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THE MOTIVES THAT DRIVE PEOPLE TO WATCH ESPORTS

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THE MOTIVES THAT DRIVE PEOPLE TO WATCH ESPORTS

İNSANLARI ESPOR İZLEMEYE YÖNELTEN MOTİFLER

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In memory of Prof. Dr. Selime SEZGİN

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ABBREVIATIONS

AI: Artificial Intelligence

ESWC: Electronic Sportsworld Cup

ICT: Information And Communications Technology

IOC: International Olympic Committee

IOT: Internet Of Things

IESF: International Esports Federation

MLG: Major League Gaming

NCAA: National Collegiate Athletic Association

NAIA: National Association Of Intercollegiate Athletics

CPL: The Cyberatkete Professional League

TRA : Theory Of Reasoned Action

USOC: United States Olympic And Paralympic Committee

WCG: World Cyber Games

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ABSTRACT

This study aims to figure out the motives that are effective on esports viewership. By doing this the factors that scheme out the behavior of esports viewers are covered. Literary context with various perspectives and terms to esports are figured out. The motives as well as factors are evaluated by applying Theory Of Reasoned Action to the study. The defined motives recently performed in Motivation Scale Of Esports Spectatorship (MSES) are added into the model to form a concrete and measured quantitative basis for the thesis. Throughout the given model the relationship between the defined motives and attitude and their effects on forming behavioral intention are examined. Thus, the motives taken from MSES are multiplied to output the realized considerations as strength of behavioral beliefs and evaluated outcomes of the verified motives. Moreover, strength of normative beliefs and motivation to comply them in relation with subjective norms and subjective norms to effect attitude and to form behavioral intention are also questioned under the sense of given hypotheses. Conclusion and recommendations are given as part of the outcomes of what is assured within the analysis part.

Keywords: Esports, Motives, Spectatorship, Theory Of Reasoned Action, Motivation Scale Of Esports Spectatorship (MSES), Watching Behavior

ÖZET

Bu çalışma espor izleyiciliğini etkileyen motiflerin kavranmasını amaçlamaktadır. Bunu yaparken espor izleyiciliğine ilişkin davranışı açığa çıkaran faktörler incelenmektedir. Espor ile ilgili literatür içerik çeşitli perspektiflerle ve terimlerle ele alınmaktadır. Motifler ve diğer faktörler Mantıklı Eylem Teorisinin çalışmaya uygulanmasıyla değerlendirilmektedir. Espor izleyiciliğine ilişkin ölçek çalışmasında belirlenen motifler modele somut ve ölçülebilir zemin hazırlanması amacı ile teze temel teşkil etmek üzere eklenmektedir. Verilen model boyunca belirlenen motifler ile tutum arasındaki ilişki ve bunun davranışsal niyet oluşturmadaki etkileri incelenmektedir. Espor ölçeğinden alınan motifler, davranışsal inancın gücü ile gerçekleştirilmiş motiflere dair değerlendirilmiş çıktılar arasındaki farkındalığı sonuçlandırmak için çarpılmıştır. Buna ek olarak, normatif inanç ve bunu tamamlamak için gerekli olan motivasyonun öznel normlarla ilişkisi ve öznel normların tutum ve davranışsal niyet ile ilişkisi verilen hipotezler dikkate alınarak ayrıca sorgulanmaktadır. Sonuçlar ve öneriler analiz kısmında elde edilen sonuçlar ışığında tanımlanmıştır.

Anahtar Kelimeler: Espor, Motifler, İzleyicilik, Mantıklı Eylem Teorisi, Espor İzleme Motivasyon Ölçeği (MSES), İzleme Davranışı

INTRODUCTION

Digital technologies with their form of coded dimensions generate spatialities which convert cultural varieties of human lifeworld by means of different consumption motives. This change alerts both the consumer and the producer in order to found new marketing solutions of a new era.

Thus; new contexts, terms and marketing models are formed in respect to digitalization in a required form of a wide spectrum. In that, the effect of digital technologies to consumer behavior is examined in depth by bridging up together new terms and contexts founding a valuable consideration of the progressive change in human life. This study helps to understand new forms of life on behalf of esports on the basis of digital technology with lately defined terms and attributions. Additionally, throughout the whole study what actually esports is, what it is to possess and change in human life as a new form of a fledgling market are covered in different perspectives with various headings.

This study aims to cover digital technologies through consumer behavior in the form of virtualization, awareness of technologies, as AI, IOT and human intelligence, techno-humanism in the sense of marketing, spatialities in neo-digital geographic forms to better understand what esports is as a new term as well as a culture attributing itself under the defined terms. In addition to defined theoretical aspects; esports definition and history, the comparison between esports and sports, new social and commercial aspects in relation with esports and esports ecosystem are given in literature review part to embody what esports itself is. Moreover; the theoretical model of the study based on the Theory Of Reasoned Action with its literary context, consumption motivators and esports in Turkey are explained. The study continues with the methodology part including research design, sampling, data collection method and instruments, the model and hypotheses. Following the methodology part findings will be outlined. Conclusion and recommendations will also be given as part of the outcomes of what is covered within the whole study mainly as part of findings part.

1.REVIEW OF THE LITERATURE

In this part, the literary form of esports with various headings ensuring different form of perspectives which simultaneously assure new terms and contexts as part of humanlife form is covered. In that, digital technologies and their relation with consumer behavior, awareness of technologies, new terms like spatialities, techno-humanism, what esports is and comparison of it with traditional sports, esports ecosystem, brief summary of esports market in Turkey, Theory Of Reasoned Action with its literary context and consumption motivators are given.

1.1 Understanding Digital Technologies Through Consumer Behaviour In The Form Of Virtualization, Awareness Of Technologies And Techno-Humanism In The Sense Of Marketing

1.1.1. Beginning With Digital Technologies Through Human Behavior

Digital technologies transform people's habits and behaviors contributed with opportunities which encompass the form of digital technologies maintaining and offering enwidened form of horizons concentric with virtualization. Humans with their abilities adjusting themselves to changing circumstances resettle their adaptation motives. They manage these motives in parallel with modernized ways of technology under the concept of digitalization with its widely required spectrum. Because this evolutionary change is irrevocable in order to gain a better access in various forms of marketing, people one way or another become a participant element of the created technologies to a tolerable level of acceptance and absorption of new forms of contexts and terms as mentioned in Kaczorowska-Spychalska (2018).

1.1.2. What Is Techno-Humanism? How Techno-Humanism Interact With Consumer Behavior

The form of interaction in between humanity and digital technology is revolutionary. In that, such an interaction with its dynamism from science fiction to science fact rewrites a scenario which is determined under the term called techno-humanism as stated in Kaczorowska-Spychalska (2018). While creating all complementary in and out bonded parts of this whole scenario, digital technology utilizes from symbolic code compositions contributed to the forms of digitization and enhances experiences of human by founding new dimensions of subjectivity and interaction at its presence. In addition to subjected and interacted dimensions of technology affirming its maintenance, Kaczorowska-Spychalska (2018) also mentioned that technology itself challenges attitudes, preferences and decisions of community as smart society; individual, as smart human and consumer as smart consumer within an evolutionarily process of techno-humanistic transformation founding new forms of consumer behavior attributed with virtualization.

Because human centered idea with the formation of new market solutions corresponding with digital technology is affirmed; digital technology with its ability, availability and consequence of digitization in relation with the formation of virtualization brings up new ways of consumption motives. They are to welcome these new consumption motives in contrary to what is used to be generated in traditional forms of business models and marketing strategies. These differentiating motives of consumption are in conjunction with awareness of existence of technology under a level of acceptance and openness to functionality which digital technology itself requires from the members of future marketing. The dynamism of such a driving force maintains the dualism of approach to digital technologies on the basis of which Kaczorowska-Spychalska (2018) points out as economic versus humanistic approach and moreover evaluation of the assessment of benefits and threats that such a change potentially preserves.

1.1.3. Intelligence Of New Marketing Associations

Digital technology with its multidimensional forms and shapes is everywhere and easily accessed. Not just the easiness of ubiquity and technicality, but also with designs and development of tools of technology; well being of digital technology facilitate our everyday life in reality under a use of physical market space with a combination of different forms of spatialities by inducting new limits and forms of modes and entities. Such a progressive process iterates to enact in relation with digital revolution by causing hybrid forms as participant elements of our daily lives in a form of created virtual worlds, minds, bodies and brains of our beings.

Digital technology with its access to human lifeworld by the reduction of distance between a user and imitation of human forms of organization acts as a driving force which conveys humanity to an indispensable and obscure step further. The transformation of tools such as human to machine, machine to human, machine to machine are to be the embodied centered digital realities bringing up virtual worlds as to be the survival motives of human intelligence.

1.1.4. Man Progressively Consequence Cultural Adaption To Technology In Differentiated Roles

Since the origins of primitive times of humanity, people are to ensure survival through consecutive or concurrent times. As mentioned in Kaczorowska-Spychalska (2018), man preliminarily move from hunter to farmer, farmer to physical worker, physical worker to white collars and from now on to quasi human by the induction of robotics as a proceeding structure of digitization of digitalization in forms of technology 4.0 and through its upper levels. Such an evolutionary iteration with its contribution to digital technology 4 and its upper levels are to be experienced in social communities and derivative forms of any enactment as part of social communities and life forms with generated bodies of economies, social formations and any means of lives with its actual touch to human.

In that, extraordinary times which we are surrounded by reveals us the newly founded formation of virtual horizons not just only with the revolution of scientific achievements, but also with the support of technology to real problems. Such a progressive formation assures the greatest form of impact penetrating through human lives in the form of new market solutions and economic structures. Thus, such a conversion when taken in depth through macro to micro units surrounding each member of the economic communities reaffirm the perception of techno-human as the main figure of the uprising digital world.

1.1.5. Grasping Changes Contributed To New Forms Of Sensory Stimulus In Relation With New Forms Of Consumer Behavior

This determined gigantic change encompasses human life world by means of technology. Kaczorowska-Spychalska (2018) stated that the underlined change not only effects the structure of social and economic forms, but also the way of facing and solving a problem as a result of diversified perception of sensory stimuli of human mind convenient with any means of technological occasions.

Contributed to technological occasions, brain processes the upcoming sensory stimuli in relation with any result of experience related with digital technology to an understandable level of its acceptance and absorption. Kaczorowska-Spychalska (2018) assured the fore mentioned stages.

When by interacting with social and physical world donated by internal and external stimuli, brain receives information. As a result, chemical and psychic reactions occur enabling to form attitudes, thoughts and emotions which are concurrently in relation with external world which also simultaneously effect thoughts and reactions. Moreover, brain synthesis the reaction between itself and environment in relation with the featured feedback which enstrengthens or enweakens human behavior. During all the dynamic underlined phases, digital technology founds new states of consciousness, enhancement of brain and entrance to ambiguity by being an integrated part of man. At such a point brain reacts to what it experiences. It strains the adjustment of activities to be convenient

and to be in collaboration with the presence of featured socio-cultural motives. In that, digital technologies with their integration to human life enable the embodiment of a world which is driven by the combination of forms of sophisticated intelligence and abstract rational thinking enabling to cover hybrid formations as either virtual or real to directly change consumer behavior.

1.1.6. IOT, AI And Human World

IOT and artificial intelligence with their potential impact on social, economic and cultural development of human world are to be the ways of using digital technologies by being techno humans of this age. Because the consumer by the induction of use of digital technologies convert in relation with the awareness and acceptance of these technologies as consumers, we are to analyze how a consumer behavior changes by the use of these technologies in our lives. Moreover; not just the consumer, but also the enterprises as behalf of producing figure should be examined whether they are willing to catch such a progressive change and adapt themselves as being a member of this current epoch. Since this dualism is two sided, the progressive change of technologies should be well determined, examined and welcomed to understand any potential threats and benefits in collaboration with humanistic versus economic approach.

Because consumer value is designed in relation with the aspects of what digital, technology brings up, the form of realities with their reflection in different forms of spatialities cover the lives of people in a form of a generative process with its marketing solutions.

1.1.7. Esports Concerning New Consumption Motives In Relation With Digital Technologies In A Virtual Arena Associating With Future Marketing Enactment

Esports with its whole design featuring new forms of consumer value enacts as to be a new line of consumption model. Esports as a medium with a provided form of an ecosystem combines the virtual and real form of any means of human consumption

motives. It gathers featured forms of economic actors and social drivers as participants of future marketing enactment. Virtually; friendly players and spectators are welcomed as consumers in esports world. These friendly players and spectators are segmented to be the technology aware and adapted users of this new form of a fledgling market. They are directly determined to be the techno-humans acting in different modes of spatialities. They maintain themselves in esports market experiencing different horizons and dimensions of virtuality in various hybrid forms. Such a generation of consumption motives is now irrevocable and not totally understood, because it is driven from either real or digital realities by bridging human as a bonding line to virtual and real life forms concurrently at its presence.

1.2. Spatialities In Neo-Digital Geographic Forms

1.2.1. The Definition Of Neo-Digital Space

Space with its lately defined conceptual meaning is mainly interrelated with technology. In relation with the featured aspects of determined and enhanced terms covering different modes of interaction in relation with space; digital world with its design assures not just interacting modes; but also entities, symbols and their interacted forms of action in relation with technological development. Therefore; numeric codes, deictic expressions and toponyms become to be the modes of space related symbolization of a lately created digitized world mentioned in Felgenhauer (2017).

The creation of spatialities in a digital world in relation with technological and social changes are to cover late modern themes of a questionnaire which involves the way of promoting globalization as a new form of human geography and use of digital media. The mentioned progress linked with technology in order to enrich or either to demolish the geography of everyday activities by the use of a locative media gains a sensible form of new terms. These terms are classified as spatial citizens, identities or place. Such formations enable either use of power to present new opportunities to easen everyday lives

of human or to domain as well as to repress the beings of human by the creation of inequalities as either socially or spatially through the use of digital information systems.

1.2.2. Human And Technology

Felgenhauer (2017) pointed out that to gain a better understanding of man, nature and technology, we are to touch the model of limited abilities of man as mentioned in Gehlen (1958) and Herder (2001). In that, man as biological species is donated by an inventory spirit to survive its kind under any enforced and limited conditions of its surroundings. The leveraged differing feature, man's inventory spirit, enable it to create any means of technical forms in order to extend its abilities and place of action. Felgenhauer (2017) stated according to McLuhan (1964), in addition to technical forms through the survival lifetime of man, technology as a term to be a technical ease of use enacts to be an extending or a complementary element of human senses. Body and mind not just with the use of a familiar technology, but also by the generation of a digital era alleviates human life with an extended line of sensory motives when by crossing through distances at a real time.

‘ Technology is considered to be the main force in crossing spatial distances, erase material constraints and pushing boundaries of man and society (see Thrift 1996, 42; Dicken 1998, 152; with reference to Bradley 1989, 2f).’(Felgenhauer, 2017, p.258)

Technology with its driving force enacts to be the innovator of terms like human rights, universal morality, collective empathy by forerunning the transformation of societies in a global platform through multidimensional horizons in a digital era.

1.2.3. How Technology Interfere With Human Life Through Digitalization In the Form Of New Spatialities

Technology with its penetration from a macro model to a micro level of everyday life practices transformation of conventional habits of human.

Felgenhauer (2017) assured that with a common discourse on technology including geographical formations, technology has given a way to practice linguistic, qualitative, material and performative turn in human lives as to be real life experiences and solutions to everyday problems by creating a social fit to the materialistic world of human. Such a practice turn with its featured forms settle the symbolic and material form of geographic practices and generation of meaning and performance in differentiated forms of digital realities.

Likewise Dodge and Kitchin (2005) pointed out that the access to such digital realities with the introduction of the term called transductive practices enlightens the body of simple but complex, intentional but automated, mostly hidden and also obvious operations in the form of codes. Codes with its form as a product are used to create coded objects, coded space and coded places. Such a classification with its origin of formation create an alternative body by being real versus virtual through hermeneutic forms of spatial and digital facts which digital technology enables to found.

According to Felgenhauer (2017) the creation of such digital spatialities through the modes of interaction either to involve entities as systems, user or communities consequently in a dominant form of numeric, deictic and toponymic symbolizations provide dynamic practices. In that, the symbolization of spatiality as numeric forms entails the content of the system practice its written or reading forms of algorithmic or numeric language. Thus, user with its deictic use of self-explanatory language provide itself a lifeworld experience beyond the inwardly complicated coded language contributed to the system.

Beyond these two semantic form of spatialities, communities as entities welcome themselves using common languages, share of motives under a symbolization of toponyms which allow them to interact either by using illustrated forms of terms like entities, identities, cultural context or the spaces of geographies in a form of a digital reality. Such a digital reality include the dualism of digital formations and realities both at one hand.

1.2.4. Esports, Communities, Digitalization And Spatialities

As it is stated in Felgenhauer (2017), communities with their use of common dialectics and language enable people provide a way of a lifeworld experience where it potentially presents them to frame and augment the routines of interacting with technological systems as a synthesis of social networks and locative media. Thus, the reborn of regional and global identities and construction of geographies are revised and extended by the use of media. Because senses of local belongings prosper and place identities gain popularity, generated communities enable to behave correspondingly to the generated rules of spatialities of a lifeworld in relation with either digital or the form of realities.

Esports with the form of spatialities enable people to reach at a form of a digital information system and behave as a medium contributed to digital media. With the generated ecosystem of its marketing structure, it welcomes its digital being with adherence and dynamism of the dominant entities in various modes.

Esports contributes to the system, the user and the community as part of entities of an interaction mode within a form of a new society offering local belongings and new place identities. Through the generation of its community and its rules with entities and geographical construction, esports itself drives in hermeneutic forms as both in a body of a virtual and factual reality where it gathers people to use the same language and forms of performance in order to gain a material and performative turn.

Hence, it enables itself to envisage the duality of an experience to be either in a virtual or real world through the formation of a newly accepted ecosystem.

1.3. Esports Definition And History

1.3.1. What Is Esports?

Throughout the whole before mentioned flow of information, this study points out the outcomes of digital technology with its effects on consumer behavior and the spatialities to assure new ways of digital contents that new world's digital system presents.

Esports as to be an outcome of highlighting digital technologies with the created information and communication systems owes its both global success and expansion to the global increase in the consumption of video games and as well as the use of ICT and their evolution.

Esports has many definitions in relation with the surrounded complex content that it interferes with. It adheres with both industry and change in culture, technology, sports and the business that it gets in relation with. It can be classified as a combination of different platforms related with computing, gaming, media, sports industry and entertainment industry.

With an ease of word, esports is simply defined as ‘‘organized video game competitions.’’(Jenny, Keiper, Manning and Olrich, 2016, p: 4)

Numerous definition of esports with different aspects are given below.

