of access is a critical metric of functional value. (Wei and Lu, 2014) state that the user’s ability to access and play the game at any time and any place is the cruciality. According to prior study, availability and adaptability are critical service quality considerations (Ma et al. 2005). Social value is described as the benefits that a mobile game provides in terms of improving one's social self-image. It can be understood as a reflection of mutual experiences and a sense of proximity. Academics also emphasized the critical nature of social connectivity of online games and gaming communities. Individuals strive to build and maintain meaningful social relationships in order to belong to a group. When users feel close to peers in a game, they would be able to stay and sometimes even pay for the game. Typically, monetary cost is used as the primary indicator of the consumer's willingness to make a concession in order to purchase a product/service. If consumers believe the game and its related products, they were offered were worthwhile, their view of the benefits obtained for that price would be favorable. In mobile social games, sense of connection with others are essential contributors of satisfaction, which can reinforce perceptions of a fair price (Wei and Lu 2014). Additionally, prior research has shown that a favorable price improves consumers' favorable mood and payment intention (Lu and Hsiao 2010). The non-monetary values are the incentives, feeling and rewards received from playing a game. These benefits can enhance the perceived value and gamer’s satisfaction. Free incentives earned in the game can enhance gamers’ perceptions upon the value of the game they play and increase the loyalty (Yang and Peterson 2004). Loyalty to a game corresponds to a gamer's tendency to replay or suggest the game. Loyalty can be very valuable to both consumers and businesses. As game players develop a sense of loyalty for a game, they may spend less time looking for and comparing

alternatives. Gamers' loyalty is a factor in commercial growth (Chang and Chen 2009). Loyal gamers tend to generate significant sales. As a result, it is anticipated that faithful players will be more likely to pay for the game and its virtual products.

3.5.11. Continuous Use

Intention to continuously using a product, is a critical measure of users' loyalty. It is regarded as critical to the progress and sustainability of any product (Li and Shang 2020). The term "continuous use intention" refers to how people want to use a particular product. To fully capture sense of continuous use, two measuring objects are designed. One objective is to ascertain individual's future intent to continuous engagement. The other objective is to ascertain individual purpose to revisit and reuse the product periodically in the future. Gaining a deeper knowledge of how active members build a continuous usage intention enables the group to capitalize on their behavioral habits and expand their connectivity to recruit new members. Studies on online groups indicates that participants' commitment is motivated by their sense of belonging and connection to the group. It can be stated that among factors influencing continuous use, perceived value plays the most important role in creasing consumers' desire to reuse a product continuously. According to previous academic works continuous use of a product is heavily impact by individuals' perceptions of themselves upon using that particular product. The social identity is the identity built around the community that uses that product, in this paper's case gaming community and games, is a crucial factor for gamers to engage with games.

The scale has been adopted from (Tsai and Hung, 2018) and the items have been altered to match the context of the paper.

3.5.12. Intention to Play and Purchase Intention

In this paper, the two dependable variables are intention to play and purchase intention. They both carry a huge importance for academics and as well the commercial stakeholders. The intention of players to play online games is significant because developers, advertisers, and providers of games will all benefit significantly from a fuller knowledge of the variables that influence players' intentions. Recognizing user intention is also a critical first move for market vendors seeking to increase player interactions to online gaming and build gamers loyalty. Within TRA, indeed subjective norms and mindset as well as attitude have an impact on a person's playing and purchasing intentions. Additionally, literature on innovation diffusion shows that a person's decision style can be a feature of a social system which influences consumer acceptance decisions. The literatures argue that a gamer's intention to play a game is contingent upon the following: the game's perceived utility by the gamer. In this paper it is discussed that enjoyment, social norm, subjective norm, social integrative, the desire of professional advancement, learning about game strategies, and both types of trust discussed earlier have direct impacts on intention to play. Moreover, they can have impacts on purchase intention too. Previous studies indicate that enjoyment may have an indirect effect on behavioral intention through other variables. For instance, (Venkatesh,2000) studies discover that enjoyment has a significant effect on purchase intention and intention to play. In this paper we tend to find out about the vital factors that affect the intentions of play and purchase. The intention to play scale is taken from (Gomaa et al., 2019) while the purchase intention scale is a combination of scales taken from (Venkatesh and Davis, 2000) and (Dodds, et al., 1991). A game community is described as an information-sharing community that offers an interactive space for participants to share opinions about their favorite games (Hsiao et al.,2010). Where the gamers share gaming reviews and creative information, as well as sharing their own perspectives and experiences that can affect other gamers' buying decisions (Tsai and Hung, 2018).

3.5.13. Social Integrative

Being composed of companionship and shared emotional connections, social integrative and affective motifs are favorably correlated with the number of hours spent playing. (Sjoblom and Hamari, 2017). Sometimes, within UG, needs are divided into five groups (Cognitive, Affective, Personal Integrative, Social Integrative and Tension Release) which in this study 4 of the mentioned elements are covered, surely one of them is social integrative. Prior study has shown that social integrative incentives have a positive effect on the intention usage games and gaming platforms (Pai and Arnott, 2013). Social integrative can be interpreted as a sense of belongingness to a community and an emotional attachment to a specific community, to give and receive support and empathy. Social integrative is another significant objective that many may achieve by media through reestablishing ties with families, friends, and the rest of a community that interacts with that particular platform (Katz et al., 1973). (Hamilton et al., 2014) suggests that the desire for social integration or a sense of identity was a significant explanation on why people used digital medias, which in our case we consider that as video games. Since their emergence, video games have incorporated a social community aspect, where individuals come together to play together and to watch each other and form a cult (Newman,2004). Moreover, social integrative is regarded by activities aimed at averting isolation. This scale has been adapted from (Sjoblom and Hamari, 2017). The base of this scale is made partially by (Smock et al., 2011) and (Chavis et al., 2008). The items are altered to fit gaming concepts.

CHAPTER FOUR

METHODOLOGY

This section details the methodology of this research, including the objective of the research, the design of research and questionnaire. Furthermore, this section illustrates the dependent and independent variables and the data gathering and sampling associated with the variables.

4.1. RESEARCH OBJECTIVE

The purpose and objective of this paper is to determine the reasons why individuals get engaged with E-sports and purchase virtual goods that are related to E-sports and gaming. In order to find out the reasons behind the objectives numerous different questions were asked upon E-sport engagement and virtual goods purchases.

4.2. SAMPLE SELECTION AND DATA COLLECTION

4.2.1. Sample Selection

The inclination toward E-sports and purchasing virtual goods are the bases of sampling of this paper. The goal of was to target and reach the professional E-sport athletes and players that are part of teams.

The online survey was distributed to E-sports professionals and athletes many of which were students in universities or have university across Turkey or have university degrees. 136 anonymous volunteers replied to the survey. The survey had no emphasis on gender; however, it should be said that 72.2% of repliers are males while 28.8% are females. Furthermore, 84.4% are singles and 15.6% of them are married. The age of survey takers range between 17-40.

The questionnaire regarding E-sports engagement and virtual goods purchasing was composed of multiple-choice questions that held Likert scales. The questions were adopted from previous academic paper.

4.2.2. Data Collection

Latter to formation of the questionnaire, reactions, and responses of 136 individuals got collected to shed light upon the reasons of E-sports engagement and purchasing virtual goods and to clarify how the independent variables impact the dependent variables.

In order to from the questionnaire, google forms was used. Data gathering period has started from January 1st, 2021 and extended to April 1st, 2021. 136 responses were recorded, and analysis has been done over the 136 responses.

4.3. QUESTIONNAIRE DESIGN

The questionnaire is composed of two major parts. The first section is composed of open ended and multiple- choice demographic questions which ask about gender, age, marital status, education level, income, number of years that an individual plays game, number hour that an individual plays game, types of games an individual plays, and an individuals most played game's name.
The question about gender was a multiple-choice providing female, male, other. The question about marital status was a multiple-choice providing married, single. The question about education level was a multiple-choice providing choices ranging from elementary school to doctorate. The question about income level, a multiple-choice, providing choices from 2500 or less, all the way up to 7501 and more. The other mentioned question the first section were open ended questions.

In the part two of the questionnaire Tension Release was measured with 9 items and 3 subdimensions, Enjoyment was measure with 4 items, Subjective Norm was measured with 3 items, Social Norm was measured with 3 items, Social Integrative was measured with 8 items and 2 subdimensions, Intention to Play was measured with 3 items, Learning About Game Strategies was measured with 4 items, Professional Advancement was measured with 3 items, Perceived Value was measured with 23 items and 7 subdimensions, Flow was measured with 16 items and 5 subdimensions, Continuous Use Intention was measured with 2 items, Purchase Intention was measured with 6 items, Affective Trust was measured with 5 items, Cognitive Trust was measured with 5 items, Perceived Reciprocal Benefits was measured with 3 items, and Community Identification was measured with 5 items. The Items cam be viewed in Table 1.

The questions were scaled on a 5-point Likert scale starting from 1=Strongly disagree, to 5=Strongly agree.

Table 4.1. Measurement of Independent and Dependent Variables

Construct		**Items Questioned**	**Sources**
Tension Release			
Escape	TENS1	By playing games, I can forget about school, work, or other things.	(Smock, et. al., 2011)
	TENS2	By playing games, I can get away from the rest of my family or others.	
	TENS3	By playing games, I can get away from what I am doing.	
Distraction	TENS4	Playing games is a habit, just something I do.	
	TENS5	When I have nothing better to do, I play games.	
	TENS6	Playing games gives me something to do to pass my time.	

