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Motivational factors for the consumption of esports as entertainment

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Abstract:

The purpose of this qualitative study is to discover what factors function as motivators or demotivators for the consumption of esports as entertainment. It addresses the research question "what are possible motivators or demotivators to consumption of esports as entertainment?" The central litterature to this study include the studies by Curley et al (2016), Hamari & Sjöblom (2017) and Jalonen (2019) as well as earlier research regarding motivation, consumer motivation and sports motivation. This explorative study was carried out by conducting semi-structured interviews with eight respondents. The transcripted data was analysed thematicaly using analysis software and the findings were matched with the theoretical frameworks provided by the litterature. The findings of this study show five categories of motivators and one category of demotivators; these categories constitute a total of 25 motivational items and four demotivational items. The findings match reasonably with the theoretical frameworks with some exeptions. This study presents managerial implications brought up by the results regarding managing an esports organization and motivating its members, and brings up the limitations present in the study as well as further research opportunities.

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1 INTRODUCTION

1.1 Background of esports

The gaming industry has grown to a very prominent level since its genesis. Companies range from small startups to huge listed companies with revenues measured in billions of dollars (Activision Blizzard, 2018). The development of computing and communication technology has allowed not only new ways to design and develop but also new ways to enjoy electronic games. Technologies such as virtual or extended reality have advanced gaming platforms abilities to offer increasingly immersive experiences, while data transfer via fiber-optic connections allow not only the viewing and following of gaming and events remotely but also cloud gaming, that negates the need for actual hardware by the user.

Hamari & Sjöblom (2017) define esports as "a form of sports where the primary aspects of the sport are facilitated by electronic systems; the input of players and teams as well as the output of the esports system are mediated by human-computer inter-faces". The authors also present the topic more colloquially as "competitive video gaming (broadcasted on the internet)". Jalonen (2019) states that esports is not a real sport "if the essential criterion for accounting as sports is considered to be the maintenance and honing of physical fitness". The author continues to state that "if sports is defined as competing in abilities considered to be culturally relevant within the confines of collectively defined rules", esports should be counted as an actual sport. According to Jalonen, people working with esports define the category as a sport because of the setting where individuals of talent train and compete according to certain rules. It is also noted that a successful esports athlete is required to have the right physical and mental capabilities, not unlike athletes in traditional sports and that the discussion about whether esports can be counted as an actual sport contains some of the same arguments and concerns as the ones that were brought up in the 70s and 80s when similar debates were had concerning motorsports (Jalonen, 2019).

The earliest mentions of electronic sports date back to the previous millennium. According to Wagner (2006) the earliest mention of the term is from a press release regarding

the launch of the Online Gamers Association in 1999. Wagner sees the history of esports as a two-fold development divided between the western and the eastern world. Western esports have been built upon the first-person shooter –genre and has been considered to have established itself through the releases of the staples of FPS -gaming in the 1990's; Doom in 1993 and Quake in 1996, both developed and released by Id Software. By 1997 players had organized themselves into groups oriented towards competitive gaming online in professional and semi-professional leagues. The 1999 release of Counter-Strike, a modification of Valve Software's story-driven FPS Half-Life took over as the standard for competitive FPS gaming, which it remains today.

The nexus for the development of esports in the eastern world was mid-1990's Korea, where government de-regulation of telecom companies helped the rapid development of broadband infrastructure. This in turn created a healthy growth platform of distribution and consumption of esports as entertainment. As opposed to the western FPS-focus the Korean gaming scene focused on MMORPG: s and Real-Time Strategy (RTS) games. StarCraft, a RTS released by Blizzard Entertainment in 1998 proved to be very well suited for competitive gaming and was widely adopted as the standard for competitive RTS-gaming in the east. The combination of these factors has led to a distinct gaming culture focusing on and elevating the individual successful players (Wagner, 2006).

1.2 Purpose of the study

The growing popularity and in part popular culture of electronic gaming has given rise to peripheral forms of gaming entertainment such as generation and consumption of gaming-related video and streaming content, including competitive gaming or electronic sports, esports for short. Esports has grown into a considerable industry in its own right, with millions of followers online, international competition events and prize money measured in millions of dollars (Chapman, 2017). There have been studies on why people watch esports (e.g. Hamari & Sjöblom, 2017) and on motivation and esports consumption (Curey et al., 2016). However, given the speed with which the industry has developed and the potential within it still, it is important to have a good understanding of what drives consumers to actively engage with these contents. The purpose of this study is to answer

the question "what are the possible motivators or demotivators to consumption of esports as entertainment?" This study will take a qualitative approach to explore this question. In other words, a semi-structured interview with a number of respondents is conducted.

1.3 Structure of the study

The thesis is structured along the following outlines; firstly, a literature review presenting theory frameworks for human motivation and needs from a general point of view and in relation to customer behavior, sports consumption and gaming. Secondly a description of the sample, interview process and data analysis in the method section followed by presentation of the interview results. In the last section the thesis presents managerial conclusions, discusses limitations and possibilities for further research and presents a final conclusion.

2 LITTERATURE REVIEW

2.1 Theoretical frameworks of human needs

2.1.1 Hierarchy of needs

Maslow (1970) defines the basic human needs as the root of all motivation, listing the hierarchy of basic human needs as follows; physiological needs, safety needs, the need for love and belongingness, the need for esteem and the need for self-actualization.

The physiological needs, referring to the requirements of the human body to function normally, healthily and maintaining homeostasis. These include the needs for air to breathe, water, food, warmth or shelter, rest etc.

The safety needs are defined as the needs for security, stability, dependency, protection, freedom from fear, from anxiety and chaos, need for structure, order, law, limits, strength in the protector etc.

The need for love and belongingness, the individuals need for affectionate relations with people which can include friends, family, a husband or wife, or children. Belongingness refers to inclusion and a recognized place within a relevant group of people. This can be provided by work, hobbies and extracurricular activity groups etc.

The esteem needs, meaning the need every individual has for self-respect, self-esteem and the esteem of others. These are divided into two sub-categories: firstly, the desire for strength, achievement, adequacy, mastery and competence and confidence as well as independence and freedom, and secondly the desire for reputation or prestige specifically from other people or status, fame, glory etc. Fulfillment of these needs leads to the feeling of self-confidence, worth and adequacy.

The need for self-actualization, stated as the need for a person to be what he or she can be. For example, a musician has to make music and a writer must write; the human need to be true to his or her nature. These needs vary greatly between persons.

In addition to the basic needs Maslow writes about so-called upper levels needs, such as the desires to know and understand, or the individuals cognitive need to acquire knowledge and systemizing his or her known universe. Maslow states that these have been viewed as means for achieving the individual's basic safety needs and as a form of self-actualization. The author also presents observations that imply that the desire to know and understand originates from a need of its own; something akin to human curiosity has been observed in animals such as chimpanzees and studies have shown an attraction to the unknown and mysterious in psychologically healthy people.

The theory also includes the aesthetic need and states that attempted studies have shown individuals that actively crave beauty such as beautiful surroundings. This need is very difficult to study as it is very difficult if not impossible to separate from conative and cognitive needs. Maslow writes "The needs for order, for symmetry, for closure, for completion of the act, for system and for structure may indiscriminately assigned to either cognitive, conative or aesthetic, or even to neurotic needs" (Maslow 1970, page 51). He states that this area of study can be viewed as a meeting ground for Gestalters, who view the human mind and behavior as a whole, and dynamic psychologists emphasizing the

interactions between motives, emotions and drives. When looking at the theory of human needs and its relevance with esports one may see links with fulfilling the needs for esteem through competition and achievement and the prestige gained thereby, the desire to know through seeing players game and compete and thereby gaining insight as well as the need for belongingness that can be fulfilled by engaging in social contact through the different venues provided through esports.

2.1.2 Consumer motivation

Consumer motivation is a key point of interest for marketers and the topic has been broached by several authors. Solomon et al. (2019) have elaborated upon the subject of motivation and consumer behavior. The authors specify that motivation arises from *needs* that a consumer wishes to satisfy but also further define *wants* as specific types of need that are further determined by cultural and individual factors. An example of this is the human need for food compared with an individual's want for a certain type of food to fulfill the need for sustenance.