‘ Wagner's (2006:440 defines esports as “ an area of sport activities in which people develop and train mental or physical abilities in the use of information and communication technologies.)’ (Terrón and Vera, 2019, p: 4)

‘ Jin (2010) specified that esports can be understood as competitions and leagues among players through online games and related activities.’ (Terrón and Vera, 2019, p: 4)

‘ Marcano (2012) and Carillo (2016) contribute to identifying esports as the competitive practice of video games organized in leagues or tournaments, governed by established rules and whose objective is to obtain some kind of reward or gain according to certain criteria of victory and or a classification.’ (Terrón and Vera, 2019, p: 4)

There is an apparent change in how esports is understood through the given definitions. Such a variety in definition of esports is possible, because it is a fledgling market with its whole structure. In addition to various form of definitions, its connection with creating consumer value is also not fully developed. It maintains occasional changes, not just only in the creation of consumer value, but also in the generated ecosystem surrounding all the participants as drivers in or out bonded to it in the form of co-creation of value by means of consumption motives. It gathers featured forms of economic actors and social drivers as participants of future marketing enactment.

1.3.2. The History Of Esports

1.3.2.1. The Progressive Expansion Of A New Show Business

‘ Although there are references of public videogame tournaments in the 1970s, such as Stewart Brand’s Spacewar Olympics whose winner received a free subscription to Rolling Stone (Baker 2016) or the patronage of the major companies in the Japanese specialized industry (Anon. 1974), the national championship of the version of Space Invaders published by Atari in 1980 is considered to be the first videogames competition, at least in the west (Anon. 1982).’ (Terrón and Vera, 2019, p: 5)

‘ Borowy and Jin (2013) locate the seed of electronic sports in this decade both because the first tournaments were organized then, mostly asynchronous arcade competitions, and because of the treatment of marketing and its relationship with the economy of experience, very similar to the market of traditional sports.’ (Terrón and Vera, 2019, p: 5)

The preliminary occurrence of esports is indicated in the above given information. Moreover, the end of 1990’s and the beginning of the next millennium are considered to

be the right time for the birth of esports both in Asia and in the West (Europe, America… etc.) in relation with the condition of a progressive possession of being online. The development of digital technologies with the use of digital technologies as a form of ICT enable consumers to possess an enhanced form of use and a participation.

Because the proliferation of esports is realized and expanded globally, we cannot separate West from East. Even if the penetration and market coverage of Asia extend beyond West and date back to past, the generation of success and expansion are achieved throughout the whole world.

In 1997, the Cyberathlete Professional League was founded to establish an official esports league beyond video game industry by the adoption of US major leagues. The creation of Korean Esports Association, national organization with the largest impact on the expansion of electronic sports, is established in 2000 by the launch of Starcraft (Blizzard Entertainment 1998) because of the success in both participation and spectacularization in esports as it is mentioned in Terrón and Vera (2019).

There are also a profound and a settled form of a video game culture and ongoing competitions in South Korea. In that, two specialized TV channels and the foundation of World Cyber Games (WCG), the largest international esports tournament to date, were created.

By the use of online facilities as LAN, Local Area Network, in relation with the adherence of multiplayer options enabling to detect the participant or other form of users to the game, platforms or external applications via IP, the modes of spectator and retransmission of games to correspond viewing through spectator mode via internet are added to online multiplayer games.

“ Online gaming, spectator mode and digital broadcasts are the basic technical pillars that drive the current eSports industry. The players, and now also the spectators are the fuel that makes it run. ” (Terrón and Vera, 2019, p: 6)

Following the development of spectator mode enabling various ways of viewership, video streaming platforms take central stage. Twitch and YouTube are to be the most preferred

media with their video content where different dimensions of viewing through internet is assured. Video content may exploit video games even if user's own experience and viewership of competing with broadcasts are generated with the traditional media and watching popular sports.

1.4. The Comparison Between Esports And Sports

1.4.1. Comparing Esports With Sports

As it is stated Jenny, Keiper Manning and Olrich (2016), electronic sports, cyber sports, gaming, competitive video gaming, virtual sports are massively used terms for esports. But, esports has not yet been classified as a genre of sports. It has not yet sufficiently been discussed whether it should be categorized under the commonly used term which is sports.

Dealing with whether esports itself is accepted as a genre of sports or not, we are to look for the definition of sports and features of it in traditional terms.

Sports is defined as any free open-air area activity and systematic effort for the domestication of one's own body. Competition would be the additional item to define sports as it is stated in Jenny, Manning, Keiper and Olrich (2016).

1.4.1.2. Main Characteristics Of Sports In Traditional Terms And Its Comparison With Esports

The main characteristics of sports are play, organization, competition, skill, physicality, broad following and institutionalization as it is mentioned in Jenny, Manning, Keiper and Olrich (2016). To call out an activity under any genre of sports, the pre-examined activity should have a connotation with them.

In order to classify esports as a genre of sports any possible relation with esports through the given characteristics of sports should be checked out.

1.4.1.2.1. Play

‘ Gutmann (1978) asserted that play forms the foundation for all sports. ’ (Jenny, Manning, Keiper and Olrich, 2016, p: 5)

Play with its maintenance involves voluntary, motivated activity performed for fun and enjoyment. This characteristic of sports fits with esports because esports itself is accepted to be a participant of play by video games which are voluntarily founded for fun and enjoyment.

1.4.1.2.2. Organized

‘ Suits (2007) asserted that sports are all goal directed activities adhering to rules. ’ (Jenny, Manning, Keiper and Olrich, 2016, p: 6)

The designation of the organization as a sport includes time period, governed rules and determined tournaments. Esports in parallel has an attainment of time period with governed rules and tournaments. Detailed rules and selection of tournaments with determined game and server settings are accepted to be the parts of this organization.

1.4.1.2.3. Competition

Competition is an inalienable component of any sports. There should be a loser and a winner of a play as to reach out a definite result of a competition.

In esports, strategies are created to come over the performance of the opposing team. The sense of overcoming one’s opponent indicates that there is an intense competition in esports.

1.4.1.2.4. Skill

Victory in sports is not a chance; but it is a total application of the driven and enhanced body of skills when performing a play.

In esports; skills, reflexes and hand eye coordination as with sporting intelligence are to be the main drivers of controlling screen avatar when playing. The mentioned components are to be the features classified under the term skill acquiring long time of exercises for esports.

1.4.1.2.5. Physicality

This feature is donated with conflicts because sports itself is adhered to physical skills in alliance with the completion of the task. In that, such an assurance is not parallel with what today's esports conditions contain. To make a meaningful contribution to characteristics of physicality, the division between motor versus gross skills are attributed to make a possible understandable relation.

Physical skill is the main component to present an assemble of skills and a way to overcome an opponent. In sports, athlete by being the master of his/her own body optimize his/her skills. In that, physical skill is needed for sports.

This factor is one of the questionable part whether or not to call out esports as a genre of sports as it is mentioned in Jenny, Keiper, Manning and Olrich (2016). Moreover in common terms; in sports, athletes when acquiring their mastery, they risk their whole body. Such a factor is unattained in esports when compared to the player or the avatar of esports. In addition risking factor of being the master of a body necessitates specific requirements to define a masculinity such as height, weight, speed… etc. They are not attainable to esports, but only violence is associated with masculinity in esports. Virtual violence can be contributed to masculinity under the accepted sports standards.

Even if, fine skills are used to gain a skillful touch when controlling an avatar on screen, general acceptation of using fine skills to lower embodiment of energy expenditure is realized. It is assumed that unless motion based video games are generated to induct physical activity at the core with a challenged entire body, physicality will remain questionable to provide determined requirements of sports for esports.

1.4.1.2.6. Broad Following

Broad following is one of the components to call out a physical activity to be a genre of sports.

Esports with its followers, players and other participants in all around the world has fans. This gaming culture; with its teams, tournaments, leagues, prize money, management and sponsorship agreements engage together a rampant community owning numerous

members of different ages, genders, education, geography and social status on the same platform even if it is accepted fledgling not mature as it is stated in Jenny, Keiper, Manning and Olrich (2016). Thus, esports needs a time period to assure its broad following structure.

1.4.1.2.7. Institutionalization

" Institutionalization refers to an activity having a long history in which: (a) rules are developed and standardized; (b) learning of the game becomes formalized; (c) expertise develops; and (d) coaches, trainers, officials, and governing bodies emerge. " (Jenny, Manning, Keiper and Olrich, 2016, p: 13)

Institutionalization itself with its requirements provides standardization. It enables to follow the rules without causing any exceptions in all around the world. Institutionalization ensures maturity. Maturity itself needs time to be stabilized and recognized. Even if, esports with its network solutions is immersed globally, institutionalization with both stabilization and regulation is not proven for esports.

In traditional sports, governing bodies mentioned in Jenny, Keiper, Manning and Olrich (2016), such as IOC, USOC, NCAA, NAIA come together to alleviate the standards and reformalize the rules. But; in esports, such governing bodies have not recognized esports as a genre of sports yet. These bodies presume esports not more than an event, even if International Esports Federation is founded and additionally ESWC, World Esports Game, World Cyber Games are generated to determine the championship of the competing organization.

1.4.1.2.8. Collegiate Esports

Traditional sports are collegiate sports. NCAA and NAIA have not determined esports as a genre of sports. Several organizations like ESWC, World Esports Game … etc. organize competing organizations, but not mere is done. Such a lack in institutionalization in

esports negatively effects esports to be taken in the collegiate level even if universities have set up their esports team to compete in the designed tournaments.

1.4.1.2.9. Governing Body

Governing body is another question for esports. Esports is owned by competing commercial enterprises not by governing third parties.

MLG, The Cyrberathlete Professional League, and International Esports Federation have been set, but due to the ownership of gaming rights, the control over esports will continue to escalate through the line of possession of games and revisions done on the games. Moreover, it is stated in Jenny, Keiper, Manning and Olrich (2016), esports has not yet been recognized by NCAA and NAI. In that, courts cannot determine a right basis to charge any problematic situation or penalties faced due to the game. This is also one of the lacking side of institutionalization of esports.

1.5. New Social And Commercial Aspects In Relation With Esports

1.5.1. A Short Look On Esports Through The Perspective Of Sociability And Commerciality

The rise of esports with what it gathers through the unsettling of traditional boundaries between sports, media and digital communication technologies composes social and commercial aspects to a new broad by means of organizational, industrial, experimental and identity based structure.

‘ The emergence of this highly commercialised, spectacularised and rationalised form of video game play, as we demonstrate in what follows, presents for members of the gaming community a destabilised arrangement through which to negotiate and incorporate new commercial actors, new modes of interaction, new industrial logics, and the synthesis of old identities and practices and new modes of social (re)production (see Andrews and Ritzer, 2018; Kirkpatrick, 2013.) ’ (Du, Newman and Xue, 2019, p: 1)

Even if; esports is an infant formation, esports gather participants in a social network arena. It founds its own community which is more than a reflection of reality because of its unlimited limits to explore in parallel with the created duality of virtuality and reality as an outcome of digitalization. Social modes of life with its actors, created identities, ways of interaction and forms of spatialities are concurrently generated in parallel with the created duality of virtuality and reality in esports.

Esports as a whole is a mixture of gaming, digital technologies and media by being an associative dynamic medium. These features differentiate it from what it is commonly seen in traditional forms of sports.

" Emerging gaming and communication formats provide esports participants with new modalities through which to construct experiences and crystallise identities that traverse gaming and social spheres – and whereby gamers a) engage in seemingly democratic and multimodal forms of social/virtual interaction, b) utilise dynamic interfacing for gameplay, social engagement and spectating, c) blur established boundaries of producer and consumer (what is sometimes called 'prosumer') toward 'being a player and fan,' and d) contribute to often- contentious debates about the field of esports within which players find themselves and define who are the subjects of esports and competitive gaming texts. " (Du, Newman and Xue, 2019, p: 1)

Digitalization with its current form is an iterator to manage the great transformation prevailing through all forms of sociability and commerciality in all around the world. Thus, traditional forms of sports transform themselves into new forms of virtual interaction in close relation with its real reflection. Not just only this aspect is evident, but social engagement, spectating, terms like prosumer - both a consumer and a producer - new forms of debates to cover the subjects of esports and competitive gaming texts convert participants' experiences and converge them under new identities forming a new social network community.

In that, esports with its design and various forms of its structure is an outcome of an engineering based on social interaction and commercial engagement in the form of a creative entertainment industry. It is a form of media. Under the basis of communication

and social interaction, the design of the esports system allows players as consumers to produce their own social realities and personal/social identities.

Players share their gaming experience, create emotional and social support for offline tournaments and teams. They translate their passion to consumption practices by the use of social media and streaming services. Such a settlement helps to generate bonds among participants of the community by generating a new marketplace.

Moreover not just the gamer, but the followers play under the designed structures in a more competitive and professionalized condition. Players as professionals or a social entity effect other players' enactment as a role model or an initiator.

Winning prize, money, social status or just to belonging among high performance players entice players of the esports community. Thus, they develop strategies and train more to gain a better possession in digital spatialities to be a part of the esports community.

Moreover, esports makes possible to reach at communication technologies, networked information, competitive sporting logic and new techno-social formations for the community members simultaneously in a dual form of both reality and virtuality.

1.6. Esports Ecosystem

1.6.1. Defining Esports Ecosystem

It is a booming industry to gather traditional sport with the entertainment industry owning 2.3 billion active gamer, 200 million enthusiast to spend over 500 USD by attending events, paying for stream access, engaging in activities related to game plays and 50 Million USD for prize money for professional gamers. Total global esports revenue by 2019 grow to 1,1 Billion USD and 80% of this revenues comes from brand investments, advertising, team and event sponsorship as it is stated in Du, Newman and Xue (2019).

'Over 70 million people watch esports over the Internet or on television globally (Wingfield, 2014a). One of the most popular esport video games is League of Legends

(LoL)—the fantasy combat strategy game which, in 2013, had over 70 million registered players, including 32 million monthly active players (Snider, 2013). ' (Jenny, Keiper, Manning and Olrich., 2016, p: 4)

'In October of 2013, an LoL championship garnered up to 8.5 million simultaneous online viewers— the same peak viewership for that same year's decisive game of the National Hockey League's (NHL) Stanley Cup finals (Wingfield, 2014a).' (Jenny, Keiper, Manning and Olrich, 2016, p: 2)

Esports itself is enticing possible business sectors as well as investors to gain a share from a plethora of opportunities of what the market itself presents for future. The given above data points out the potential of the market. Esports with its potential is presently a big industry maintaining three technical pillars which are online gaming, spectator mode and digital broadcasts that drive the whole industry. Esports combines together the traditional sport entertainment system with new media and market coverage with vaguely defined numerous stakeholders of a gigantic ecosystem.

As it is mentioned in Terrón and Vera (2019), the player itself is also a spectator in esports. In all around the world, the genre of games are in five categories and they capture millions of players. These games are fighting games, first person shooter games (FPS), real time strategy games (RTS), sport video games (SVGs) and multiplayer online battle arena games (MOBA) as it is classified in Lu, Qian, Wang and Zhang (2019). Because the player itself is also a spectator in esports, it presents a wide range of a market capacity due to its dynamics. To give slight examples; stakeholders from this uprising market can perform tournaments, leagues and found teams or design sponsorships, media events collaboratively.

The figure derived from a design of a techno-economic system is given below. It defines the set of actors, their interrelationships and processes with the specification of dynamics of value creation, innovation and also relationships with external elements. It briefly depicts out the whole esports ecosystem.

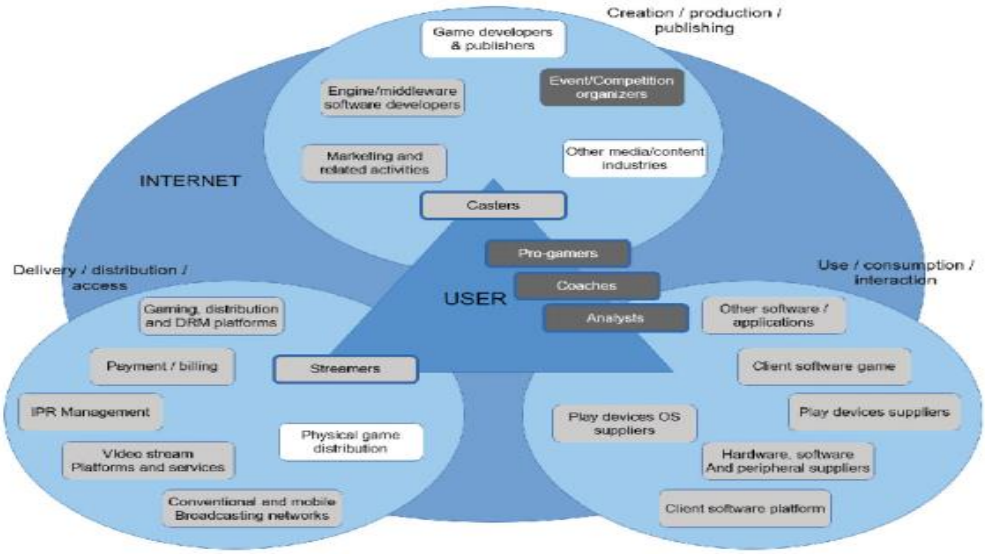

Figure 1. Ecosystem Of The Actors And Main Activities Related To Esports (Terrón and Vera, 2019)

The analysis points out the activities of creation/production/publishing, delivery/distribution/access and use/consumption within a digital environment enabling a complex mode of interaction of processes with actors during the creation of value within a network of co-creation of value in esports market as it is stated in Terrón and Vera (2019).

In this model, user is centered at the core. It interacts with the other participants, processes or other external elements. The whole value is created around the user through the settlement of co-creation and co-production of value among actors and through phases of adoption of all layers of the ecosystem. When defining the user; casters, referees, fans, streamers, pro-gamers, coaches, analysts in addition to mass of spectators and players/pro-players as part of the whole ecosystem are considered due to Terrón and Vera (2019). User has the ability to trigger and design the dynamics of the esports ecosystem. Prosumer is beyond a user. It is a used expression in esports. It is extended to a new level not just by being the protagonist or creator of the show, but also being the content creator through an enriched form of play to generate a bulk of spectators, followers and communities in esports.

Esports as an industry departs from others while the publisher has a differing role by being the driver of the game as a creator, owner of the game or IP rights when compared to other industries on the occasion of a legal authority. Moreover no publicized regulation has been declared to control the whole system. Esports with its events, marketing and entertainment policies has been the source of aesthetic and media inspiration of traditional sports.

While the extended forms of engagement of players and satisfaction of player's experience as either individually or by community affairs through a social network are considered, the competition is elevated around the idea of improving and leveraging the game to remain sustainable and enticing in relation with the monetization of the market as it is mentioned in Terrón and Vera (2019).