Relaxation	TENS7	Playing games allows me to unwind.	
	TENS8	Playing games relaxes me.	
	TENS9	Playing games is pleasant rest.	
Enjoyment	ENJ1	I find playing games to be enjoyable.	(Venkatesh, 2000)
	ENJ2	Playing games is exciting.	
	ENJ3	I have fun playing games.	
	ENJ4	Playing games is entertaining.	
Subjective Norm	SN1	People who are important to me, support me playing online games.	(Gomaa, et.al.,2019)
	SN2	People who influence my behavior wanted me to play online games instead of any alternative activities.	
	SN3	Most people who are important to me would think that playing online games is a wise idea.	
Social Norm	SOCIAL1	My colleagues think that I should play an on-line game	(Hsu, Lu, 2004)
	SOCIAL2	My classmates think that I should play an on-line game.	
	SOCIAL3	My friends think that I should play an on-line game.	
Social Integrative			
Companionship	SI1	By Playing games, I do not feel alone.	(Smock, et. al., 2011)
	SI2	I play games when there's no one else to talk or be with.	
	SI3	Playing games makes me feel less lonely.	

Shared Emotional Connection	SI5	It is very important to me to be a part of gaming community.	(Chavis et al., 2008)
	SI6	I spend time with other gaming community members a lot and enjoy spending time with them.	
	SI7	I expect to be part of gaming community for a long time.	
	SI8	Memebers of gaming community have shared important events together.	
Intention to Play	INT1	I intend to continue playing online games in the future.	
	INT2	I will keep playing online games as regularly as I do now.	
	INT3	I will continue playing online games as much as possible in the future.	
Learning About Game Strategies	LSTRA1	Staying in touch with my gaming community, I am better informed about new game strategies.	(Papacharissi and Rubin, 2000)
	LSTRA2	Staying in touch with my gaming community helps me get information on learning to play games.	
	LSTRA3	Staying in touch with my gaming community gives me insight into information on game tricks.	
	LSTRA4	Staying in touch with my gaming community helps me see what game tactics are out there.	
Perceived Value			

Functional Value	FV1	I think the games I play contain diverse content and plots.	(Zhang and Asahi, 2015)
	FV2	I consider it is easy to operate and learn the games I play.	
	FV3	I find the games I play have wonderful scenes, music and role design.	
	FV4	I think there are clear game objectives in play process.	
Emotional Value	EV1	Playing games can kill time.	
	EV2	Game achievements can pleasure me.	
	EV3	Game achievements can excite me.	
Social Value	SV1	Game achievements can help me show off my skills in front of friends and achieve satisfaction.	
	SV2	Playing games can give me a sense of identity in the society.	
	SV3	Playing games can help me make new friends and expand my social circle.	
	SV4	Playing games can help me interact and contact with friends that I cannot meet frequently in real life.	
Monetary Cost	MC1	I buy props and rare virtual goods to make myself distictive and attract other's attention when playing games.	
	MC2	I pay money to improve the speed of game progress and reduce the efforts that I need to make.	

Non-Monetary Cost	NMC1	I pay time for role upgrade and game experience.	
	NMC2	I pay time for the interaction with friends.	
	NMC3	I devote much energy to playing games so as not to be inferior to friends in skills.	
Customer Satisfaction	CS1	I feel satisfied with the game I am now playing.	
	CS2	I don't regret having paid money for playing games.	
	CS3	What is your overall satisfaction with your online game?	
	CS4	To what extent has the online game met your expectations?	
	CS5	I feel satisfied with the game I am now playing.	
Customer Loyality	CL1	I will continue to play the game that I am now playing.	(Angelova and Zeqiri, 2011)
	CL2	I will pay for the game that I am now playing as before.	
	CL3	I will recommend the games I play to other friends.	
Continuous Use Intention	CUI1	I will continue to participate in this community in the future.	(Gomaa, et.al.,2019)
	CUI2	I will frequently return to this community in the future.	
	PURCH1	I intend to purchase virtual goods and/or my games' memberships.	

Purchase Intention	PURCH2	I predict I will purchase virtual goods and/or my games' memberships in the short term.	(Venkatesh and Davis, 2000)
	PURCH3	I will frequently purchase virtual goods and/or my games' memberships in the future.	(Dodds, Monroe, and Grewal, 1991)
	PURCH4	I intend to purchase advanced virtual goods for my characters in the game.	
	PURCH5	My willingness to buy advanced virtual goods in my games is high.	
	PURCH6	The likelihood that I would purchase advanced virtual goods in my games is high.	
Affective Trust	AFT1	I have made considerable emotional investments in the relationships with the community of members.	(TsaiandHung,2018)
	AFT2	I have a sharing relationship with the community of members to freely share my ideas, feelings, and hopes.	
	AFT3	I can discuss freely with community of members about difficultuies in games.	
	AFT4	I would feel a sense of loss if I could no longer stay together with the community of members.	
	AFT5	If I shared problems with the community of members, they would respond caringly.	

Cognitive Trust	CBT1	I know that the community of members contribute their knowledge with professionalism.	(TsaiandHung,2018)
	CBT2	Given the track records of members, I see no reason to doubt each other's competence.	
	CBT3	I have no doubt about acting on members' suggestions as they not make careless suggestions.	
	CBT4	I can rely on members to undertake a thorough analysis of the issue before advising me.	
	CBT5	I believe that other members should be trusted and respected as competent partners.	
Community Identification	CI1	When someone criticizes the value of this community, it feels like an insult to me.	(TsaiandHung,2018)
	CI2	Overall, this community's successes are my successes.	
	CI3	When someone praises this community, I am proud to be a part of it.	
	CI4	I am interested in what others think about this community.	
	CI5	When I talk about the contributions of this community, I usually say "we" rather than "they".	

CHAPTER FIVE
RESEARCH FINDINGS

5.1. DESCRIPTIVE STATISTICS FOR DEMOGRAPHIC VARIABLES

The demographic data asked in the questionnaire were targeting the respondents' gender, age, marital status, level of education, and level of income. Furthermore, the number of years the respondents play game, number of hours they play game, what type of games they generally play, and their most played games were asked

Through a three-month span of time 135 respondents' responses were collected. The respondents are E-sports team players. The below table (Table 2) shows a summary of demographic data collected by the questionnaire.

Table 5.1. Demographic characteristics of survey respondents (n=315)

		N	**Percentage**
Gender	Female	40	29.6%
	Male	95	70.4%
Marital Status	Married	22	16.3%
	Single	113	83.7%
Education Level	High School	16	11.9%
	University	96	71.1%
	Graduate	23	17.0%
Income	2500 TL and Less	54	40.0%
	2500 TL - 3500 TL	14	10.4%
	3501 TL - 4500 TL	14	10.4%
	4501 TL - 5500 TL	9	6.7%
	5501 TL - 6500 TL	4	3.0%
	6501 TL - 7500 TL	10	7.4%
	7501 TL and More	30	22.2%

The sample is composed of 135 respondents, with 40 of them being females and 95 being males, out of which 23 are married and 113 are singles. Regarding the education level of the respondents, it can be inferred that 16 are high school

graduates, 96 have or are in undergraduate degrees and 23 of them are postgraduates. The level of income ranges from 2500TL and less all the way to 7501 TL and more.

Regarding daily hours allocated for playing games it should be said that the sample mean is 3.45 and the standard deviation is 5.13. Furthermore, the active number of years playing's sample mean is 9.4 with a standard deviation of 5.05.

Furthermore, regarding the type of most played games of respondents it can be said that 47 of the respondents (34.81%) play shooting games. Shooting Games are composed of First-Person Shooter Games, which can be further classified into Battle Royale, Class Based, and Squat Based. More to the above 52 of the respondents (38.52%) played Strategy Games. Strategy Games are composed of Real Time Strategy Games (RTS), Multiplayer Online Battle Arena (MOBA), card and deck-building games. Sports Games hold the least number of players, 14 of the respondents (10.37%) play sports games. Sports Games are simulations of real sports, like FIFA or NBA. Last but not least 22 of respondents (16.30%) play Role Playing Games (RPG). RPG games are massively multiplayer online RPG (MMORPG), battle RPG, simulation RPG, and action RPG.

Table 5.2. List of Most Played Games

Game Types	Number	Percentage
Shooting Games	47	34.81
Strategy Games	52	38.52
Sports Game	14	10.37
Role Playing Games	22	16.30

The acquired data has been analyzed utilizing IBM SPSS 23.0 program

5.2. FACTOR ANALYSIS

As explained by (Hair et al., 2006) factor refers to the relationship between variables, and factor analysis's goal is to point out these relations. The main aim of factor analysis is to see whether the previous paradigms suggested in previous studies are still valid, and derivable or not.

Thus, factors analysis is used to ascertain what are the contrasting and identical measurements and components in this study with regards to previous studies and also if the found results and derived notions support the concepts that were formed and developed on a theoretical basis.

To make sure of suitability of data for factor analysis sampling adequacy is measured through Keiser – Meyer - Olkin (KMO) and Bartlett test.
KMO certifies that the data and utilized and its associated variables are interconnected. According to (air et al., 2006) the acceptable lower limit is 0.50 for KMO. Furthermore, (Hair et al., 2006) states that Bartlett's test specifies the statistical significance associated to interconnectedness among variables. The upper limit p value of 0.05 is widely accepted in Social Sciences. In order to make sure of reliability of variables Cronbach's alpha is used and the widely accepted measure is 0.70.