In addition to strength motives have directions as well. The specific definition of a want in comparison to a general need gives limitless examples of this, especially in developed countries where wants and needs can be satisfied in as many ways as there are competing products and services purposed with this fulfillment in mind. Solomon et al. (2019 p. 165) state that motives are "goal oriented in that they drive us to satisfy a specific need" and "Most goals can be reached by a number of routes, and the objective of a company is to convince consumers that the alternative it offers provides the best chance attain that goal."

According to the same authors our needs can be divided into utilitarian and hedonic needs. Utilitarian needs appear to emphasize objective attributes of products concerning, for instance, sustainability, durability, nutritional value and health effects etc. Hedonic needs appear subjective and seek to fulfill our needs for escaping what we experience as mundane or routine through excitement and fantasy or boosting self-confidence. It is also noted that consumers can purchase products (or services) that fulfill both categories of needs (Solomon et al 2019).

Solomon et al (2019) also present another approach to classifying needs apart from utilitarian and hedonistic; biogenic needs that are necessary to maintain life and psychogenic needs that are acquired while becoming a part of a specific culture such as the needs for status and affiliation. The priorities of said culture reflect strongly on these needs. Solomon et al (2019) raise up the usefulness of this classification as it stresses the difficulty of distinguishing wants from needs, as psychogenic needs and wants are both innately spawned from cultural origins.

2.1.3 Expectancy theory

Solomon et al. (2019 p. 163) reflects upon motivational strength stating that "The degree to which a person is willing to expend energy to reach one goal as opposed to another reflects their underlying motivation to attain that goal.". Considerable amounts of research have been done regarding the subject, such as the level of persistence in customers strive towards a goal. One of the main theories regarding motivational strength today is the expectancy theory.

According to Solomon et al (2019) drive theory is focused on the unpleasantness generated by biological needs, and the drive to fulfill these needs to ease the discomfort or tension caused by this need. From a marketing or consumer point-of-view this tension refers to the state a person is when he or she has unfulfilled consumption needs such as hunger or thirst but also needs like personal control which might be satisfied through shopping. The authors do state that drive theory is challenged by some parts of human behavior such as delayed gratification. The authors use the example of forgoing a snack during the day in anticipation of a five-course dinner. Expectancy theory gives a better explanation for this behavior, basing itself upon the perceived human pull towards achieving desirable outcomes or positive incentives as stated by Solomon et al. (2019). According to this theory the customer makes his or her choice of product or service based on the perception of more positive consequences from one or the other.

The expectancy theory of motivation was presented by Victor Vroom in 1964. The theoretical model consists of three elements; valence, expectancy and instrumentality. Valence is defined by Vroom to be "affective orientations toward particular outcomes" (Vroom, 1964 p. 15). Vroom also states that "an outcome is positively valent when the person prefers attaining it to not attaining it" and "an outcome has a valence of zero when the person is indifferent to attaining or not attaining it, and it is negatively valent when he prefers not attaining it to attaining it" (Vroom 1964 p. 15). Expectancy is defined by Vroom as a person's subjective estimation for an outcome to follow from a performed act, ranging on a scale from zero to one. Zero expectancy implies that the person is not expecting any outcome while an expectancy of one implies a subjective certainty of an outcome following an act. This estimation is based on a person's judgement of or confidence in their own abilities for carrying out the act. Instrumentality is a person's assessment of how performance will lead to a specific outcome when performing the action in question. Instrumentality measures on a scale from -1 to +1 (Vroom, 1964; Lee, 2007).

2.1.4 Explorations in Personality

Murray (2008) has attempted to create a comprehensive set of identified and defined psychogenic needs useable when explaining any form of human behavior, listed in alphabetic order: Abasement, Achievement, Affiliation, Aggression, Autonomy, Counteraction, Deference, Defendance, Dominance, Exhibition, Harm avoidance, Infavoidance/inviolacy, Nurturance, Order, Play, Rejection/seclusion, Sentience, Sex, Succorance/superiority, Understanding. In addition to these Murray presents a set of secondary variables that are only referred to infrequently. This definition of needs is used for a set of personality tests like the TAT or thematic apperception test (Murray 2008).

Another approach presented by Solomon (2019) focuses on needs and their ramifications for behavior. From a marketing or consumer perspective, an individual with a need for achievement values personal accomplishment and value products that signify success higher than other products. Other needs that are particularly interesting when attempting to understand the needs and wants of customers are the need for affiliation or the company of other people, the need for power or control the environment around the individual or the need for uniqueness, the urge to assert individual identity (Solomon et al., 2019).

2.2 Studies on motivation and gaming

2.2.1 Motivation in sports engagement as an audience

Motivation in sports has been researched considerably both regarding athletes and the sports audience. A model describing the audience's motivational factors ("Motivation scale for sports consumption or MSSC) has been developed and tested in different aspects. One of these is an application of the concept to usage of sports online media such as websites by Seo & Green (2008). The aim of the research was to develop an instrument to measure motivation for online sports consumption. The development process was divided into three phases; a literature review for identifying potential motivational factors, a qualitative phase for refining the motives and a quantitative phase for testing the instrument.

The results show ten identified motives for online sports consumption, each with subscales consisting of three items: Fanship, Interpersonal communication, Technical knowledge, Fan expression, Entertainment, Economic, Pass time, Information, Escape, Support. All of these motives showed positive correlation with web commitment in the research. The study concludes that the revised and error-corrected model is a valid and reliable measure for motivation of online sports consumption and that the ten identified motives are conclusive with earlier research on motivation for web usage. The authors summarize that the Motiavtions Scale for Sports Online Consumption, MSSOC, is a sound tool for examining sports consumers use of web content and for understanding the online customer base (Seo & Green, 2008).

Motivation for traditional sports consumption has been compared with motivation for esports consumption by Lee & Schenstedt (2011). The study was made by performing a survey by questionnaire to a sample of 515 students and athletic event attendees selected through convenience sampling with the aim to find out whether esports stands as a market of its own or are there significant similarities or complementation with traditional sports consumption. The survey explores 14 elements of motivation for consumption of esports:

Entertainment, Knowledge, Control, Identification with sport, Design/Graphics, Competition, Permanence, Pass time, Fantasy, Social interaction, Diversion, Arousal, Skill, Peer pressure.

After this the study compares the discovered patterns with seven motivational factors for traditional sports involvement; game participation, game attendance, sports viewership, sports readership, sports listenership, internet usage specific to sports and purchase of team merchandise. The findings indicate a social and personal element to gaming as well as a positive influence by the features of a game on individual interest in gaming. The study shows three motives as statistically significant regarding the amount of time spent on esports gaming: competition, peer pressure and skill building for actual playing of sport. Competitiveness and peer pressure have a positive influence while skill building for actual playing of sport had a negative influence on the time spent on esports gaming. Comparatively, the features of a game did not have a significant impact on the amount of time spent on gaming. Correlation between motives for esports consumption and traditional sport consumption was view through Venn diagrams. Convergence could be found in some of the seven items of motivation – televised sports viewing and internet usage specific to sports viewing. Smaller degrees of convergence were seen in the elements game participation, radio listenership and team merchandise purchase. The items game attendance and using print media about sports had no convergence (Lee & Schoenstedt, 2011).

2.2.2 Motivation in gaming

Yee (2006) presents the construction of an empiric model of motivations for players of MMORPGs or Massively-Multiplayer Online Role-playing Games. The aim of the study was to seek to understand different demographics of players and their motivations, as well as the relation between these and usage patterns, in-game behaviors etc. The study reveals a large variation with motivations varying from a desire to simulate the effects of social theories in a virtual economy to the immersion and social contacts and relations provided by the game.

The study by Yee (2006, p. 3-4) presents ten components for motivation that are grouped under three main components; achievement, social and immersion. The motivational components under these categories are:

-Advancement, Mechanics and Competition under the achievement component.

- Socializing, Relationship and teamwork under the social component

- Discovery, Role-Playing, Customization and Escapism under the Immersion component.

According to the study male players are biased towards all of the achievement components compared to the female players in the sample group. Female players biased significantly higher on the relationship subcomponent. The author points out that while these results appear to confirm stereotypical assumptions of gendered play styles, variation in the achievement component is better explained by age than gender. Another notable result is a gender difference in the relationship subcomponent that is not seen in the socializing subcomponent. These subcomponents are stated to be highly related in the article (Yee 2006).

