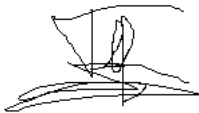# Difference between Brands' and Charities' perception on the French eSport scene

Dissertation submitted in part fulfilment of the requirements for the degree of

[Master of Science (MSc) in Marketing]

at Dublin Business School

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DECLARATION

Declaration: I, <u>Thomas Leforestier,</u> declare that this research is my original work and that it has never been presented to any institution or university for the award of Degree or Diploma. In addition, I have referenced correctly all literature and sources used in this work and this this work is fully compliant with the Dublin Business School's academic honesty policy.

Signed: _____

Date: __04/01/2019_____

ACKNOWLEDGEMENT

First, the researcher would express his gratitude to his supervisor, David Kenny for his advices and for being here as a support during this dissertation. Then, the researcher wants to thank the Dublin Business School, for the total access to the DBS library and for the quality of courses which allow to carry out this study. Thus, the researcher would express acknowledgement to all the survey's respondents, for their volunteer participation. Including its own community and the community "*Team LanEx*" for sharing and publicize his survey through eSport lovers.

Finally, I wish to express my gratitude to my family, who supports my studies in Ireland and make this work possible.

ABSTRACT

The videogames industry has known an amazing growth over the last years. We have seen the rise of the competitive gaming since the 1980's. Supported by the brands, the development of the eSport is mostly financed by the sponsorship.

Experts on this field think that the eSport will be more important than basketball and ice-hockey soon; For the brands, it is a financial and marketing opportunity. Indeed, eSport allows to reach a young generation of people, which are not particularly interested by the traditional media.

The eSport and the gaming in general are becoming new experiences for the public. These experiences can take several forms, including some partnerships between gaming and charities.

Then, the purpose of this study is to highlight the perception of the eSport community toward the experiences proposed by brands and charities on the competitive gaming scene.

Regarding the lack of academic resources concerning the eSport and the charities, to answer and understand the degree of perception of the community and the difference between brands and charities' perceptions, the research methodology is based on a mono-method research design composed by a survey. This method aims to provide new and relevant information concerning the involvement of brands and charities on the eSport scene and the difference of perception felt by the French eSport community.

The research provides that the community is supporting the investment of brands, and have a clear preference concerning the type of brand involved. Then, the result show also that there is a preference for the charities involvement. Thus, the research show to the charitable organizations that the eSport is a good intermediary and should be more used by charities.

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1 INTRODUCTION

1.1 Background

The World Cyber Games (WCG) is a popular international competitive computer gaming competition that has been running since 2000 and continues to grow in size and popularity each year (Hutchins, 2008). Since the 1980's to our days, the eSport as a discipline is becoming the new cultural star (Meunier, 2017) of the century. Moreover, this industry has known the best growth of the XX century and probably of the XXI century. (Lebailly, 2015) Indeed, some professionals (André Fläckel, 2016), of the sector expect that in 2020 eSport could have more relevance than ice-hockey or basketball. Then, eSport and videogames are not anymore considered as services, they are proposing some experiences to the public. Moreover, sponsorship in eSport exist since the 1980's, even if the partnership's form was different, it evolves with time. (Borrowy, 2012). Kotler (2016) call to mind that creating experience and evoke feeling to the public is one of the principal objectives of a successful event.

1.1.1 Brand's investment overview

Hence, brands are more and more interested by the ESport, even brands without direct link with the sector, we call those types of brands the "non-endemic" brands (Dal Re, Garzon, Vongehr, 2018). Endemics and non-endemics brands both have seen the growth of the ESport market (Statista, 2016; Nielsen, 2017) and all the financial opportunities related to it. Indeed, investment in sponsorship on the ESport scene has known a boom since 2016 with more than 600 sponsorship contracts (Nielsen, 2017). In fact, eSport is more interesting for brands comparing to traditional sport because the amount of the investment needed is anecdotic comparing to a Football or a Basketball event for example (Borrowy, 2012). However, the gaming audience is one of the most difficult to reach through the traditional media for brands and the eSport as an intermediary allow that. (Webedia, 2016) In fact, the eSport community is mostly composed at 86 % by young male people, aged between 16 and 30 years old (Hamari, Sjöblom, 2016). Indeed, the gaming audience represents 1,5 billion people and the eSport audience of 365 million people according to an IPSO's survey (2017);

and the French eSport audience gathers 7,5 million people (Webedia, 2016). Then, inside the ESport audience, we have some subsets of groups with different motivations and behaviours. Mostly divided by the videogames genre they are playing (GlobalWebIndex, 2018). We have a different gaming audience on a Role-playing Game (RPG) than a Sports game or a First-person shooter (FPS) game (Dal Re et al. 2018).

1.1.2 Charities investments overview

Besides, the eSport communities have the will to change the image of the videogames. Moreover, companies like Blizzard Entertainment are proposing different types of experience to their players. The company organize some event and tournament, like a classic videogames company, but in May 2017, Blizzard Entertainment, and the Overwatch game team particularly, launch an operation "Pink Mercy", Mercy is an Overwatch female character (figure 3). The principle was simple, player had the possibility to buy a skin (character appearance) reversed to a charity for the breast Cancer (Blizzard entertainment, 2018).

There are different ways to use marketing for a charity (White and Peloza, 2009), eSport is an option in development. There are many different examples of gamers and videogames company involved in helping charities. However, there is a lack of information in academic research concerning the perception of charities involved in ESport and gaming by gamers and competitive players.

1.2 Research Question

That's why, facing these new trends of investments, the present dissertation aims to understand:

"How, or to what extent the perception of the eSport community differ from a brand to a charity involved on the scene?

To help us to understand the videogames and eSport global market, we will rely on several relevant academics. Then, we will also see some statistics speaking about the past, the actual and the future position of the gaming and eSport. Thus, we will observe how brands integrate videogames and eSport into their strategies and why. Furthermore, we will observe the behavior of the gaming community toward charity association. Finally, we will ask the

communities and professionals of the sector with survey to have a better understanding of the look the communities have on brands and charity association actually involved in eSport and their feeling toward these investments.

1.3 Research objectives

This dissertation and the research around it aim to meets the following objectives:

Objective 1: Highlight the perception of the French eSport community toward brands around eSport and gaming experiences

Objective 2: Highlight the perception of the French eSport community toward charity association around eSport and gaming experiences

Objective 3: Highlight the difference in French community's perceptions between brands and charity association in an eSport context

1.4 Justification

The first objective of this dissertation is to highlight the perception of the French eSport community toward brands around eSport and gaming experiences. Indeed, some academics researchers like Dal Re et al (2016) and also some statistics companies (Webedia 2016; Nielsen, 2017) interest themselves to the brands' perception of the ESport community toward brand investment and particularly in terms of sponsorship. However, an update of this report in 2018 could be a confirmation of analysis leads by the Nielsen company in France. The researcher wants to disclose how the French community feels this growth and if they are favorable or not to these involvements of brands. More than that, the researcher sought which type of brand are the more and the least susceptible, for the French community, to support the development of the gaming and ESport scenes.

The second objective of this dissertation is to highlight the perception the gaming and eSport communities have about charity association. Indeed, several actors, more or less famous, of the gaming scene engaged themselves and their communities into gaming charity experiences and tends to show how gamers could be philanthropist. The survey leads into this dissertation

allows the researcher to highlight if respondents are favorable toward an involvement of charities on the gaming and ESport scenes.

The third objective of this dissertation is to highlight the difference of communities' perception between brands and charities into the eSport context. There is a lack of academic reference in the gaming and ESport coupled to charities. Even if events are taking place, only few researchers sought to understand the potential philanthropism of the gaming community. Despites a high number of charity events supported by gaming and videogames companies. (Blizzard Entertainment, 2018; Z'event, 2018). We can imagine communities could feel a positive or negative perception of a specific brand involvement. Indeed, this feeling is also possible toward a specific type charity and maybe all charities cannot involve themselves in the eSport in a same way. The survey allows to see these differences by analyzing answers of the respondents.