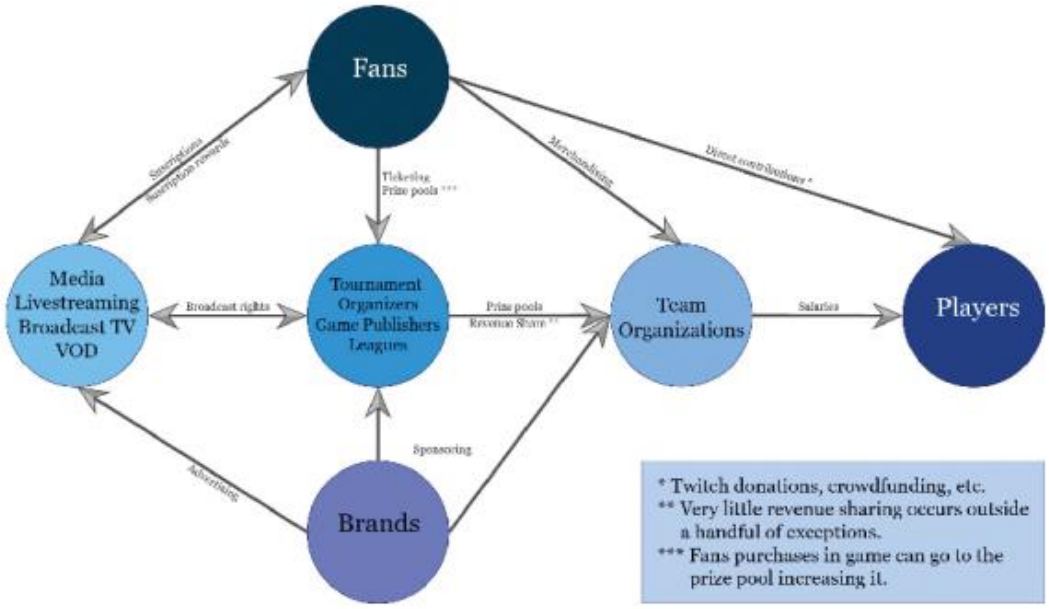

Figure 2. Circulation Of Money In Esports (Terrón and Vera, 2019)

The given above Figure 2 schedules the monetization of esports market.

Publishers with the organizer of competitions, events, tournaments lay at the core of the monetary flow of esports. Moreover media and streaming platforms pay for broadcasting rights. They gain income as sponsorships from brands and followers and generate revenue

by buying tickets. There are many ways to generate income in parallel to that of traditional sports. The industry is not fully developed, thus new ways of generating income will be born.

DOTA 2's The International (TI) and League of Legends World Championship by being uprising organizations show out the capacity to reach at the possible range of spectators which directly point out possible business opportunities like sponsorships, advertisements…….etc. These organizations embody possible products or services as well as other marketing tools and communication strategies to be redesigned on an online and offline era.

1.7. Turkish Esports Market

Esports in Turkey is developing. It has a great potential because majority of the population is young, acquainted with ICT and video gaming in Turkey.

'' The whole market range is 400-500 Mio USD in Turkey. There are approximately 22 Mio gamers, 20.000 internet cafes. Amateur team clubs are around 14.000. There are almost 60.000 players and 4.000 licensed esports players and 10-16 professional clubs. The prize money in 2015 was around 1.500.000-TL. Most popular teams and clubs in Turkey are Dark Passage, HWA Gaming, Team Turquality, BJK Oyun Hizmetleri, Super Massive, ZONE eSports, Crew eSports, Team Aurora, ANT Gaming, BPI Gaming Club, Space Soldiers, Numberone eSports.'' Source: https://www.purplepan.com/turkiyede-espor-ve-dunyada-espor/

In addition to clubs and teams, Turkish Esports Federation (TESFED) is founded in 2018 to institutionally organize and control esports in Turkey.

1.8. Defining Theory Of Reasoned Action, Consumption Motivators, Other Related Factors

1.8.1. Defining Theory Of Reasoned Action

This section presents the progressive entailment of digitalization in relation with the process of virtualization through consumer behavior, awareness of technologies on behalf of consumers and techno-humanism as a new term to be studied. Since than new forms of spatialities are mentioned. The definition of esports as well as the comparison of it with traditional sports are given. The esports ecosystem as a market and the positioning of its drivers with the formation of monetization are briefly underlined.

In this part, we analyze the motives that drive people to watch esports by implementing Ajzen and Fishbein's (1980) Theory Of Reasoned Action (TRA) as cited both in Cuerrier, Deshaies, Mongeau, Pelletier, Vallerand (1992) and Xiao (2019) to our study. We will examine how the behavior of watching esports occurs. Thus, the motives as behavioral beliefs will be examined in order to verify possible correlations of them with attitude when forming a behavior. The correlation of attitude to form behavioral intention will be inspected. In addition to make a complete analysis, normative beliefs' relation with subjective norms and subjective norms' relation with the formation of attitudes and behavioral intention will be measured through the determined model in the study.

Regarding our study, marketers will be able to verify the main precedent reasons of behaviors due to watching esports. Thus, determining main motives will enable marketers to define possible media with its alternates to figure out the right consumption model. In addition to outlining the right configuration of consumption model, marketers will regulate the possible monetization line of cash flow. In that, drivers of the esports ecosystem can easily position themselves to design possible business models by both form a today's and future's perspective. Moreover, range of the market with its alternates and opportunities can be defined to verify the feasibility of any possible investment that can

be done. Thus, the configuration of the whole business will serve to each of the driver to gain high income and profit opportunities with a little capital.

1.8.2. Defining The Model

In esports, every player is also accepted to be a watcher of esports. Thus, we may expand the whole study from a range of playing to watching by the creation of a new era intending new forms of spectators. With this study, we are to outline a new form of spectatorship behavior. Issuing to determine the casualties of the behavior, motives as behavioral beliefs will be surrogated presidentially with its outcomes by a linear equation modeling involving the verification of each step by complying it to exclude possible declines or blanks through the determined model.

Esports is different from traditional sports. Thus, motives to form behavioral beliefs may differ from what is accepted in traditional sports. Even if, there are some basic similarities such as competitiveness, rigorous training process, improving athletes' skill and competence. But; at long last, they depart from each other on the basis of new trends and acceptance due to spatialities covering a virtual platform on a techno-humanistic nature.

Since human behaviors are not only effected by the motives, attitudes or norms alone; but a collective series of correlated factors, we are to apply Ajzen and Fishbein's (1980) Theory Of Reasoned Action (TRA) as cited both in Cuerrier et. al. (1992) and Xiao (2019) to our model which covers the complete given motives in a linear and sequential way. Ajzen and Fishbein's (1980) Theory of Reasoned Action with its form posits no blanks through the line of examined correlation between the determined factors and indicators.

A basic model of Ajzen and Fishbein's (1980) Theory Of Reasoned Action (TRA) as cited both in Cuerrier et. al. (1992) and Xiao (2019) is given below in Figure 3.

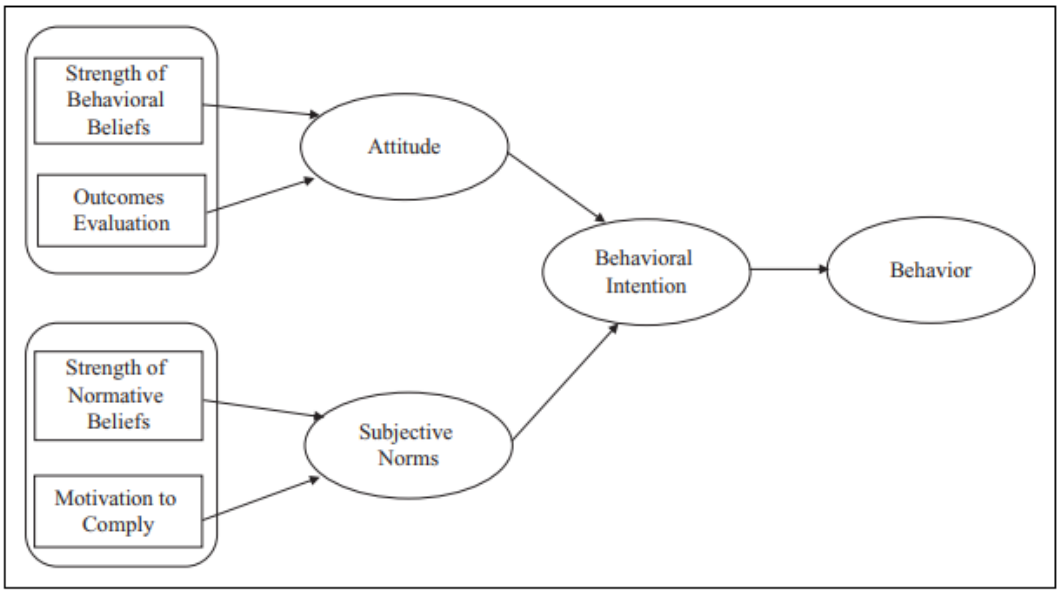

Figure 3. Theory Of Reasoned Action Model (Ajzen and Fishbein's (1980) Theory Of Reasoned Action as cited in both Cuerrier et. al. (1992) and Xiao, 2019)

Basically, according to Ajzen and Fishbein's (1980) Theory Of Reasoned Action (TRA) as cited both in Cuerrier et. al. (1992) and Xiao (2019); behaviors are to be the outcomes of behavioral intentions which are determined by attitudes and subjective norms, where attitude is obtained by individual's behavioral beliefs and subjective norms. Moreover subjective norms are considered to be the outcomes of normative expectations or one's behavioral beliefs.

Beliefs are individualistically triggering factors named as motives to obtain a considerable outcome to lead a behavior. The outcome of these beliefs are also evaluated by redesigned questions given in the model and their relation in respect to attitude is outperformed. Through this modeling, direct correlation in between behavioral beliefs which are situated as motives and attitude to form a behavioral intention is measured. And their linear relation with behavioral intention is surrogated to reach at a behavior itself from an individualistic perspective. Behaviors are not only designed by individualistic form of beliefs alone. Normative beliefs as well as subjective norms and attitudes which assure the formation of behaviors as the other complementary factors are also positioned in the

model. Moreover, normative beliefs with their motivation to comply as a whole part are issued relatedly to subjective norms. Hence, the relation in between subjective norms and attitude and subjective norms and behavioral intention are also measured with a linear and sequential structure. By the use of Ajzen and Fishbein's (1980) Theory Of Reasoned Of Action (TRA) as cited both in Cuerrier et. al. (1992) and Xiao (2019); comprehensive and sequential examination of precedents of behavior is assured.

1.8.3. Defining Consumption Motivators

The scale of esports spectatorship for this thesis is taken from the research study by Qian, Wang, Zhang and Lu, (2019). The study is lately performed. It outlines the right use of motivation scale named as Motivation Scale of Esports Spectatorship (MSES). The scale aims to reveal a reliable outcome of what motivates people to watch esports.

The determined motives for the precedents of behavior are behavioral beliefs. They are gained from Qian et.al. (2019)'s MSES. They are Skill Improvement, Skill Appreciation, Vicarious Sensation, Competition Excitement, Friends Bonding, Socialization Opportunity, Dramatic Nature, Entertaining Nature, Competitive Nature and Game Knowledge.

Definition Of Consumption Motivators:

Skill Improvement: It is the motivator where esports spectators seek for new skills to learn and enrich the embodiment of realizing a better performance of an issued game by either gaining an originality or an imitation.

Skill Appreciation: It is the motivator where original form of strategies as well as skills are carried out for obtaining a variety of success for a better performance.

Vicarious Sensation: It is the motivator where the fan as a spectator feels as if she/he is playing when watching esports.

Competition Excitement: It is the motivator where the form of obtaining an excitement occurs when watching esports.

Friends Bonding: It is the form of bonding with friends through socialization to develop better relations with others in the community.

Socialization Opportunity: It is the opportunity to meet with people having similar interests, sharing familiar identities or maintaining the same feeling of belonging to a group.

Dramatic Nature: It is sentimentally interval form of feeling of sadness/ uncertainty or any form of excitement.

Entertaining Nature: It is the motivator where happiness and pleasure are gained when watching esports.

Competitive Nature: It is the motivator where the spectator obtains a feeling of competition when watching.

Game Knowledge: It is the motivator where the form of maintaining knowledge is welcomed when watching esports.

1.8.4. Other Related Factors

Attitude: Attitude points out the parallelism of one's tension to a behavior. Behavioral beliefs as motives/ motivators are the determinants of forming an attitude towards a behavior. In that, if someone has a positive attitude toward a behavior, in this study

watching esports, he/she will watch it. This is a perception of ensuring a behavior before intending to do it.

Normative Beliefs: Normative beliefs are the determinants of subjective norms where one's beliefs are appreciated or welcomed by an important referee. Normative beliefs with motivation to comply assure subjective norms like behavioral beliefs forming attitudes.

Subjective Norms: Subjective norms are one's own perception of performing or not performing a behavior on the sense of social acceptance or pressure. Subjective norms directly effect the intention to perform a behavior. Attitude as a factor directly effects behavioral intention. Thus, subjective norms' relation with attitude is surrogated to perform behavioral intention before realizing a behavior.

2. METHODOLOGY

2.1. Research Design

This research involves both descriptive literary context and quantitative analysis to find out the actual precedents of watching behavior of esports. Through this section the whole methodology with the studied sample, the structure of data collection, the model and design of the hypotheses are given to continue on with section 3.

2.1.1. Research Objectives

Pointed out motives to show precedents of watching behavior will help marketers, investors where to focus on when they are taking action for the creation of the right managerial strategy, forms of organizations/events and possible investment areas.

2.1.2. Sample

The survey is conducted in İstanbul, Ankara-Turkey. 281 data is collected either online or manually with a determined questionnaire of 106 questions for the model and 9 to analyze the characteristics of the demographic structure. The questionnaire is shared with friends, university clubs, associations, online groups and with viewers in internet cafes and their related connections.

2.1.2.1. Demographic Structure

Demographic characteristics of the structure obtained from the questionnaire of the survey are given below in the Table 2.1.2.1.

Table 2.1.2.1. Demographic Characteristics Of The Structure

Variables		**n**	**%**
Gender	Female	58	20,6
	Male	223	79,4
Age	18 years and (-)	76	27,0

	19-23 years	84	29,9
	24-30 years	57	20,3
	31 years and (+)	64	22,8
Education Level	Mid School	10	3,6
	High School	100	35,6
	University Graduate	142	50,5
	Master	27	9,6
	Doctorate and (+)	2	,7
Income Range (TL-Monthly)	0-2500 TL	144	51,2
	2501-5000 TL	73	26,0
	5001-10000 TL	43	15,3
	10001 TL and (+)	21	7,5
On average how many hours do you play esports?	Below 5 hours	95	33,8
	5-14 hours	88	31,3
	15-24 hours	27	9,6
	More than 24 hours	71	25,3
On average how many hours do you watch esports?	Below 4 hours	130	46,3
	4-7 hours	52	18,5
	8-10 hours	39	13,9
	More than 10 hours	60	21,4

According to the results obtained from the questionnaire of the survey, it is seen that 79,4% of the attendees are male whereas 20,6% of the attendees are female.

Considerable range of the surrogated titles contributed to demographic structure given in the table are:

-29,9% of the attendees are in between 19-23 years old,

-50,5% of the attendees are university graduate,

-the attendees ranging income level is in between 0-2500 TL is 51,2%,

-the attendees playing esports below 5 hours weekly is 33,8%,

-the attendees watching esports below 4 hours weekly is 46,3%.

2.1.3. Data Collection Method And Instruments

As mentioned in 2.1.2. Sample, the survey is conducted in İstanbul, Ankara-Turkey. 281 data is collected either online or manually with a determined questionnaire of 106 questions for the model and 9 to analyze the characteristics of the demographic structure. The questionnaire is shared with friends, university clubs, associations, online groups and with viewers in internet cafes and their related connections.

As stated in 1.8.3. Defining Consumption Motivators, the scale of esports spectatorship for this thesis is taken from the research study by Qian et. al. (2019). The study is lately performed. It outlines the right use of motivation scale named as Motivation Scale of Esports Spectatorship (MSES). The scale aims to reveal a reliable outcome of what motivates people to watch esports. The whole study is designed to see the behavioral structure of esports viewership in Turkey. In addition to examine the viewership behavior of watchers, in order to see the characteristics of the demographic structure of the collected data as well as the preferred tools, broadcasting channels, frequency of the games watched or played related to esports related questions are asked within the questionnaire. Items in the questionnaire are measured within 1 (very bad)-5 (very good) point agreement scale in the survey.

The analysis of the whole data is done by SPSS 21.0. Reliability Tests, Normality Tests, Independent t Tests, Anova Tests, Pearson Correlation Tests, Confirmatory Factor Analysis and Structural Equation Modeling are applied within the model.

2.1.4. Model

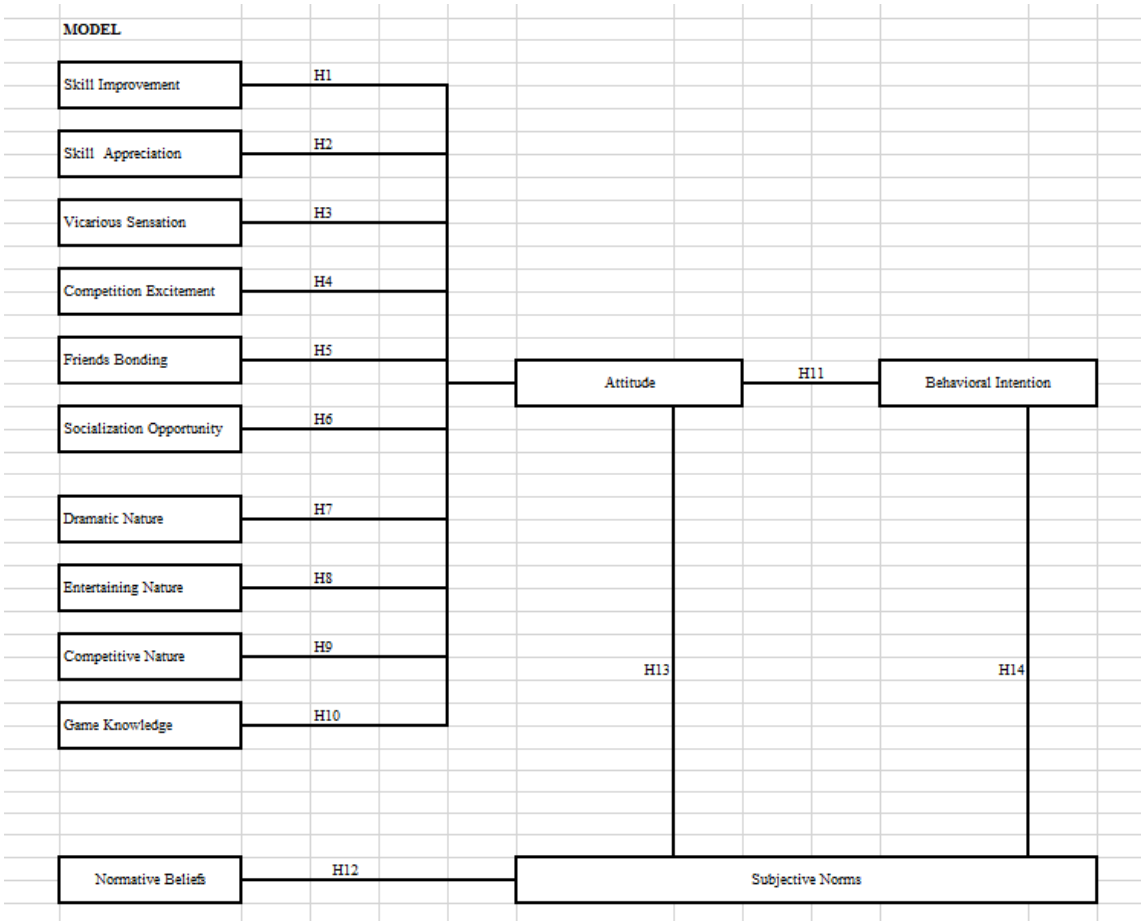

Figure 4. Model

Figure 4 depicts out our model.