Carr (2005) explores the gaming preferences of girls by observing and interviewing a group of girls in a gaming club. The study makes a particular effort in avoiding the separation of players and their social, cultural and physical contexts. This is achieved through the use of a loosely formed theoretical framework focusing the analysis of gaming on three concepts; rules, play and culture. Carr (2005 p. 465) has defined rules as "the "game as text" and the representation of the game's world", play as "the player's interaction with the game and with other players" and culture as the contexts of play in a much wider sense. Carr's study shows that the gaming preferences of the studied individuals do coincide with the attributes of particular games, however, these preferences are also affected by the recognition and the knowledge of these attributes. For example, one of the games provided by the gaming club was left completely without interest by the participants until a part of the group watched a club facilitator play the game. As their knowledge increased, so did the interest.

Other observations made in Carr's study include the degree of disinterest or lack of impact on the interest in a game generated by a female lead character and the increasing

capability by the gamers to evaluate the possibilities of enjoyable gaming that a certain game provides as their gaming experience increases. Motivational factors presented by the study appear to be detached from traditional contexts of masculinity or femininity. Carr also states that accumulation of skillsets, knowledge and reference frames regarding gaming will be directed by the provided access to games and the encountered peer culture, which in turn generate the individual's predispositions and preferences.

2.2.3 Motivation in esports

Curley et al. (2016) present their research and results of their case study regarding motivation and esports. The research was focused on Blizzard Entertainment's FPS-game Overwatch, which is largely featured as a category in its own right when looking at esports. The survey was performed as a questionnaire that was distributed to fans and players of competitive Overwatch. The survey was formed on the base of the Motivations Scale for Sports Consumption or MSSC. The survey was partaken by 1120 respondents.

The survey measured ten motivating factors, with results suggested correspondence between two motivating factors and higher amounts of consumed content than the average respondent. These are categorized as "Spectacle" and "Human Interest", with variables related to the enjoyment of observing skilled or high-level play forming "Spectacle" and variables related to attachment to certain teams or a certain player forming "Human Interest". Results also show a clearly higher significance for Spectacle when measuring motivation compared to Human Interest. As a conclusion, the authors state that the results indicate the following regarding the motivation of Overwatch esports consumers:
- High skill levels of players, aesthetics, knowledge gained and the dramatic nature of competitive play are strong motivating factors.
- Observed aggressive behavior from professional players is strongly demotivating to spectators, vicarious achievement is slightly demotivating.
- Aesthetics as well as drama are generated through the design decisions that are made during game development.
- Skill- and high-level play –related factors are generated by the player community as well as content creators involved with the game.

(Curley et al., 2016)

Hamari & Sjöblom (2017) present their research of why people spectate esports in the internet. The researchers have employed the motivations scale for sports consumption when looking at esports, leading to the research being performed with a quantitative method. A questionnaire was designed and distributed to 888 recipients. The authors present results indicating that escapism, acquiring knowledge about the games being played, novelty as well as athlete aggressiveness positively predict eSport spectating frequency (Hamari & Sjöblom, 2017).

A slightly different angle of approach is taken by Jalonen (2019), examining the value that is generated by esports. Jalonen bases his theoretical foundation on a literary review on economic sociology, investigating social relationships in particular. The author presents that the following value is delivered by esports;

- Inspiration, or the pleasure generated by esports
- Citizenship, esports is a form of representation
- Fame, e-athletes can be seen as opinion-leaders
- Home, esports offers a sense of community
- Industry, esports is goal-oriented activity
- The market, the value generated by esports through trade

(Jalonen, 2019)

While not directly equivalent with motivation, value can be seen to be related to motivation as value is the quality or qualities, positive or negative, that provide fulfillment for the individual's wants or needs.

These three studies will be particularly important when analyzing the empirical results from this study. The empirical data analysis will also be matched against the theoretical framework of human and consumer needs. Likewise, the other studies presented regarding motivation of esports and gaming will be used as base for the analysis of the empirical data.

3 METHOD

A qualitative method was chosen for the collection of data and the subsequent data analysis, in order to enable more in-depth answers from a small group of esports consumer respondents. The data collection was performed through semi-structured interviews to allow adaptions of the questionnaire in accordance with the responses given by the interviewees on-the-go. Pre-written questions were used to form an interview guide (Appendix I). Additional questions were added by the interviewer where deemed necessary to acquire more elaborate data and utilize the potential of possible angles of approach regarding the topics in question (Kvale et al., 2009).

3.1 Sample

The sample selected for the interview consists of 8 respondents with diverse backgrounds. The common prerequisite for all interviewees is to have at least some degree of experience with the consumption of esports as entertainment. The sample ranges from persons with casual experience of esports as entertainment to persons actively consuming eSport entertainment through participation in an esports organization and the varying activities that this includes. The sample has been summarized in Table 1. This study is aimed to be of an explorative nature, not necessarily purposed to generate information representative to a total population. The sample is geographically limited to Finland.

Code	Age	Gender	
R1	37	Male	professional consultant
R2	28	Female	Student, university of applied science
R3	18	Male	Student, vocational
R4	44	Male	Teacher
R5	32	Male	Student, university of applied science
R6	18	Male	Student, dual qualification
R7	16	Male	Student
R8	33	Male	Automotive engineer

Table 1 - Sample summary

3.2 Data collection

The data was collected with semi-structured interviews. The interviews were done in Finnish and were performed 7.-16. November 2020 via the chat- and VOIP-application Discord in order to enable a safe interview environment and appropriate distancing during the COVID-19 -pandemic. This choice of interviewing medium was also supported by the fact that the application is the native communication channel for the sample group in question regarding in-game voice communication and it helps to create a natural interview environment about the topic. Discord allows recording conversations with the external plug-in CraigBot, which was utilized to record the interviews. The interviews spanned from 30 to 70 minutes.

3.3 Analysis of interview data

The interview transcripts were created manually in Microsoft Word in order to gain initial insight into the data and the potential themes it contains. The data was converted and structured after transcription; the analysis is performed with the analysis software QDA Miner Lite v2.0.8. The software utilizes a two-level analysis at minimum, the data was coded and organized in accordance with this. The transcripts were reviewed individually, sections of the interview that contained relevant material were assigned a category and an item title in the category, or assigned to an existing item group (Appendix II). After the initial generation of categories and items, a secondary review of the material and coding was performed in order to combine items where possible. For example, the items "Disinterest" and "Mismatching" were combined into "Mismatching" and "Toxicity" and "Cheating" were combined into "Toxicity". This was done in order to improve the manageability of the coding structure by combining item groups closely associated with each other. The results were compared to the theoretical models reviewed in chapter 2 with the help of mind mapping (Appendix III), using a trial-version of the mind mapping software XMind. The coding structure with categories and the subsequent items were laid out and matched with relevant items identified in the theoretical frameworks.

4 RESULTS

The results have been organized into six categories with a total of 29 items, summarized in Figure 1. "Count" refers to the amount of times an item has been identified in the results, "% Codes" is the percentage of the total count of all items that the item in question represents. "Cases" shows the number of respondents that discussed the item in question in the interview, "% Cases" shows the percentage of respondents out of the total sample that discussed the item in question in the interview. The categories Belongingness, Esteem and Knowledge hold the largest share of the total amount of counts, while Structure clearly holds a marginal share of the counts. The following section of the study presents each item in the categories with relevant quotes from the respondents.