1.4.1 Academic justification

Several academic authors interested themselves to the evolution of videogames and eSport, the freshness of this dissertation is based on the implementation of charities campaign in gaming and eSport over the last years. The lack of academic researches concerning those involvement by charities in eSport justify a deeper interest for the researcher. Moreover, this dissertation aims to bring a new regard on the result of the Nielsen company, which is not an academic source, and to allow the researcher to confirm or infirm their result. We will highlight how the perception of the community differs from a private company to a charitable organization on the French eSport scene. To support the present work on this dissertation, the researcher mostly relies on the thesis of Michael Borrowy (2012).

1.4.2 Personal Justification

Passionate of videogames since the childhood, the researcher supports the development of the eSport industry for several years. He works in parallel of his studies on a YouTube channel, which is axis on gaming and very soon on eSport. He also watches often eSport competition and when he was younger, he was semi-professional as League of Legends player. To him, this industry will go very far, and it is the time to create things around this market. He also wants to work in this industry after this year. And have many knowledges about it. That is why he chose that specific topic.

1.4.3 Dissertation Roadmap

The following dissertation is built like that: Chapter two will examine the background in-depth of the eSport scene, regarding the community's perception toward involvement of brands and charities into the discipline. Chapter three aims to build-up a reliable methodology to catch the degree of perception of the community. Chapter four aims to analyses the results of the survey and to identify trends into the community's perception through brands and charitable organizations. Furthermore, chapter five will be a discussion about the result identify in the previous part. Thus, recommendations for charities, brands and futures researchers will compose the chapter six, in addition to the conclusion. Finally, the chapter seven will be a self-examination of the present work by the researcher.

1.4.4 Scope and limitation to the research

The research is focused on the perception of the French eSport community toward brands and charities and aims to understand if a differentiation between them exist in the mind of the people who composed this community. Considering a lack of time and financial resource, the researcher limits the population to the French people interested by the eSport.

2 LITERATURE REVIEW

2.1 Literature Introduction

"Reviewing the literature critically will provide the foundation on which the research is built" (Saunders et al. 2012), it aims will be to ensure a good understanding of the topic and the general knowledge important for further research in this theme. It will explore several areas of the topic and make understandable videogames and eSport for a person who discover it. After the good conduct of this literature review, the researcher will not reproduce previous academic works on this topic.

The researcher divided this review into 3 areas: Firstly, the globalization of eSport, in this part the researcher interest himself mostly to the general acknowledgement of this industry, including the history of the eSport, its integration into the experience economy and then he scopes the ecosystem of the eSport scene. Secondly, the researcher interest himself to the implication of brands into this industry, in fact brands are present on the eSport scene since the very beginning of this discipline by modeling sport event marketing, by making several partnerships with different types of brands and the community's perception toward those involvements. Thirdly, the researcher interest himself to the charity in general, by analyzing the two major type of motivation to support a charitable organization, but also by describing how charities have to market their offer to being competitive and then, by showing several examples of charities involved in eSport and the result produced by the gaming and eSport communities.

2.2 Theme 1: Globalization of eSport

2.2.1 ESport story

Several academics has treated the eSport subject and tried to understand, by different studies, how this phenomenon has become the new rising cultural star (Meunier, 2017). The first idea is the model of eSport as we know it today is born in the 90's in the West, with Doom (1993), Warcraft (1994), Quake (1996) StarCraft (1998) and the different Counter-Strikes games; and most of them being still competitive today (Wagner, 2006), like Warcraft with Heroes of The Storm, Hearthstone or Counter-Strikes: Global Offensive (2012). However, the eSport was born before that. Indeed, in this thesis, Borrowy (2012) shows several examples of eSport public contests which had been done in the 1980's. He proofs the rise of the video games since the 1980's and break a global misunderstanding about videogames and the born of competitive play. Then, in his thesis, he shows how, through the technology, the media and the sport event marketing model, eSport became popular. Thus, he takes the example of the first publication of video games' high scores in Guinness Sport Record and other fanzines or newspapers in 1985. By the way, those publications help the democratization and the rise of different eSport competitions since 1985. Furthermore, several eSport games appears over the past years (Figure 1).

Figure 1: Types of eSport game (SmartCast, 2018)

Even Kennedy (1983) gives us a particular momentum of his eSport life when a sixteen years old named Ben Gold complete a video games challenge, he was recorded by ABC studio in

front of hundreds of people. For Kennedy (1983), this event was not so far from our current eSport event, even the television was interested by it and diffused it (Kennedy, 1983).

However, the democratization of the discipline comes during the 2000's, the public gaming events are multiplicated, we see the apparition of the Championship Gaming Series (CGS). and some others professional leagues (Borrowy, 2012).

There are several definitions of eSport, for example Lash (2002), cited by Hutchins (2008), define eSport in 2002 as a sport as media, meaning that eSport is the product of the logic of media, communication and information flows (Hutchins, 2008). Then, in 2008, Hutchins propose a definition of the World Cyber Games (WCG) as "a popular international competitive computer gaming competition that has been running since 2000 and continues to grow in size and popularity each year". Thus, in 2017, Wohn and Freeman situate eSport at the intersection combining recreation, interaction, collaboration, task and competition which happens in a fictional and virtual environment where a fast decision making, and response rate are primordial. It is also played by novice players who play for fun and challenge.

We also see big companies involve themselves in eSport. For example, Nintendo in 1990, come to the US to organize the "Powerfest", a World Championship gaming tour (Borrowy, 2012). For this event, Nintendo hosted this competition in 30 cities over 8 months. Giving the opportunity to the top regional and then top national gamer to face each other (Sheff, 1999, p191, cited by Borrowy, 2012).

More recently, the eSport begin to be very popular and democratize, Miller says in 2010 than 2011 will be the year of eSport, today we seen we are still into the decade of eSport, because it's development never stop since the 2010's and growing faster and faster every year.

Nevertheless, the eSport industry has a two-speed development. Indeed, while eSport being forgot in the West during the 1990, the South Korea was already beginning to democratize videogames as its own sport. Moreover, this development in the East allows the apparition of official league, official professional players and official sponsors (Borrowy, 2012).

Despites its old reputation of violence catalyzer (Meunier, 2017), videogames and eSport begin to become very popular in Europe with the apparition of the game League of Legends (2009). Toffler, in 1970, predicted a new consumer based on the digital industry was on the horizon. Indeed, the game League of legends is a big change into the video games and eSport

stories. This game became one of the widest online multiplayer games and use a massive eSport scene wider than some traditional sports like Basketball or Baseball. (Agha, 2015). Even some literatures are attributing the all success of eSport to the game League of Legends (Bornemark, 2013). However, other games contribute to that rise like StarCraft 2 (1998) or more recently Overwatch (2016), played by roughly 25 million of players over the World with a professional league named the Overwatch league (Curley, Nausha, Slocum, Lombardi, 2016). Those games carried the democratization of the eSport in the World and in Europe particularly. One thing is remaining, gaming is now considered as a large part of many people's lives (Taylor, 2012). Indeed, according to some estimates, it is approximately 71.5 million people who watched competitive public gaming contests in 2013 (Warr, 2014).

Finally, in 2016, the global market of eSport was valued approximately at 493 million US Dollars and the perspective for the future are hopeful (Dal Re, Garzon and Vongehr, 2018).

2.2.2 A new experience

Indeed, we are actually in a post-service economy (Toffler,1970) where customisation and personalization are omnipresent, and this era is called the "experience economy" and which take foundations on the service economy. In fact, according to some academics, after the World War II the marketing on consumer goods is placing increasing emphasis on value-added aspects of commercial experiences (McLuhan (1964). Jin and Borrowy (2013) define the experience economy as "psychological extras" added on products/services. Moreover, they highlight the parallel between the experiential perspectives of eSport and the model of the experience economy proposed by Pine and Gilmore (1998). Toffler (1970) claims the "revolutionary expansion" of some industries who's sold to their customer not ordinary manufactured good or classic service, but "pre-programed experiences".

He speaks about two types of experience, firstly, the "Simulated environments", that are associated with computers, robotics, historical reenactment or museums for example. Secondly, the "Live environments", that one can be represented by experiential geographical hubs and in many ways are functionally like sports, travel or gaming events for example (Toffler, 1970, pp. 230–231).