In this research, factor analysis for Tension Release, Enjoyment, Social Integrative, Perceived Value, Trust, Norms, Learning About Game Strategies, Professional Advancement, Continuous Use Intention, Perceived Reciprocal Benefit, Community Identification, Intention to Play and Purchase Intention were applied.

5.2.1. Factor and Reliability Analysis for Tension Release

To make sure of suitability, fitness, and usability of data for applying factor analysis KMO and Bartlett's test measurements are calculated. The outcomes (KMO=0.736, $\chi 2$ Bartlett test 655.546, df=36, p=0.000) were sufficient and

passable. Anti-image connection diagonals are all surpassing 0.50, all single items in the factor analysis are included and none of the items were excluded.

Component analysis and varimax rotation were implemented following the measurements.

Table 5.3. Factor Analysis for Tension Release

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability
Escape	ESC_2	0.844	26.338	0.834
	ESC_1	0.837		
	ESC_3	0.756		
Relaxation	RELAX_3	0.924	25.869	0.868
	RELAX_2	0.892		
	RELAX_1	0.708		
Distraction	DIST_3	0.848	24.176	0.753
	DIST_2	0.802		
	DIST_1	0.662		
		Total	76.383	
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.736
Bartlett's Test of Sphericity		Approx. Chi-Square		655.546
		df		36
		Sig.		0.000

For Tension Release there are three factors named “Escape”, “Relaxation” and “Distraction”.

Cronbach’s alpha coefficients were estimated to be reliable. Three dimensions named as “Relaxation”, “Escape” and “Distraction” were found as a result of the analysis, and its total variance is 76.38%. All three dimensions were reliable.

5.2.2. Factor and Reliability Analysis for Perceived Value

To make sure of suitability, fitness, and usability of data for applying factor analysis KMO and Bartlett's test measurements are calculated. The outcomes (KMO=0.690, $\chi 2$ Bartlett test 923.302, df=45, p=0.000) were sufficient and passable. Anti-image connection diagonals are all surpassing 0.50, one item from Emotional Value has been excluded.

Component analysis and varimax rotation were implemented following the measurements.

Table 5.4. Factor Analysis for Perceived Value

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability
Functional Value	Value_Functional_3	0.895	27.853	0.864
	Value_Functional_2	0.836		
	Value_Functional_1	0.713		
	Value_Functional_4	0.693		
Social Value	Value_Social_2	0.874	26.430	0.808
	Value_Social_1	0.788		
	Value_Social_3	0.777		
	Value_Social_4	0.567		
Emotional Value	Value_Emotional_3	0.892	20.938	0.919
	Value_Emotional_2	0.848		
		Total	75.221	
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.690
Bartlett's Test of Sphericity		Approx. Chi-Square		923.302
		df		45
		Sig.		0.000

For Perceived Value there are three factors named "Functional Value", "Social Value" and "Emotional Value".

Cronbach's alpha coefficients were estimated to be reliable. Three dimensions named as "Functional Value", "Social Value" and "Emotional Value" were found as a result of the analysis, and its total variance is 75.22%. All three dimensions were reliable.

5.2.3. Factor and Reliability Analysis for Trust

To make sure of suitability, fitness, and usability of data for applying factor analysis KMO and Bartlett's test measurements are calculated. The outcomes (KMO=0.853, $\chi 2$ Bartlett test 1570.871, df=36, p=0.000) were sufficient and passable. Anti-image connection diagonals are all surpassing 0.50, which means all single items in the factor analysis are included and none of the items were excluded.

Component analysis and varimax rotation were implemented following the measurements.

Table 5.5. Factor Analysis for Trust

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability
Cognitive Trust	Cognitive_trust_2	0.864	46.794	0.961
	Cognitive_trust_1	0.862		
	Cognitive_trust_4	0.831		
	Cognitive_trust_3	0.821		
	Cognitive_trust_5	0.766		
Affective Trust	Affective_trust_3	0.848	37.85	0.922
	Affective_trust_1	0.819		
	Affective_trust_2	0.782		
	Affective_trust_4	0.711		
		Total	84.644	
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.853
Bartlett's Test of Sphericity		Approx. Chi-Square		1570.871
		df		36
		Sig.		0.000

For Trust there are two factors named “Cognitive Trust”, and “Affective Trust”. Cronbach’s alpha coefficients were estimated to be reliable. Two dimensions named as “Cognitive Trust”, and “Affective Trust” were found as a result of the analysis, and its total variance is 84.64%. All two dimensions were reliable.

5.2.4. Factor and Reliability Analysis for Norms

To make sure of suitability, fitness, and usability of data for applying factor analysis KMO and Bartlett’s test measurements are calculated. The outcomes (KMO=0.717, $\chi 2$ Bartlett test 263.494, df=6, p=0.000) were sufficient and passable. Anti-image connection diagonals are all surpassing 0.50, two items one from Social Norm and one from Subjective Norms have been excluded.

Component analysis and varimax rotation were implemented following the measurements.

Table 5.6. Factor Analysis for Norms

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability
Social Norm	Social_Norm_3	0.916	44.808	0.895
	Social_Norm_1	0.875		
Subjective Norm	Subjective_Norm_1	0.873	39.415	0.712
	Subjective_Norm_2	0.781		
		Total	84.223	
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.717
Bartlett's Test of Sphericity		Approx. Chi-Square		263.494
		df		6
		Sig.		0.000

For Norms there are two factors named “Social Norm”, and “Subjective Norm”. Cronbach’s alpha coefficients were estimated to be reliable. Two dimensions named as “Social Norm”, and “Subjective Norm” were found as a result of the analysis, and its total variance is 84.22%. All two dimensions were found and were reliable.

5.2.5. Factor and Reliability Analysis for Enjoyment

To make sure of suitability, fitness, and usability of data for applying factor analysis KMO and Bartlett’s test measurements are calculated. The outcomes (KMO=0.804, $\chi 2$ Bartlett test 782.317, df=6, p=0.000) were sufficient and passable. Anti-image connection diagonals are all surpassing 0.50, all single items in the factor analysis are included and none of the items were excluded.

Component analysis and varimax rotation were implemented following the measurements.

Table 5.7. Factor Analysis for Enjoyment

Factor Name	Factor Items	Factor Loadins	% Variance	Reliability
Enjoyment	Enjoyment_3	0.978	89.943	0.961
	Enjoyment_4	0.960		
	Enjoyment_1	0.941		
	Enjoyment_2	0.913		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.804
Bartlett's Test of Sphericity		Approx. Chi-Square		782.317
		df		6
		Sig.		0.000

Cronbach's alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 89.67%.

5.2.6. Factor and Reliability Analysis for Social Integrative

To make sure of suitability, fitness, and usability of data for applying factor analysis KMO and Bartlett's test measurements are calculated. The outcomes (KMO=0.800, $\chi 2$ Bartlett test 818.99, df=28, p=0.000) were sufficient and passable. Anti-image connection diagonals are all surpassing 0.50, all single items in the factor analysis are included and none of the items were excluded.

Component analysis and varimax rotation were implemented following the measurements.

Table 5.8. Factor Analysis for Social Integrative

Factor Name	Factor Items	Factor Loadins	% Variance	Reliability
Shared Emotional Connection	Social_Integrative_7	0.901	41.700	0.908
	Social_Integrative_5	0.853		
	Social_Integrative_6	0.818		
	Social_Integrative_8	0.768		
	Social_Integrative_4	0.67		
Companionship	Social_Integrative_3	0.914	35.922	0.894
	Social_Integrative_2	0.897		
	Social_Integrative_1	0.884		
		Total	77.622	
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.800
Bartlett's Test of Sphericity		Approx. Chi-Square		818.999
		df		28
		Sig.		0.000

For Social Integrative there are two factors named “Shared Emotional Connection”, and “Companionship”.

Cronbach’s alpha coefficients were estimated to be reliable. Two dimensions named as “Shared Emotional Connection”, and “Companionship” were found as a result of the analysis, and its total variance is 77.62%. All two dimensions were reliable.

5.2.7. Factor and Reliability Analysis for Professional Advancement

To make sure of suitability, fitness, and usability of data for applying factor analysis KMO and Bartlett’s test measurements are calculated. The outcomes (KMO=0.692, $\chi 2$ Bartlett test 256.354, df=3, p=0.000) were sufficient and passable. Anti-image connection diagonals are all surpassing 0.50, all single items in the factor analysis are included and none of the items were excluded.

Component analysis and varimax rotation were implemented following the measurements.

Table 5.9. Factor Analysis for Professional Advancement

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability
Professional Advancement	Professional_Advancement_2	0.948	82.525	0.893
	Professional_Advancement_3	0.889		
	Professional_Advancement_1	0.887		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.692
Bartlett's Test of Sphericity		Approx. Chi-Square		256.354
		df		3
		Sig.		0.000

Cronbach’s alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 82.52%.

5.2.8. Factor and Reliability Analysis for Learning about Game Strategy

To make sure of suitability, fitness, and usability of data for applying factor analysis KMO and Bartlett's test measurements are calculated. The outcomes (KMO=0.773, $\chi 2$ Bartlett test 771.869, df=3, p=0.000) were sufficient and passable. Anti-image connection diagonals are all surpassing 0.50, all single items in the factor analysis are included and none of the items were excluded.

Component analysis and varimax rotation were implemented following the measurements.

Table 5.10. Factor Analysis for Learning about Game Strategy

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability
Learning about Game Strategy	Game_strategy_3	0.968	91.918	0.971
	Game_strategy_4	0.966		
	Game_strategy_2	0.961		
	Game_strategy_1	0.940		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.773
Bartlett's Test of Sphericity		Approx. Chi-Square		771.869
		df		6
		Sig.		0.000

Cronbach's alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 91.91%.