	Count	% Codes	Cases	% Cases
Belongingness				
Emotional bond	19	6,8%	8	100,0%
Lifestyle	3	1,1%	2	25,0%
Representation	12	4,3%	6	75,0%
Social contact	45	16,0%	8	100,0%
Teamplay	19	6,8%	6	75,0%
De-motivational				
Lack of co-operation	4	1,4%	2	25,0%
Mismatching	3	1,1%	2	25,0%
Peer pressure	1	0,4%	1	12,5%
Toxicity	20	7,1%	8	100,0%
Workload	3	1,1%	3	37,5%
Escape				
Creativity	2	0,7%	1	12,5%
Fun	2	0,7%	2	25,0%
Immersion	11	3,9%	5	62,5%
Relaxation	10	3,6%	6	75,0%
Spend time	2	0,7%	2	25,0%
Esteem				
Achievement	23	8,2%	7	87,5%
Competition	12	4,3%	7	87,5%
Reward	4	1,4%	3	37,5%
Skill	24	8,5%	8	100,0%
Knowledge				
Best practice	16	5,7%	6	75,0%
Complexity	6	2,1%	3	37,5%
Familiarity	20	7,1%	8	100,0%
Novelty	5	1,8%	3	37,5%
Simplicity	3	1,1%	3	37,5%
Spreading knowledge	4	1,4%	2	25,0%
Structure				
Controll	1	0,4%	1	12,5%
Ease of use	2	0,7%	2	25,0%
Intensity	1	0,4%	1	12,5%
Routine	4	1,4%	3	37,5%

Figure 1- Coding frequency

4.1 Belongingness

Emotional bond; all eight respondents mentioned an emotional connection as an important feature. The perceived emotional bond takes several forms, for instance several respondents identified shared nationality as a factor for following the prestation of a team or individual:

- o "It's easy to say as he's Finnish, but in StarCraft2 Serral, he's had amazing success globally." (R8)

- o "Of course, let's say, if you're thinking about the greatest esports-hype in Finland, ENCE:s golden age, for now at least, back in the days, they were "koko Suomen ENCE" [THE esports-team for all of Finland], everybody was supporting them." (R1)

One respondent mentioned tradition and the loyalty this generates:

- o "Hmm, some teams are associated with long traditions, once a fan – always a fan" (R3)

Lifestyle; respondents stated that consumption of esports has been adopted as part of their lifestyle:

- o "It's more like a way of life, if you are an esports-fan, you at least understand the game or even play it yourself." (R8)

- o "I've been gaming for so many years and gaming interests me so whether it's esports or not I've always felt a strong connection." (R1)

Representation; respondents identified and related with esport-athletes promoting similar values, carrying themselves well or showing similar approaches to strategy, tactics or gameplay:

- o "Yeah, it affects my opinion especially as I've not that young anymore I've started appreciating other things than pure skill in gaming, I value behavior as well, if an athlete can represent and be a good example in public, especially as there's a lot of young people watching. "(R5)

Respondents also showed feelings of attachment to athletes that utilize their own skill to the benefit of their co-players, lifting up their team. When asked why they follow a certain team one respondent answered:

- o "Some athletes just make some teams better […] I admire the fact that one player can elevate the skill level of an entire team, other players gain from him and develop much faster" (R3)

Social contact; The social aspect of the consumption of esports is one of the items achieving complete saturation through the entirety of the data set. Different forms of social contact were mentioned by respondents, including the chat -feature in gaming streams, co-operation with teammates in-game and the social engagement and atmosphere in real-life events:

- o "When you're watching a stream with an active chat and you participate as well it keeps you entertained" (R5)

When asked why a certain game keeps them interested, the respondent answered:

- o "Well it's usually played for fun and with friends, I don't have the energy to take it seriously, myself." (R3)

Physical events held at venues was seen to be motivating thanks to the warm atmosphere and social interaction:

- o "Everybody is in a good mood there. And it really carries over there […] And the atmosphere that's around, and there was none of that "you're a girl, I'm a boy" -attitude, everybody was friends with everybody." (R2)

Teamplay; teamplay aspects were experienced as motivating when watching competitions; when asked whether it was more inspiring to watch individual prestation or good teamwork, the respondent answered:

- o "Teamplay, absolutely, sure I could say "both", it's cool when there's a guy who's damn good at it but then again if you're watching [a game] then I'd choose two evenly matched teams playing well instead of one guy soloing around." (R1)

Teamplay is also seen as a supportive and important part of the gaming hobby or profession itself:

- o "...When we have the academy and the representative team, the guys on the representative team were cheering us on... They let us play with people slightly above our skill level, and support from the administration of the

organization and constructive talks of all kinds motivated really much and helped forget negative feedback. It motivated really much and created a good atmosphere, at least in my opinion." (R3)

4.2 Demotivational

Lack of co-operation; poor co-playing skill within a team or lacking the will to co-operate with teammates was a given answer when asked for demotivators:

- o "A bad teammate, and I don't mean a person you don't get along with, I mean a person who isn't willing or able to play as a team and think about what's best for the team, only themselves." (R8)

Mistakes or lack of skill was stated as a potentially strong, albeit fleeting cause of demotivation; when asked if getting hit by friendly fire can shorten a gaming session the respondent answered:

- o "Of course that can affect you in a way, like "that does it for tonight", but whether it impacts my engagement on a larger scale the answer is no." (R1)

Outside of participation in competitions and gaming, lack of motivation is caused by perceived unwillingness to include and co-operate with smaller or newer teams and organizations when assembling participants for competitions:

- o "Even if you have a good novice team who might beat bigger teams or get lucky and win and reach finals, they're not going to make the roster because they lack money and reputation." (R8)

Mismatching; unbalanced matchups are not perceived to be motivating to watch:

- o "What made the final boring?"
- o "Well… It was pretty one-sided; everyone knew in advance who's going to win." (R1)

Game selections in events or streaming schedules impact motivation, a mismatched supply of games in an event or a stream was identified as a demotivator for participating:

- o "When the featured games don't match [my interests] there isn't a real reason to participate [in the event]" (R8)

Peer pressure; one respondent had experienced that investing too strongly in emulating playstyles or tactics in-game encumbered them with perceived expectations of success from their peers, causing demotivation:

    o If it goes to over-performing what others are doing it can affect performance. Then it goes to a continuous grind mentally where you think about how someone will be let down if I blow this." (R2)

Toxicity; The respondents stated toxic behavior, meaning aggressive, abusive, demeaning and similar negative behaviors or cheating in-game as a common demotivator. Several different examples were given. Regarding the viewing of competitive esports, toxicity is seen as a barrier in general:

    o "Do I want to watch more esports when somebody's being toxic, no I don't." (R4)

In the interactions in-game and in-chat, various forms of toxic behavior has been observed by respondents, including misogyny:

    o "It's actually easy to say [what is a negative thing], if you're playing with others than those you're used to playing with it can get negative when you hear comments like "you're a girl, you don't know how to play". Those really hit you, I'm not easily affected by negativity, I don't care if someone's angry and shouting, it's not my problem especially when it's someone random, but when you hear stuff like "go to the kitchen you don't belong in gaming" and stuff like that, that's what can hit you hard, even though I don't show it to anyone it does make me angry and sad in a way." (R2)

More general forms of hostility and demeaning behavior were also brought up:

    o "The community [can be a negative part], in my opinion. The negative feedback even though you haven't done anything wrong but some people just have to boost their self-esteem by treading down on others and I find that really bad, it really annoys me as I've encountered it myself that even if the other person is a better player he or she still comes and says that you're bad, someone could really be hurt by that. The community is pretty much the greatest hindrance to development, they might not give others space and the possibility to grow and be better when someone isn't as good and they have to abuse them and bring them down. And kind of crush that hope of being better. (R3)

Workload; taxing hours and long tournaments were seen as demotivators by some respondents;

    o "Sometimes in a big tournament there's eight games and long games take over half an hour, of course it gets you weary, even though it's just video gaming I can fall asleep immediately afterwards, like I've come home after a hike, I'm sleepy in a similar way." (R3)

4.3 Escape

Creativity; certain games allow more room for the players to be creative with the gameplay, leading to increased engagement:

- o "It's more relaxed gameplay and of course there's the bigger world an bigger maps, there's more people so it's like let's go and try it out and if it doesn't work well have a new match." (R5)

Fun; respondents found the gameplay to be entertaining in itself:

- o "And generally gaming is fun, that keeps me engaged." (R5)

Immersion; games, competitions and events that were experienced to have success in creating an immersive and engaging atmosphere were viewed as appealing and motivating, especially when getting to participate on-site:

- o "Getting to be there in person, I had been waiting long the get there, see it for real and not try to sense the atmosphere through video playback. Getting to experience it myself". (R7)

Respondents described factors that affected the immersion positively, such as commentary and other production-related features:

- o "When there's good commentary and a good event, the commentator has a big impact and when it's fun to watch and others are participating in cheering the game on, of course it's grand. It's the same when you watch hockey live, the crowd is there and cheering for the teams. You get a lot more out of the event, and it's the same with esports." (R8)

The culmination of a ongoing competition, for instance a league or a long-awaited matchup or other kind of narrative was also seen to add to the immersion:

- o "What created that atmosphere of festivity and drama?"
- o "I suppose it was the commentary and the crowd and how it [the competition] had been built up, the story got it's end there." (R4)