In this new era, experiences are becoming the newest commodities the market can offer to customers (O'Dell, 2005). He claims that public gaming events are representing several "of the more radical ways in which experience have gone from simply. The concept of selling experience is simple, it is represented by adding an aspect beyond the classic product or service to help to value commodities in and of themselves. (Borrowy, 2012). In marketing, the experience economy appeals for the consumer both a rationality and emotions. That is allow us to highlight the customer retention, the quality of the service or good and the customization or individualization of good and service (Chang, Yuan, and Hsu, 2010; Coles, 2008, p. 240; Musico, 2009).

With the rise of Internet and online sales, the marketing of experiential commodities has been accelerated and has quickly evolved in this way, allowing more and more personalization and customization from the customers (Chang et al, 2010).

To highlight the experiential perspective of eSports, the researcher relies on the work of Jin and Borrowy (2013) which conceptually make a parallel between the Pine and Gilmore's (1998) model of the experience economy and the different action field of the eSport industry.

Experience the game is usually free, there is different business model, for the case of League of Legends, it is totally free-to-play, the payable part is not compulsory and give no advantage. For the case of Overwatch, the game has a buying cost and allow to play to the game definitively, with no additional content or features which has to be paid. And the experiential marketing starts at this point for these companies (Borrowy, 2012).

For example, Blizzard Entertainment, the company designer of Warcraft, StarCraft, Heroes of the Storm, Hearthstone and Overwatch, propose a new type of experience to their fan community. Indeed, the company allow people who can't attend to the BlizzCon, the Blizzard annual convention, to purchase on online virtual tickets (Blizzcon, 2018). That's permit to those people unable to be at the right place for the event to follow it, to watch the complete experience, to see the new branded experience and to earn reward into the different games of Blizzard Entertainment. However, all the content is not payable; indeed, Blizzard Entertainment allow everyone to watch for free the different eSport contests held during the event. By this way, online streams are becoming adjuncts to a product or a service, and allow,

in addition of a free shows on Twitch TV, to gain reward too. This model is called "virtual meet and greet" (Borrowy, 2012).

2.2.3 ESport ecosystem

In this part, the researcher aims to make the eSport ecosystem understandable for a person, player or not, who doesn't know the different stakeholders presents in this industry and how they interact each other's.
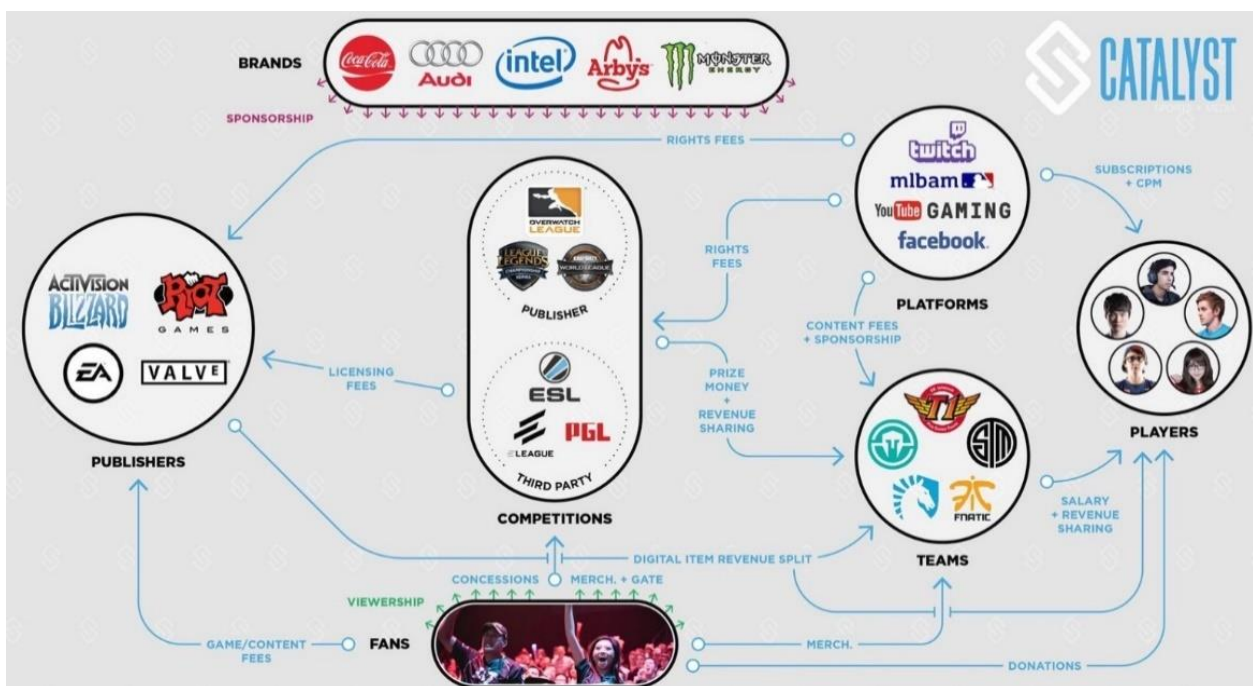
Figure 2: The eSport ecosystem (Alford, H. 2017)

As we see in a previous part, media are an important part of the eSport ecosystem. Indeed, this activity has known its success thanks to some media, fanzine or webzine, and this since the beginning of the public gaming contest in the 1980's (Borrowy, 2012). Moreover, media allowed the "*starification*" process of the professional cyberathlete in this ecosystem, and Korean people was the first (Jin, 2010).

Another important stakeholder is the diffusion platform, even if some TV channel try to create content around gaming and eSport (especially in the US and Asia), the best diffusion platforms for gaming are online. Indeed, in the 2000's, YouTube became very popular, and more recently

we saw the born of the streaming live video, with the Twitch TV platform (Borrowy, 2012). Nowadays Twitch Tv is the leader in term of gaming audience and content shared around eSport and gaming. For example, Twitch has bought the exclusive diffusion of the two first years of the Overwatch League for a deal of 90 Million dollars. (Fisher, 2018) Those new online communication and diffusion channels have drove the growth of the eSport and its democratization (Curley, Nausha, Slocum, Lombardi, 2016).

Those diffusion platforms, accessing from free and viewers centric allow the development of the community around eSport competition. In fact, for example, the viewership has more than doubled between 2000 and 2003, from 3 million to 6,5 (Fong, 2004). Ten years after, in 2013, this number reach approximately 71,5 million of unique visitor who simply watched the public contests (Warr 2014).

Teams and professional players are the most visible part of the eSport ecosystem. Their conditions were not always very clear. Nowadays, with the apparition of the official leagues, players are bounded by contract to their team. That's permit a financial security for players and for teams that is the insurance that their players will stay at least until the end of their contracts (Borrowy, 2012).

Official leagues are also a stakeholder of the eSport ecosystem, they allow a regularity in eSport diffusion and become an appointment for every fans of the game played. The first professional gaming league is founded in June 1997 in Dallas, Texas. This league is a gathering of individual entrepreneur and interested corporation and has for name the Cyberathlete Professional League, also called the CPL (Borrowy, 2012). Then that is followed by the creation of many other leagues like for example the North American Star league or the ING Pro League, also known as IPL (Borrowy, 2012).

The fan base of eSport is the major actor of the ecosystem, the community and people involved in video games allowed the development and the rise of the eSport. (Borrowy, 2012; Taylor, 2012). Furthermore, without the community to support and watched eSport and gaming contests, the growth of this phenomenon would have been stopped.

Brands are the last but not the least part of the eSport ecosystem. Indeed, the money engaged by brands in gaming and eSport represent more than 80% of the global eSport revenue (Dal Re, Garzon and Vongehr, 2018) For example, and according to the Nielsen report (2017),

between 2016 and today, more than 600 sponsorships contracts have been signed. That's allow structure to create their own event, and to propose a cash prize very interesting for teams and players. Even if we don't saw them particularly, brands are helping the development of eSport since the 1980's (Borrowy, 2012).

In the next part the researcher shows the involvement of brands into the eSport scene and aims to highlight how the community perceive their contributions for the eSport ecosystem.

