SPORT AND ESPORT SHARED MOTIVES

Research revealed that soccer and esport 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 esport events similarly to traditional sporting events, leveraging their existing core competencies, knowledge, and expertise.

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

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

CONTACT US

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