5.2.9. Factor and Reliability Analysis for Community Identification

To make sure of suitability, fitness, and usability of data for applying factor analysis KMO and Bartlett's test measurements are calculated. The outcomes (KMO=0.826, $\chi 2$ Bartlett test 616.863, df=10, p=0.000) were sufficient and passable. Anti-image connection diagonals are all surpassing 0.50, all single items in the factor analysis are included and none of the items were excluded.

Component analysis and varimax rotation were implemented following the measurements.

Table 5.11. Factor Analysis for Community Identification

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability
Community Identification	CI3	0.931	78.977	0.933
	CI4	0.904		
	CI5	0.883		
	CI1	0.868		
	CI2	0.857		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.826
Bartlett's Test of Sphericity		Approx. Chi-Square		616.863
		df		10
		Sig.		0.000

Cronbach's alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 78.97%.

5.2.10. Factor and Reliability Analysis for Reciprocal Benefits

To make sure of suitability, fitness, and usability of data for applying factor analysis KMO and Bartlett's test measurements are calculated. The outcomes (KMO=0.777, $\chi 2$ Bartlett test 473.797, df=3, p=0.000) were sufficient and passable. Anti-image connection diagonals are all surpassing 0.50, all single items in the factor analysis are included and none of the items were excluded.

Component analysis and varimax rotation were implemented following the measurements

Table 5.12. Factor Analysis for Reciprocal Benefits

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability
Reciprocal Benefits	PRB3	0.971	93.234	0.963
	PRB2	0.967		
	PRB1	0.959		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.777
Bartlett's Test of Sphericity		Approx. Chi-Square		473.797
		df		3
		Sig.		0.000

Cronbach's alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 93.23%.

5.2.11. Factor and Reliability Analysis for Continues to Use

To make sure of suitability, fitness, and usability of data for applying factor analysis KMO and Bartlett's test measurements are calculated. The outcomes (KMO=0.500, $\chi 2$ Bartlett test 268.785, df=1, p=0.000) were sufficient and passable. Anti-image connection diagonals are all surpassing 0.50, all single items in the factor analysis are included and none of the items were excluded.

Component analysis and varimax rotation were implemented following the measurements

Table 5.13. Factor Analysis for Continues to Use

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability
Continues to Use	Continues_use_1	0.983	95.596	0.964
	Continues_use_2	0.983		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.500
Bartlett's Test of Sphericity		Approx. Chi-Square		268.785
		df		1
		Sig.		0.000

Cronbach's alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 95.59%.

5.2.12. Factor and Reliability Analysis for Intention to Play

To make sure of suitability, fitness, and usability of data for applying factor analysis KMO and Bartlett's test measurements are calculated. The outcomes (KMO=0.707, $\chi 2$ Bartlett test 326.666, df=3, p=0.000) were sufficient and passable. Anti-image connection diagonals are all surpassing 0.50, all single items in the factor analysis are included and none of the items were excluded.

Component analysis and varimax rotation were implemented following the measurements

Table 5.14. Factor Analysis for Intention to Play

Factor Name	Factor Items	Factor Loadins	% Variance	Reliability
Intention to Play	Intention_play_2	0.962	86.636	0.923
	Intention_play_3	0.925		
	Intention_play_1	0.905		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.707
Bartlett's Test of Sphericity		Approx. Chi-Square		326.666
		df		3
		Sig.		0.000

Cronbach's alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 86.63%.

5.2.13. Factor and Reliability Analysis for Purchase Intention

To make sure of suitability, fitness, and usability of data for applying factor analysis KMO and Bartlett's test measurements are calculated. The outcomes (KMO=0.876, $\chi 2$ Bartlett test 1259.870, df=15, p=0.000) were sufficient and passable. Anti-image connection diagonals are all surpassing 0.50, all single items in the factor analysis are included and none of the items were excluded.

Component analysis and varimax rotation were implemented following the measurements

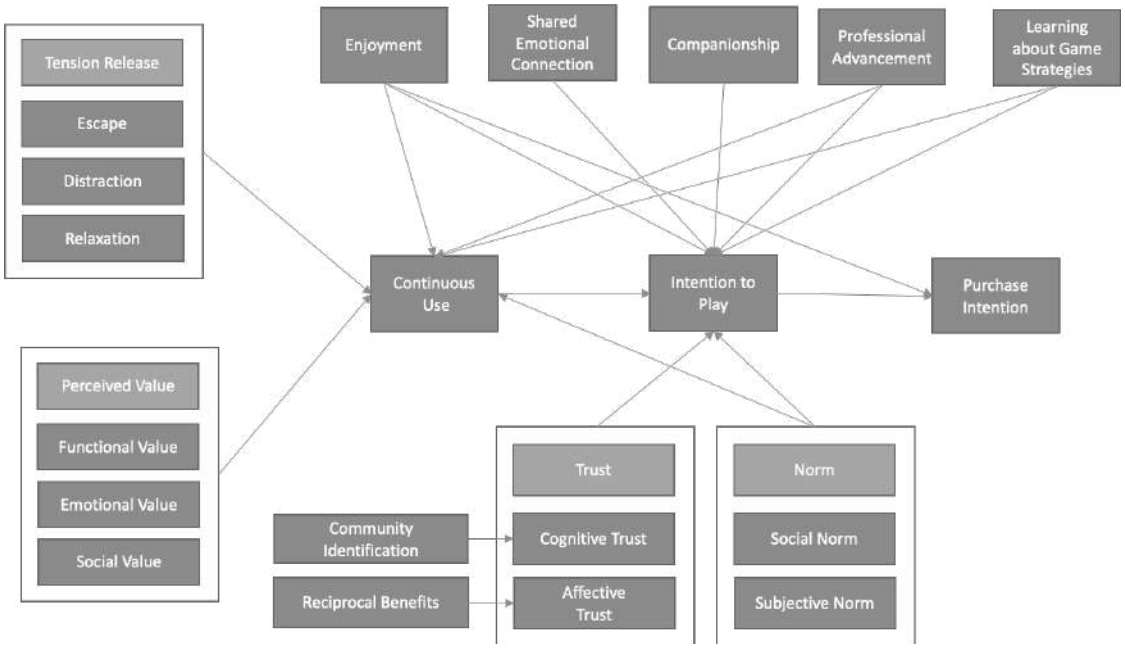
Table 5.15. Factor Analysis for Purchase Intention

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability
Purchase Intention	Purchase_Intention_4	0.964	87.322	0.970
	Purchase_Intention_5	0.96		
	Purchase_Intention_3	0.949		
	Purchase_Intention_6	0.943		
	Purchase_Intention_2	0.914		
	Purchase_Intention_1	0.872		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.876
Bartlett's Test of Sphericity		Approx. Chi-Square		1259.870
		df		15
		Sig.		0.000

Cronbach's alpha coefficient was determined, and it was estimated to be reliable. One dimension was found as a result of the analysis, and its total variance is 87.32%.

Latter to factor analysis the paper's conceptual model and the suggested hypotheses were modified which are as the following:

Figure 5.1. Revised Conceptual Research Model



The suggested and tested hypotheses of this paper are as the following:

H_1: Tension Release associated to E-sports has an effect on Continuous Use Intention of gamers.

H_{1a}: The sense of Escapism associated with E-sports has an effect on Continuous Use Intention of gamers.

H_{1b}: The sense of Distraction associated with E-sports has an effect on Continuous Use Intention of gamers.

H_{1c}: The sense of Relaxation associated with E-sports has an effect on Continuous Use Intention of gamers.

H2: Perceived Value associated with E-sports has an effect on Continuous Use Intention of gamers

H_{2a}: The Functional Value associated with E-sports has an effect on Continuous Use Intention of gamers.

H_{2b}: The emotional value associated with E-sports has an effect on continuous use intention of gamers.

H_{2c}: The Social Value associated with E-sports has an effect on Continuous Use Intention of gamers.

H3: Trust associated with E-sports has an effect on Intention to Play.

H_{3a}: The Cognitive Trust associated with E-sports has an effect on Intention to Play.

H_{3b}: The Affective Trust associated with E-sports has an effect on Intention to Play.

H4: Community Identification has an effect on Cognitive Trust.

H5: Reciprocal Benefits has an effect on Affective Trust.

H_{6a}: Social Norm associated with E-sports has an effect on Intention to Play.

H_{6b}: Subjective Norm associated with E-sports has an effect on Intention to Play.

H7: Enjoyment associated with E-sports has an effect on Continuous Use.

H8: Enjoyment associated with E-sports has an effect on Intention to Play.

H9: Enjoyment associated with E-sports has an effect on Purchase Intention.

H10: Social Integrative has an effect on Intention to Play.

H_{10a}: Shared Emotional Connection has an effect on Intention to Play.

H_{10b}: Companionship has an effect on Intention to Play.

H11: Professional Advancement has an effect on Continuous Use Intention.

H12: Professional Advancement has an effect on Intention to Play.

H13: Learning About Game Strategies associated with E-sports has an effect on Continuous Use Intention.

H14: Learning About Game Strategies associated with E-sports has an effect on Intention to Play.

H15: Continuous Use Intention has an effect on Intention to Play.

H16: Intention to Play as an effect on Purchase Intention.