2.3 Theme 2: ESport marketing

2.3.1 Modelling sport marketing

As we see in the previous part, eSport has now its own ecosystem, with a model of official professional leagues, official teams which compete against each other, composed by professional players under contract. But how all this ecosystem takes place?

While these transitions began in the U.S. with PC eSport leagues beginning in 1997 (Borrowy, 2012). Basically, eSport take example on professional sporting league, like MLB with MLG, or the CPL modeled on the tennis league (Borrowy, 2012). Researchers are agreeing to say that sport marketing was a real inspiration for modeling eSport leagues, teams and players (Jin, 2010; Hutchins, 2008). For promoters, it was easier to adopt an existing model for this new growing industry. In fact, the sport has served as an example for eSport as successful event marketing based on entertainment (Borrowy, 2012; Llorens, 2017).

Then, Borrowy (2012) notes that, interestingly, the logo of the "Major League Gaming" as known as MLG was an adaption for gamers of the "Major League Baseball", also called the MLB. Even the different logos of corporation involved into eSport are modeling existing sport marketing, it is the obvious case for the MLG's logo. Classic officials' sports leagues like for example the NFL, the NBA or the NHL are all North American leagues. While the eSport leagues are international and allow to teams from all around the World to compete with the others (Borrowy, 2012).

Featuring stylized and region-specific team names like the "Chicago Chimera," "Mexico City Furia," "Singapore Sword," and "Dubai Mirage," the league took an unmistakable cue from professional sport (Borrowy, 2012). Another good example is the Overwatch league, where the team names are similar to the professional sport, with team name like "Los Angeles Valiant", "Dallas Fuel", "London Spitfire"; that make us think to the NBA official teams (Blizzard, 2018).

Moreover, the eSport could be present to the next Olympic games 2024 at Paris (Dal Re et al. 2018), one more time, we can see the way followed by the eSport, in the shadow of traditional sport. For marketers, it was the best choice to make traditional sport and eSport close in term of marketing event they can propose to the public. Indeed, for market the eSport industry and

create event around it, marketers just had to copy, to use to classic and well-known model of sport event marketing (Borrowy, 2012).

2.3.2 Sponsorship

The sponsorship is one of the features of a good branding (Kotler et al. 2017). For brands and companies, it is a way to associate their brand name to the industry ecosystem and to reach the eSport communities (Borrowy, 2012). According to Kotler et al. (2017), there is four options with the sponsoring tool, companies can launch a national brand with a direct link with the topic of sponsoring, they can sell to resellers who use private brands, they can market a licensed brand, and then, they can use the co-branding to join force with another company.

Sponsorship in eSport is not a recent phenomenon, we can see through several example of brands which are carrying the development of the discipline (Borrowy, 2012). The sponsorship represents 80% of the revenues generated by the eSport industry, while also being a powerful tool for companies to manipulate their brand image (Dal Re, Garzon and Vongehr, 2018).

Hence, the proportion of brands involved in this sector tends to increase years-on-years. Indeed, and according to the Nielsen market intelligence company (2017), between 2016 and today, more than 600 sponsorships contracts have been signed. Sponsorship in eSport takes several forms. In fact, we can see brands which choose to be associated with an eSport team or a specific player, and some others prefers to support the global event or the tournament. Then, there is also brands which use the broadcasting service to diffuse classic advertisement and to make their brands perceptible (Borrowy, 2012).

We can classify involved brands in eSport in two distinct categories. Firstly, we have the "endemic brands". Endemic brands are brands which are already involve in the gaming and eSport ecosystem (Dal Re, Garzon and Vongehr, 2018), such as Roccat or LDLC (Borrowy, 2012). These brands are in adequacy with the eSport even before being a sponsor. Secondly, we have the "non-endemic brands", which have no direct link with the gaming and eSport sphere, like Food or beverage brands such as Coca-Cola or an insurance service (Dal Re, Garzon and Vongehr, 2018).

Despites the preference of the gaming communities toward endemic brands, it seems like non-endemic brands was already here at the beginning of the eSport. Indeed, an arcade

gamer, as known as Roy Shildt who had received sponsorship from various companies, including Nike and Taco Bell (Millar, 1983).

According to the study's results of Dal Re et al. (2018), it seems like sponsorship has more impact on consumers when they are able to see a logical connection between the team/event and the sponsoring brand (Dal Re, Garzon and Vongehr, 2018). Indeed, gamers tend to have a better recall of brands related to the gaming industry, results show it is even better for brands clearly engaged with professional teams or players, such as Roccat and LDLC (Dal Re, Garzon and Vongehr, 2018). And controversy, being the sponsor of an eSport event as a non-endemic brand is not enough to catch the interest and increase the favors of the eSport community towards the brand (Dal Re, Garzon and Vongehr, 2018).

The sponsorship is one of the strongest marketing tools today, we can see an increase in the number of sponsorships, for the traditional sport like eSport. Indeed, this communication tool is largely more successful than traditional advertising (Ukman, 2015).

Brands, endemic or not, are now trying to create their own experience by including eSport event to their communication, it is the case for Red Bull, the famous beverage brand, known to be involved in extreme sport, which has created its own eSport brand tournament. For Red Bull, it is a way to develop the brand's culture around video games and eSport (Red Bull Esport, 2018).

Finally, we also have another example of a non-endemic brand which is actually involved in eSport. Indeed, Toyota has chosen to become the official sponsor of the Overwatch League, even if the brand has basically no direct link with the gaming and the eSport. (Blizzard, 2018). Those examples allow us to see the pluralism of the involved brands in eSport, we will see how the community feels these investments.

2.3.3 Community brand's perception

In fact, Aaker (2003) argues that brand identity is a supporting factor in building relationship between the brand and consumers. Another author, Štensová (2006, p. 21) characterizes the brand identity as a "set of associations, ideas in the mind of the consumer and these associations represent what the brand represents, and they envision some promises of a producer or trader to the consumers". It is a way to understand how consumers perceive the brand in the context of a rational and emotional benefits (Ihnátová, Bečková, 2016).

As we see in a previous part, eSports appeals the young generation, and public gaming represent a way to reach this specific audience especially fascinates (Hamari and Sjöblom, 2017). Then, communities are today very important for brands, as a matter of fact, "A brand community as a specialized community of consumers and employees whose identification and activities focus around the brand" (Kotler, 2016). With the ascension of the Internet uses and users, companies are more and more interested in collaborating with consumers and create value around communities and brands (Kotler, 2016).

The perception differs from a person to another. For the same product or object, people and communities' members will emerge with different perspectives and perceptions. Indeed, each target segment has its own prior brand associations and attitudes towards each brand, experiences or event (Novais and Arcodia, 2013). This perceptual shift can be explained by three processes: Attention, distortion and retention (Kotler, 2016). The selective attention summarizes the things which capture our attention, the selection distortion is about the different interpretation all people have about the same message, thus, the selective retention is the fact to remember only one good feature of the product or service and to forget the global product (Kotler, 2016).

Thus, as we see in the previous part, there are different types of brands involved in eSport, as known as endemic brands and non-endemic brands. The community brand's perception differs from one category to another. According to the studies of Dal re et al (2018) and the report of the Nielsen company (2017), community seems like resistant to non-endemic brands. May this behavior be unconscious from their part. Because gamer and eSport fans does not compulsory consume these non-endemic brands or never seen them over the last years. Inversely, The Nielsen company report (2017) shows community prefer endemic brand.

In a way this a logical, those brands are involved in eSport for a while. Some of these brands help the development of the eSport from the start and completely integrate it into their brand culture. Logically, communities will, consciously or not, be attracted by brands they already seen on the eSport scene.

In addition to sponsorship, there is other ways for eSport team to develop themselves. Indeed, in 2017, there are several fundraisers toward eSport team. Investments come mostly from rich franchised brand like NBA, and investment fund companies. (eSport daily business, 2018) The largest fundraiser amount disclosed in this report in for Team Envyus with 30 million of fundraising for the buy of an overwatch league slot and a slot for the league of legend championship: than, we also have the optic gaming team, which reach more than 20 million of fundraising in 2017 for the integration of the overwatch league (eSport daily business, 2018).

2.4 Theme 3: ESport charities

2.4.1 Types of Benefits

"It is one of the most beautiful compensations of this life that no man can sincerely try and help another without helping himself.

