

JUST LIKE SOCCER FANS ESPORT FANS

SPORT AND ESPORT SHARED MOTIVES

Research revealed that soccer and esports fans shared 11 out of 15 motives for attending live events. The following 11 are shared motives:

- Interest in sport
- Interest in players
- Aesthetics
- Social opportunities
- Wholesome environment
- Drama
- Role models
- Entertainment value
- Acquisition of knowledge
- Athlete skill
- Enjoyment of aggression

DIFFERENCES IN MOTIVES

HIGHER IN SOCCER



Family
Bonding



Vicarious
Achievement



Athlete Physical
Attractiveness

HIGHER IN ESPORT



Excitement

WHAT THIS MEANS FOR YOU

LEVERAGE SIMILARITIES

Sport industry professionals can manage and market esports events similarly to traditional sporting events, leveraging their existing core competencies, knowledge, and expertise

The similarity between sport and esports motives suggests that sport marketing and management strategies are effective within the esports industry

As esports is becoming more accepted as a sport by the larger sport community, event marketers can build on the shared motives between traditional and esports spectators when developing marketing strategies and objectives

CONTACT US

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Learn More: Pizzo, A.D., Baker, B.J., Na, S., Lee, M., Kim, K., & Funk, D.C. (2018). eSport vs. sport: A comparison of spectator motives. *Sport Marketing Quarterly*, 27(2), 45-60.



Sport Industry Research Center