2.1.4.1. Hypotheses

According to linear and sequential positioning of Theory Of Reasoned Action to the model, hypotheses are designed as given below.

Hypothesis 1: Skill improvement is positively correlated with attitude towards watching esports.

Hypothesis 2: Skill appreciation is positively correlated with attitude towards watching esports.

Hypothesis 3: Vicarious sensation is positively correlated with attitude towards watching esports.

Hypothesis 4: Competition excitement is positively correlated with attitude towards watching esports.

Hypothesis 5: Friends bonding is positively correlated with attitude towards watching esports.

Hypothesis 6: Socialization opportunity is positively correlated with attitude towards watching esports.

Hypothesis 7: Dramatic nature is positively correlated with attitude towards watching esports.

Hypothesis 8: Entertaining nature is positively correlated with attitude towards watching esports.

Hypothesis 9: Competitive nature is positively correlated with attitude towards watching esports.

Hypothesis 10: Game knowledge is positively correlated with attitude towards watching esports.

Hypothesis 11: Attitude towards watching esports positively correlate with behavioral intention to watch esports.

Hypothesis 12: Normative beliefs of watching esports positively correlate with subjective norms of watching esports.

Hypothesis 13: Subjective norms positively correlate with attitude towards watching esports.

Hypothesis 14: Subjective norms positively correlate with behavioral intention to watch esports.

3. FINDINGS

3.1. Esports Watching Behavior Related Findings

3.1.1. Enjoying Tools For Watching Esports

Enjoying tools for watching esports are examined to see the attendees' preference of the tools used with a 1 (very bad)-5 (very good) point agreement scale in the survey.

Table 3.1.1. Enjoying Tools For Watching Esports

Tools	1,0		2,0		3,0		4,0		5,0		Mean	SD
	n	%	n	%	n	%	n	%	n	%		
Mobile Phone	35	12,5	58	20,6	45	16,0	34	12,1	109	38,8	3,44	1,48
Desktop/Laptop	32	11,4	36	12,8	28	10,0	40	14,2	145	51,6	3,82	1,46
TV	80	28,5	46	16,4	26	9,3	37	13,2	92	32,7	3,05	1,66
XBox	157	55,9	44	15,7	33	11,7	21	7,5	26	9,3	1,99	1,35
PS4	122	43,4	51	18,1	31	11,0	27	9,6	50	17,8	2,40	1,54
Amazon Fire TV	189	67,3	40	14,2	18	6,4	10	3,6	24	8,5	1,72	1,25
Oculus	202	71,9	31	11,0	19	6,8	7	2,5	22	7,8	1,63	1,21

According to the survey the most preferred enjoying tools to watch esports are desktop/laptop (51,6%) and mobile phones (38,8%), TV (32,7%).

3.1.2. Enjoying Online Broadcasting Channels To Watch Esports

The results of the preferred enjoying online broadcasting channels to watch esports with a 1 (very bad)-5 (very good) point agreement scale are given below in the Table 3.1.2.

Table 3.1.2. Enjoying Online Broadcasting Channels To Watch Esports

Channels	1,0		2,0		3,0		4,0		5,0		Mean	SD
	n	%	n	%	n	%	n	%	n	%		
Twitch	60	21,4	25	8,9	30	10,7	43	15,3	123	43,8	3,51	1,61
Youtube	25	8,9	9	3,2	34	12,1	55	19,6	158	56,2	4,11	1,27
Beinsports	124	44,1	29	10,3	49	17,4	27	9,6	52	18,5	2,48	1,56
ESPN	171	60,9	29	10,3	38	13,5	14	5,0	29	10,3	1,94	1,37
MLG	191	68,0	28	10,0	30	10,7	14	5,0	18	6,4	1,72	1,22

It is seen that the most preferred enjoying online broadcasting channels to watch esports are Youtube (56,2%) and Twitch (43,8%).

3.1.3. Frequency Of Games Watched

The frequency of games watched/played obtained from the questionnaire of the survey is given below in Table 3.1.3.

Table 3.1.3. Frequency Of Games Watched

		n	%
Which one of the games do you frequently watch?	CS:GO	165	58,7
	COD	28	10,0
	Fortnite	41	14,6
	Overwatch	10	3,6
	Marvel Champion Tournaments	22	7,8
	PUBG	130	46,3
	TOM CLANCY'S RAINBOW SIX	28	10,0
	DOTA 2	19	6,8
	Heroes of the Storm	3	1,1
	LOL	132	47,0
	Smite	5	1,8
	Starcraft	21	7,5

	Warcraft3	20	7,1
	Street Fighter	39	13,9
	Super Smash Bros	6	2,1
	Tekken	29	10,3
	Injustice	5	1,8
	2K20	15	5,3
	Madden NFL 20	1	,4
	FIFA 20	84	29,9
	Rocket League	12	4,3
	Age of Empires	38	13,5
	World of Warcraft	19	6,8
	Knight Online	32	11,4
	Metin 2	53	18,9

According to the survey the most frequently watched esports games are CS:GO (58,7%), LOL (47%) and PUBG (%46,3).

3.2. Other Esports Watching Behavior Related Findings

3.2.1. Descriptive Statistics Of Measurement Items

Descriptive Statistics Of Measurement Items are given in the Appendix Part in the Table 3.2.1.

3.2.2. Descriptive Statistics Of Variables

Descriptive Statistics Of Variables showing the mean value and the standart deviation are given below in the Table 3.2.2.

Table 3.2.2. Descriptive Statistics Of Variables

Variables	n	Minimum	Maximum	Mean	SD
Competitive Nature	281	3,40	25,00	18,73	5,57
Socialization Opportunity	281	1,00	25,00	15,64	6,57

Skill Improvement	281	1,00	25,00	17,71	6,16
Friends Bonding	281	1,00	25,00	15,83	6,71
Game Knowledge	281	1,00	25,00	17,71	6,09
Skill Appreciation	281	1,00	25,00	17,47	6,51
Entertaining Nature	281	1,00	25,00	18,11	6,49
Dramatic Nature	281	1,00	25,00	17,45	6,14
Competition Excitement	281	1,00	25,00	17,74	6,52
Vicarious Sensation	281	1,00	25,00	17,15	6,60
Normative Beliefs	281	1,00	25,00	12,06	7,61
Subjective Norms	281	1,00	5,00	3,21	1,37
Attitude	281	1,00	5,00	4,20	0,93
Behavioral Intention	281	1,00	5,00	3,98	1,06

3.3. Analysis

3.3.1. Measures

The analysis of the whole data is done by SPSS 21.0. The whole study is conducted at a range of %95 reliability level.

Reliability Analysis

‘‘The cronbach coefficient (α) points out the reliability level of the measured scale. The coefficient changes in between 0 and 1. According to cronbach coefficient (α) the reliability of the scale is evaluated as follows.

• $.00 \leq \alpha < .40$ the scale is not reliable,

• $.40 \leq \alpha < .60$ reliability of the scale is low,

• $.60 \leq \alpha < .80$ the scale is reliable,

• $.80 \leq \alpha < 1.00$ the scale is highly reliable.’’ Tavşancıl, E. (2005).

Table 3.3.1. Variables’ Cronbach Coefficients

Variables	Cronbach's Alpha
Competitive Nature	,886

Socialization Opportunity	,931
Skill Improvement	,928
Friends Bonding	,915
Game Knowledge	,890
Skill Appreciation	,907
Entertaining Nature	,946
Dramatic Nature	,818
Competition Excitement	,930
Vicarious Sensation	,877
Normative Beliefs	,883
Subjective Norms	,890
Attitude	,908
Behavioral Intention	,888

When the results are examined, it is seen that all the variables' Cronbach Coefficients are very high which assure that the scale is reliable.

3.3.2. Normality Test

To issue the appropriateness of the scale measurement to the requirements of the normal distribution, the coefficients of kurtosis and skewness are examined. The coefficients of kurtosis and skewness provided by scales are valued in between (+3) and (-3) which ensure the determined sufficiency of the analysis to be accepted to posit itself for normal distribution. When the values are analyzed, it is seen that values of each variable are posited in between the required range of the coefficient of kurtosis and skewness which is (+3) and (-3). In that, from this it is statistically inferred that the values of measured variables are normally distributed.

The results of the normality test of the variables are given below in the Table 3.3.2.

Table 3.3.2. Normality Test

Variables	n	Skewness	Kurtosis
Competitive Nature	281	-,702	-,360
Socialization Opportunity	281	-,187	-,903
Skill Improvement	281	-,490	-,749
Friends Bonding	281	-,157	-1,060
Game Knowledge	281	-,411	-,758
Skill Appreciation	281	-,517	-,864
Entertaining Nature	281	-,695	-,485
Dramatic Nature	281	-,328	-,998
Competition Excitement	281	-,550	-,781
Vicarious Sensation	281	-,489	-,800
Normative Beliefs	281	,401	-1,043
Subjective Norms	281	-,242	-1,244
Attitude	281	-1,239	1,288
Behavioral Intention	281	-,854	-,013

The values of kurtosis and skewness derived from variables/factors range in between (+3) and (-3). Hence, the normal distribution is provided to use the parametrical test techniques.

Since, the study itself with its measured variables as well as their values show a normal distribution, parametrical test techniques are implemented.

To assure the difference of scale measurement through the demographic features t and ANOVA tests are used in the analysis. Independent groups t test is used in the analysis of bigrouped demographic variables where ANOVA test is used k (k>2) grouped variables.

The relation between measured values of the factors of the scale is analyzed with Pearson Correlation Test and the efficacy is determined by Structural Equation Modeling (SEM).

3.3.3. Parametrical Tests

3.3.3.1. Independent Groups t Tests

It is a test technique where two independent groups are compared on a quantitative variable. To implement the determined test, two groups should provide a normal distribution inference. (Özdamar, 2004, p.490-528)

3.3.3.1.1. Examination Of Variables In Terms Of Attendees' Genders

Table 3.3.3.1.1. Examination Of Variables In Terms Of Attendees' Genders

	Gender	n	Mean	SD	t	p
Competitive Nature	Female	58	18,73	5,05	,011	,991
	Male	223	18,73	5,71		
Socialization Opportunity	Female	58	16,37	6,37	,946	,345
	Male	223	15,45	6,62		
Skill Improvement	Female	58	17,67	6,12	-,061	,952
	Male	223	17,72	6,18		
Friends Bonding	Female	58	16,78	6,42	1,210	,227
	Male	223	15,58	6,77		
Game Knowledge	Female	58	17,91	5,96	,280	,779
	Male	223	17,66	6,13		
Skill Appreciation	Female	58	17,07	6,38	-,521	,603
	Male	223	17,57	6,55		
Entertaining Nature	Female	58	18,33	6,25	,298	,766
	Male	223	18,05	6,56		
Dramatic Nature	Female	58	16,49	6,63	-1,326	,186
	Male	223	17,69	6,00		
Competition Excitement	Female	58	17,20	6,70	-,708	,480
	Male	223	17,88	6,48		
Vicarious Sensation	Female	58	17,00	7,25	-,195	,846
	Male	223	17,19	6,43		
Normative Beliefs	Female	58	12,22	8,60	,179	,858
	Male	223	12,02	7,35		

Subjective Norms	Female	58	3,24	1,35	,138	,890
	Male	223	3,21	1,37		
Attitude	Female	58	4,31	0,73	1,022	,308
	Male	223	4,17	0,97		
Behavioral Intention	Female	58	4,07	1,01	,762	,447
	Male	223	3,96	1,08		

***p<0,05**

The implemented t test to examine variables in terms of attendees' gender is given above in the table. In that, there is no statistically acceptable difference between female and male gender groups. (p>0,05).

3.3.3.2. One Way ANOVA Tests

It is a test technique where interdependent k group is compared with (k>2) quantitative variable. To implement such a test the determined two groups should show a normal distribution. (Özdamar, 2004, p.490-528)

3.3.3.2.1. Examination Of Variables In Terms Of Attendees' Age Groups

Table 3.3.3.2.1. Examination Of Variables In Terms Of Attendees' Age Groups

Age		n	Mean	SD	F	p
Competitive Nature	18 years and (-)	76	18,78	5,93	1,285	,280
	19-23 years	84	19,51	4,94		
	24-30 years	57	18,65	5,33		
	31 years and (+)	64	17,70	6,08		
Socialization Opportunity	18 years and (-)	76	16,36	5,78	3,135	,026*
	19-23 years	84	16,80	5,84		
	24-30 years	57	15,09	7,88		
	31 years and (+)	64	13,75	6,76		
Skill Improvement	18 years and (-)	76	18,29	6,67	3,934	,009*
	19-23 years	84	18,42	5,46		

	24-30 years	57	18,46	5,75		
	31 years and (+)	64	15,42	6,33		
Friends Bonding	18 years and (-)	76	17,16	6,19	3,875	,010*
	19-23 years	84	16,29	6,31		
	24-30 years	57	16,01	7,33		
	31 years and (+)	64	13,48	6,79		
Game Knowledge	18 years and (-)	76	18,35	5,89	3,929	,009*
	19-23 years	84	17,96	6,10		
	24-30 years	57	18,93	5,32		
	31 years and (+)	64	15,54	6,51		
Skill Appreciation	18 years and (-)	76	17,68	6,94	5,920	,001*
	19-23 years	84	18,41	5,63		
	24-30 years	57	18,96	5,83		
	31 years and (+)	64	14,65	6,89		
Entertaining Nature	18 years and (-)	76	18,39	7,29	2,398	,068
	19-23 years	84	18,74	5,51		
	24-30 years	57	18,88	6,05		
	31 years and (+)	64	16,24	6,84		
Dramatic Nature	18 years and (-)	76	18,27	6,87	2,902	,035*
	19-23 years	84	18,09	4,88		
	24-30 years	57	17,53	6,52		
	31 years and (+)	64	15,53	6,11		
Competition Excitement	18 years and (-)	76	19,06	6,35	4,122	,007*
	19-23 years	84	18,36	5,93		
	24-30 years	57	17,63	6,57		
	31 years and (+)	64	15,43	6,93		
Vicarious Sensation	18 years and (-)	76	18,41	6,08	6,209	,000*
	19-23 years	84	18,40	6,02		
	24-30 years	57	16,79	6,81		
	31 years and (+)	64	14,33	6,94		
Normative Beliefs	18 years and (-)	76	12,18	6,73	3,568	,015*
	19-23 years	84	13,70	7,50		

	24-30 years	57	12,19	8,39		
	31 years and (+)	64	9,64	7,54		
Subjective Norms	18 years and (-)	76	3,30	1,27	2,474	,062
	19-23 years	84	3,32	1,41		
	24-30 years	57	3,39	1,41		
	31 years and (+)	64	2,81	1,32		
Attitude	18 years and (-)	76	4,28	0,98	2,785	,041*
	19-23 years	84	4,31	0,81		
	24-30 years	57	4,25	0,94		
	31 years and (+)	64	3,91	0,96		
Behavioral Intention	18 years and (-)	76	4,09	1,06	1,981	,117
	19-23 years	84	3,90	1,15		
	24-30 years	57	4,19	0,83		
	31 years and (+)	64	3,77	1,11		

***p<0,05**

To examine variables in terms of attendees' age groups, ANOVA test is applied. Results are given below.

There is statistically acceptable difference between age groups of attendees in terms of socialization opportunity (p<0,05). When results are examined the group of 19-23 years has the highest mean value where the group of 31 years and (+) has the lowest mean value.

There is statistically acceptable difference between age groups of attendees in terms of skill improvement (p<0,05). When results are examined the group of 24-30 years has the highest mean value where the group of 31 years and (+) has the lowest mean value.

There is statistically acceptable difference between age groups of attendees in terms of friends bonding (p<0,05). When results are examined the group of 18 years and (-) years has the highest mean value. It is seen that when the age is getting older the mean value is getting lower.

There is statistically acceptable difference between age groups of attendees in terms of game knowledge ($p<0,05$). When results are examined the group of 24-30 years has the highest mean value where the group of 31 years and (+) has the lowest mean value.

There is statistically acceptable difference between age groups in terms of skill appreciation ($p<0,05$). When results are examined the group of 24-30 years has the highest mean value where the group of 31 years and (+) has the lowest mean value.

There is statistically acceptable difference between age groups of attendees in terms of dramatic nature ($p<0,05$). When results are examined the group of 18 years and (-) years has the highest mean value. It is seen that when the age is getting older, the mean value is getting lower.

There is statistically acceptable difference between age groups of attendees in terms of competition excitement ($p<0,05$). When results are examined the group of 18 years and (-) years has the highest mean value. It is seen that when the age is getting older, the mean value is getting lower.

There is statistically acceptable difference between age groups of attendees in terms of vicarious sensation ($p<0,05$). When results are examined the group of 18 years and (-) years has the highest mean value. It is seen that when the age is getting older, the mean value is getting lower.

There is statistically acceptable difference between age groups of attendees in terms of normative beliefs ($p<0,05$). When results are examined the group of 19-23 years has the highest mean value where the group of 31 years and (+) has the lowest mean value.

There is statistically acceptable difference between age groups of attendees in terms of attitude ($p<0,05$). When results are examined the group of 19-23 years has the highest mean value where the group of 31 years and (+) has the lowest mean value.

3.3.3.2.2. Examination of Variables In Terms Of Attendees' Education Level

Table 3.3.3.2.2. Examination Of Variables In Terms Of Attendees' Education Level

	Education Level	n	Mean	SD	F	p
Competitive Nature	Mid School	10	19,18	6,61	,621	,602
	Lise	100	18,92	5,63		
	University Graduate	142	18,35	5,39		
	Master and (+)	29	19,78	6,01		
Socialization Opportunity	Mid School	10	17,91	7,40	2,284	,079
	High School	100	16,46	6,10		
	University Graduate	142	14,67	6,63		
	Master and (+)	29	16,79	7,15		
Skill Improvement	Mid School	10	16,91	6,34	1,478	,221
	High School	100	18,69	6,40		
	University Graduate	142	17,04	5,77		
	Master and (+)	29	17,92	6,91		
Friends Bonding	Mid School	10	17,03	5,04	1,481	,220
	High School	100	16,75	6,39		
	University Graduate	142	15,01	6,81		
	Master and (+)	29	16,22	7,52		
Game Knowledge	Mid School	10	16,46	6,25	,895	,444
	High School	100	18,33	5,92		
	University Graduate	142	17,23	6,14		
	Master and (+)	29	18,36	6,40		
Skill Appreciation	Mid School	10	18,05	7,03	,559	,643
	High School	100	17,92	6,56		
	University Graduate	142	17,37	6,32		
	Master and (+)	29	16,20	7,18		
Entertaining Nature	Mid School	10	18,68	5,32	,154	,927
	High School	100	18,39	7,03		
	University Graduate	142	17,94	6,16		
	Master and (+)	29	17,73	6,78		

Dramatic Nature	Mid School	10	17,56	6,75	,582	,627
	High School	100	18,09	6,22		
	University Graduate	142	17,06	5,94		
	Master and (+)	29	17,10	6,79		
Competition Excitement	Mid School	10	17,80	5,87	1,273	,284
	High School	100	18,72	6,40		
	University Graduate	142	17,06	6,56		
	Master and (+)	29	17,62	6,81		
Vicarious Sensation	Mid School	10	18,54	5,19	1,227	,300
	High School	100	18,03	6,02		
	University Graduate	142	16,52	6,85		
	Master and (+)	29	16,72	7,48		
Normative Beliefs	Mid School	10	20,08	5,64	4,492	,004*
	High School	100	12,12	7,22		
	University Graduate	142	11,83	7,51		
	Master and (+)	29	10,20	8,57		
Subjective Norms	Mid School	10	4,30	0,94	2,715	,045*
	High School	100	3,21	1,40		
	University Graduate	142	3,10	1,40		
	Master and (+)	29	3,41	1,04		
Attitude	Mid School	10	4,48	0,74	1,230	,299
	High School	100	4,27	0,95		
	University Graduate	142	4,18	0,89		
	Master and (+)	29	3,95	1,07		
Behavioral Intention	Mid School	10	4,23	0,88	,196	,899
	High School	100	3,97	1,16		
	University Graduate	142	3,97	1,04		
	Master and (+)	29	3,97	0,94		

***p<0,05**

To examine variables in terms of attendees' education level, ANOVA test is applied and results are given below.