—Ralph Waldo Emerson"

"If we give with the underlying motive of inflating the image others have of us, we defile the act. In this instance, what we are practicing is not generosity but self-aggrandizement.

—Dalai Lama"

Those quotes are extract from the academic document of Katherine White and John Peloza (2009) and represent perfectly the two majors' benefits in engagement on prosocial behavior. The first one, from Emerson, telling us people are helping each other in an egoistic way, that is mean people help someone to serve his own intentions. It is called the "self-benefit". While the quotation of the Dalai Lama is encouraging another form of helping. For him, people must help the others in a more altruistic way, for other reason than just a self-serving. It is called "other-benefit". Those two points of view are representing the fields where marketers can work to appeal for charities. Indeed, they can position the charitable support by highlighting the benefits for the donor or the benefits for the others (White and Peloza, 2009).

Then, Fisher (1998), Vandenbosch and Antia (2008) are defining the "self-benefit" by highlighting the main beneficiary of the support is the donor, against "other-benefit" by highlighting the main beneficiary of the support is other individuals, population or organization. As Katherine White and John Peloza (2009) claim: "The self-serving benefits of helping others have long been recognized by those who promote and engage in prosocial behavior". Indeed, there is several types of appeals in self-benefit. The types of benefit can vary according to its nature. Self-benefit can be tangible, like a tax receipt or a gift) or it can be intangible, like feeling good about something or someone. (White and Peloza, 2009). The

gift is often used in marketing charities, because it could make consumers more concern by the message they transmit to the others (Berger and Heath 2007).

However, charities have also the possibility to highlight both self-benefit and other-benefit to market their "offer" toward the donor and allow the two benefit, altruistic and egoistic (White and Peloza, 2009). Furthermore, despites the belief that people answer more positively to self-benefit than other-benefit appeals and that this should be augmented in public (Holmes, Miller, and Lerner 2002). However, Holmes et al. (2002) found that the other-benefit can be more effective than the self-benefit under high needs conditions. The high needs conditions are describing like a "tragedy" where the situation is severe. In 2017, streamers gathered at the Z-Event (France) had earned approximately 500 000 euros for helping people victims or the IRMA hurricane (Z-Event, 2018). This is an example of the people generosity toward tragedy and victims.

Thus, White and Peloza (2009) argue: "the way the donation is requested should match the degree to which public self-image concerns are activated in a given context." That's mean the way of asking for a donation have to be in adequacy with the giving context. (White and Peloza, 2009) For the case of the Z-Event, steamers are clearly asking to their gaming communities to help them to collect enough money to help a given association. The aim and the nature of the event is told to the public at the beginning and during all the duration of the event (Z-Event, 2018).

2.4.2 Marketing charities

The number of charities had exploded over the last years, in fact, there are more than 800 000 charities in the United State alone. (Small, Verruchi, 2009) North American people gave more than 306 billion dollars to charities in 2007. That is representing approximately 2,2 % of gross domestic product (AAFRC Trust for Philanthropy 2008). However, that number is creating a competition inter charities and those non-profit organization need to spend significant amount on marketing to be competitive and earned donation. (Small, Verruchi, 2009). It is estimated that the North American non-profit organizations are spending at least 7,6 billion on marketing per year (Watson 2006).

Hence, charities have modeled many of the sophisticated marketing techniques used basically by private companies like relationship marketing, branding, and the measurement of marketing return on investment (Burnett 2002; Ives 2004). Reed, Aquino and Levy (2007) claims that was a crucial importance to collect donation for nonprofit organizations; But the competition on this market is hard.

As we said in the previous part, there is two types of benefits, as known as "self-benefit" and "other-benefit". Marketers have the choice to market their offers by appealing one or both benefits. However, the effectiveness in influencing donation intentions depends on the degree of relevance of public self-image. (Shang, Reed, Croson, 2008). That is mean a community should be influencing in donation if the context is relevant comparing to its self-image. Indeed, studies lead by Shang, Reed and Croson (2008) shows an increase of 34 % of the amount donated for a charity if the donor was in the "identity-congruent condition" and that this effect tend "to be lasting". Then, studies lead by Small and Verruchi show that: "a happy expression provides no sympathy advantage". Indeed, generally, that is totally incongruent with the situation shew by the classic charities' advertising. They claim that is some exception to this rule, and the gaming is one of them.

To reach the gaming audience represented by 1,5 billion people and the eSport audience of 365 million people according to an IPSO's survey (2017); or the French eSport audience of 7,5 million people (Webedia, 2016), charities' marketers must make a partnership with a gaming company. And that is the case of "The Breast Cancer Research Foundation" which become the partner of Blizzard Entertainment. This action was support by the gaming company which propose to players to donate and to watch streamers who was in partnership with action, to obtain reward in game. (Blizzard, 2018). Relying on an IPSO's survey dated of 2017, we can state on the following statistics: "1,5 billion people amuse themselves with video games" 365 million people consume and watch eSports events. In France, that is representing nearly 7,5 million people concerned by the subject.

That is sound like the theory exposed by White and Peloza (2009) whose say "people often want to use an "egoistic cover" for donation because it helps them avoid the psychological burden of being committed to helping other charitable organization or even the same in the future. For the Blizzard case, the game Overwatch was proposed a unique skin of a healer character: Mercy (figure 3). For people, buy this character appearance was both an egoistic

action, to get a unique reward in the game, and being useful toward the charity. It is also a way to show you participate with a donation by choosing this appearance in game (Blizzard, 2018).

So, marketers need to be aware of the norms across a range of potential situations and target audiences and adjust appeal strategies accordingly. For example, Fisher (1998) and Dubé (2005) find that social norms of masculinity and power influence men's responses to emotional advertising when they are in the presence of other men (White and Peloza, 2009).

2.4.3 Involvement in eSport

In the previous part, we talk about the studies of Small and Verruchi (2009) which tell us that happy expression do not provides any advantage in collecting donations. However, in the eSport context, that is not obviously the truth. Indeed, at the Z-event, streamers and youtubers gathered make a show run of 50 hours and try to collect donation by stream animation, happiness and fun challenge (Z-Event, 2018).

The Z-Event is one of the best examples of a gaming event in partnership with a charity. That gather the most popular and fun French streamers. Z-Event is a French charity project created by Adrien Nougaret as known as "Zerator", one of the most followed French streamers on Twitch.tv and Alexander Dachary. It aims to gather several famous videogames and eSport streamers during more than 50 hours to diffuse content in live together and to invite viewers to support a charitable organization.

The first edition of this charity event around gaming takes place from the 4th march to the 6th March 2016 and allow to leverage 170 000 € for the NGO charity names "Save The Children".

The second one takes place from the 8th to the 11th of September 2017. Streamers present to this edition almost play for 60 hours consecutively and allow to collect more than 500 000 € to bring their support to the NGO "The Red Cross" and help the several victims of the IRMA hurricane.

This year, the Z-Event has decided to support the NGO "*Médecins sans-frontière*" (doctor without borders) and allow, with the help of the viewers, collect more than 1 million of euros during the 9th to the 11th November 2018 (Z-Event, 2018).

Indeed, the manner used to ask for a donation was clear and in the right context. Gamers was talking to a gamer population and playing in live during more than 50 hours on their own stream. The researcher thinks happiness was present, and it is a possibility that this good atmosphere was also a reason for the viewers to make a donation for the promoted charity. As we seen in the previous part, it is easier to convince the donor if he is in an "identity-congruent condition" (Shang, Reed and Croson, 2008), for the gaming population, it was clearly the case, that can explain how the amount collected is so wide.

In addition, Shang and Croson (2005) lead a study one year later and ask donor who received information about the previous donations. They highlight the fact contribution are approximately 20 dollars higher from donors without the information. (Shang, Reed, Croson, 2008) That can explain the sharp increase in the Z-event donor's contributions.

