The effect of sponsoring an esports event on Twitter sentiment

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Motivation

Esports

- ▶ What is?
- ▶ Growth
- ▶ Sponsorship problems
- ▶ Research mainly focused on traditional sponsoring

Variables

- ▶ Sponsoring vs. not sponsoring
- ▶ Sentiment (Word of mouth)
- ▶ Product-event fit (Cui et all. 2019)
- ▶ Partly opposed by Huettermann et all. (2020)

To what extend does sponsoring an esports event vs not sponsoring at all affect the sponsoring brand's Twitter sentiment and to what extend does the sponsoring brand's consumer-product fit influence this relation?

Data

Difference in Difference set-up problems

- ▶ No control group
- ▶ Difference over time

Twitter data collected during MSI Esports event

- ▶ 5 Brands measured pre and after start of event
- ▶ Deleted 2 pre and after data sets
- ▶ Removed retweets due to retweet giveaway
- ▶ Language barrier
- ▶ Removed text without sentiment (http://)
- ▶ Alienware (fit), Secret lab (fit), State farm (no fit)

Methodology

VADER lexicon

- Open source sentiment analysis tool focused on social media
- Higher accuracy than human raters (Hutto & Gilbert 2014).
- Standardized threshold followed
- Positive if: VADER score $>= 0.05$"
- Neutral if: VADER score > -0.05 and VADER score < 0.05 ,
- Negative if: VADER score $<= -0.05$."

$$Negative positive ratio(t) = \frac{SUM_t Positive tweets}{SUM_t Negative tweets}$$

$$xbar, of, sentiment(t) = \frac{SUM_t compound tweets}{N_t}$$

Results
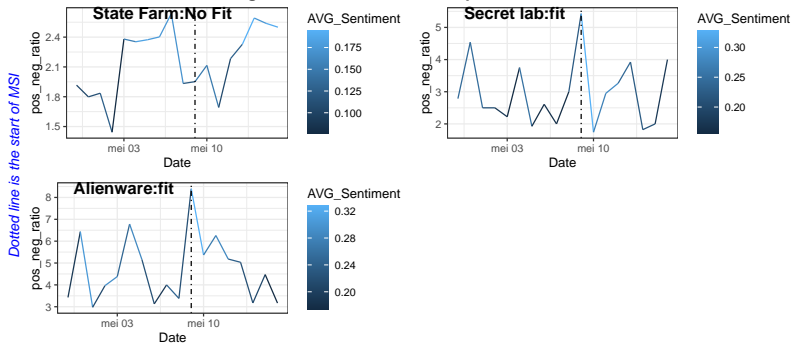
Conclusion

No hard causal claims

- ▶ Indication that esports sponsoring has a short lived effect
- ▶ Fit matters as in traditional sports (Cui et all. 2019)

Implications

- ▶ Brand managers with no product fit should focus on other industries
- ▶ Brand managers with product fit should tie in other objectives
- ▶ Event organisers should explore other monetization methods

Future directions of research

- ▶ Redo research with proper DiD set-up
- ▶ Find a measure to quantify purchase intention