There is statistically acceptable difference between education level groups in terms of normative beliefs (p<0,05). When results are examined the group of mid school has the highest mean value. It is seen that when education level is getting higher, the mean value is getting lower.

There is statistically acceptable difference between education level groups in terms of subjective norms (p<0,05). When results are examined, the group of mid school has the highest mean value where the ones with university graduate's mean value is the lowest.

3.3.3.2.3. Examination Of Variables In Terms Of Attendees' Income Level

Table 3.3.3.2.3. Examination Of Variables In Terms Of Attendees' Income Level

Income Level		n	Mean	SD	F	p
Competitive Nature	0-2500 TL	144	19,16	5,39	1,339	,262
	2501-5000 TL	73	18,94	5,25		
	5001-10000 TL	43	17,42	6,27		
	10001and (+)	21	17,74	6,27		
Socialization Opportunity	0-2500 TL	144	16,25	6,47	5,856	,001*
	2501-5000 TL	73	16,98	5,62		
	5001-10000 TL	43	12,80	7,72		
	1000and (+)	21	12,64	5,47		
Skill Improvement	0-2500 TL	144	18,33	6,26	6,271	,000*
	2501-5000 TL	73	18,91	4,97		
	5001-10000 TL	43	15,38	6,73		
	10001 TL and (+)	21	14,05	5,73		
Friends Bonding	0-2500 TL	144	16,51	6,56	5,784	,001*
	2501-5000 TL	73	17,08	5,95		
	5001-10000 TL	43	13,06	7,55		
	10001 TL and (+)	21	12,51	6,17		
Game Knowledge	0-2500 TL	144	18,18	5,92	4,912	,002*
	2501-5000 TL	73	18,90	5,61		

	5001-10000 TL	43	15,71	7,10		
	10001 TL and (+)	21	14,49	4,78		
Skill Appreciation	0-2500 TL	144	18,25	6,34	6,094	,000*
	2501-5000 TL	73	18,44	5,78		
	5001-10000 TL	43	15,24	7,18		
	10001 TL and (+)	21	13,30	6,33		
Entertaining Nature	0-2500 TL	144	18,77	6,33	5,156	,002*
	2501-5000 TL	73	19,11	5,58		
	5001-10000 TL	43	16,08	7,76		
	10001 TL and (+)	21	14,25	5,76		
Dramatic Nature	0-2500 TL	144	18,08	6,14	4,345	,005*
	2501-5000 TL	73	17,63	5,83		
	5001-10000 TL	43	17,18	6,68		
	10001 TL and (+)	21	13,02	4,40		
Competition Excitement	0-2500 TL	144	18,23	6,31	6,512	,000*
	2501-5000 TL	73	19,31	5,76		
	5001-10000 TL	43	15,26	7,54		
	10001 TL and (+)	21	13,93	5,71		
Vicarious Sensation	0-2500 TL	144	18,16	6,11	7,170	,000*
	2501-5000 TL	73	17,99	6,07		
	5001-10000 TL	43	14,20	8,00		
	10001 TL and (+)	21	13,34	5,56		
Normative Beliefs	0-2500 TL	144	12,27	7,48	2,542	,057
	2501-5000 TL	73	13,48	7,42		
	5001-10000 TL	43	10,06	7,94		
	10001 TL and (+)	21	9,78	7,57		
Subjective Norms	0-2500 TL	144	3,23	1,36	2,289	,079
	2501-5000 TL	73	3,46	1,39		
	5001-10000 TL	43	2,78	1,40		
	10001 TL and (+)	21	3,17	1,11		
Attitude	0-2500 TL	144	4,28	0,90	7,640	,000*
	2501-5000 TL	73	4,40	0,74		

	5001-10000 TL	43	3,92	1,09		
	10001 TL and (+)	21	3,48	0,95		
Behavioral Intention	0-2500 TL	144	4,04	1,08	1,791	,149
	2501-5000 TL	73	4,08	0,90		
	5001-10000 TL	43	3,77	1,32		
	10001 TL and (+)	21	3,62	0,85		

***p<0,05**

To examine variables in terms of income level, ANOVA test is applied. Results are given below.

There is statistically acceptable difference between income level groups in terms of socialization opportunity (p<0,05). When results are examined the group of 2501-5000 TL has the highest mean value where the group of 1001 TL and (+) has the lowest mean value.

There is statistically acceptable difference between income level groups in terms of skill improvement (p<0,05). When results are examined the group of 2501-5000 TL has the highest mean value where the group of 1001 TL and (+) has the lowest mean value.

There is statistically acceptable difference between income level groups in terms of friends bonding (p<0,05). When results are examined the group of 2501-5000 TL has the highest mean value where the group of 1001 TL and (+) has the lowest mean value.

There is statistically acceptable difference between income level groups in terms of game knowledge (p<0,05). When results are examined the group of 2501-5000 TL has the highest mean value where the group of 1001 TL and (+) has the lowest mean value.

There is statistically acceptable difference between income level groups in terms of skill appreciation (p<0,05). When results are examined the group of 2501-5000 TL has the highest mean value where the group of 1001 TL and (+) has the lowest mean value.

There is statistically acceptable difference between income level groups in terms of entertaining nature (p<0,05). When results are examined the group of 2501-5000 TL has the highest mean value where the group of 1001 TL and (+) has the lowest mean value.

There is statistically acceptable difference between income level groups in terms of dramatic nature (p<0,05). When results are examined the group of 0-2500 TL has the highest mean value. It is seen that when income level is getting higher the mean value is getting lower.

There is statistically acceptable difference between income level groups in terms of competition excitement (p<0,05). When results are examined the group of 2501-5000 TL has the highest mean value where the group of 1001 TL and (+) has the lowest mean value.

There is statistically acceptable difference between income level groups in terms of vicarious sensation (p<0,05). When results are examined the group of 0-2500 TL has the highest mean value. It is seen that when income level is getting higher the mean value is getting lower.

There is statistically acceptable difference between income level groups in terms of attitude (p<0,05). When results are examined the group of 2501-5000 TL has the highest mean value where the group of 1001 TL and (+) has the lowest mean value.

3.3.3.2.4. Examination Of Variables In Terms Of Attendees' Duration of Weekly Played Esports

Table 3.3.3.2.4. Examination Of Variables In Terms Of Attendees' Duration of Weekly Played Esports

On average how many hours do you play esports?		n	Mean	SD	F	p
Competitive Nature	Below 5 hours	95	17,82	6,19	5,493	,001*
	5-14 hours	88	18,00	5,68		
	15-24 hours	27	18,36	4,36		
	More than 24 hours	71	20,98	4,32		
Socialization Opportunity	Below 5 hours	95	14,79	6,89	2,463	,063
	5-14 hours	88	14,97	6,75		
	15-24 hours	27	16,67	5,60		
	More than 24 hours	71	17,22	6,02		

Skill Improvement	Below 5 hours	95	16,44	6,36	4,070	,007*
	5-14 hours	88	17,29	6,35		
	15-24 hours	27	18,52	5,77		
	More than 24 hours	71	19,63	5,33		
Friends Bonding	Below 5 hours	95	14,88	6,57	4,038	,008*
	5-14 hours	88	14,77	7,34		
	15-24 hours	27	17,53	6,44		
	More than 24 hours	71	17,76	5,66		
Game Knowledge	Below 5 hours	95	16,31	6,31	4,520	,004*
	5-14 hours	88	17,32	6,43		
	15-24 hours	27	19,33	6,17		
	More than 24 hours	71	19,45	4,72		
Skill Appreciation	Below 5 hours	95	16,03	7,03	5,390	,001*
	5-14 hours	88	16,78	6,59		
	15-24 hours	27	18,76	5,28		
	More than 24 hours	71	19,75	5,41		
Entertaining Nature	Below 5 hours	95	16,89	6,32	7,244	,000*
	5-14 hours	88	16,79	7,33		
	15-24 hours	27	19,74	5,61		
	More than 24 hours	71	20,74	4,92		
Dramatic Nature	Below 5 hours	95	15,95	6,22	4,610	,004*
	5-14 hours	88	17,19	6,30		
	15-24 hours	27	18,84	6,67		
	More than 24 hours	71	19,25	5,09		
Competition Excitement	Below 5 hours	95	16,50	6,73	4,762	,003*
	5-14 hours	88	16,90	6,83		
	15-24 hours	27	19,31	5,83		
	More than 24 hours	71	19,83	5,50		
Vicarious Sensation	Below 5 hours	95	15,77	6,72	4,636	,004*
	5-14 hours	88	16,55	6,57		
	15-24 hours	27	19,86	5,98		
	More than 24 hours	71	18,71	6,17		

Normative Beliefs	Below 5 hours	95	11,72	7,73	1,063	,365
	5-14 hours	88	11,29	7,30		
	15-24 hours	27	12,30	7,00		
	More than 24 hours	71	13,36	8,01		
Subjective Norms	Below 5 hours	95	3,19	1,31	0,281	,839
	5-14 hours	88	3,14	1,36		
	15-24 saat hours	27	3,36	1,14		
	More than 24 hours	71	3,29	1,53		
Attitude	Below 5 hours	95	4,05	0,94	7,219	,000*
	5-14 hours	88	4,00	0,99		
	15-24 hours	27	4,35	0,85		
	More than 24 hours	71	4,60	0,71		
Behavioral Intention	Below 5 hours	95	3,88	1,05	3,404	,018*
	5-14 hours	88	3,80	1,15		
	15-24 hours	27	4,11	0,98		
	More than 24 hours	71	4,29	0,94		

***p<0,05**

To examine variables in terms of attendees' duration of weekly played esports ANOVA test is applied. Results are given below.

There is statistically acceptable difference between duration of weekly played esports groups in terms of competitive nature (p<0,05). When results are examined the group of more than 24 hours has the highest mean value where duration of weekly played esports is getting lower the mean value is also getting lower.

There is statistically acceptable difference between duration of weekly played esports groups in terms of skill improvement (p<0,05). When results are examined the group of more than 24 hours has the highest mean value where duration of weekly played esports is getting lower the mean value is also getting lower.

There is statistically acceptable difference between duration of weekly played esports groups in terms of friends bonding (p<0,05). When results are examined the group of more

than 24 hours has the highest mean value where the group of 5-14hours has the lowest mean value.

There is statistically acceptable difference between duration of weekly played esports groups in terms of game knowledge ($p<0,05$). When results are examined the group of more than 24 hours has the highest mean value and where duration of weekly played esports is getting lower the mean value is also getting lower.

There is statistically acceptable difference between duration of weekly played esports groups in terms of entertaining nature ($p<0,05$). When results are examined the group of more than 24 hours has the highest mean value where the group of 5-14 hours has the lowest mean value.

There is statistically acceptable difference between duration of weekly played esports groups in terms of dramatic nature ($p<0,05$). When results are examined the group of more than 24 hours has the highest mean value where duration of weekly played esports is getting lower the mean value is also getting lower.

There is statistically acceptable difference between duration of weekly played esports groups in terms of competition excitement ($p<0,05$). When results are examined the group of more than 24 hours has the highest mean value where duration of weekly played esports is getting lower the mean value is also getting lower.

There is statistically acceptable difference between duration of weekly played esports groups in terms of vicarious sensation ($p<0,05$). When results are examined the group of more than 24 hours has the highest mean value where the group of 5-14 hours has the lowest mean value.

There is statistically acceptable difference between duration of weekly played esports groups in terms of attitude ($p<0,05$). When results are examined the group of more than 24 hours has the highest mean value where the group of 5-14 hours has the lowest mean value.

There is statistically acceptable difference between duration of weekly played esports groups in terms of behavioral intention ($p<0,05$). When results are examined the group of

more than 24 hours has the highest mean value where the group of 5-14 hours has the lowest mean value.

3.3.3.2.5. Examination Of Variables In Terms Of Attendees' Duration Of Weekly Watched Esports

Table 3.3.3.2.5. Examination Of Variables In Terms Of Attendees' Duration Of Weekly Watched Esports

On average how many hours do you watch esports?		n	Mean	SD	F	p
Competitive Nature	Below 4 hours	130	17,61	6,23	3,943	,009*
	4-7 hours	52	19,02	4,92		
	8-10 hours	39	19,47	5,04		
	More than 10 hours	60	20,40	4,40		
Socialization Opportunity	Below 4 hours	130	14,62	7,08	2,621	,051
	4-7 hours	52	15,60	6,06		
	8-10 hours	39	16,48	5,58		
	More than 10 hours	60	17,33	6,14		
Skill Improvement	Below 4 hours	130	16,00	6,49	7,527	,000*
	4-7 hours	52	18,74	5,51		
	8-10 hours	39	18,29	4,92		
	More than 10 hours	60	20,14	5,70		
Friends Bonding	Below 4 hours	130	14,36	7,04	5,208	,002*
	4-7 hours	52	15,77	6,41		
	8-10 hours	39	17,31	6,18		
	More than 10 hours	60	18,10	5,79		
Game Knowledge	Below 4 hours	130	16,06	6,68	7,131	,000*
	4-7 hours	52	18,75	5,56		

	8-10 hours	39	18,23	5,63		
	More than 10 hours	60	20,04	4,31		
Skill Appreciation	Below 4 hours	130	15,57	6,88	7,501	,000*
	4-7 hours	52	19,45	5,69		
	8-10 hours	39	18,60	5,66		
	More than 10 hours	60	19,14	5,80		
Entertaining Nature	Below 4 hours	130	15,94	6,88	10,412	,000*
	4-7 hours	52	19,68	5,83		
	8-10 hours	39	19,22	5,50		
	More than 10 hours	60	20,71	5,24		
Dramatic Nature	Below 4 hours	130	16,11	6,50	4,403	,005*
	4-7 hours	52	19,22	5,83		
	8-10 hours	39	17,72	6,22		
	More than 10 hours	60	18,62	4,95		
Competition Excitement	Below 4 hours	130	15,72	7,17	9,098	,000*
	4-7 hours	52	19,10	5,69		
	8-10 hours	39	18,58	5,61		
	More than 10 hours	60	20,37	4,78		
Vicarious Sensation	Below 4 hours	130	15,50	7,05	5,299	,001*
	4-7 hours	52	18,30	5,50		
	8-10 hours	39	18,57	5,50		
	More than 10 hours	60	18,79	6,41		
Normative Beliefs	Below 4 hours	130	10,93	7,60	3,113	,027*
	4-7 hours	52	11,39	7,46		
	8-10 hours	39	13,54	7,63		
	More than 10 hours	60	14,12	7,33		
Subjective Norms	Below 4 hours	130	3,06	1,38	1,824	,143
	4-7 hours	52	3,12	1,28		

	8-10 hours	39	3,34	1,39		
	More than10 hours	60	3,53	1,36		
Attitude	Below 4 hours	130	3,92	1,03	9,854	,000*
	4-7 hours	52	4,23	0,79		
	8-10 hours	39	4,45	0,62		
	More than 10 hours	60	4,62	0,76		
Behavioral Intention	Below 4 hours	130	3,69	1,18	8,590	,000*
	4-7 hours	52	3,97	0,90		
	8-10 hours	39	4,21	0,93		
	More than 10 hours	60	4,46	0,77		

***p<0,05**

To examine variables in terms of attendees' duration of weekly watched esports, ANOVA test is applied. Results are given below.

There is statistically acceptable difference between duration of weekly watched esports groups in terms of competitive nature (p<0,05). When results are examined the group of more than 10 hours has the highest mean value where duration of weekly watched esports is getting lower the mean value is also getting lower.

There is statistically acceptable difference between duration of weekly watched esports groups in terms of skill improvement (p<0,05). When results are examined the group of more than 10 hours has the highest mean value where the group of below 4 hours has the lowest mean value.

There is statistically acceptable difference between duration of weekly watched esports groups in terms of friends bonding (p<0,05). When results are examined the group of more than 10 hours has the highest mean value where duration of weekly watched esports is getting lower the mean value is also getting lower.

There is statistically acceptable difference between duration of weekly watched esports groups in terms of game knowledge (p<0,05). When results are examined the group of

more than 10 hours has the highest mean value where the group of below 4 hours has the lowest mean value.

There is statistically acceptable difference between duration of weekly watched esports groups in terms of skill appreciation ($p<0,05$). When results are examined the group of 4-7 hours has the highest mean value where the group of below 4 hours has the lowest mean value.

There is statistically acceptable difference between duration of weekly watched esports groups in terms of entertaining nature ($p<0,05$). When results are examined the group of more

than 10 hours has the highest mean value where the group of below 4 hours has the lowest mean value.

There is statistically acceptable difference between duration of weekly watched esports groups in terms of dramatic nature ($p<0,05$). When results are examined the group of 4-7 hours has the highest mean value where the group of below 4 hours has the lowest mean value.

There is statistically acceptable difference between duration of weekly watched esports groups in terms of competition excitement ($p<0,05$). When results are examined the group of more than 10 hours has the highest mean value where the group of below 4 hours has the lowest mean value.

There is statistically acceptable difference between duration of weekly watched esports groups in terms of vicarious sensation ($p<0,05$). When results are examined the group of more than 10 hours has the highest mean value where duration of weekly watched esports is getting lower the mean value is also getting lower.

There is statistically acceptable difference between duration of weekly watched esports groups in terms of normative beliefs ($p<0,05$). When results are examined the group of more than 10 hours has the highest mean value where duration of weekly watched esports is getting lower the mean value is also getting lower.

There is statistically acceptable difference between duration of weekly watched esports groups in terms of attitude (p<0,05). When results are examined the group of more than 10 hours has the highest mean points where duration of weekly watched esports is getting lower the mean value is also getting lower.

There is statistically acceptable difference between duration of weekly watched esports groups in terms of behavioral intention (p<0,05). When results are examined the group of more than 10 hours has the highest mean value where duration of weekly watched esports is getting lower the mean value is also getting lower.