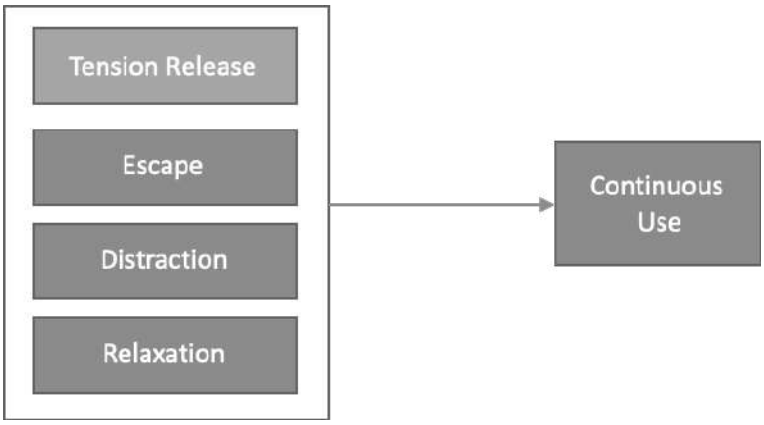
5.3. REGRESSION ANALYSIS

One of the most trustworthy ways to explain reliable relation between dependent and independent variables is to use regression analysis Through regression analysis the measurement of impacts that independent variables have on dependent variables can be calculated and illustrated. Dependent variables are the aims of the study, and a researcher aims to show how independent variables affect the dependent ones through proposed hypotheses. Thus, it can be said that the topic of a research paper is built around dependent variables. In a case where an impact of one independent variable is to be shown and a dependent variable simple regression is utilized. ON the other hand, if impacts of two or more independent variables are to be shown on a dependent variable multiple regression is utilized.

5.3.1. Multiple Linear Regression Analysis of H_1 (H_{1a}, H_{1b} and H_{1c})

Multiple Linear Regression Analysis was utilized to discover the relationship between Tension Release and Continuous Use.

Figure 5.2. Multiple Linear Regression model for H_1



As illustrated in Table 5.16 Escape influences Continuous Use. The total explanatory power of model was 6.8 % (R=0.260; R2=0.068; F=9.653, p=0.002).

Table 5.16. Simple Linear Regression of Tension Release and Continuous Use

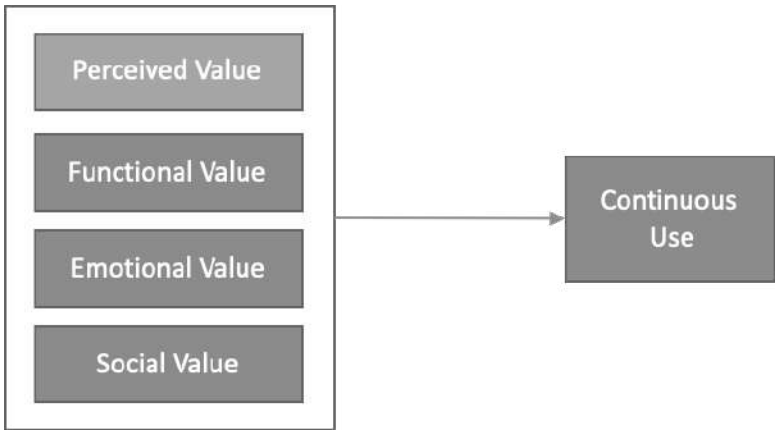
Dependent variable: Continuous Use			
Independent variables:	**Beta**	**t-value**	**p-value**
Escape	0.260	3.107	0.002

Continuous Use was described by Escape (β=0.260, p= 0.002) supporting H1a. It can be inferred that approximately 6.8% of the variation in Continuous Use can be described by Escape.

5.3.2. Multiple Linear Regression Analysis of H_2 (H_{2a}, H_{2b} and H_{2c})

Multiple Linear Regression Analysis was utilized to discover the relationship between Perceived Value and Continuous Use.

Figure 5.3. Multiple Linear Regression model for H_2



As illustrated in Table 18 Social Value influences Continuous Use. The total explanatory power of model was 46.8% (R=0.684; R2=0.468; F=121.305, p=0.000).

Table 5.17. Simple Linear Regression of Perceived Value and Continuous Use

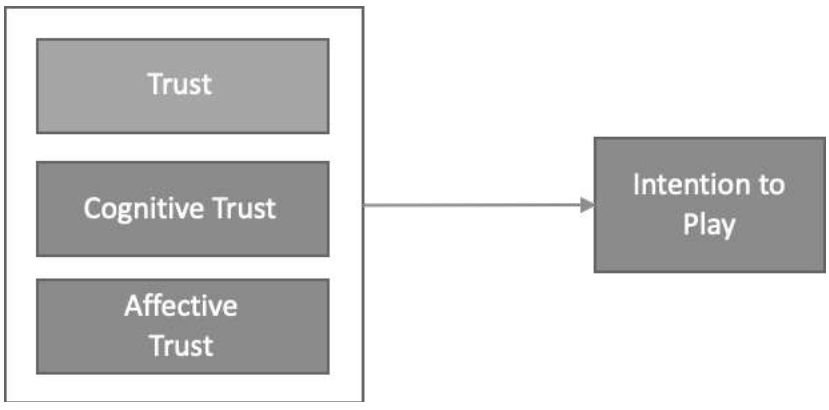
Dependent variable: Continuous Use			
Independent variables:	**Beta**	**t-value**	**p-value**
Social Value	0.684	10.811	0.000

Continuous Use was explained by Social Value (β=0.684, p= 0.000) supporting H2c. It can be inferred that approximately 46.8% of the variation in Continuous Use can be described by Social Value.

5.3.3. Multiple Linear Regression Analysis of H_3 (H_{3a} and H_{3b})

Multiple Linear Regression Analysis was utilized to discover the relationship between Trust and Intention to Play.

Figure 5.4. Multiple Linear Regression model for H_3



As illustrated in Table 19 Affective Trust influences Intention to Play. The total explanatory power of model was 24.5% (R=0.495; R^2=0.245; F=43.104, p=0.000).

Table 5.18. Simple Linear Regression of Trust and Intention to Play

Dependent variable: Intention to Play			
Independent variables:	**Beta**	**t-value**	**p-value**
Affective Trust	0.495	6.565	0.000

Intention to Use was described by Affective Trust (β=0.495, p= 0.000) supporting **H_{3b}**. It can be inferred that approximately 24.5% of the variation in Intention to Play can be described by Affective Trust.

5.3.4. Simple Linear Regression Analysis of H_4 and H_5

Single Linear Regression Analysis was utilized to discover the relationship between Community Identification and Cognitive Trust for H_4 as well for the relationship of Reciprocal Benefits and Affective Trust for H_5

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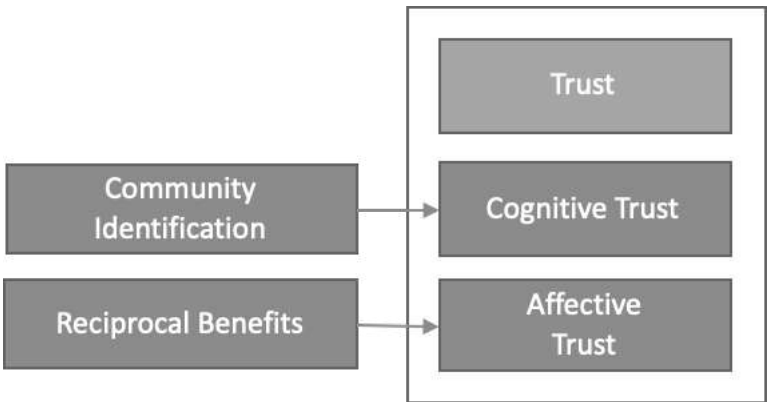
Figure 5.5. Simple Linear Regression model for H_4 and H_5



H_4: Community identification has an influence on Cognitive Trust.

Community identification has an influence on Cognitive trust. The total explanatory power of model was 72% (R=0.849; R^2=0.720; F=342.784, p=0.000).

Table 5.19. Simple Linear Regression of Community Identification and Cognitive trust

Dependent variable: Cognitive trust			
Independent variables:	**Beta**	**t-value**	**p-value**
Community identification	0.849	18.514	0.000

Cognitive trust was described by Community identification (β=0.849, p= 0.000) supporting **H_4**. It can be inferred that approximately 72% of the variation in Cognitive trust can be described by Community Identification.

H_5: Reciprocal benefits has an effect on affective trust.

Reciprocal benefits have an influence on Affective trust. The total explanatory power of model was 62.3% (R=0.789; R^2=0.623; F=219.880, p=0.000).

Table 5.20. Simple Linear Regression of Reciprocal Benefits and Affective Trust

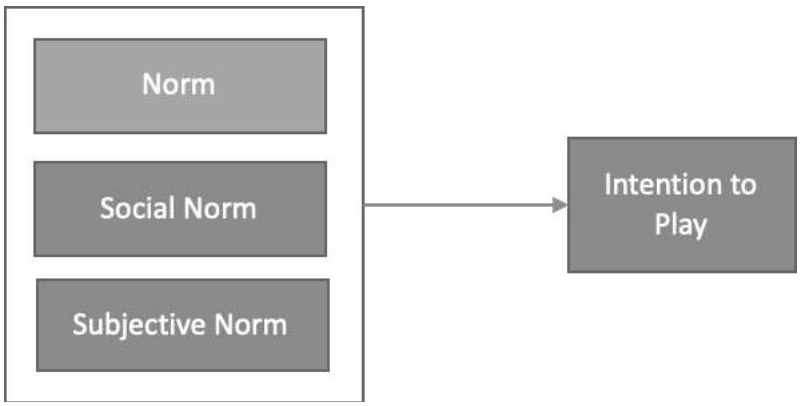
Dependent variable: Affective trust			
Independent variables:	**Beta**	**t-value**	**p-value**
Reciprocal benefits	0.789	14.828	0.000

Affective trust was described by Reciprocal benefits (β=0.789, p= 0.000) supporting H_5. It can be inferred that approximately 62.3% of the variation in Affective trust can be described by Reciprocal benefits.