Another good example of the involvement of the gaming community in helping charities is "The Pink Mercy Charity Campaign" (Blizzard, 2018). "Mercy" is a healer character of the game Overwatch and the Pink Mercy is a "skin", a unique appearance for this character and only available during the time of the event. In addition to this skin, Blizzard Entertainment was proposing to the community a dedicated T-shirt line which all the profit was donated. Blizzard Entertainment choose to make a partnership with the Breast Cancer Research Foundation by inviting the Overwatch community to make a donation in exchange of a skin or T-shirt.
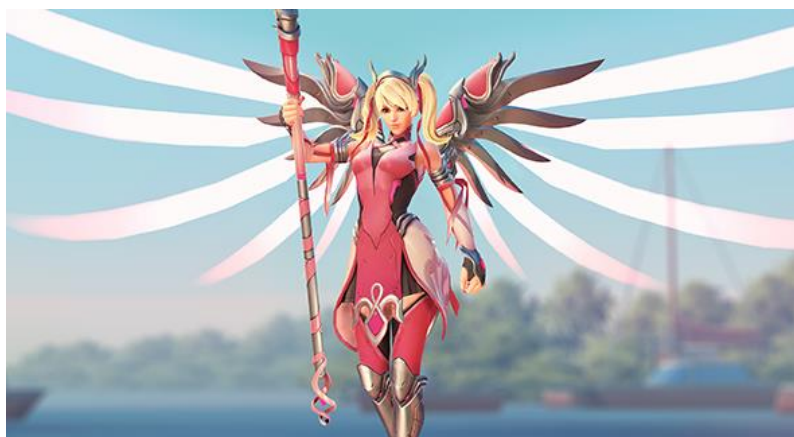

Figure 3: The pink Mercy Charity campaign skin (Blizzard, 2018)

However, that is not all, separately to this possibility to buy the skin or T-shirt, Blizzard Entertainment has proposed to all famous streamers who wanted to participate to be in partnership with this event. All the donation made for those streamers were donated to the

charity. The pink Mercy Charity Campaign allows to collect approximately 12,7 million US dollars. Beside this and independently, 14 famous Overwatch streamers and their communities participate to this collect and raised over 130 000 dollars. This is one of the largest donations made by a corporate partner within one year in the breast Cancer Research Foundation's 25 years history, and that thanks to the gaming and eSport community (Blizzard, 2018).

2.5 Literature conclusion

This literature review gives us a quick overview of the history of eSport and its evolution over the years. The researcher made the videogames and eSport world completely understandable for a person who never hear about that or who is not involved in. Then, this review allows us to understand how the eSport ecosystem has been built, by modeling the sport event marketing. The researcher also shown how this new cultural trend has been developed, especially by taking examples of sponsorship since the beginning of this industry. The researcher develops a part about charities and wanted to make that information, like the Pink Mercy Campaign or the Z-Event known for the next researchers who are interested by the eSport or charitable eSport or gaming or for another reason. Indeed, concerning the charities and the eSport scene, there is a lack in academic information on this topic and this dissertation aims to fill in this lack.

3 RESEARCH METHODOLOGY

3.1 Methodology introduction

For this research, the researcher relies on the book "research methods for business student" of Saunders, M.; Lewis, P.; Thornhill, A. (2012). The researcher used the onion model highlighted by Saunders et al. in 2009 (figure 4) to build-up his methodology and structure his questionnaire. This model is adequate to covers the several dimensions concerning the data collection and analysis. Step by step, the researcher explains, by supporting the most suitable and tangible elements for each of these dimensions, how his research methodology is built.
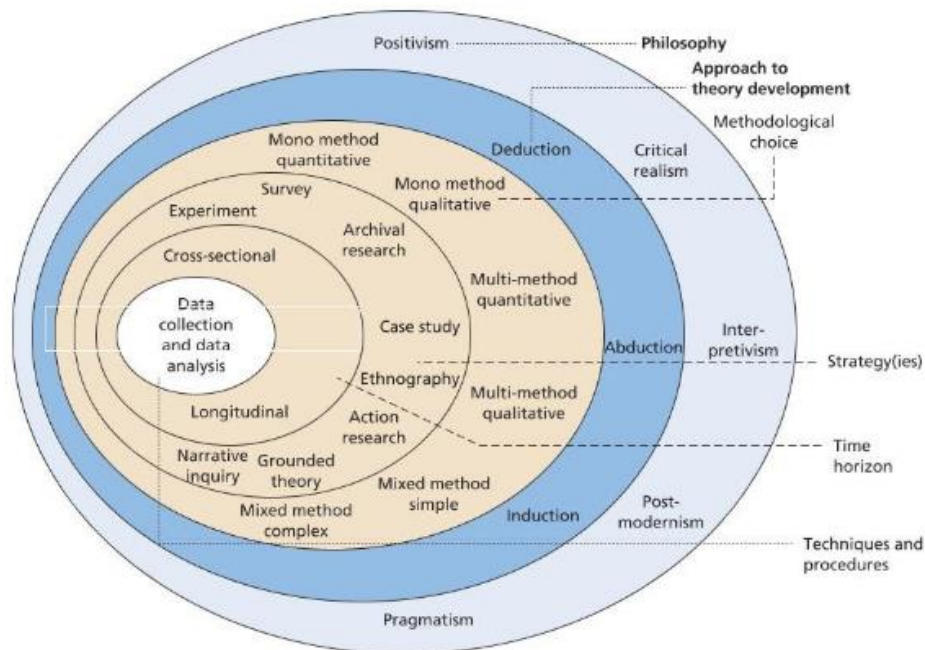
Figure 4: The research onion (Saunders et al. 2009)

This research aimed in a first time to highlight the perception of the French eSport community toward the brands which are involved in eSport (objective 1). Then, it will explore again the perception but this time by highlighting the charity's perception of this specific and homogenous community (objective 2). Thus, this study aimed to provides a difference of perception between brands and charities involved in the eSport stage (objective 3).

In this part, the researcher presents his research design, composed of his research philosophy, approach, strategy, choice and time-horizon. Then, the process of quantitative data collection and analysis are presented. Besides, the choice of the population and the explication of the

sampling are mentioned. Thus, the researcher outlines the different ethical and limitation of this methodology of research to end this chapter.

3.2 Research Philosophy

Relying on Saunders et al. (2012, p. 140), there is three major ways of thinking concerning research philosophies, as known as followed:

Firstly, we have the ontology, which is "the science of reality or being" (Baikie, 1993) and which gathers objectivism and subjectivism. The main purpose of this philosophy is to understand "what is and what exist". That is also focus on the most general properties of being. For this reason, the researcher does not choose this one.

Secondly, we have the axiology, which is "the role of researcher's values in the research process." This philosophy deals more with values and guiding reason of human action (Heron, 1996). In this dissertation, the value and ethics of the researcher does not matter, that is necessary for the researcher to be fully objective and neutral toward information collected, that why this philosophy does not suit.

Finally, we have the epistemology, which is focuses on what "is acceptable knowledge and what are the sources and limits of knowledge in the field of study". The purpose of this philosophy is to understand how the reality should be represented or described. Considering the purpose of the dissertation in collecting the different perception inside a homogenous community, this way of thinking concerning research philosophy was chosen.

Then, according Saunders et al (2012), there are three different aspects of an epistemological philosophy.

First, the positivism, which is defined as "research approach that collects data about an observable reality". It aimed to highlight regularities and causal relationships in data "to create law-like generalizations like those produced by scientists" (Gill and Johnson, 2002, cited in Saunders et al, 2012, p 134). A research is positivist when there are evidences, quantifiable measures of variables and hypothesis to test (Saunders et al, 2009). In this dissertation, we have some concept predefined and they can provide some generalizations, but the subjective

nature of the data described as perception of the community make that the researcher did not take this philosophy.

Then, we have the realism, which can be defined as "what we sense of reality". It is a branch of epistemology which is similar to positivism in that it assumes a scientific approach to the development of knowledge. This postulation includes the collection of data and the comprehension of those data. (Saunders et al. 2009). In this dissertation the purpose is to measure the perception of the French eSport community through the involvement of brand and charity on the scene. The reality is here, those involvement exist, but is the community really conscious about that? In a way, the aim of the researcher is to understand how the community perceive, sense this reality. That is why that philosophy was chosen by the researcher.

