

Abstract

Title: Sport vs. eSport: viewership motives from the fans' perspective

Objectives: The main aim of this bachelor thesis is to find common or different elements of sport and esports that motivate fans to watch it. The fulfillment of the main objective is preceded by the selection of appropriate motives. Subsequently, through proper and targeted exposure to individual motives, officials and individual managers can expand and manage the membership base.

Methods: The research was carried out using a quantitative method of electronic questioning. An electronic questionnaire distributed through social networks was used to collect data, which enabled responses from 144 respondents. The research sample was composed of fans of sports and esports.

Results: The research has provided a closer look at the motives that drive fans to watch sports and esports. The research also revealed the similarities between sports and esports industries, which will make it possible to apply marketing methods from sports to the emerging esports environment. The results of the research can also be used by marketers to select the most applicable themes and create targeted marketing messages.

Keywords: fan, themes, tracking, player, games, claim