5.3.5. Multiple Linear Regression Analysis of H_{6a} and H_{6b}

Multiple Linear Regression Analysis was utilized to discover the relationship between Social and Subjective Norms and Intention to Play.

Figure 5.6. Simple Linear Regression model for H_{6a} and H_{6b}



Norm influences Intention to Play. The total explanatory power of model was 32.2% (R=0.567; R^2=0.322; F=31.337, p=0.000).

Table 5.21. Simple Linear Regression of Norms and Intention to Play

Dependent variable: Intention to Play			
Independent variables:	**Beta**	**t-value**	**p-value**
Social Norms	0.373	4.037	0.000
Subjective Norms	0.252	2.727	0.007

Intention to Play explained by Social Norm (β=0.373, p= 0.000) and Subjective Norm (β=0.252, p= 0.000). Social Norm has more contribution on Intention to Play.

5.3.6. Simple Linear Regression Analysis of H_7

Simple Linear Regression Analysis was utilized to discover the relationship between Enjoyment and Continuous Use.

Figure 5.7. Simple Linear Regression model for H_7

As reflected Table 22 Enjoyment influences Continuous Use. The total explanatory power of model was 5.2% (R=0.228; R^2=0.055; F=7.302, p=0.008).

Table 5.22. Simple Linear Regression of Enjoyment and Continuous Use

Dependent variable: Continuous Use			
Independent variables:	**Beta**	**t-value**	**p-value**
Enjoyment	0.228	2.702	0.008

Continuous Use was described by Enjoyment (β=0.228, p= 0.000) supporting H_7. It can be inferred that approximately 5.2% of the variation in Continuous Use can be described by Enjoyment. We see a weak relationship.

5.3.7. Simple Linear Regression Analysis of H_8

Simple Linear Regression Analysis was utilized to discover the relationship between Enjoyment and Intention to Play.

Figure 5.8. Simple Linear Regression model for H8

As reflected Table 23 Enjoyment influences Intention to Play. The total explanatory power of model was 26.5% (R=0.515; R^2=0.265; F=47.888, p=0.000).

Table 5.23. Simple Linear Regression of Enjoyment and Intention to Play

Dependent variable: Intention to Play			
Independent variables:	**Beta**	**t-value**	**p-value**
Enjoyment	0.515	6.920	0.000

Intention to Play was described by Enjoyment (β=0.515, p= 0.000) supporting H_8. It can be inferred that approximately 26.5% of the variation in Intention to Play can be described by Enjoyment.

5.3.8. Simple Linear Regression Analysis of H_9

Simple Linear Regression Analysis was utilized to discover the relationship between Enjoyment and Purchase Intention.

Figure 5.9. Simple Linear Regression model for H_9

There is no relationship between Enjoyment and Purchase Intention rejected H_9.

5.3.9. Simple Linear Regression Analysis of H_{10a} and H_{10b}

Simple Linear Regression Analysis was utilized to discover the relationship between Shared Emotional Connection and Intention to play H_{10a} and for the relationship between Companionship and Intention to Play H_{10b}.

Figure 5.10. Multiple Linear Regression model for H_{10a}

H_{10a}: Shared Emotional Connection Influences Intention to Play.

Shared Emotional Connection Influences Intention to Play. The total explanatory power of model was 28.3% (R=0.532; R^2=0.283; F=52.417, p=0.000).

Table 5.24. Simple Linear Regression of Shared Emotional Connection and Intention to play

Dependent variable: Intention to play			
Independent variables:	**Beta**	**t-value**	**p-value**
Shared Emotional Connection	0.532	7.240	0.000

Intention to play was described by Shared Emotional Connection (β=0.532, p= 0.000) supporting H_{10a}. It can be inferred that approximately 28.3% of the variation in Intention to Play can be described by Shared Emotional Connection.

H_{10b}: Companionship influences Intention to play.

Companionship influences Intention to play. The total explanatory power of model was 3.8% (R=0.194; R^2=0.038; F=5.201, p=0.000).

Figure 5.11. Multiple Linear Regression model for H_{10b}

Table 5.25. Simple Linear Regression of Companionship and Intention to Play

Dependent variable: Intention to play			
Independent variables:	**Beta**	**t-value**	**p-value**
Companionship	0.194	2.281	0.024

Intention to play was described by Companionship (β=0.194, p= 0.024) supporting H_{10b}. It can be inferred that approximately 3.8% of the variation in Intention to play can be described by Companionship.

5.3.10. Simple Linear Regression Analysis of H_{11}

Professional Advancement influences Continuous Use. The total explanatory power of model was 23.3% (R=0.483; R^2=0.233; F=40.458, p=0.000).

Figure 5.12. Multiple Linear Regression model for H_{11}

Table 5.26. Simple Linear Regression of Professional Advancement and Continuous Use

Dependent variable: Continuous Use			
Independent variables:	**Beta**	**t-value**	**p-value**
Professional Advancement	0.483	6.361	0.000

Continuous Use was described by Professional Advancement (β=0.483, p= 0.000) supporting H_{11}. It can be inferred that approximately 2.33% of the variation in Continuous Use can be described by Professional Advancement.

5.3.11. Simple Linear Regression Analysis of H_{12}

Professional Advancement influences Intention to Play. The total explanatory power of model was 26.2% (R=0.512; R^2=0.262; F=47.258, p=0.000).

Figure 5.13. Multiple Linear Regression model for H_{12}

Table 5.27. Simple Linear Regression of Professional Advancement and Intention to Play

Dependent variable: Intention to Play			
Independent variables:	**Beta**	**t-value**	**p-value**
Professional Advancement	0.512	6.874	0.000

Intention to Play was described by Professional Advancement (β=0.512, p= 0.000) supporting H_{12}. It can be inferred that approximately 2.62% of the variation in Intention to Play can be described by Professional Advancement.

5.3.12. Simple Linear Regression Analysis of H_{13}

Learning About Game Strategies influences Continuous Use. The total explanatory power of model was 33.9% (R=0.582; R^2=0.339; F=68.195, p=0.000).

Figure 5.14. Simple Linear Regression model for H_{13}

Table 5.28. Simple Linear Regression of Learning about Game Strategies and Continuous Use

Dependent variable: Continuous Use			
Independent variables:	**Beta**	**t-value**	**p-value**
Learning about Game Strategies	0.582	8.258	0.000

Continuous Use was described by Learning About Game Strategies (β=0.582, p= 0.000) supporting H_{13}. It can be inferred that approximately 33.9% of the variation in Continuous Use can be described by Learning About Game Strategies.

5.3.13. Simple Linear Regression Analysis of H_{14}

Learning about Game Strategies influences Intention to Play. The total explanatory power of model was 44.7% (R=0.669; R^2=0.447; F=107.499, p=0.000).

Figure 5.15. Simple Linear Regression model for H_{14}

Table 5.29. Simple Linear Regression of Learning about Game Strategies and Intention to Play

Dependent variable: Intention to Play			
Independent variables:	**Beta**	**t-value**	**p-value**
Learning about Game Strategies	0.669	10.368	0.000

Intention to Play was described by Learning About Game Strategies (β=0.669, p= 0.000) supporting H_{14}. It can be inferred that approximately 44.7% of the variation in Intention to Play can be described by Learning about Game Strategies.

5.3.14. Simple Linear Regression Analysis of H_{15}

Continuous Use influences Intention to Play. The total explanatory power of model was 14.2% (R=0.376; R^2=0.142; F=21.935, p=0.000).

Figure 5.16. Simple Linear Regression model for H_{15}

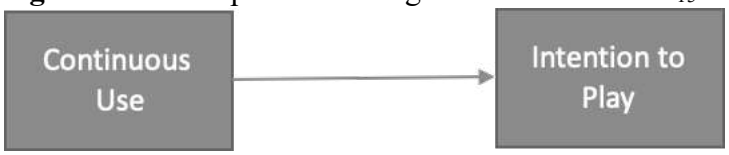


Table 5.30. Simple Linear Regression of Continuous Use and Intention to Play

Dependent variable: Intention to Play			
Independent variables:	**Beta**	**t-value**	**p-value**
Continuous Use	0.376	4.684	0.000

Intention to Play was described by Continuous Use (β=0.376, p= 0.000) supporting H_{15}. It can be inferred that approximately 14.2% of the variation in Intention to Play can be explained by Continuous Use.

5.3.15. Simple Linear Regression Analysis of H_{16}

Purchase Intention influences Continuous Use. The total explanatory power of model was 17.6% (R=0.420; R^2=0.176; F=28.445, p=0.000).

Figure 5.17. Simple Linear Regression model for H_{16}

Table 5.31. Simple Linear Regression of Intention to Play and Purchase Intention

Dependent variable: Intention to Play			
Independent variables:	**Beta**	**t-value**	**p-value**
Continuous Use	0.420	5.333	0.000

Purchase Intention was described Continuous Use (β=0.420, p= 0.000) supporting H_{16}. It can be inferred that approximately 17.6% of the variation in Purchase Intention can be described by Continuous Use.

5.4. SUMMARY OF HYPOTHESIS RESULTS

As a result of various analyses mentioned, accepted and rejected hypotheses can be read from the below Table 5.32.