Thus, there is the interpretivism which is related to the study of social phenomena in their natural environment, focusing on human as social actors rather than objects. (Saunders et al, 2009, p.116). Moreover, it considers that truth is subjective; reality is multiple and constructed by social actors' interactions. (Saunders et al. 2009). The researcher has hesitated for long for this philosophy which has interesting feature concerning the dissertation's topic. However, the lack of qualitative data in the data collection process was an important issue for choosing the interpretivism philosophy.

To summarize, the main philosophy chosen in this dissertation was the realism. However, the realism as research philosophy is divided into two sub-categories. Indeed, the first one is called the "Direct Realism", described by Saunders et al (2009) as "what we experience through our senses portrays the world accurately"; then, the second one is named "Critical Realism", Saunders et al. define it as : "what we experience are sensations, the images of the things in the real world, not the things directly".

Thus, according to Saunders et al. (2009), there are two steps for critical realism to experience the world: "First, there is the thing itself and the sensations it conveys. Second, there is the mental processing that goes on sometime after that sensation meets our senses. When Direct realism is just using the first step. In other words, we can observe that critical realism is a combination of experience lived in the "real" world about a thing and the feeling expressed toward it; and of the mental process which is follow after that sensation felt, it is mixing the

objective and subjective point of view, when direct realism is more concentrated on concrete thing and the feeling expressed only.

To sum up, critical realism is claiming that we are able to see only a part of a bigger picture. Then, that affirmation in on adequacy with the eSport industry, we view only a few part of what it is truly; that is why the researcher axed his philosophy toward it.

3.3 Research Approach

There are three main research approaches, the Inductive approach is relevant when there is a gap between conclusion and assumption. The deductive approach is relevant when conclusion can be made upon assumptions. Then, the Abductive approach combine the inductive and deductive approaches (Saunders et al. 2012).

Following Collis and Hussey (2003), deduction process is represented by "what we would think of as a scientific research". That is involving the development of a theory based on a rigorous test, like a survey used in this dissertation. However, the researcher could not use an inductive method because of the lack in qualitative primary research in this study which made the interpretation more complex and led the researcher toward a analyze more deductive.

According to Saunders et al. (2009): "Deduction possesses several important characteristics. First, there is the search to explain causal relationships between variables". In this study, we search to demonstrate a difference in brand's and charities' perception of the French eSport community. The next characteristic of the deduction approach is the collection of data, here the researcher used a questionnaire as a quantitative survey. Then, Saunders et al. (2012) claim that "deduction dictates that the researcher should be independent of what is being observed", here it was the case, the researcher analyzed the result independently of what he preferred. Thus, the perception of a community is an enable fact which can be measured and compared quantitatively, by using statistics. Finally, this study allowed to generalize a trend in the French eSport community' perception toward brands and charities involved in.

3.4 Research Strategy

The research strategy aimed to meet the research question and to be able to answer it. "More, it also depends on cost, time and skills of the researcher" (Remenyi et al ,2005; p.45). Saunders et al. (2012) spoke about eight strategies in the research methodology.

Firstly, the experiment which permit the study of change in a group and to measure it. Then, the survey allows a big collection of data thought interviews, questionnaire and observation. Besides, the archival research concerned the administrative record and documents. Moreover, the case study is the examination of a fact in the real-life context. Subsequently, the ethnography focusses on the description and the interpretation of a social group. Thus, the action research is a process which need to be repeated to develop solutions. Furthermore, the grounded theory is focused on the building of a theorical analysis of social process and interactions. Finally, the narrative inquiry which consist on a long-term collection of experiences to construct a narrative (Saunders et al, 2012).

For this dissertation, the most adapted research strategy was the survey's strategy. Indeed, it allowed the collection of a large amount of quantitative data from a sizeable population, in an easy and economical way (Saunders et al. 2012). To collect quantitative data in enough quantity, this strategy was relevant and the cheapest, that was why the researcher chose this one as his research strategy.

3.5 Research choice

The research design could be a mono-method or a multiple method (Saunders et al. 2012). Indeed, they distinguish the mono-method, which is a use of a unique data collection technique and the multiple method, which is a collection of data from various techniques. Multiple method includes multimethod and mixed method. "The multimethod is restricted within either a qualitative or a quantitative design" (Tashakkori and Teddlie, 2003). Alternatively, the mixed method combines both qualitative and quantitative researches.

As said Smith (1981): "Quantitative and qualitative data collection techniques and analysis procedures each have their own strengths and weaknesses". Here, the researcher chose to use a mono-method quantitative only. Basically, the researcher wanted to make qualitive in-

depth interviews as qualitative choice. However, considering the lack of time he has, the researcher finally chose to sacrifice it and to use this method only on a quantitative way. Here the researcher purpose was to combine this single quantitative data collection with quantitative data analysis procedure.

An exploratory study is a valuable means of finding out "what is happening; to seek new insights; to ask questions and to assess phenomena in a new light" (Robson, 2002:59). In this study, the researcher chose to explore in-depth the perception of the community, particularly about charities involved in gaming and eSport scene, relying on the lack of academic references on the subject and the relatively newness and freshness of this kind of event. Moreover, the tree objectives of this dissertation were to "highlight" something, and that is the purpose of an exploratory study.

According to Saunders et al. (2012): "The survey strategy is usually associated with the deductive approach". This research strategy was the most adapted for this dissertation. Indeed, this population was easily reachable by a questionnaire and the data collected coulb be standardizing to allow comparison between brand's and charity's perceptions by using descriptive and inferential statistics.

3.6 Time horizon

"*Cross-sectional studies often employ the survey strategy*" (Easterby-Smith et al. 2008; Robson 2002). By definition, the survey is a cross-sectional method, by this nature of being a "*snapshot*" at one momentum in particular. So, obviously this study used the cross-sectional method.

Inversely, longitudinal studies can be defined as «*repeated over an extended period of time*» (Blumberg, Cooper and Schindler, 2011, pp.490-495). However, the limited time to achieve this dissertation had influenced the choice toward an application of a cross-sectional research.

3.7 Data collection

3.7.1 Secondary data collection

Secondary researches are data collected by others, including both quantitative and qualitative data" (Maylor and Blackmon, 2005). It provides additional relevant and reliable information quickly and cheaply.

Saunders, Lewis and Thornhill (2012, p. 307) classified secondary data in three main subgroups, which are documentary, survey-based and data compiled from multiple sources. The researcher based his secondary data on three types of this classification.

- Documentary: eSport articles and online resource
- Ad hoc surveys: academics 'surveys, organizations' surveys: Nielsen, Statista, IPSO's, Webedia
- Multiple sources: - Snap shot: books, academic resources - Longitudinal: books, academic thesis, academic resources

The multiple sources the researcher had explore and analyze provided a deeply comprehension of the topic. Moreover, the researcher selected only the relevant and reliable information found in these sources to ensure a good and logical flow in his literature review. Hence, the researcher relied on different sources, some of them are Internet sources, the researcher obviously checked the reliability of these sources. To reach these data, the researcher used mainly Google Scholar and particularly the master's thesis of Michael Borrowy (2012), the DBS library, and the book "raising the stakes" from T.L. Taylor (2012) as main resources.

3.7.2 Primary Data Collection

"*Quantitative and qualitative data collection techniques and analysis procedures each have their own strengths and weaknesses*" (Smith 1981). The researcher used a self-completed and web-based questionnaire. Despite the low representativity, flexibility and low control on the data collection environment (table 1), it stays cheap and allows quick answers which permit to simplify the data analysis (Schutt, 2011, p. 176). Following the instructions of Saunders et al. (2012), the questionnaire was accurately defined and designed with the "MonkeySurvey" software.

Sample type	Likelihood of sample being representative	Types of research in which useful	Relative costs	Control over sample contents
Quota	Reasonable to high, although dependent on selection of quota variables	Where costs constrained or data needed very quickly so an alternative to probability sampling needed	Moderately high to reasonable	Relatively high
Purposive	Low, although dependent on researcher's choices: extreme case heterogeneous homogeneous critical case typical case	Where working with very small samples focus: unusual or special focus: key themes focus: in-depth focus: importance of case focus: illustrative	Reasonable	Reasonable
Snowball	Low, but cases will have characteristics desired	Where difficulties in identifying cases	Reasonable	Quite low
Self-selection	Low, but cases self-selected	Where exploratory research needed	Low	Low
Convenience	Very low	Where very little variation in population	Low	Low

Table 1: Impact of various factors on choice of non-probability sampling technique (Kervin, 1999; Patton, 2002)

Moreover, the researcher wanted to question people interested in participating, on a voluntarist base. Indeed, that avoid having answers from people without link with the eSport community to complete this questionnaire. Each individual was free to respond or not.