Relaxation; respondents stated that consumption of esports can function as a way to detach from stress or work and studies when combined with other activities like exercise:

- o "What kind of an impact does the consumption of esports have on your well-being?"
- o "It's a relaxing factor after a day's work, my most effective form of stress relief if you don't count spending time in nature, but I can't go on a 10 kilometer hike or week-long trip every day." (R8)

Consumption of esports when watching gameplay was seen to work in tandem with movies and television series when relaxing:

> o ”It does cheer you up when you get to watch, ease up. […] I do [also] watch sports and movies to unwind. I don't mean pure escapism but for entertainment." (R1)

Watching gameplay and competitions was also seen as a good way to relax in itself as well:

> o ”Well it's a positive part of the day when if there's a match, even if you've had a bad day you still get to sit back and relax and watch a good game of Counter-Strike, it often brightens my day." (R6)

Spend time; watching gameplay online is enjoyed as a easy way to spend time in situations where no other activities are topical or timely. In these situations respondents may expand their viewership to athletes, teams or gameplay they otherwise might not invest time in:

> o ”If I don't have anything else to do or don't want to do anything else then I do actively watch other games, and not just with one eye. It depends on the situation." (R1)

4.4 Esteem

Achievement; experiencing achievement was a common factor for the respondents, both regarding viewership and the progress and success of teams that the viewer is following;

> o ”There was a tournament, and there was a team that hadn't been playing together long and they hadn't set themselves a big goal, and they were successful and came third in the entire tournament, or was it second, I can't remember exactly, but how they weren't expecting much and got a really good reward for their efforts, the joy that caused did carry over [to the onlooker]." (R2)

as well as regarding the respondents own gameplay and development:

> o ”To be at the top so to speak, be named the top team of the world, that would be really cool. To be a part of that." (R3)

Competition; competition was seen as a motivator for engaging with esports, associated with the will to see improvement through matching up with skilled opponents:

- "That passion to develop and learn, that you learn the most from being beat real hard" (R3)

This motivation was not necessarily seen to weaken because of setbacks or losses:

- "It was a finale we lost, so I was kind of disappointed because we could have been better, but the awoke the hunger, that was like the first step and now we have to aim higher […] that increased the motivation and desire to develop." (R6)

Reward; physical rewards for good results in tournaments was reported as motivators for both familiarizing oneself with esports in general as well as a motivator for engaging in gameplay and competitions:

- "When I saw those [games] and that some people are playing on big arenas and are making money and such, then it started to become interesting, you can earn a living with this." (R3)

Skill; all respondents presented athlete skill as a strong motivator for consumption of esports;

- "Probably that [skill] when you can pull off shockingly good plays on a big arena while being calm and collected." (R3)

This was elaborated upon concerning the ability to enhance team performance by applying the athlete's skillset to the needs of the team:

- "…if you've seen when they perform well in another team and bring along their own gameplay to a weaker team, I admire the fact that one player can elevate the skill level of an entire team, other players gain from him and develop much faster" (R3)

One respondent even stated that raw skill can overpower demotivational behavior like toxicity:

- "So raw performance and ability motivates [young people] more than other things including social norms?"
- "I wouldn't exactly say it like that but kind of like yeah, a bit like when you go back to your own childhood when athletic kids, successful athletic kids were usually respected in a different way than the quiet kids, to exacerbate a bit. It's a bit same in esports. You follow those that are good at playing at any cost." (R8)

4.5 Knowledge

Best practice; benchmarking is a common motivator for viewership with the aim to gain information of new and better tactics and strategies for gameplay:

- o "Watching gameplay on Twitch can help you find some little things like ah, I could do this better if I do it the same way he did, and when watching CS I noticed that I emulated many things from pro-players, and I asked more experienced players if they can teach me." (R2)

This is seen to have significant importance by respondents:

- o "How important is benchmarking for developing your own gameplay abilities?"
- o "Quite important, you always learn from those that are better, it's worth getting everything you can out of it, it's very rare for a game to be so thoroughly played through that you can't learn a new trick or funny play, it is quite important." (R6)

Complexity; gameplay featuring complex tactics or settings such as maps or other in-game systems were favored by some respondents:

- o "That's the best part for me, that multitude of tactics and the depth that brings. Even if you play it for many years you may not be ready yet." (R8)

The complexity provides increased variability in the gameplay which is also seen to be motivating:

- o "I like PUBG because it's not that repetitive, each game is different, you have to employ a wide variety of tactics, it keeps you much better interested than CS:GO where each player and each round is similar to the other, PUBG is much nicer as it has these different principles of action and each round is unique." (R3)

Familiarity; gained insight regarding esports increased the interest and motivation to engage in consumption:

- o "When I started watching big tournaments I started to understand it at then I delved deeper into esports, and that got me into gaming." (R3)

Respondents with early-life experience and passion for computers and gaming identified themselves more easily with esports, leading to heightened motivation:

- o "Gaming and computers have been important to me since I was little, so that probably keeps me interested." (R7)

Novelty; the uniqueness of esports and the experiences it offers is stated to be a motivator by respondents:

- o "You get to try a lot of things that you may never experience otherwise." (R1)

Uniqueness of experiences is also associated to certain games and their attributes, that allow the player to have a varying experience in each round:

- o "I like PUBG because it's not that repetitive, each game is different, you have to employ a wide variety of tactics, it keeps you much better interested than CS:GO where each player and each round is similar to the other, PUBG is much nicer as it has these different principles of action and each round is unique." (R3)

Simplicity; games that are easy and quick to approach with a easy learning curve were seen to be more motivating for players with a casual approach to esports:

- o "I kind of take it more casually[…] and shooting games and driving games are easy in the sense that you intuitively know that one gun is better than the other and which way to go without studying the game so to speak, you can have fun without understanding the game's mechanics too deeply." (R4)

Simplicity in the concept or setting of the game is also seen as a positive motivator for respondents, giving the player a pristine environment to test their skill:

- o "CS has always had that clinical setting to it compared to other FPS-games, it's completely in it's own category. I thing clinical is a good word for it. Meaning that, especially today, the tactical part has been extensively developed, you have to be able to outthink and outplay your opponent. It has much less randomness in it than other games." (R5)

Spreading knowledge; an enthusiast with a strong engagement to esports as a phenomenon was motivated to be active on social media in order to discuss topics and spread knowledge as well as to help promote factual conversation:

- o "I think it was one of those arguments ENCE vs OG, AleksiB left ENCE which was followed by some drama as the departure was quite the PR-disaster for ENCE, and I commented on a post by OG something along the lines of AleksiB being an altogether great acquisition for the team. And the discussion took off with salty ENCE-fans commenting on how good a thing it was that AleksiB left the team and I started questioning why it was a good thing. And in the end we got a quite good, appropriate discussion with both sides giving good arguments[…] So like that, that bitterness gave birth to a good conversation, so it was great in that sense." (R6)

4.6 Structure

Control; esports allows a controlled medium for handling various topics, which can be heavy or difficult:

- o " Escapism is the wrong word to use, it has some half-truth to it for my part, it is a controlled form of entertainment that can broach even more difficult topics but you can stop by pressing a button, it's in your control." (R1)

Ease of use; respondents stated user friendliness as a important factor for motivation:

- o "How easy it is to watch is important, how easy it is to access Twitch and watch a stream is one thing." (R1)

Intensity; an intense tempo is seen to be important for a consumer to stay engaged, a respondent commented on why he disliked a game he perceived as slow-paced:

- o "It's probably because it's a bit tedious, there's not necessarily anything happening at all times, you have to use your head in it too but it doesn't have action all the time." (R7)

Routine; respondents reported that esports has become a part of their weekly or daily routines, absence of this part of the schedule can cause unease:

- o "How would you describe a week without esports-related content?"
- o "Hmm, it's a bit like something's missing, like you don't have anything to do. It doesn't affect my well-being but it feels like something is missing and you should get something done even though there's nothing that has to get done. You should be training but there's nobody to train with. Like you're injured and cant exercise." (R3)

Consumption of esports can also bring a foundation upon which to establish daily or weekly routines; this need may be emphasized by the ongoing pandemic:

- o "Maybe that it gives grounds for a schedule for things to get done, right now I've had less school and courses are being held online anyway, it gives clarity to how to take care of school and exercise and other things that need to be taken care of, when you have a timetable for when you'll be gaming it's easier to schedule the rest." (R5)

5   DISCUSSION AND CONCLUSION

This thesis seeks to answer the question "what are possible motivators or demotivators to consumption of esports as entertainment?". The interview analysis generated six categories of 25 potential motivators and four potential demotivators for consumption of esports. This section of the thesis will compare these results to the theoretic frameworks presented in the literature and match them against the theoretical framework of human needs and previous studies on consumer motivation in esports. See the presented literature in chapter 2. Table 2 describes the identified items according to each category along with a description of the common traits of the items in the category, thereafter factors from the theoretical frameworks and variables from previous studies on esports are connected to the category.

