

Paper Summary: The factors influencing attitude of “Esports” people in Bangkok, Thailand

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Introduction

The researcher starts out by describing the definition of the word of “Esports”. In general, Esports competitions include both individual competitions in which each player must compete and team competitions in which team members must work together and communicate with harmony and great teamwork. However, there is a criticism from the other side; according from the research conducted by Jim Parry in 2018, he stated that electronic computer game is not in the boundary which we can consider it as sport because sport is the action that led to health effects or requires physical abilities to compete. Therefore, it can be seen that there is controversy in defining the word Esports as general sports, but it cannot be denied that, nowadays, Esports competition is very popular and attract a lot of people in the world as shown in the large number of viewers and fans of each team. Moreover, it is considered as one of the most fast-growing businesses in the world which reflected by the high revenue generating in this field and it tends to continuously grow in the upcoming future. Thus, it is evident that Esports create various business and job opportunities for many people, but it also has negative feedback from the other side in That society that Esports makes adult lose the future as they addicted to the video game. This paper will display the confirmatory to create the positiveness and confidence in the investment in the Esports field and shows that Esports can achieve long term sustainability.

Hypothesis of the study

The researcher proposes 3 hypotheses: participation variables have a direct positive impact on identification, participation factors have an indirect good impact on Esports attitudes via identification factors, and participation factors have a direct positive impact on Esports attitudes.

Methodology

The researcher conducted 385 participants including both sexes who living in Bangkok area. He selected to construct the questionnaire as a method for colleting data; the question can be divided into 2 sections which are general information of each participant and the level of opinion about factors contributing to Esports that are the identification factors as an Esports

viewers and the level of attitude towards Esports. To make the research to be more accuracy, the researcher sent the question to professional Esports confederation for the validation.

Model

The researcher examined 9 questionnaires that reflect the involvement and attitude towards Esports. For example, in the involvement part, he asked will you happy if Esports is accepted and acknowledged and will you ashamed if there is bad news about Esports competition. On the other hand, in the attitude towards Esports; will you watch the competition every time when you have a chance.

Results

The researcher did the confirmatory factor analysis (CFA) and the result shows that model is passed all criteria whether it is the goodness of fit (GFI) or comparative fit index (CFI). For the hypothesis testing result, all hypothesis (1,2,3) were statistically significant with the value level 0.001 and the weight factor equal to 0.432, 0.187, and 0.355 respectively. As a result of the empirical data, the researcher can conclude that in Bangkok, factors influencing people's attitudes about Esports have a direct influence on people's attitudes toward Esports. As a result, it is clear that increasing the amount of identification and engagement can help to foster a favorable attitude

Lesson Learned

From the result that displayed in the paper, it can be implied that people or entrepreneurs who willing to invest relating to Esports activities in Bangkok should boost the level of involvement from people in the town such as doing various media or communication as the results of the finding shows the accepted in the hypothesis.