3.4. Pearson Correlation Test

It is a test technique where two quantitative variables are examined to determine the direction and efficacy of the linear relation. (Özdamar, 2004, p. 490-528)

3.4.1. Examination Of Relation Between Variables

Results contributed to examination of relation between variables according to Pearson Correlation Test are given below in the Table 3.4.1.

Table 3.4.1. Examination Of Relation Between Variables

		Normative Beliefs	Subjective Norms	Attitude	Behavioral Intention
Competitive Nature	r	,368**	,273**	,513**	,411**
	p	,000	,000	,000	,000
Socialization Opportunity	r	,624**	,516**	,570**	,501**
	p	,000	,000	,000	,000
Skill Improvement	r	,451**	,304**	,590**	,460**
	p	,000	,000	,000	,000
Friends Bonding	r	,583**	,462**	,604**	,531**
	p	,000	,000	,000	,000
Game Knowledge	r	,445**	,322**	,617**	,526**

	p	,000	,000	,000	,000
Skill Appreciation	r	,419**	,291**	,557**	,416**
	p	,000	,000	,000	,000
Entertaining Nature	r	,359**	,224**	,592**	,475**
	p	,000	,000	,000	,000
Dramatic Nature	r	,355**	,204**	,473**	,361**
	p	,000	,001	,000	,000
Competition Excitement	r	,479**	,345**	,619**	,509**
	p	,000	,000	,000	,000
Vicarious Sensation	r	,572**	,472**	,624**	,500**
	p	,000	,000	,000	,000
Normative Beliefs	r	1	,811**	,534**	,568**
	p		,000	,000	,000
Subjective Norms	r	,811**	1	,460**	,546**
	p	,000		,000	,000
Attitude	r	,534**	,460**	1	,790**
	p	,000	,000		,000
Behavioral Intention	r	,568**	,546**	,790**	1
	p	,000	,000	,000	

****p<0,01**

The result of the applied Pearson Correlation Test to examine the relation between variables are given below.

Competitive nature has a positive moderate relation with normative beliefs (r: 0,368), a positive weak relation with subjective norms (r: 0,273), a positive moderate relation with attitude (r: 0,513), a positive moderate relation with behavioral intention(r: 0,411).

Socialization opportunity has a positive strong relation with normative beliefs (r: 0,624), a positive moderate relation with subjective norms (r: 0,516), a positive moderate relation with attitude (r: 0,570), a positive moderate relation with behavioral intention (r: 0,501).

Skill improvement has a positive moderate relation with normative beliefs (r: 0,451), a positive moderate relation with subjective norms (r: 0,304), a positive moderate relation with attitude (r: 0,590), a positive moderate relation with behavioral intention (r: 0,460).

Friends bonding has a positive moderate relation with normative beliefs (r: 0,451), a positive moderate relation with subjective norms (r: 0,462), a positive strong relation with attitude (r: 0,604), a positive moderate relation with behavioral intention (r: 0,531).

Game knowledge has a positive moderate relation with normative beliefs (r: 0,445), a positive moderate relation with subjective norms (r: 0,322), a positive strong relation with attitude (r: 0,617), a positive moderate relation with behavioral intention (r: 0,526).

Skill appreciation has a positive moderate relation with normative beliefs (r: 0,419), a positive weak relation with subjective norms (r: 0,291), a positive moderate relation with attitude (r: 0,557), a positive moderate relation with behavioral intention (r: 0,416).

Entertaining nature has a positive moderate relation with normative beliefs (r: 0,359), a positive weak relation with subjective norms (r: 0,224), a positive moderate relation with attitude (r: 0,592), a positive moderate relation with behavioral intention (r: 0,475).

Dramatic nature has a positive moderate relation with normative beliefs (r: 0,355), a positive weak relation with subjective norms (r: 0,204), a positive moderate relation with attitude (r: 0,473), a positive moderate relation with behavioral intention (r: 0,361).

Competition excitement has a positive moderate relation with normative beliefs (r: 0,479), a positive moderate relation with subjective norms (r: 0,345), a positive strong relation with attitude (r: 0,619), a positive moderate relation with behavioral intention (r: 0,509).

Vicarious sensation has a positive moderate relation with normative beliefs (r: 0,572), a positive moderate relation with subjective norms (r: 0,472), a positive strong relation with attitude (r: 0,624), a positive moderate relation with behavioral intention (r: 0,500).

Normative beliefs has a positive strong relation with subjective norms (r: 0,811), a positive moderate relation with attitude (r: 0,534), a positive moderate relation with behavioral intention (r: 0,568).

Subjective norms has a positive moderate relation with attitude (r: 0,460), a positive moderate relation with behavioral intention (r: 0,546).

Attitude has a positive strong relation with behavioral intention (r: 0,790).

3.5. Confirmatory Factor Analysis And Structural Equation Modeling

3.5.1. Confirmatory Factor Analysis

Table 3.5.1. Confirmatory Factor Analysis

Goodness Of Fit Statistics	**Measured Fit Statistics**
$\chi 2/sd$ <3	3,075
GFI >0.90	0,976
AGFI >0.85	0,915
CFI >0.95	0,989
RMSEA <0.08	0,076

To continue on Structural Equation Modeling in order to see the efficacy, it is seen that fit statistics provide the requirements of the entailed goodness of fit statistics as given above in the Table 3.5.1.

3.5.2. Resolution Of Structural Equation Modeling

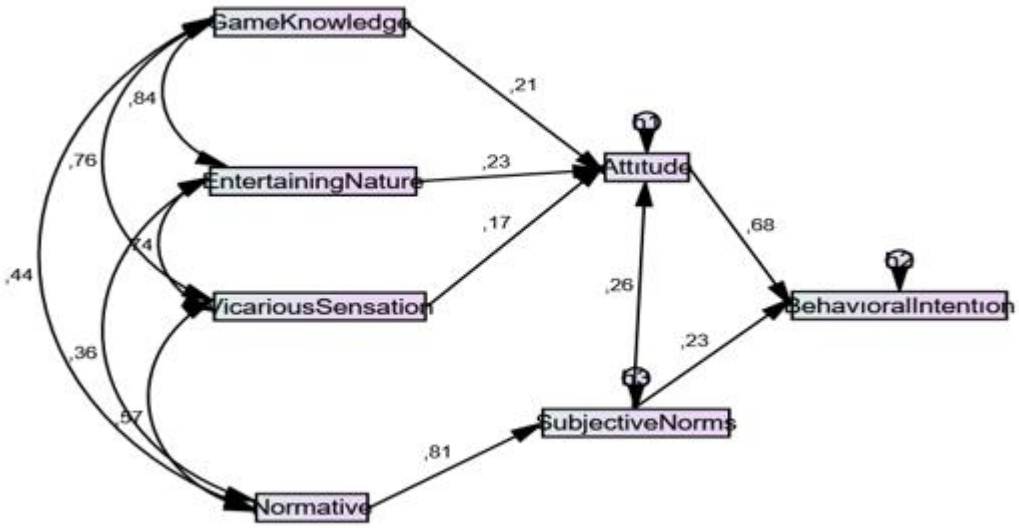

Figure 5. The Results Of The Hypothesized Model

The schema to see the effect through Structural Equation Modeling is given above in Figure 5.

Table 3.5.2.1. Examination Of The Hypothesized Model

Dependent		**Independent**	**Beta**	**S.E.**	**C.R.**	**p**
Subjective Norms	←	Normative Beliefs	,811	,006	23,180	***
Attitude	←	Subjective Norms	,259	,033	5,372	***
Attitude	←	Game Knowledge	,207	,013	2,447	,014
Attitude	←	Entertaining Nature	,231	,012	2,815	,005
Attitude	←	Vicarious Sensation	,170	,010	2,352	,019
Behavioral Intention	←	Attitude	,683	,045	17,460	***
Behavioral Intention	←	Subjective Norms	,231	,031	5,898	***

(*** <0,001)

Normative beliefs are positively correlated with subjective norms (p<0,05, Beta=0,811).

Subjective norms are positively correlated with attitude (p<0,05, Beta=0,259).

Game knowledge is positively correlated with attitude (p<0,05, Beta=0,207).

Entertaining nature is positively correlated with attitude (p<0,05, Beta=0,231).

Vicarious sensation is positively correlated with attitude (p<0,05, Beta=0,170).

Attitude is positively correlated with behavioral intention (p<0,05, Beta=0,683).

Subjective norms are positively correlated with behavioral intention (p<0,05, Beta=0,231).

Table 3.5.2.2. Hypotheses Results

Number	Hypotheses	Results
H1	Skill improvement is positively correlated with attitude towards watching esports.	Rejected
H2	Skill appreciation is positively correlated with attitude towards watching esports.	Rejected
H3	Vicarious sensation is positively correlated with attitude towards watching esports.	Accepted
H4	Competition excitement is positively correlated with attitude towards watching esports.	Rejected
H5	Friends bonding is positively correlated with attitude towards watching esports.	Rejected
H6	Socialization opportunity is positively correlated with attitude towards watching esports.	Rejected
H7	Dramatic nature is positively correlated with attitude towards watching esports.	Rejected
H8	Entertaining nature is positively correlated with attitude towards watching esports.	Accepted
H9	Competitive nature is positively correlated with attitude towards watching esports.	Rejected
H10	Game knowledge is positively correlated with attitude towards watching esports.	Accepted

H11	Attitude towards watching esports positively correlate with behavioral intention to watch esports.	Accepted
H12	Normative beliefs of watching esports positively correlate with subjective norms of watching esports.	Accepted
H13	Subjective norms positively correlate with attitude towards watching esports.	Accepted
H14	Subjective norms positively correlate with behavioral intention to watch esports.	Accepted

It is seen that from the generated hypotheses; H3, H8, H10, H11, H12, H13, H14 are accepted while H1, H2, H4, H5, H6, H7and H9 are rejected.

4. CONCLUSIONS

Throughout the whole study, the whole change of consumer behavior due to digitalization from techno-humanistic perspective is preliminarily figured out. In that, the process of virtualization with its direct effect on consumer behavior with new forms of spatialities are defined deeply to visualize what is literary taken into consideration for defining e-life forms and how it is realized in practical life under the form of economic, marketing, social and cultural structural by summing up main considerations. When by doing this, reader is intellectually informed about new change of human life with its contexts and terms to gain a perception of e-life forms from a broader view. When by bringing up together the form of techno humanistic perspective with effects of both digitalization and digitization, new terms like digital space as spatialities under neo geographic forms are defined by taking into consideration the studies of Kaczorowska-Spychalska (2018) and Felgenhauer (2017). It is understood that any form of e-life with its dual as well as hybrid form of both by being real and virtual at its presence redesign people's habits to create e-cultural form of human habitat by the creation of parallel forms of what we have in real life. Esports as an e-life form is taken into consideration from economic, social, cultural and marketing perspectives and motives driving people to watch esports are studied. Esports itself is **a** sports form of this new e-culture and form of living. In order to materialize such an occasion, the definition of esports with its comparison of traditional sports as well as the created whole ecosystem with its drivers as well as opportunities to assure a new market as a form of combination of industries are depicted out as a whole ecosystem referring to Terrón and Vera (2019). It is seen that this alive form of sports as esports by being a fledgling culture bear various marketing opportunities.

This study focuses on Turkey especially İstanbul and Ankara as populated cities to reach at a general demographic view of the whole country. The collected sample from these cities show reliable motives and factors that effect people to watch esports in Turkey on an average. Thus, the study presents right and reliable scheme and composition to carry and create right possible marketing strategies.

According to the studied model in respect to Ajzen and Fishbein's (1980) Theory Of Reasoned Action (TRA) as cited both in Cuerrier et. al. (1992) and Xiao (2019) by applying the scale of Motivation Scale Of Esports Spectatorship (MSES), Qian et.al (2019); literary covered in the methodology section, it is seen that from the generated hypotheses; H3, H8, H10, H11, H12, H13, H14 are accepted while H1, H2, H4, H5, H6, H7 and H9 are rejected. The findings of the analysis reveal that throughout the creation of watching esports behavior in Turkey, entertaining nature, vicarious sensation and game knowledge as behavioral beliefs are the motives having positive correlation to form attitude to watch esports. The studied model also points out that the attitude itself as a preceding factor directly creates behavioral intention to realize behavior. From this conclusion it is assumed that Turkish people love entertaining, keen on learning more about the game and posses vicarious sensation when watching. Such findings, provide marketers where to focus on when organizing and creating marketing activities from individualistic perspective. Moreover, because normative beliefs positively correlate with subjective norms, subjective norms with attitude and directly with behavioral intention and attitude with behavioral intention, the form of watching esports in Turkey is somehow a way to be recognized in a collective life and avoid oneself from possible value judgments of surroundings not to be called out other. Thus, marketers should take into consideration the local Turkish Culture of the geography which is collective in structure in this study, even if esports presents followers the opportunity to form various spatialities to alienate oneself from what is real. But, it is understood from this study even if it is a hybrid form with its dual form of reality and virtuality, people in Turkey consider their recognition as to be a participant of social life when compared with forms of real life.

When compared to other studies, as an example to be considered is Xiao (2019), established in USA, the most evident motives of behavioral beliefs to iterate people to watch esports are aesthetics, drama and escapism. According to Xiao (2019), they have a positive correlation with attitude where attitude has a positive correlation with behavioral intention. But it will be helpful to clear that the studied scale in Xiao (2019) is Motivation Scale for Sports Consumption (MSSC). This scale includes the motives of behavioral

beliefs on the basis of what motivates people to watch traditional sports. The scale used in our study is the latest scale studied to reveal the right consumption scale for esports named as Motivation Scale Of Esports Spectatorship (MSES), Qian et. al. (2019), established in USA. But even if there are differing factors from each other on the basis of behavioral beliefs from individualistic perspective, both of the studies give us an idea about how people motivate themselves to watch esports. According to both of the studies it is seen that normative beliefs have a positive correlation with subjective norms, subjective norms have a positive correlation with attitude as well as behavioral intention. From both of these two studies it is understood that collective minds of societies in all around the world assure the importance of belonging to a group, to be welcomed as well as appreciated by the surroundings in social life in order not to be alienated on the contrary to be accepted and to be recognized by others.

The way of generating consumer value by applying Ajzen and Fishbein's (1980) Theory Of Reasoned Action (TRA) as cited both in Cuerrier et. al. (1992) and Xiao (2019) with (MSES), Qian et.al (2019), to this study with its obtained results from the model brightly reveal the precedents of watching behavior enabling to examine the foundation of watching on the basis of consumer behavior towards esports spectatorship. Spectatorship of esports in Turkey is concentric with entertaining nature, game knowledge and vicarious sensation individually where it is more normative and subjective collectively.

Beyond the diagnosed effect on the creation of esports viewership, the characteristics of the demographic structure of the whole study also give idea to marketers the range that they may potentially cover to perform suitable form of marketing strategies. The general depiction of the market with both its distribution of gender, income level, age,… etc. potentially show out possible lifetime of esports market as well. These variables also show out where to focus on. They reflect the right general composition of the characteristics of the demographic structure. They enable to reach at the right target market when by creating right marketing strategies. Because characteristics of the demographic structure of the esports market and relation between variables also show

possible range of the market, it reveals where to invest and to focus on to gain profit for investors in addition to marketers. These can be presumed by analyzing the composition of the characteristics of the demographic structure and examine the relation among variables given in the study.

Since the behavior itself is normatively and subjectively effected to create a behavioral intention, marketers should organize collective events and focusing on entertaining nature of the organization to entice the consumer.

5. IMPLICATIONS AND RECOMMENDATIONS

This study is designed with no support from associations, clubs, teams or governmental institutions. Further studies can be authorized and organized to see a more enwidened form of a sample including other cities of Turkey. Moreover, a comparative study can also be done to see the differing form of realities of esports market in all around the globe.

This study reveals the effective motives of spectatorship behavior of esports in Turkey. Further studies can also be designed on the player axis, gender's effect or career opportunities to see whether the market itself with its social and commercial form is ready to invest more throughout the given considerations.

Marketers should see that this developing market with its featured dimensions in Turkey has a potential on the basis of entertaining nature, game knowledge and vicarious sensation from individualistic perspective. Thus, any marketing activity in relation with esports should consider entertaining nature, game knowledge and vicarious sensation as motivators for consumers. For example, marketing managers should design events of spectatorship targeting to entertain them. Moreover, they may also associate with other drivers of the esports ecosystem to publish possible media forms to make them learn more about the game through online channels like YouTube, Twitch to reach at a large portion of the market. In addition, they may interview with players to entice spectators to make them feel from a player's side or may present them a chance to play at champions league with professionals as if they are professionals to present them a form of satisfaction of vicarious sensation to strengthen bonding lines with consumers. These motivators are the right tools for marketers to design their marketing strategy. Consumers as spectators for esports market may be convinced to realize purchasing enactments on the basis of identified behavioral beliefs which are entertaining nature, game knowledge and vicarious sensation.

Since the behavior itself is also normatively and subjectively effected to create a behavioral intention, in addition to individualistic side of spectatorship of consumers, marketing managers should organize collective events to satisfy the feeling of belonging to a group for the consumers.

The evaluation performed throughout the study will help marketers where to focus on in order to create the right matrix of marketing strategies and use of tools. This will help drivers of the whole ecosystem generate more profitable areas on the basis of spectatorship and help them to decide what to feasibly invest in the targeted areas.