Category	Items – motivators and demotivators	Description	Connection to Theory
Belongingness	Emotional bond Lifestyle Representation Social contact Teamplay	Motivational factors that are linked to the fulfillment of the human need for social engagement and inclusion.	Jalonen (2019) Citizenship Fame Home Seo & Green (2008) Interpersonal communication Yee (2006) Social, Relationship
Demotivational	Lack of co-operation Mismatching Peer pressure Toxicity	Items seen to inhibit the desirability of engaging in consumption of esports, related to either the enjoyment of the gameplay or the enjoyment of the social interactions.	Carr (2005) Game attributes Lee & Schoenstedt (2011) Peer pressure (Contradiction) Curley et al (2016) Aggressiveness Vicarious achievement Hamari & Sjöblom (2017)

			Athlete aggressiveness (contradiction)
Escape	Creativity Fun Immersion Relaxation Spend time	Factors related to the possibility to distance oneself from the mundane and rest, engage in leisurely activity, express oneself and seek self-actualization.	Jalonen (2019) Inspiration Curley et al (2016) Aesthetics, Drama Hamari & Sjöblom (2017) Escapism Seo & Green (2008) Pass time
Esteem	Achievement Competition Reward Skill	The search for a sense of mastery, worth and adequacy for oneself and reward for success.	Yee (2006) Advancement Lee & Schoenstedt (2011) Competition Curley et al (2016) Spectacle, Skill
Knowledge	Best practice Complexity Familiarity Novelty Simplicity Spreading knowledge	Items linking to the upper needs presented by Maslow for acquiring knowledge as well as the motivating factors provided by engaging in a setting that benefits the search for knowledge.	Seo & Green (2008) Information Lee & Schoenstedt (2011) Skill (Contradiction) Carr (2005) Recognition & knowledge Hamari & Sjöblom (2017) Novelty
Structure	Control Ease of use Intensity Routine	Factors that hold perceived value either regarding the structure of the game and gameplay or the impact on everyday life.	Solomon et al. (2019) Motivational strength Vroom (1964)

Table 2- Summary of possible motivators and demotivators matched against the literature

Jalonen (2019) states that three of the values delivered by esports are Citizenship or a form of representation, Fame or the opinion-leadership delivered by athletes and Home or the community that it generates. All three of these values can be seen to have a link to the identified category Belongingness, with Citizenship and Fame correlating with Representation and Home linking to Social contact. Both of the items show a high % count in the data set with Social contact achieving saturation. These results are supported by the testing performed on the MSSC by Seo & Green (2008) and Lee & Schoenstedt (2011) which include Interpersonal communication and Social interaction as items in their models respectively. Emotional bond concurs with the results stated by Yee (2006) where the relationship subcomponent was a motivator for consumption. However, it is difficult to say whether the results support or contradict the bias of female participants towards the Relationship -component presented by Yee. The male-female -ratio in the sample is strongly male-oriented and Social contact achieved saturation in the data set.

Carr (2005) and Lee & Schoenstedt (2011) state that game attributes and gaming preferences have a direct relation to motivation to gaming; this is also implied by the cases of mismatching which show demotivation when game attributes do not meet the respondents gaming preferences. "Peer pressure" is present in Lee & Schoenstedts (2011) theoretical model and is reported to have a positive motivational impact on the time spent gaming, which contradicts the results in this thesis. Peer pressure was only mentioned by one respondent in the interviews and can thus be seen as a marginal demotivator in this study. Nevertheless, it is to be noted as other studies have highlighted peer pressure as a positive motivator for consumption of gaming entertainment. Athlete aggressiveness as well as Vicarious achievement are stated to be negative motivators in the study by Curley et al (2016). These results are similar to the results in this study, where Toxicity includes unsportsmanlike or aggressive behavior as well as cheating. However, this is contradicted by Hamari & Sjöblom (2017) who found that athlete aggressiveness is a positive motivator for consumption of esports on the internet.

Jalonen (2019) states Inspiration, or the pleasure generated by esports as a value generated by esports. The analysis of the interview results in this study identified such items as Creativity, Fun, Immersion and Relaxation which were compiled into a category named Escape. Immersion also concurs with results reported by Curley et al (2016); Aesthetics and Drama as motivators for Overwatch esports consumers. While not semantically

identical, aesthetics and drama can be seen as strong factors for immersion. Hamari & Sjöblom (2017) state Escapism as a motivator, which can align with Immersion as well as Relaxation. The items under the Escape -category, including "Spend time", are also present in similar forms in the MSSC-models by Lee & Schoenstedt (2011) referred to as; Entertainment, Pass time, Fantasy and Diversion, as well as Seo & Green (2008) where they are referred to as Escape, Pass time and Entertainment.

Achievement, Competition and Skill were commonly mentioned motivators in this study, with Skill reaching complete saturation in the data set. While Achievement is also listed as a strong motivator in a study by Yee (2006), this study did not show any clear bias between the male respondents and the female respondent comparative to Yee's study. Curley et al (2016) state high skill-level of athletes as a motivator for esports consumption; while Hamari & Sjöblom (2017) found that athlete aggressiveness, which can be related to competition, skill and intensity is a motivator for esports consumption, Curley et al have reported aggressive behavior to be demotivating for the consumer to consume esports. The items identified in this study resemble the ones found in the adapted MSSC by Lee & Schoenstedt (2011) who state competitiveness as a strong motivator for consumption of esports.

Best practice in the category Knowledge can be associated with Seo & Green's (2008) version of the MSSC, specifically with the item "Information" present in the model. Lee & Schoenstedt (2011) stated that skill building for gaming was a negative motivator for observation of esports, which contradicts the results shown in this study. The results of the interviews show Best practice to be a common item for motivation with 6 out of 8 respondents mentioning this in the interviews, which further underlines this difference in outcome. Familiarity is shown to be one of the strongest motivators in this study with all respondents mentioning familiarity with the observed games being important for the motivation for consuming esports. This is supported by Carr (2005) who's study showed increased interest in a game after the observed participants in the study witnessed gameplay firsthand. Novelty is a less frequently mentioned motivator, but is also referenced by Hamari & Sjöblom (2017) as a key element of motivation for esports observing frequency.

Control, Ease of use, Intensity and Routine where only briefly mentioned by some respondent. These four items are quite closely related to the concepts defined by Vroom (1964); Valence, Expectancy and Instrumentality as well as Solomon et al. (2019); Motivational strength and direction. Valence and Motivational strength in particular are factors that are impacted by the ease of use and the amount of control the consumer perceives. The respondents in this study are seasoned users with years of experience, possibly leading to a lessened perceived impact by the interviewees from these factors.

5.1 Managerial implications

The results underline the importance of three distinct topics regarding motivation; the social aspect of esports, the level of skill and the quality of gameplay that is spectated and the predisposition of the consumer regarding the game in question. The results also suggest a major demotivator in toxic behavior both regarding esports athletes and the community in general. The managerial implications will be discussed from the viewpoint of an esports organization managing esport -teams as well as organizing and taking part in events and activities for interested participators, regarding how to develop organizational activities and focus in order to facilitate increased motivation for existing members and attract new ones.

Based on the results of this study, it can be said that the importance of social contact should not be underestimated. All the respondents in the study at least mentioned the effect of Belongingness regarding the motivation for the consumption of esports, with several respondents finding it a very important part of the activity. To take this into account, an esports organization may want to have this in mind throughout the scope of their activities. On the ground level of the organization this can be accomplished in many ways; adaption of teamplay-oriented training regimes, guidance and training of key persons in the organization such as coaches and administration for added emphasis towards developing social and teamplay skills as well as improving the perceived social aspects of the esports-experience. The impact of this would be driven with a wide-bottomed organizational model, with a strong focus on administration of the ground-level parts of activities. In practice, this could mean a low-hierarchy organization with as minimal barriers as possible between the different levels of hierarchy to encourage the right kind of thought

flow through all the levels as well as efficient delivery of feedback and atmosphere in the actual competitive and content-generating level of the organization. Certain activities also show strong positive association with motivation towards consumption of esports, such as live events and tournaments. These would be important to include systematically in the activities of the organization.