Table 5.32. Summary of Hypotheses Results

Hypotheses	**Results**
H_1: Tension Release associated to E-sports has an effect on Continuous Use Intention of gamers.	Accepted
H_{1a}: The sense of Escapism associated with E-sports has an effect on Continuous Use Intention of gamers.	Accepted
H_{1b}: The sense of Distraction associated with E-sports has an effect on Continuous Use Intention of gamers.	Accepted
H_{1c}: The sense of Relaxation associated with E-sports has an effect on Continuous Use Intention of gamers.	Accepted

H2: Perceived Value associated with E-sports has an effect on Continuous Use Intention of gamers	Accepted
H_{2a}: The Functional Value associated with E-sports has an effect on Continuous Use Intention of gamers.	Accepted
H_{2b}: The emotional value associated with E-sports has an effect on continuous use intention of gamers.	Accepted
H_{2c}: The Social Value associated with E-sports has an effect on Continuous Use Intention of gamers.	Accepted
H3: Trust associated with E-sports has an effect on Intention to Play.	Accepted
H_{3a}: The Cognitive Trust associated with E-sports has an effect on Intention to Play.	Rejected
H_{3b}: The Affective Trust associated with E-sports has an effect on Intention to Play.	Accepted
H4: Community Identification has an effect on Cognitive Trust.	Accepted

H5: Reciprocal Benefits has an effect on Affective Trust.	Accepted
H_{6a}: Social Norm associated with E-sports has an effect on Intention to Play.	Accepted
H_{6b}: Subjective Norm associated with E-sports has an effect on Intention to Play.	Accepted
H7: Enjoyment associated with E-sports has an effect on Continuous Use.	Accepted
H8: Enjoyment associated with E-sports has an effect on Intention to Play.	Accepted
H9: Enjoyment associated with E-sports has an effect on Purchase Intention.	Rejected
H10: Social Integrative has an effect on Intention to Play.	Accepted
H_{10a}: Shared Emotional Connection has an effect on Intention to Play.	Accepted
H_{10b}: Companionship has an effect on Intention to Play.	Accepted
H11: Professional Advancement has an effect on Continuous Use Intention.	Accepted

H12: Professional Advancement has an effect on Intention to Play.	Accepted
H13: Learning About Game Strategies associated with E-sports has an effect on Continuous Use Intention.	Accepted
H14: Learning About Game Strategies associated with E-sports has an effect on Intention to Play.	Accepted
H15: Continuous Use Intention has an effect on Intention to Play.	Accepted
H16: Intention to Play as an effect on Purchase Intention.	Accepted

CHAPTER SIX
CONCLUSION AND MANAGERIAL IMPLICATIONS

6.1. Conclusion

The ultimate purpose of this paper was to investigate the reasons behind individuals' E-sports engagement and purchasing virtual goods associated with E-sports. Thus, Intention to Play, and Purchase Intention of individuals have been investigated. To reach the goal a sample group of 135 was reached and was questioned through an online questionnaire.

By utilizing IBM SPSS 23.0 and through factor analysis, simple and multiple regression analysis the gathered data has been analyzed. Results of the analyses have illustrated that all hypotheses except $H3_a$ and H9 have been accepted. $H3_a$ (The Cognitive Trust associated with E-sports has an effect on Intention to Play), H9 (Enjoyment associated with E-sports has an effect on Purchase Intention) has been rejected. As far as credibility is into consideration, Learning about Game Strategies has the highest impact on Intention to Play with Beta of 0.669, which then followed by Shared Emotional Connection with Beta of 0.532, then Enjoyment comes with Beta of 0.515, Professional Advancement with Beta of 0.512, Affective Trust with Beta of 0.495, Continuous use Intention with Beta of 0.376, Social Norm with Beta of 0.373, followed by Subjective Norm with Beta of 0.252, and finally Companionship with Beta of 0.194. Interestingly Learning about Game Strategies has the highest impact on Intention to Play. The finding regarding Learning about Game Strategies is in line with what (Sjoblom and Hamari, 2017) found in their work too. This infers gamers get satisfied and fulfilled with the knowledge the receive and this motivates them to engage more with playing and usage of games. The next notion that should be touched upon is Shared Emotional Connection, the sense of community and belongingness plays a massive role on Intention to Play as nature of gaming is very social based and society oriented. According to (Sjoblom and Hamari, 2017) an increased Shared Emotional Connection can lead to a higher Intention to Play. Coming to Enjoyment, which can be one of the bases of engaging

with gaming. As the enjoyment gets more, the higher gets the Intention to Play (Sjoblom and Hamari, 2017). In this age that E-sports and gaming can be pursued as a career, a special attention should be given to Professional Advancement. Gamers tend to go professional day by day to win more income and seek for more ways to pursue their professional goals. The gamers' professional goals are precious for them and game producers as well as researchers in the field should be more aware of the fact, this finding about Professional Advancement is in line with what (Smock et al., 2011) found in their work. Professional Advancement is a solid reason for Intention to Play and the higher the Professional Advancement motivation the higher the Intention to Play. Professional Advancement as well can a network-oriented motivation. One other important factor affecting Intention to Play is Affective Trust, which is a trust on community and on interpersonal links in a gaming society. Affective Trust is a belief that members are selfless and affectionate of each other. In many studies a huge attention has been paid to Cognitive Trust while very less attention to Affective Trust. Affective Trust has a decent impact on Intention to Play and it can be a base for future studies. Our finding regarding Affective Trust impacting Intention to Play is in line with what (Tsai and Hung, 2018) found in their studies as well. Surely for further studies the effects of Norms and Companionship should not be excluded as they deliver some impacts however low on Intention to Play.

Taking Purchase Intention into consideration, Intention to Play has an impact with a Beta of 0.42. There is no relation between Enjoyment and Purchase Intention. This is in line with what (Sjoblom and Hamari,2017) found in their article too. This infers that as players enjoy the game they play; they see no reason to purchase any virtual good. Thus, in order to create a motivation for an individual to purchase a virtual good, the enjoyment should be minimally decreased. However, it can be inferred that the nodes that impact Intention to Play, have an indirect impact on Purchase Intention. This creates a base for future studies to explore the impacts of the other nodes on Purchase Intention.

6.2. Managerial Implication

For the sake of managerial implication, it should be stated that the game companies and game marketers should give more value to social, professional, and emotional needs of players. They should create environments for the players to connect and form communities. Furthermore, the needs and motivation for professional advancement of players should be addressed, thus game producers should create a room that provides and gratifies the professional career pursuit of the players. Games are considered social activities, therefore, Norms, be it subjective or social, can have recognizable impacts on Intention to Play and indirectly on Purchase Intention. So, game producers should give massive attention to creating a sense of community for their gamers and create a foundation for them where they can consider themselves part of a community. More to the above, Enjoyment should be a notion that marketers and producers should pay attention to. Enjoyment is considered as the joker of the group variables. On one hand, increases the Intention to Play, however; on the other hand, as Enjoyment increases, the need for a virtual good decrease. Thus, Enjoyment measurements should be handled by the gamer producers. Thus, games should mentally, and possibly physically, challenging for the gamers and E-sports athletes. Content creation can play a crucial role in this case.

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APPENDICES

APPENDIX 1: QUESTIONNAIRE

E-spor ve Sanal Ürün Satın Alma Davranışı

Lütfen sorulara oynadığınız oyunları ve ait olduğunuz gaming topluluğunuzu dikkatte alarak cevaplayınız

* Required

1. Cinsiyetiniz *

Mark only one oval.

- ◯ Kadın
- ◯ Erkek
- ◯ Diğer

2. Yaşınız *

_____

3. Medeni Durumunuz *

Mark only one oval.

- ◯ Evli
- ◯ Bekar

4. Eğitiminiz *

Mark only one oval.

- ◯ İlkoku
- ◯ Ortaokul
- ◯ Lise
- ◯ Üniversite
- ◯ Yüksek Lisans
- ◯ Doktora

5. Gelir Seviyeniz *

Mark only one oval.

- 2500 TL'den az
- 2500 TL - 3500 TL
- 3501 TL - 4500 TL
- 4501 TL - 5500 TL
- 5501 TL - 6500 TL
- 6501 TL - 7500 TL
- 7501'den fazla

6. Kaç yıldır online oyun oynuyorsunuz? *

7. Ortalama günde kaç saat oyun oynarsınız? *

8. Hangi tip oyunları oynarsınız? *

9. En çok oynadığınız oyunun adı nedir? *

10. Aşağıdaki ifadelere ne derece katıldığınızı 1= Hiç Katılmıyorum 5=Tamamen Katılıyorum olacak şekilde lütfen cevap veriniz. *

Mark only one oval per row.

	Hiç Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Tamamer Katılıyorur
Oyun oynarken, okul, iş ve diğer şeyler, aklımdan					

çıkabilir.					
Oyun oynarken, ailemden ve çevremdekilerden uzaklaşabilirim.					
Oyun oynarken, yapmam gereken iş veya görevlerden uzaklaşabilirim.					
Oyun oynamak benim için bir alışkanlık gibidir.					
Yapacak daha iyi bir şey bulamadığımda oyun oynarım.					
Zaman geçirmek için oyun oynarım.					
Oyun oynamak beni rahatlatır.					
Oyun oynamak beni sakinleştirir.					
Oyun oynamak keyif verici bir dinlenmedir					
Oyun oynamayı keyif verici bulurum.					
Oyun oynamak heyecan vericidir.					
Oyun oynamak eğlencelidir.					
Oyun oynamak zevklidir.					
Benim için önemli olan kişiler online oyunlar oynamamı destekler.					
Davranışlarımı etkileyen insanlar başka alternatif aktiviteler yerine online oyunlar oynamamı isterler.					
Önem verdiğim çoğu insan online oyun oynamamın iyi bir fikir olduğunu düşünür.					