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APPENDIX

Table 3.2.5.5. Descriptive Statistics of Measurement Items

Measurement Items	1,0		2,0		3,0		4,0		5,0		Mean	SD
	n	%	n	%	n	%	n	%	n	%		
1. I enjoy the competitive gameplay of my favorite esports game	4	1,4	10	3,6	16	5,7	64	22,8	187	66,5	4,49	0,87
2. I like the competitive nature of esports competition	6	2,1	9	3,2	35	12,5	64	22,8	167	59,4	4,34	0,96
3. It is great to see somebody do really well against other people	6	2,1	6	2,1	40	14,2	77	27,4	152	54,1	4,29	0,94
4. I like to watch people taking it serious against one another	11	3,9	8	2,8	30	10,7	64	22,8	168	59,8	4,32	1,04
5. I want to see high-level competition among players	4	1,4	10	3,6	41	14,6	62	22,1	164	58,4	4,32	0,95
6. I enjoy interacting with other fans online when watching my favorite esports game	17	6,0	16	5,7	48	17,1	58	20,6	142	50,5	4,04	1,21
7. It allows me to meet other people online with similar interests to mine	28	10,0	22	7,8	60	21,4	60	21,4	111	39,5	3,73	1,32
8. It provides an online social outlet when watching my favorite esports game	18	6,4	19	6,8	56	19,9	70	24,9	118	42,0	3,89	1,21
9. I can connect with other esports fans and be part of the online community	15	5,3	29	10,3	73	26,0	53	18,9	111	39,5	3,77	1,22
10. I enjoy interacting with streamers online and getting to know them	20	7,1	26	9,3	61	21,7	56	19,9	118	42,0	3,80	1,27
11. I can interact with other spectators online and get a sense of camaraderie	37	13,2	28	10,0	56	19,9	54	19,2	106	37,7	3,58	1,41
12. Watching my favorite esports game helps me become a better player	14	5,0	20	7,1	48	17,1	62	22,1	137	48,8	4,02	1,18
13. I get to learn something new from some of the best players	9	3,2	15	5,3	32	11,4	75	26,7	150	53,4	4,22	1,05
14. It would give me a better idea on how to win the game if I play	7	2,5	12	4,3	38	13,5	68	24,2	156	55,5	4,26	1,01

15.I can improve my game by looking at techniques and strategies used by the experts	8	2,8	12	4,3	44	15,7	68	24,2	149	53,0	4,20	1,04
16. It gives me a deeper understanding of what's possible when I play	12	4,3	13	4,6	54	19,2	70	24,9	132	47,0	4,06	1,11
17. It improves my own play by getting ideas from professional players	11	3,9	22	7,8	42	14,9	78	27,8	128	45,6	4,03	1,13
18. Watching an esports game gives me a chance to bond with my friends	25	8,9	31	11,0	71	25,3	58	20,6	96	34,2	3,60	1,30
19. I enjoy sharing the experience of watching my favorite esports game with friends	15	5,3	22	7,8	59	21,0	68	24,2	117	41,6	3,89	1,19
20. I can have a good time with friends while watching my favorite esports game	21	7,5	22	7,8	52	18,5	60	21,4	126	44,8	3,88	1,27
21. Watching esports creates bonding moments that people can carry with them	27	9,6	27	9,6	57	20,3	54	19,2	116	41,3	3,73	1,34
22. I enjoy watching esports with friends in a social setting	28	10,0	20	7,1	55	19,6	57	20,3	121	43,1	3,79	1,33
23. I feel my understanding of the esports game adds to my enjoyment of watching it	7	2,5	15	5,3	50	17,8	78	27,8	131	46,6	4,11	1,04
24. I watch because I understand the intricacies and strategies	6	2,1	18	6,4	46	16,4	67	23,8	144	51,2	4,16	1,05
25. I watch because I understand what is going on in the game	10	3,6	8	2,8	45	16,0	61	21,7	157	55,9	4,23	1,05
26. I like watching my favorite esports game because I know the ins and outs of it	9	3,2	4	1,4	45	16,0	71	25,3	152	54,1	4,26	0,99
27. I like watching how others can do things in the game that I could never imagine	12	4,3	24	8,5	51	18,1	57	20,3	137	48,8	4,01	1,18
28. I watch players go to their limits and show moves that I could not typically think of	13	4,6	17	6,0	59	21,0	66	23,5	126	44,8	3,98	1,15
29. I like to see new moves, tricks, or techniques during a game	6	2,1	15	5,3	35	12,5	66	23,5	159	56,6	4,27	1,01
30. I enjoy high micro/macro skills that only the best can play during a game	18	6,4	9	3,2	57	20,3	59	21,0	138	49,1	4,03	1,18

31. I watch my favorite esports game because it is fun to watch	10	3,6	9	3,2	40	14,2	59	21,0	163	58,0	4,27	1,05
32. I watch my favorite esports game because I want to have fun	8	2,8	14	5,0	37	13,2	72	25,6	150	53,4	4,22	1,04
33. I watch my favorite esports game because it is enjoyable to watch	11	3,9	16	5,7	36	12,8	65	23,1	153	54,4	4,19	1,11
34. It is a lot of fun to watch my favorite esports game	13	4,6	14	5,0	41	14,6	65	23,1	148	52,7	4,14	1,13
35. Watching my favorite esports game is something fun to pass time	9	3,2	20	7,1	46	16,4	61	21,7	145	51,6	4,11	1,12
36. I enjoy the moment in a game when people make a strong comeback	12	4,3	7	2,5	60	21,4	50	17,8	152	54,1	4,15	1,10
37. I enjoy watching underdogs make big breaks and upset the better ones	18	6,4	13	4,6	65	23,1	52	18,5	133	47,3	3,96	1,21
38. I like the fact that a game can be turned around in the very last minute	6	2,1	15	5,3	46	16,4	56	19,9	158	56,2	4,23	1,04
39. I like the excitement associated with watching my favorite esports gam	9	3,2	9	3,2	55	19,6	73	26,0	135	48,0	4,12	1,04
40. I find watching my favorite esports game very exciting	8	2,8	12	4,3	58	20,6	66	23,5	137	48,8	4,11	1,05
41. I enjoy the thrill and excitement when I watch my favorite esports game	11	3,9	14	5,0	46	16,4	62	22,1	148	52,7	4,15	1,11
42. I feel hyped and excited when I watch my favorite esports game	14	5,0	12	4,3	50	17,8	59	21,0	146	52,0	4,11	1,14
43. I feel like I am in the game when it is close or coming down to the final moments	15	5,3	10	3,6	61	21,7	69	24,6	126	44,8	4,00	1,14
44. I can experience how professionals play without actually investing the hours into it	19	6,8	18	6,4	51	18,1	58	20,6	135	48,0	3,97	1,24
45. I can get a feeling of playing at a high level without actually being good at it	16	5,7	20	7,1	63	22,4	62	22,1	120	42,7	3,89	1,20
46. Feel of enjoyment of the competitive gameplay of my favorite esports game for me	8	2,8	10	3,6	40	14,2	76	27,0	147	52,3	4,22	1,01

47. Feel of likeness of the competitive nature of esports competition for me	3	1,1	10	3,6	57	20,3	64	22,8	147	52,3	4,22	0,96
48. Greatness of seeing somebody doing really well against other people for me	12	4,3	5	1,8	50	17,8	64	22,8	150	53,4	4,19	1,07
49. Feel of likeness of watching people taking it serious against one another for me	7	2,5	9	3,2	46	16,4	74	26,3	145	51,6	4,21	0,99
50. Wanting to see high-level competition among players for me	10	3,6	7	2,5	45	16,0	62	22,1	157	55,9	4,24	1,04
51. Feel of enjoyment of interacting with other fans online when watching my favorite esports game for me	10	3,6	18	6,4	50	17,8	76	27,0	127	45,2	4,04	1,10
52. . Meeting other people online with similar interests to mine through esports for me	11	3,9	18	6,4	70	24,9	72	25,6	110	39,1	3,90	1,11
53. Social outlet provided by esports when watching my favorite esports game for me	13	4,6	21	7,5	61	21,7	68	24,2	118	42,0	3,91	1,16
54. Connecting with other esports fans and be part of the online community for me	9	3,2	22	7,8	76	27,0	62	22,1	112	39,9	3,88	1,12
55. Feel of enjoyment interacting with streamers online and getting to know them for me	17	6,0	20	7,1	55	19,6	58	20,6	131	46,6	3,95	1,22
56. Interacting with other spectators online and get a sense of camaraderie for me	16	5,7	18	6,4	71	25,3	61	21,7	115	40,9	3,86	1,19
57. Help of esports when by becoming a better player through watching my favorite esports game for me	11	3,9	8	2,8	44	15,7	78	27,8	140	49,8	4,17	1,05
58. Getting to learn something new from some of the best players for me	8	2,8	18	6,4	43	15,3	60	21,4	152	54,1	4,17	1,09
59.A better idea given by esports on how to win the game if I play for me	12	4,3	16	5,7	35	12,5	71	25,3	147	52,3	4,16	1,11
60. Improving my game by looking at techniques and strategies used by the experts for me	7	2,5	22	7,8	48	17,1	56	19,9	148	52,7	4,12	1,11

61. A deeper understanding of what's possible given by esports when I play for me	6	2,1	12	4,3	55	19,6	67	23,8	141	50,2	4,16	1,02
62. Improvement of my own play by getting ideas from professional players through esports for me	12	4,3	12	4,3	54	19,2	52	18,5	151	53,7	4,13	1,13
63. Watching an esports game giving me a chance to bond with my friends for me	10	3,6	19	6,8	59	21,0	68	24,2	125	44,5	3,99	1,12
64. Feel of enjoyment of sharing the experience of watching my favorite esports game with friends for me	12	4,3	10	3,6	67	23,8	67	23,8	125	44,5	4,01	1,10
65. Having a good time with friends while watching my favorite esports game for me	9	3,2	22	7,8	49	17,4	62	22,1	139	49,5	4,07	1,13
66. Creation of bonding moments that people can carry with them by watching esports for me	14	5,0	17	6,0	63	22,4	57	20,3	130	46,3	3,97	1,18
67. Enjoyment of watching esports with friends in a social setting for me	14	5,0	23	8,2	50	17,8	61	21,7	133	47,3	3,98	1,20
68. Feeling of understanding of the esports game increase my enjoyment of watching it for me	7	2,5	20	7,1	57	20,3	58	20,6	139	49,5	4,07	1,10
69. Watching because of understanding the intricacies and strategies for me	10	3,6	18	6,4	45	16,0	77	27,4	131	46,6	4,07	1,10
70. Watching because of understanding what is going on in the game for me	9	3,2	9	3,2	57	20,3	66	23,5	140	49,8	4,14	1,05
71. Feel of likeness of watching my favorite esports game because of knowing the ins and outs of it for me	9	3,2	13	4,6	42	14,9	75	26,7	142	50,5	4,17	1,05
72. Feel of likeness of watching how others can do things in the game that I could never imagine for me	9	3,2	20	7,1	57	20,3	65	23,1	130	46,3	4,02	1,11
73. Watching players go to their limits and show moves that I could not typically think of for me	7	2,5	15	5,3	50	17,8	54	19,2	155	55,2	4,19	1,07
74. Feel of likeness of seeing new moves, tricks or techniques during a game for me	7	2,5	16	5,7	51	18,1	53	18,9	154	54,8	4,18	1,07

75. Feel of enjoyment of high micro/macro skills that only the best can play during a game for me	9	3,2	19	6,8	43	15,3	67	23,8	143	50,9	4,12	1,10
76. Watching of my favorite esports game because it is fun to watch for me	11	3,9	10	3,6	56	19,9	56	19,9	148	52,7	4,14	1,10
77. Watching of my favorite esports game because I want to have fun for me	9	3,2	11	3,9	50	17,8	71	25,3	140	49,8	4,15	1,05
78. Watching of my favorite esports game because it is enjoyable to watch for me	6	2,1	14	5,0	43	15,3	71	25,3	147	52,3	4,21	1,01
79. Watching my favorite esports game because it is a lot of fun for me	12	4,3	16	5,7	51	18,1	55	19,6	147	52,3	4,10	1,15
80. Watching my favorite esports game is something fun to pass time for me	9	3,2	12	4,3	39	13,9	76	27,0	145	51,6	4,20	1,04
81. Feel of enjoying the moment in a game when people make a strong comeback for me	7	2,5	16	5,7	51	18,1	74	26,3	133	47,3	4,10	1,05
82. Feel of enjoyment of watching underdogs make big breaks and upset the better ones for me	14	5,0	16	5,7	52	18,5	74	26,3	125	44,5	4,00	1,14
83. Feel of likeness of the fact that a game can be turned around in the very last minute for me	2	0,7	12	4,3	46	16,4	69	24,6	152	54,1	4,27	0,93
84. Feel of likeness of the excitement associated with watching my favorite esports game for me	8	2,8	12	4,3	64	22,8	59	21,0	138	49,1	4,09	1,07
85. Watching my favorite esports game to be very exciting for me	7	2,5	10	3,6	56	19,9	66	23,5	142	50,5	4,16	1,02
86. Feel of enjoyment of the thrill and excitement when I watch my favorite esports game for me	9	3,2	14	5,0	55	19,6	62	22,1	141	50,2	4,11	1,08
87. Feel of hyped and excited when I watch my favorite esports game for me	6	2,1	15	5,3	48	17,1	62	22,1	150	53,4	4,19	1,04
88. Feel of likeness to be in the game when it is close or coming down to the final moments for me	14	5,0	8	2,8	42	14,9	67	23,8	150	53,4	4,18	1,10
89. Experiencing how professionals play without	10	3,6	7	2,5	44	15,7	64	22,8	156	55,5	4,24	1,04

actually investing the hours into it for me												
90. Getting a feeling of playing at a high level without actually being good at it for me	14	5,0	7	2,5	52	18,5	72	25,6	136	48,4	4,10	1,10
91. My close friends think that I need to watch eSports	32	11,4	34	12,1	75	26,7	44	15,7	96	34,2	3,49	1,37
92. My family thinks that I need to watch eSports	96	34,2	45	16,0	36	12,8	46	16,4	58	20,6	2,73	1,57
93. The person, whose opinion I value, think that I need to watch eSports	41	14,6	35	12,5	67	23,8	50	17,8	88	31,3	3,39	1,41
94. I want to do what my close friends think I should do	52	18,5	41	14,6	44	15,7	51	18,1	93	33,1	3,33	1,51
95. I want to do what my family thinks I should do	44	15,7	36	12,8	58	20,6	49	17,4	94	33,5	3,40	1,45
96. I want to do things that people, whose opinion I value, think I should do	32	11,4	39	13,9	50	17,8	66	23,5	94	33,5	3,54	1,37
97. I want to watch eSports because my friends do so, and I want to belong to the group	68	24,2	29	10,3	52	18,5	49	17,4	83	29,5	3,18	1,55
98. Watching eSports reflects my personality to other people	52	18,5	33	11,7	65	23,1	52	18,5	79	28,1	3,26	1,45
99. According to people who are important to me, I should watch eSports	63	22,4	30	10,7	58	20,6	47	16,7	83	29,5	3,20	1,52
100. For me, watching eSports is Extremely bad . . . Extremely good	10	3,6	6	2,1	45	16,0	69	24,6	151	53,7	4,23	1,03
101. For me, watching eSports is . . . Extremely worthless . . . Extremely valuable	8	2,8	11	3,9	59	21,0	62	22,1	141	50,2	4,13	1,05
102. For me, watching eSports is . . . Extremely unpleasant . . . Extremely pleasant	16	5,7	6	2,1	42	14,9	56	19,9	161	57,3	4,21	1,13
103. For me, watching eSports is . . . Extremely Boring . . . Extremely Interesting	9	3,2	5	1,8	40	14,2	85	30,2	142	50,5	4,23	0,98
104. I plan to watch eSports	11	3,9	15	5,3	56	19,9	62	22,1	137	48,8	4,06	1,12
105. I will make an effort to watch eSports	21	7,5	21	7,5	61	21,7	62	22,1	116	41,3	3,82	1,26
106. I intend to watch eSports	15	5,3	11	3,9	56	19,9	61	21,7	138	49,1	4,05	1,15

QUESTIONNAIRE

1.Do you play or watch esports? If you do not watch or play esports; please do not fill in the questionnaire.

Demographic Analysis Questions

1. Gender Female-Male

2. Age (Limitation In Between 16-54)

3. Education Level (Mid School/ High School/ University/ Master-x)

4. Income Level (TL-Monthly/ 0-2.500/ 2.501-5.000/ 5.001-10.000/ 10.001-x)

5. On average how many hours do you play esports?

6. On average how many hours do you watch esports?

7. Which one of the games do you frequently watch?

CS:GO,COD, Fortnite, Overwatch, PUBG, Tom Clancy's Rainbow Six,DOTA 2, Heroes of the Storm, LoL, SMITE,Starcraft, Starcraft 2, Warcraft 3,Street Fighter, Super Smash Bros., Tekken, Injustice, 2K20, Madden NFL 20, FIFA 20, Rocket League, Age of Empires, World of Warcraft, Knight Online, Metin 2

If other please mention.

9. Which one of the tools do you enjoy most watching esports? 1-5 points scale: 1 (strongly dislike)…5 (strongly like)

Cep telefonu

Bilgisayar-Laptop

TV

Xbox

PS4

Amazon Fire TV

OCULUS

If other please mention.

10. Which one of the channels do you prefer for watching esports? 1-5 points scale: 1 (strongly dislike)…5 (strongly like)

Twitch, YouTube, Beinsports, ESPN

Model Study

Motives-Behavioral Belief Strengths Of Watching Esports/1-5 points scale: 1 (strongly disagree)…5 (strongly agree)

Competitive Nature

1. I enjoy the competitive gameplay of my favorite esports game

2. I like the competitive nature of esports competition

3. It is great to see somebody do really well against other people

4. I like to watch people taking it serious against one another

5. I want to see high-level competition among players

Socialization Opportunity

6. I enjoy interacting with other fans online when watching my favorite esports game

7. It allows me to meet other people online with similar interests to mine

8. It provides an online social outlet when watching my favorite esports game

9. I can connect with other esports fans and be part of the online community

10. I enjoy interacting with streamers online and getting to know them

11. I can interact with other spectators online and get a sense of camaraderie

Skill Improvement

12. Watching my favorite esports game helps me become a better player

13. I get to learn something new from some of the best players

14. It would give me a better idea on how to win the game if I play

15. I can improve my game by looking at techniques and strategies used by the experts

16. It gives me a deeper understanding of what's possible when I play

17. It improves my own play by getting ideas from professional players

Friends Bonding

18. Watching an esports game gives me a chance to bond with my friends

19. I enjoy sharing the experience of watching my favorite esports game with friends

20. I can have a good time with friends while watching my favorite esports game

21. Watching esports creates bonding moments that people can carry with them

22. I enjoy watching esports with friends in a social setting

Game Knowledge

23. I feel my understanding of the esports game adds to my enjoyment of watching it

24. I watch because I understand the intricacies and strategies

25. I watch because I understand what is going on in the game

26. I like watching my favorite esports game because I know the ins and outs of it

Skill Appreciation

27. I like watching how others can do things in the game that I could never imagine

28. I watch players go to their limits and show moves that I could not typically think of

29. I like to see new moves, tricks, or techniques during a game

30. I enjoy high micro/macro skills that only the best can play during a game

Entertaining Nature

31. I watch my favorite esports game because it is fun to watch

32. I watch my favorite esports game because I want to have fun

33. I watch my favorite esports game because it is enjoyable to watch

34. It is a lot of fun to watch my favorite esports game

35. Watching my favorite esports game is something fun to pass time

Dramatic Nature

36. I enjoy the moment in a game when people make a strong comeback

37. I enjoy watching underdogs make big breaks and upset the better ones

38. I like the fact that a game can be turned around in the very last minute

Competition Nature

39. I like the excitement associated with watching my favorite esports game

40. I find watching my favorite esports game very exciting

41. I enjoy the thrill and excitement when I watch my favorite esports game

42. I feel hyped and excited when I watch my favorite esports game

Vicarious Sensation

43. I feel like I am in the game when it is close or coming down to the final moments

44. I can experience how professionals play without actually investing the hours into it

45. I can get a feeling of playing at a high level without actually being good at it

Behavioral Outcome Evaluations/1-5 points scale: very bad(1)……..very good (5)