The social component of esports is counterbalanced by the perceived toxicity both in athlete behavior and in the esports community. It is important to be outspoken about the topic throughout the organization, and provide the tools to members of the organization to counteract the development of detrimental culture and behavior. This can mean close partnership and collaboration with different stakeholders that share this interest in order to promote values, skillsets and discussion about the topic in addition the actions taken to improve the social aspects of esports consumption. An example of this could be the Finnish Esports Federation (SEUL), who may have valuable connections for education and networking for the development of the organization.

The familiarity of the games and to an extent different events are important for reaching the target audience and potentially gaining new members to the organization. Familiarity is connected to identification, specifically to identifying with the values of the organization. Therefore, considering targeting a certain segment of consumers who will identify with the activities and content that the organization generates may be a good strategy when marketing the organization and seeking new members.

5.2 Limitations and further research

For the purpose of manageability and data handling the study is geographically limited to Finland. This leads to results that are not necessarily applicable on a global scale. The nature of this study is explorative and has utilized a limited sample, leaving the scope of the research narrow regarding the generalization of the results to a wider esport population. The interviewees chosen for the study have been sourced from software and gaming professionals and enthusiasts following esports related content. This leaves out the viewpoints and perceptions of new or potential consumers, which may differ considerably from the seasoned consumers. A further study could be of quantitative character, targeting

both existing esports consumers and non-consumers of esports. In such a study the identified motivators and demotivators of this study could be used to create a suitable questionnaire to better understand motivational traits of esport consumption as entertainment on a broader scale.

One example of contradiction between the results presented here and the theoretic frameworks is the difference in perception regarding athlete aggressiveness and motivation. Hamari & Sjöblom found athlete aggressiveness to correlate positively with viewing motivation while the respondents in this study condemned aggressive behavior as unsportsmanlike or unprofessional. It is good to note that this contradiction may be the result of a difference in definitions, aggressive behavior may be associated with playstyles as well as behavior in general. Nevertheless, this contradiction leaves room for further research.

5.3 Final conclusion

The purpose of this study was to identify motivators and demotivators for the consumption of esport as entertainment. This study was carried out using a qualitative method, and identified a total of six categories of motivators with a total of 25 motivators and four demotivators. The categories and items were matched with research by Curey et al (2016, Hamari & Sjöblom (2017) and Jalonen (2019) as well as adaptations of the MSSC by Seo & Green (2008) and Lee & Schoenstedt (2011).

The identified five categories with positive influence are Belongingness, Esteem, Escape, Knowledge and Structure. Items which were particularly addressed by the respondents for consumption of esports are Emotional bond and Social contact under Belongingness, Skill under Esteem and Familiarity under Knowledge. The item Toxicity under the sixth category Demotivational seems to have a high negative impact on the motivation for consumption of esports. The results imply the importance of focusing on organizational activities and planning around the social contacts that esports generates, as well as being mindful of the impact familiarity brings to marketing and gaining new members.

The study is geographically limited to Finland, reducing its applicability to the global esports community. The sample is focused on experienced consumers of esports further

limiting the applicability of this study, while also allowing this study to function as a base for further research regarding the motivation for consumption of esports of a larger population. The plausibility of the matches between some of the discovered motivational items and the theoretical frameworks can be questioned in light of potential mistakes in interpretations regarding definitions of items in these theories. This also leaves room for further research.

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APPENDICES

Appendix I – Interview questionnaire

1. Taustatiedot / Background

2. Oletko e-urheilufani? Miten määrittelet e-urheilufanin? / Are you an esports-fan? How do you define an esports-fan?

3. Pelaatko itse jotain e-urheilupeliä? Do you play any esports-games?

4. Kuinka paljon kulutat e-urheilua viihteenä (viikossa?) / How much do you consume es-ports-content as entertainment (per week)?

5. Miten tutustuit e-urheiluun? Ensimmäinen e-urheilutapahtumasi? / How did you be-come acquainted with esports? Your first esports-event?

6. Paras e-urheiluun liittyvä muistosi? / What is your best esports-related memory?

7. Kannatatko e-urheilujoukkuetta? / Do you support any esports-teams?

8. Kannatatko tiettyä e-urheilijaa tai urheilijoita? / Do you support any esports-athletes?

9. Minkälaista sosiaalista kanssakäymistä e-urheilun kuluttaminen sisältää sinulle? / What are the social interactions provided by esports?

10. Minkälaisia puheenaiheita e-urheiluun liittyen sosiaalisissa piireissäsi käsitellään? / What manner of topics are discussed regarding esports in your social circles?

11. Miten e-urheilun kuluttaminen vaikuttaa omaan osaamiseesi? / How does the con-sumption of esports affect your own skills?

12. Minkälainen vaikutus e-urheilun kuluttamisella on omaan arjen jaksamiseesi ja hyvin-vointiisi? / How does the consumption of esports impact your well-being?

13. Mikä herättää negatiivisia ajatuksia e-urheiluun liittyen? / What are the negative sides regarding consumption of esports?

14. Mitkä asiat saavat sinut viihtymään e-urheilun parissa? / What makes you enjoy spend-ing time with the consumption of esports?

15. Mikä saisi sinut viihtymään vielä paremmin e-urheilun parissa? / What would help you enjoy spending time with esports even more?

16. Muut kysymykset, asiat, jne / Other questions, topics etc.

Appendix II – Examples of transcript analysis

4. Miten tutustuit e-urheiluun/ensimmäinen e-urheilutapahtumasi?

Tuota, mä olen pelannut tosi pienestä saakka. E-urheilu terminä tuli ensimmäistä kertaa mulle kun olin jotain kahdeksan-yhdeksänvuotias, 95-96, oli Nintendo64:n, oli semmoinen peli kuin GoldenEye, pelasin sitä ja kasvoin aika hyväksi. Siihen maailmanaikaan kukaan kaveriporukasta ei pystynyt voittamaan mua, pystyin pelaamaan yksi vastaan kolme -pelejä, pystyin voittamaan 1v3kin. Samaan aikaan harmitti se että ei ollut kanavaa lähteä näyttämään ja mittaamaan taitoja siinä pelissä muuten kuin vain se kaveriporukka. Katkerana luin Nintendo-lehden artikkelista mitä tuli aikoinaan että Briteissä oli ollut MM-turnaus GoldenEye -pelille ja ne oli ihan nyyppiä kaikki. Sen mitä siitä lehdestä sai irti [naurahtaa], tämmöinen oli oma mielikuva mitä jäi. Siinä tuli semmoinen, mutta sitten varmasti myöhemmin pureutui vasta seitsemäntoistavuotiaana tuli hankittua ensimmäinen tietokone itselleni, tuota, sitä kautta lähdin pelaamaan kilpaa yhden tiimin kanssa, lähinnä että pelasin kilpaa kaverini luona ennen kuin hankin oman koneen. Sillä tapaa se lähti, mentiin lainalenkkareilla pelaamaan futista kavereiden tai joidenkin ihmisten kanssa ja tajuaa että se piru tää onkin kivaa, täytyy hankkia se jalkapallo ja nappulakengät, pelivälineet. [Achievement / Competition]

H: Eli varhaisessa vaiheessa ensikosketuksia..

Joo, jonkin aikaa ennen kuin kilpapelaaminen on ollut muuta kuin tasolla Donkey Kong, se on ollut tosi pientä, niin siinä vaiheessa se on jo purrut kun huomasi että tämä on kivaa, samalla tähän on vähän lahjoja jos niin uskaltaa sanoa, ja sitten halusi lähteä mittelemään ja katsomaan että kuinka hyvä sit oikeasti on.

H: Eli rajojen hakemista ja oman tason kohottamista, mitä muuta siinä oli kivaa kun muistelet sinne N64 -aikoihin?