İş/okul arkadaşlarım online oyunlar oynamamın gerekli olduğunu düşünür.	◯	◯	◯	◯	◯
Ailem ve akrabalarım online oyunlar oynamamın gerekli olduğunu düşünür.	◯	◯	◯	◯	◯
Arkadaşlarım online oyunlar oynamamın gerekli olduğunu düşünür.	◯	◯	◯	◯	◯
Oyunlar sayesinde yalnız hissetmem.	◯	◯	◯	◯	◯
Konuşacak veya vakit geçirebilecek birisi yoksa oyun oynarım.	◯	◯	◯	◯	◯
Oyun oynarken kendimi daha az yalnız hissederim.	◯	◯	◯	◯	◯
Gaming topluluğunun bir parçası olmak benim için önemlidir.	◯	◯	◯	◯	◯
Gaming topluluğundaki diğer oyuncularla bolca vakit geçiririm ve onlarla vakit geçirmekten hoşlanırım.	◯	◯	◯	◯	◯
Uzun bir süre boyunca gaming topluluğunda bir oyuncu olacağımı düşünürüm.	◯	◯	◯	◯	◯
Gaming topluluğunun önemli ortak etkinlikleri olur.	◯	◯	◯	◯	◯
Gaming topluluğunda oyuncular birbirlerini önemser.	◯	◯	◯	◯	◯
Gelecekte online oyunlar oynamaya niyetliyim.	◯	◯	◯	◯	◯
Şu anda olduğu gibi düzenli olarak online oyunlar oynamaya devam edeceğim.	◯	◯	◯	◯	◯

Gelecekte de mümkün olduğu kadar çok online oyunlar oynamaya devam edeceğim.					
Gaming grubumla/topluluğumla iletişimde kalmak, oyun stratejileriyle ilgili yeni bilgileri öğrenmemi sağlar.					
Gaming grubumla/topluluğumla iletişimde kalmak, oyunları oynamayı öğrenme konusunda bana yardımcı olur.					
Oyun grubumla etkileşimde kalmak, oynadığım oyunlar hakkında ipuçları elde etmemi sağlar.					
Gaming grubumla/topluluğumla iletişimde kalmak, mevcut oyun taktiklerini kavramama yardımcı olur.					
Online oyunları oynamak, profesyonel geleceğim için faydalıdır.					
Online oyun oynamak özgeçmişimde iyi görünür.					
Online oyunlar oynamak, profesyonel bağlantılar kurmam açısından yardımcıdır.					
Oynadığım oyunların birbirinden farklı içerik ve temalardan oluştuklarını düşünürüm.					
Oynadığım oyunları kolayca oynayabilir ve yönetebilirim.					
Oynadığım oyunların sahnelerini, müziklerini ve rol					

dizaynlarını harika bulurum.					
Oynadığım oyunlarda hedeflerin net olduğunu düşünürüm.	◯	◯	◯	◯	◯
Oyun oynamak vakit öldürür.	◯	◯	◯	◯	◯
Oyunlarda başarı sağlamak bana keyif verir.	◯	◯	◯	◯	◯
Oyunlarda başarı sağlamak beni heyecanlandırır.	◯	◯	◯	◯	◯
Oyunlarda başarı sağlamak, arkadaşlarımın gözünde yeteneklerimi sergilememe ve tatmin duygusu yaşamama yardımcı olur.	◯	◯	◯	◯	◯
Oyun oynamak, bana toplumsal kimlik bilinci sağlar.	◯	◯	◯	◯	◯
Oyun oynamak yeni arkadaşlar edinmeme ve sosyal çevremi genişletmeme yardımcı olur.	◯	◯	◯	◯	◯
Oyun oynamak, gerçek hayatta sık görüşemediğim arkadaşlarımla etkileşim ve bağlantı kurmamı sağlar.	◯	◯	◯	◯	◯
Oyun oynarken kendimi farklılaştırmak ve diğerlerinin dikkatini çekebilmek için destekleyici oyuncu ekipmanları ve/veya sanal ürünler satın alırım.	◯	◯	◯	◯	◯
Oyun sürecini hızlandırmak ve sarf etmem gereken eforu azaltmak için para öderim.	◯	◯	◯	◯	◯
Oyun tecrübemi ve oynadığım karakteri yükseltmek için zaman harcarım.	◯	◯	◯	◯	◯
Arkadaşlarımla etkileşim	◯	◯	◯	◯	◯

kurmak için zaman harcarım.					
Arkadaşlarımın yeteneklerinin gerisinde kalmamak için oyunlara fazlaca enerji harcarım.					
Şu anda oynamakta olduğum oyundan memnunum.					
Genel olarak online oyunları oynamaktan memnunum.					
Online oyunlar beklentilerimi karşılar.					
Oynamakta olduğum oyunları oynamaya devam edeceğim.					
Önceden de olduğu gibi, oynamakta olduğum oyunlara harcama yapmaya devam edeceğim.					
Oynadığım oyunları arkadaşlarıma tavsiye ederim.					
Oynadığım online oyunlar güvenlidir.					
Oynadığım online oyunların güven değeri yüksektir.					
Oynadığım online oyunlar kullanıcılarına yardımcı olacak şekilde tasarlanmıştır.					
Oynadığım online oyunlar güvenilirdir.					
Oyun oynarken kontrolün bende olduğunu hissederim.					
Oyun oynarken kontrolün bende olmadığını hissederim.					
Oyunlar kontrolün bende olduğunu hissetmemi sağlar.					
Oyun(lar) bende merak					

uyandırır.					
Oyun(lar) beni meraklı yapar.					
Oyunlar hayal gücümü tetikler.					
Oyun oynarken başka şeyleri düşünürüm.					
Oyun oynarken dikkat dağıtan şeylerin farkındayımdır.					
Oyun oynarken tamamen oynadığım oyuna odaklanırım.					
Oyun oynamak beni sıkar.					
Oyun oynamak ilginçtir.					
Oyun oynamak benim için eğlencelidir.					
Gelecekte de gaming topluluğu parçası olmaya devam edeceğim.					
Gelecekte sık sık gaming grubuyla/topluluğuyla iletişim kuracağım.					
Gelecekte oyun içi sanal ürünleri ve/veya üyelikleri satın alma niyetindeyim.					
Kısa vadede oyun içi sanal ürünleri ve/veya üyelikleri satın alacağımı ön görmekteyim.					
Gelecekte sık sık oyun içi sanal ürünler ve/veya üyelikleri satın alacağım.					
Oyunlarda bulunan karakterlerim için gelişmiş sanal ürünler satın alma niyetindeyim.					
Oyunlarda gelişmiş sanal					

ürünler satın alma niyetim yüksektir.					
Oyunlarda gelişmiş sanal ürünler satın alma ihtimalim yüksektir.					
Online oyunlar oynamanın benim için iyi olduğunu düşünürüm.					
Oyun oynamanın boş zamanları değerlendirme konusunda iyi bir aktivite olduğunu düşünürüm.					
Oyun oynamakla ilgili olumlu düşüncelere sahibim.					
Gaming grubumla/topluluğumla olan ilişkime dikkate değer ölçüde duygusal yatırım yaptım.					
Gaming grubumda/topluluğumda bulunan insanlarla fikirlerimi, duygularımı ve geleceğe yönelik hayalleri paylaşmaya dayalı ilişkilerim vardır.					
Gaming grubumla/topluluğumla oyunlarda bulunan zorlukları rahatça tartışabilirim.					
Gaming grubumla/topluluğumla bağlantımın kopması durumunda kaybetme hissi duyarım.					
Gaming grubumla/topluluğumla sorunlarımı paylaşırsam, bunu önemserler.					
Gaming grubumdaki/topluluğumdaki insanların paylaştıkları					

bilgilerin profesyonellikten geldiğini düşünürüm.					
Oyuncu arkadaşlarımın geçmiş performanslarını göz önüne aldığımda, yeterliliklerimizden şüphe duymak için bir sebep görmüyorum.					
Özensiz önerilerde bulunmadıkları için, gaming grubumdaki insanların önerileri üzerine hareket etmekten çekinmem.					
Gaming grubumdaki insanların bana tavsiye vermeden önce meseleyi analiz ettiklerine güvenirim.					
Gaming grubumdaki insanların yetkin partnerler gibi güvenilip, saygı görmeleri gerektiğine inanırım.					
Gaming grubum/topluluğum ile aramızda bilgi paylaşımı yapmak, performansımı geliştirmeme yardımcı olabilir.					
Gaming grubumdaki insanlarla fikir alışverişinde bulunduğumda daha yüksek skorlar elde ederim.					
Gaming topluluğumdan elde edeceğim bilgilerle daha iyi performans sergileyebilirim.					
Birisi gaming topluluğunun değerlerini eleştirdiğinde hakarete uğramış hissederim.					
Gaming topluluğunun başarısı benim başarımdır.					
Gaming topluluğu övüldüğü zaman, bu topluluğun bir parçası olmaktan gurur					

duyarım.					
Diğer insanların gaming topluluğu ile ilgili ne düşündüklerini önemserim.					
Gaming topluluğu hakkında bahsederken 'onlar' yerine 'biz' kelimesini kullanırım.					

APPENDIX 2: ETHICS BOARD APPROVAL

Ethics Board Aproval is available in the printed verison of this dissertation.