Competitive Nature

46. Feel of enjoyment of the competitive gameplay of my favorite esports game for me is

47. Feel of likeness of the competitive nature of esports competition for me……..

48. Greatness of seeing somebody doing really well against other people for me…..

49. Feel of likeness of watching people taking it serious against one another for me

50. Wanting to see high-level competition among players for me……..

Socialization Opportunity

51. Feel of enjoyment of interacting with other fans online when watching my favorite esports game for me…

52. Meeting other people online with similar interests to mine through esports for me…..

53. Social outlet provided by esports when watching my favorite esports game for me

54. Connecting with other esports fans and be part of the online community for me

55. Feel of enjoyment interacting with streamers online and getting to know them for me

56. Interacting with other spectators online and get a sense of camaraderie for me

Skill Improvement

57. Help of esports when by becoming a better player through watching my favorite esports game for me….

58. Getting to learn something new from some of the best players for me

59. A better idea given by esports on how to win the game if I play for me….

60. Improving my game by looking at techniques and strategies used by the experts for me……

61. A deeper understanding of what's possible given by esports when I play for me….

62. Improvement of my own play by getting ideas from professional players through esports for me….

Friends Bonding

63. Watching an esports game giving me a chance to bond with my friends for me

64. Feel of enjoyment of sharing the experience of watching my favorite esports game with friends for me

65. Having a good time with friends while watching my favorite esports game for me

66. Creation of bonding moments that people can carry with them by watching esports for me

67. Enjoyment of watching esports with friends in a social setting for me

Game Knowledge

68. Feeling of understanding of the esports game increase my enjoyment of watching it for me

69. Watching because of understanding the intricacies and strategies for me

70. Watching because of understanding what is going on in the game for me

71. Feel of likeness of watching my favorite esports game because of knowing the ins and outs of it for me

Skill Appreciation

72. Feel of likeness of watching how others can do things in the game that I could never imagine for me

73. Watching players go to their limits and show moves that I could not typically think of for me

74. Feel of likeness of seeing new moves, tricks or techniques during a game for me

75. Feel of enjoyment of high micro/macro skills that only the best can play during a game for me

Entertaining Nature

76. Watching of my favorite esports game because it is fun to watch for me

77. Watching of my favorite esports game because I want to have fun for me

78. Watching of my favorite esports game because it is enjoyable to watch for me

79. Watching my favorite esports game because it is a lot of fun for me

80. Watching my favorite esports game is something fun to pass time for me

Dramatic Nature

81. Feel of enjoying the moment in a game when people make a strong comeback for me

82. Feel of enjoyment of watching underdogs make big breaks and upset the better ones for me

83. Feel of likeness of the fact that a game can be turned around in the very last minute for me

Competition Nature

84. Feel of likeness of the excitement associated with watching my favorite esports game for me

85. Watching my favorite esports game to be very exciting for me

86. Feel of enjoyment of the thrill and excitement when I watch my favorite esports game for me

87. Feel of hyped and excited when I watch my favorite esports game for me

Vicarious Sensation

88. Feel of likeness to be in the game when it is close or coming down to the final moments for me

89. Experiencing how professionals play without actually investing the hours into it for me

90. Getting a feeling of playing at a high level without actually being good at it for me

Normative Beliefs Strengths /1-5 points scale: 1(strongly disagree)…5(strongly agree)

91. My close friends think that I need to watch esports

92. My family thinks that I need to watch esports

93. The person, whose opinion I value, think that I need to watch esports

Motivation To Comply With Normative Beliefs /1-5 points scale: 1(strongly disagree)…5(strongly agree)

94. I want to do what my close friends think I should do

95. I want to do what my family thinks I should do

96. I want to do things that people, whose opinion I value, think I should do

Subjective Norms / 1-5 points scale: 1 (strongly disagree)…5 (strongly agree)

97. I want to watch esports because my friends do so, and I want to belong to the group
98. Watching esports reflects my personality to other people
99. According to people who are important to me, I should watch esports

Attitude

For me, watching esports is . . .

100. Extremely bad . . . Extremely good
101. Extremely worthless . . . Extremely valuable
102. Extremely unpleasant . . . Extremely pleasant
103. Extremely Boring . . . Extremely Interesting

Behavioral Intention /1-5 points scale : 1 (extremely unlikely)….5 (extremely likely)

104. I plan to watch esports
105. I will make an effort to watch esports
106. I intend to watch esports

ANKET SORULARI

Merhabalar;

Katılımınızı rica ettiğim bu çalışma Bilgi Üniversitesi Pazarlama bölümü Yüksek lisans tezi için hazırlanmıştır. Bu anket ile e-spor izleyicilerinin davranışına yönelik motifler değerlendirilecek, e-spor izleyiciliğine ilişkin tüketici davranışını etkileyen faktörler analize tabi tutulacaktır.

İlginiz ve yardımınız için şimdiden teşekkür eder, iyi çalışmalar dilerim.

1. Espor izliyor ya da oynuyor musunuz? Eğer izlemiyor ya da oynamıyorsanız bu formu doldurmayınız.

Demografik Analiz Soruları

2. Cinsiyetiniz Kadın-Erkek

3.Yaşınız 16-54 sınırlanacak

4. Eğitim Durumunuz Ortaokul/Lise/Üniversite/Yüksek Lisans/Doktora

5. Gelir Grubunuz (TL-Aylık) 0-30.000/30.001-60.000/60.001-120.000/120.001-x

6. Ortalama olarak haftada kaç saat espor izliyorsunuz?

7. Ortalama olarak haftada kaç saat espor oynuyorsunuz?

8. Aşağıda yer alan oyunlardan hangisi/hangilerini sıklıkla hangi izliyorsunuz?

CS:GO,COD, Fortnite, Overwatch, PUBG, Tom Clancy's Rainbow Six,DOTA 2, Heroes of the Storm, LoL, SMITE,Starcraft, Starcraft 2, Warcraft 3,Street Fighter, Super Smash Bros., Tekken, Injustice, 2K20, Madden NFL 20, FIFA 20, Rocket League, Age of Empires, World of Warcraft, Knight Online, Metin 2

Diğer var ise belirtiniz

9. En çok hangi cihazlar aracılığı ile espor izlemeyi tercih ediyorsunuz? 1-5 puanlama ölçeği: 1 (hiç keyif almıyorum)….5 (çok keyif alıyorum)

Cep telefonu
Bilgisayar-Laptop
TV
Xbox
PS4
Amazon Fire TV
OCULUS

Diğer var ise belirtiniz.

10. Daha çok hangi çevrimiçi/online yayın kanalını espor izlerken kullanıyorsunuz? 1-5 puanlama ölçeği: 1 (hiç keyif almıyorum)….5 (çok keyif alıyorum)

Twitch, YouTube, Beinsports, ESPN

Model Çalışması

***Motifler-Behavioral Belief Strengths* 1-5 puanlama ölçeği: 1 (hiç katılmıyorum) ……..5 (çok katılıyorum)**

Rekabetçi Doğa

1. Favorim olan espor oyunlarının rekabetçi oynanmasından keyif alıyorum.
2. Espor müsabakalarının rekabetçi doğasından hoşlanıyorum.
3. Birinin/birilerinin diğer insanlara karşı gerçekten daha iyi yaptığını görmek çok süper.
4. Bir diğerine karşı işi ciddiye alan insanları izlemekten hoşlanıyorum.
5. Oyuncular arasında ileri düzey rekabet görmek istiyorum.

Sosyalleşme Fırsatı

6. Favorim olan espor oyununu izlerken çevrimiçi/online olan diğer taraftarlar ile etkileşmekten keyif alıyorum.
7. Espor, benimle yakın ilgi alanları olan çevrimiçi/online diğer insanlarla tanışmamı sağlıyor.
8. Espor, favorim olan e-spor oyununu izlerken çevrimiçi/online sosyal bir ifade alanı sağlıyor.
9. Diğer espor taraftarları ile bağlantı kurabiliyor ve çevrimiçi/online topluluğun bir parçası olabiliyorum.
10. Çevrimiçi/online yayıncılar ile etkileşimde ve onları tanıyor olmaktan keyif alıyorum.
11. Diğer çevrimiçi/online izleyiciler ile etkileşip, dostluk bağı kurabiliyorum.

Yetenek Geliştirme

12. Favorim olan esporları izlemek daha iyi oyuncu olmam konusunda bana yardım ediyor.
13. En iyi oyuncuların bazılarından yeni şeyler öğrenmekteyim.
14. Espor izlemek oyunu ben oynadığımda nasıl kazanmam gerektiği konusunda bana daha iyi fikir veriyor.

15.Oyunculuğumu uzmanlar tarafından kullanılan strateji ve tekniklere bakarak geliştirebiliyorum.

16. Espor izlemek, kendim oynadığımda olabilecek ihtimallerin neler olabileceği hakkında derin bir kavrayış veriyor.

17. Profesyonel oyunculardan fikir alarak kendi oyunculuğumu geliştiriyorum.

Arkadaşlık Bağı Kurma

18. Espor izlemek arkadaşlarımla daha iyi bağ kurma konusunda bana şans veriyor.

19. Favorim olan espor oyunlarını izlemeye dair deneyimlerimi arkadaşlarımla paylaşmaktan keyif alıyorum.

20. Favorim olan espor oyunlarını izlerken arkadaşlarımla güzel vakit geçirebiliyorum.

21. Espor izlemek insanların birbiri ile bağ kuracağı değerli anılar yaratıyor.

22. Arkadaşlarla sosyal bir ortamda espor izlemekten keyif alıyorum.

Oyun Bilgisi

23. Espor oyun anlayışımın oyunu izlerken keyif almamı arttırdığını hissediyorum.

24. İzliyorum çünkü karışıklıkları ve stratejileri anlıyorum.

25. İzliyorum çünkü oyunda neler olup bittiğini anlıyorum.

26. Favorim olan espor oyunlarını izlemekten keyif alıyorum çünkü oyun içinde ve dışında neler olduğunu biliyorum.

Yetenek Takdiri

27. Hayal edemediğim şeylerin başkaları tarafından oyun içinde nasıl yapılabildiğini izlemekten keyif alıyorum.

28. Oyuncuların aynı şekilde düşünemeyeceğim hareketleri sergilediklerini ve limitlerini zorladıklarını izliyorum.

29. Oyun süresince yeni bir hareket, tuzak veya teknik görmekten hoşlanıyorum.

30. Oyun süresince sadece en iyilerin oynayabileceği yüksek mikro/makro yeteneklerden keyif alıyorum.

Eğlendirici Doğa

31. Favorim olan espor oyununu izliyorum çünkü izlemek eğlenceli.
32. Favorim olan espor oyununu izliyorum çünkü eğlenmek istiyorum.
33. Favorim olan espor oyununu izliyorum çünkü izlemek çok keyifli.
34. Favorim olan espor oyununu izlemek çok eğlenceli.
35. Favorim olan espor oyununu izlemek zaman geçirmek için eğlenceli bir şey.

Dramatik Doğa

36. Oyun içinde insanların güçlü geri dönüş yaptıkları anlardan keyif alıyorum.
37. Yenilmişlerin büyük çıkış yapmalarını ve daha iyi olan diğerlerini üzmelerini izlemekten keyif alıyorum.
38. Oyunun son dakika dönebileceği gerçeğinden hoşlanıyorum.

Yarışma Rekabet

39. Favorim olan espor oyunlarını izlemek ile bağdaşan heyecandan hoşlanıyorum.
40. Favorim olan espor oyunlarını izlemeyi heyecanlı buluyorum.
41. Favorim olan espor oyunlarını izlediğimde oluşan heyecan ve gerilimden keyif alıyorum.
42. Favorim olan esporu izlediğimde canlanıyor ve heyecanlanıyorum.

Temsili Duygulanma

43. Oyunun sonlarına yaklaşıldığında ya da son dakikalarına yaklaşıldığında kendimi oyunun içinde hissediyorum.
44. Gerçek anlamda çok zaman harcamadan profesyonellerin nasıl oynayabildiklerini deneyimleyebiliyorum.
45. Gerçek anlamda çok iyi olmadan yüksek seviyede oynayabildiğim hissine kapılabiliyorum.

Motifler-Davranışsal Sonuç Değerlendirme 1-5 puanlama ölçeği: 1 (çok kötü) ……..5 (çok iyi)

Rekabetçi Doğa

46. Keyif alarak izlediğim favorim olan e-spor oyunlarının rekabetçi oynanması benim için çok kötü……. çok iyi

47. Espor müsabakalarının rekabetçi doğasından hoşlanmak benim için ……..

48. Süper olduğunu düşündüğüm birinin/birilerinin diğer insanlara karşı gerçekten daha iyi yaptığını görmek benim için ……..

49. Bir diğerine karşı işi ciddiye alan insanları izlemekten hoşlanmak benim için……..

50. Oyuncular arasında ileri düzey rekabet görmek istemek benim için……..

Sosyalleşme Fırsatı

51. Favorim olan espor oyununu izlerken çevrimiçi/online olan diğer taraftarlar ile etkileşmekten keyif almak benim için ….

52. Esporun benimle yakın ilgi alanları olan çevrimiçi/online diğer insanlarla tanışmamı sağlaması benim için……

53. E-sporun favorim olan espor oyununu izlerken çevrimiçi/online sosyal bir ifade alanı sağlaması benim için…….

54. Diğer espor taraftarları ile bağlantı kurabilmek ve çevrimiçi/online topluluğun bir parçası olabilmek benim için ……

55.Çevrimiçi/online yayıncılar ile etkileşimde ve onları tanıyor olmaktan keyif almak benim için…….

56.Diğer çevrimiçi/online izleyiciler ile etkileşip, dostluk bağı kurabilmek benim için……..

Yetenek Geliştirme

57. Favorim olan esporları izlemenin daha iyi oyuncu olmam konusunda bana yardım ediyor olması benim için…….

58. En iyi oyuncuların bazılarından yeni şeyler öğrenmekte olmak benim için…….

59.Espor izlemenin oyunu ben oynadığımda nasıl kazanmam gerektiği konusunda bana daha iyi fikir veriyor olması benim için……..

60.Oyunculuğumu uzmanlar tarafından kullanılan strateji ve tekniklere bakarak geliştirebilmem benim için…….

61. Esporun kendim oynadığımda olabilecek ihtimallerin neler olabileceği hakkında derin bir kavrayış veriyor olması benim için…….

62. Profesyonel oyunculardan fikir alarak kendi oyunculuğumu geliştirebilmem benim için…...

Arkadaşlık Bağı Kurma

63. Espor izlemenin arkadaşlarımla daha iyi bağ kurma konusunda bana şans veriyor olması benim için…..

64. Favorim olan espor oyunlarını izlemeye dair deneyimlerimi arkadaşlarımla paylaşmaktan keyif alıyor olmam benim için…..

65. Favorim olan espor oyunlarını izlerken arkadaşlarımla güzel vakit geçirebilmem benim için…..

66. Espor izlerken insanların birbiri ile bağ kuracağı değerli anılar yaratıyor olması benim için……

67. Arkadaşlarla sosyal bir ortamda e-spor izlemekten keyif almak benim için……

Oyun Bilgisi

68. Espor oyun anlayışımın oyunu izlerken keyif almamı arttırdığını hissetmek benim için…….

69. İzlerken karışıklıkları ve stratejileri anlamak benim için…..

70. İzlerken oyunda neler olup bittiğini anlamak benim için…...

71. Favorim olan espor oyunlarını izlemekten keyif alıyorum çünkü oyun içinde ve dışında neler olduğunu bilmek benim için…..

Yetenek Takdiri

72. Hayal edemediğim şeylerin başkaları tarafından oyun içinde nasıl yapılabildiğini izlemekten keyif almak benim için…..

73. Oyuncuların aynı şekilde düşünemeyeceğim hareketleri sergilediklerini ve limitlerini zorladıklarını izlemek benim için…..

74. Oyun süresince yeni bir hareket, tuzak veya teknik görmekten hoşlanmak benim için…..

75. Oyun süresince sadece en iyilerin oynayabileceği yüksek mikro/makro yeteneklerden keyif almak benim için……

Eğlendirici Doğa

76. Favorim olan espor oyununu izliyorum çünkü izlemenin eğlenceli olması benim için…..

77. Favorim olan espor oyununu izliyorum çünkü eğlenmek istemek benim için…..

78. Favorim olan espor oyununu izliyorum çünkü izlemenin çok keyifli olması benim için…

79. Favorim olan espor oyununu izlemenin çok eğlenceli olması benim için….

80. Favorim olan espor oyununu izlemenin zaman geçirmek için eğlenceli bir şey olması benim için……

Dramatik Doğa

81. Oyun içinde insanların güçlü geri dönüş yaptıkları anlardan keyif almak benim için…..

82. Yenilmişlerin büyük çıkış yapmalarını ve daha iyi olan diğerlerini üzmelerini izlemekten keyif almak benim için…..

83. Oyunun son dakika dönebileceği gerçeğinden hoşlanmak benim için…..

Yarışma Rekabet

84. Favorim olan espor oyunlarını izlemek ile bağdaşan heyecandan hoşlanmak benim için….

85. Favorim olan espor oyunlarını izlemeyi heyecanlı bulmak benim için….

86. Favorim olan espor oyunlarını izlediğimde oluşan heyecan ve gerilimden keyif almak benim için….

87. Favorim olan esporu izlediğimde canlanıyor ve heyecanlanıyor olmam benim için….

Temsili Duygulanma

88. Oyunun sonlarına yaklaşıldığında ya da son dakikalarına yaklaşıldığında kendimi oyunun içinde hissetmek benim için…..

89. Gerçek anlamda çok zaman harcamadan profesyonellerin nasıl oynayabildiklerini deneyimleyebilmek benim için…..

90. Gerçek anlamda çok iyi olmadan yüksek seviyede oynayabildiğim hissine kapılabilmek benim için……

Normatif İnanç 1-5 puanlama ölçeği: 1 (hiç katılmıyorum) ……..5 (çok katılıyorum)

91. Yakın arkadaşlarım espor izlemem gerektiğini düşünüyor.

92. Ailem espor izlemem gerektiğini düşünüyor.

93. Düşüncelerine önem verdiğim insanlar espor izlemem gerektiğini düşünüyor.

Normatif İnanç Motivasyonu Tamamlama 1-5 puanlama ölçeği: 1 (hiç katılmıyorum) ……..5 (çok katılıyorum)

94. Yakın arkadaşlarımın yapmamı düşündüğü şeyleri yapmak istiyorum.

95. Ailemin yapmamı düşündüğü şeyleri yapmak istiyorum.

96. Düşüncelerine önem verdiğim insanların yapmamı düşündüğü şeyleri yapmak istiyorum.

Subjektif Normlar 1-5 puanlama ölçeği: 1 (hiç katılmıyorum) ……..5 (çok katılıyorum)

97. Espor izlemek istiyorum çünkü arkadaşlarım öyle yapıyor ve gruba ait olmak istiyorum.
98. Espor izlemek diğer insanlara kişiliğimi yansıtır.
99. Benim için önemli olan insanlara göre espor izlemeliyim.

Tutum

Benim için espor izlemek;

100. Çok kötü…….. Çok iyi
101. Çok değersiz……. Çok değerli
102. Çok keyif verici değil ……..Çok keyif verici
103. Çok sıkıcı ……Çok ilgi çekici

Davranışsal Eğilim 1-5 puanlama ölçeği: 1 (hiç katılmıyorum) ……..5 (çok katılıyorum)

104. Espor izlemeyi planlıyorum.
105. Espor izlemek için çaba harcayacağım.
106. Espor izlemek niyetindeyim.

I. ETHICS BOARD APPROVAL

Ethics Board Approval is available in the printed version of this dissertation.