Mä oon aina ollut tiimipelaaja, tiimissä on kiva tehdä, joukkuelajit on aina ollut mulle se [juttu], tottakai oon harrastanut elämässäni pitkään kamppailulajeja kyllä jotka ei ole joukkuelajeja, siinä se on enemmänkin itsensä voittamista ja sitä kautta vastustajan voittamista. Joukkuelajit ja joukkueen kanssa toimimset ja tämmöiset, varhaisessa vaiheessa huomasin siinä 17-vuotiaana etten siedä sellaista pelaamista jos sitä ei kukaan johda. Mulla tulee automaattisesti se että alan itse johtamaan sitä jos ei sitä kukaan muu ala johtamaan. Mä olen 17-vuotiaana saanut sitten kaikki kilpapelit kunnes lopettelin sitä Tikan perustamisen myötä, omaa kilpapelaamisuraani 14 vuoden aika käytännössä aina olin se in-game -leader. [Teamplay / Teamplay]

H: Okei. Pääsit toteuttamaan itseäsi sitäkin kautta. Miten sitten ensimmäinen e-urheilutapahtuma?

Ensimmäinen live-tapahtuma missä oon ollut e-urheiluskenessä taitaa mennä niin pitkälle kuinj että olin 31-vuotias ta Tikkaa pitäli alkaa perustaan. Oon muuten enemmänkin ollut internet-puolella ja aina puhunut että pitäisi käydä, pitäisi käydä. Mutta ei ole koskaan ollut semmoista porukkaa tai joukkuetta tai tiimiä mikä olisi saanut aikaseksi lähteä. Ja pelit on aina ollut sellaisia, ne pelit mitä on ollut aikoinaan esim isoilla laneilla, ei ole ollut niitä mitä on halunnut pelata vaan ne on ollut pienemmän skenen pelejä mitkä ei riitä isoihin lanitapahtumiin. Nyt vasta pelikirjo on alkanut kasvamaan kun pelaaminen on yleistynyt. [Mismatching]

H: eli pelitarjonta on ollut ratkaisevassa osassa?

Väitän että jos olisi ollut tai pelannut niitä kuuluisampia pelejä aikoinaan niin olisi varmaan tullut käytyä enemmän tapahtumissa, kun pelit ei ole osuneet kohdalleen niin ei ole semmoista syytä lähteä. [Mismatching]

H: Mennään hieman aiheeseen oikeanlaiset pelit, mikä on oikeanlainen peli sinulle?

Minulle vai e-urheilun kannalta?

H: Aloitetaan sinusta.

Melkeinpä semmoinen missä viihdyn, tänä päivänä se on aika paljon yksinpelejä. Ne on myös semmoisia mitkä ei ota liian paljon aikaa eikä ole liian vaikeita nykyään. Aikoinaan kun oli enemmän aikaa ja tarmoa niin jaksaa, nykyään se on enemmän rentoutumisväline, ei aina halua vääntää otsa hiessä. Mutta jos mietitään kilpapelaamisen kantilta mikä on oikeanlainen peli niin monitasoinen, voisi käyttää sanaa monimutkainen vaikka se on ehkä vähän väärä, mutta monitasoinen ja syvällinen joukkuepeli on sellainen jota tykkään pelata läpi elämän, sitä on seurattu läpi elämän e-urheilussa, mutta se on helppo seurata mutta mä tiedän että en itse jaksaisi pelata sitä kilpaa ainakaan kauhean pitkään, se on sitä pikselihippaa loppupeleissä. Pienillä IGL:n säännöksillä, strategioilla, mutta mä oon aina kokenut sen ja moni muukin että niissä ei oo hirveästi syyyyttä ja kaikki taktiikat on sellaisia että päätetään ja sitten siinä on pari variaatiota. Että on paljon monimutkaisempia [Simplicity / Complexity]

7. Kannatatko e-urheilujoukkuetta?

Nojoo, kylla mulla on ne omat suosikit, PUBGissa ja CSsä, jos ne pitää nimetä niin kyllä löytyy ne joukkueet joille toivoo menestystä.

H: Joo, kysyn ehkä vielä mieluummin että miksi nämä joukkueet?

No, oikeastaan mulla on CSsä, tota, toi toptear-tasolla OG on se josta mä tykkään, tykkään siitä että siinä on järkevä pelijohtaja ja tavallaan se sama rooli mitä ite pelaa, ja ne mitkä on omatkin vahvuudet pelissä niin löytyy se mielekkäin IGL CSsä löytyy OG:lta ja se on varmasti sen takia miksi kannattaa siellä. PUBGissa se on vähän sama tyyliä, PUBGissa se sattui olemaan muutenkin tuttu pelikaveri itselle, siinä PUBGijoukkueessa mitä kannattaa, niin se tulee sitä kautta että sitten paljon seuraa sitä kun joukkuetta yleensä se tulee tavallaan sitten vähän kaverisuhteen kautta, mitä kannattaa. [Familiarity / Emotional bond]

8. Kannatatko tiettyä e-urheilijaa tai urheilijoita?

No en mä tiedä voiko sanoa että kannattaa mutta tuleehan noita CSn puolella just, tuleehan noita seurattua paljonkin noita maailman kovimpia pelaajia, ihan sen takia että sieltä tarttuu aina jotain itselle, niin kuin pelkästään niistä peleistä ja kyllä mä tykkään seurata minkälaisia persoonia ne on ihmisenäkin. Miten ne julkisuudessa esiintyy ja näin. [Best practice / Representation]

H: Eli ihan kokonaisvaltaista sekä pelillisesti että hahmona.

Joo, kyllä mulla vaikuttaa omaan mielipiteeseen varsinkin kun itsellä alkaa olemaan ni ikää niin arvostaa muutakin kuin pelkästään sitä että kaveri on helvetin hyvä pelaamaan, sitten sitä arvostaa myöskin sitä että jos se osaa olla esikuva ni julkisuudessa järkevä, varsinkin kun on paljon just nuoria jotka seuraa. Ja sen puoleen sitäkin arvostaa.

9. Minkälaista sosiaalista kanssakäymistä e-urheilun kuluttaminen sisältää sinulle?

No oikeastaan suurin yksittäinen sosiaalinen kanssakäyminen on just se että kun seurailee noita peleja niin seuraa sitä sitten kaveriporukan kanssa tai isomman porukan kanssa jos jotain Twitch-streamista katsoo niin onhan siellä ne yhteisöt, ne aika sellaisia tavallaan, varsinkin PUBGin puolella ne yhteisöt on, se suomi-yhteisö varsinkin PUBGissa on paljon pienempi kuin CS:ssä, sä tunnet siellä niitä ihmisiä ja tiedät niitä ihmisiä niin siellä höpisee, niin oli ne sitten sellaisia että mennään katselemaan porukalla discordiin jotain peleja tai jossain Twitch-chatissa lätistään läpi elämän, sitä on seurattu läpi elämän ni on niitä suurimpia yksittäisiä sosiaalisia kanssakäymisiä. On mulle tullut sitten myöskin e-urheilun kautta ihan IRL-kavereita, että kenen kanssa viettää aikaa muutenkin. [Social contact]

H: Kuinka isossa roolissa nämä sosiaaliset kanssakäymiset on e-urheilun kuluttamisessa?

Mä oon aina pennusta asti ollut joukkueurheilija, mä oon vihaillut ihan perinteisessä urheilujoukkueessa, kun lätkää oli pelannut koko pienen ikänsä niin mä en osaa olla, mä tylsistyn äkkiä jos ei ole mitään seuraa, kyllä mä hakeudun porukkaan että pääsee höpöttelemaan tai pelailemaan porukalla. Kyllä se varmaan on aika iso sisältö e-urheilussa just se sosiaalinen puoli. [Social contact]

H: Joo, all right.

10. Minkälaisia puheenaiheita e-urheiluun liittyen sosiaalisissa piireissäsi käsitellään?

Tottakai nämä, jos e-urheilua pelkästään ajattelee, niin tuloksethan on sellaisia tai jos on tapahtunut jotain, jotain uutisia tai jotain esimerkkiä joku tollainen Jamppi-tapaus, joku oikeudenkäyntihomma, ainahan kun niistä tulee uutisia niin niistä puhutaan tai jos on ollut joku, jotain matseja ja ne on mennyt ei-niin-odotetusti, tottakai ne herättää aina esimerkiksi puheenaiheita, ihan päivänpolttavat aiheet niin sanotusti, niitähän ne yleensä on mitä höpistään.

Appendix III – Analysis mindmap