Following Saunders' et al. development (2009), there is two steps to realize a self-selection sampling. The first one was to publicize the questionnaire through appropriate media and / or by asking to take part in. Then, the second one was the collection of data for a future analysis. Publicity for convenience samples can take many forms, for this study the researcher choseto post it on appropriated Internet newsgroups and discussion groups. Indeed, the gaming and eSport community were easier reachable with Internet rather than another way.

That is why, and still following those steps, the researchers chose the most appropriate media for gamers, as known as Internet. Indeed, there are some websites where people are particularly gathered in community: "**Reddit**". Reddit is the forum the most followed of Internet with an average of 330 million of active users and 138 000 different active communities (Reddit, 2018). People are subscribed to some "*subreddit*", and those subreddit are forming communities divided by interest topic. Obviously, the gaming is very well represented on Reddit and people very reactive.

Another tool used by the researcher is the "**Discord**" application. Discord is a vocal platform dedicated to gaming which allow everyone to create his own Discord, then to invite people, friend or community member to rejoin it. That gathering of gamers was an opportunity for this study. Moreover, there are easily reachable by this way. Indeed, Discord application count 87 million of users registered and 14 million of active users at the end of 2016 (DiscordApp, 2017).

The survey was publicized on the following sub-reddit and Discord community:

- **r/esport**
- **r/leagueoflegends**
- **r/esports**
- **r/overwatch**

and on the Discord community of the "LanEx team".

In this survey, the researcher aimed to collect three types of data:

- **Attributes:** respondents' demographics
- **Behavioral variables through the eSport scene:** participants and eSport experiences
- **Perception variables:** brand's and charity's perception of the eSport community

The survey's questions are ordered in a logical flow and limited to 22 to avoid a loss of participant. Each question was designed through regarding the need of the dissertation and aimed to answer the research question. So, the researcher designed himself each question of the questionnaire (Appendix 3).

The researcher designed his survey by regarding the purpose of each question he would ask to the population. The researcher used different types of question, in adequacy with the purpose needed. Closed questions were used where the researcher was needed and clear answers and allowed to rank the data easily. Hence, closed question represented the major's type of question into the questionnaire.

To measure the perception of the community, some questions used a Likert scale to collect opinion data, despites the four points suggested, the new and young people of this community may do not perceive any evolution, so the researcher had preferred to use a five-point scale, to avoid losing people.

Furthermore, before spreading the survey, the questionnaire has been tested several times to avoid mistakes and to be sure it was understandable and well-done by participants. To do that, the researcher used the four stages of the constructing model by Foddy (1994) showed below:
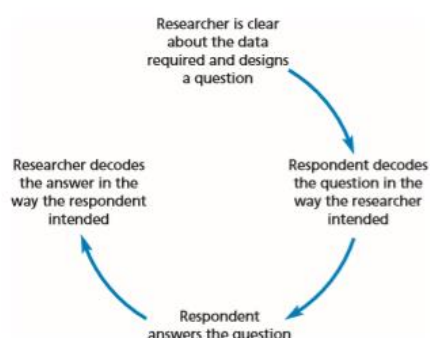

Figure 5: Constructing question for questionnaires. (Foddy, 1994), cited in Saunders et al, 2009, p 372)

Once time tested and approved, the questionnaire was publicized the 10th of November 2018 on Reddit and Discord. An example of the questionnaire, translated from the French, is available (Appendix 3, p. 100).

3.8 Data analysis

According Berman, Brown and Saunders (2008), Quantitative data can be divided into two distinct groups: categorical data and numerical data. Categorical data were used here to highlight some ranks in the answers. Besides, we got numerical data, which are sometimes termed 'quantifiable', are those whose values are measured or counted numerically as quantities. In this survey, the researcher used mostly numerical data, in adequacy with the survey designed.

Regarding the purpose of the study and the research strategy chosen, the researcher chose mostly the ordinal (or ranked) data and numerical data as quantifiable data. Descriptive data were also used to measure the brand recall on the eSport scene. Moreover, the researcher chose to use the software SurveyMonkey to collect, treat, and easily analyze data. The results of the survey were presented through charts essentially (e.g. pie charts, bar charts) to show information on a clean and clear manner. Furthermore, the researcher used the contingency table and the cross-tabulation to compare data and highlight interdependence between its.

3.9 Population and sample

The sampling technique consist of reducing the amount of data that need to be collected by considering a subgroup rather than all possible case or element (Saunders et al. 2012, p272).

The population of this dissertation was the French eSport community, which is representing 7,5 million of people (element). Moreover, the researcher aimed to reach people very interested and engaged in eSport (extent), particularly over the 10 last years (sampling unit). Then, a limited date was fixed to allow the researcher enough time to analyze the data, this date was fixed to the November 10th to the December 10th (time).

According Saunders et al. (2012), there are two distinct sampling techniques: The probability or representative sampling and the non-probability or judgmental sampling.

For the researcher, the probability method was not a potential choice, even if some features were interesting, particularly the fact that the population interviewee is homogenous, but it was impossible to question the entire population of 7,5 million of French people interested by the eSport (Webedia, 2016). Even ten percent were too difficult to reach.

Finally, the researcher chose a non-random sampling technique. That permitted to collect relevant data. Indeed, the self-selection allowed people who are not interested to skip it. However, people interested by the eSport were able to complete the questionnaire and gave to the researcher useful, reliable and relevant information.

To determine the sampling size, the researcher chose a confident level of 90% due to the homogeneity of the population interviewee and a margin error of 5%, Then, the French eSport community is representing 7,5 million of people. However, for this study, the required sample was 190 people at the minimum.

Despite writing reminder's post on Reddit and Discord, the final number of participants to this survey was 211. However, 18 questionnaires were not completed entirely. Indeed, only 193 were correctly exploitable. Hence, for this survey study, the researcher obtained a responses rate of 91,5% regarding the 193 good answers providing us relevant and reliable quantitative data.

3.10 Research ethics

"Ethical issues may occur in all the research process" (Blumberg, Cooper and Schindler, 2008, p. 92) So, the researcher adopted a universalism stance on ethics. Firstly, concerning the secondary data collection, the researcher referenced appropriately each source he used. Then, the researcher adopted an objective and neutral stance at all the level of the methodology. Thus, the survey was done on a voluntarist-based and by self-selection of the respondents. The researcher used the information gave by the participants responsibly, by respecting the confidentiality and the privacy of the respondents. Obviously, the results are fully anonymous, and the identity will be not revealed. Moreover, participants were aware about the academic purpose of this study and accept by responding to the survey, to be agree with the consent form and the participant sheet presented at the beginning of the questionnaire (Appendix 3).

Finally, some ethical issues could come from a misinterpretation of the data due to joke answers, non-authenticity of the respondents, misunderstanding of the researcher or because of a bad translation in another language.

3.11 Limitation of the methodology

The self-selection was a dangerous strategy because people could decide to create deliberately wrong answer and to create misunderstanding for the analyze. Hopefully, joke responses were very rare. The second issue of this self-selection is the non-representativity of the community. Indeed, the questionnaire was posted on "subreddit" often dedicated to a game in particular and the adhesion of the researcher to some gaming communities dedicated on a particular game.

Another main limit is the financial side, the budget necessary to conduct and publicize the research appropriately. However, the Reddit and Discord communities help the researcher a lot to a good conducting of this survey and the budget was finally respected (Appendix 2, p. 99).

The fact that the researcher chose to use a mono-method quantitative could be an issue regarding the lack of qualitative data to analyze. However, in-depth interviews could not be really useful for measuring the perception's evolution of the community.

Thus, the interpretation of the answers is subjective and limited to the regard and knowledge of the researcher toward the eSport scene.
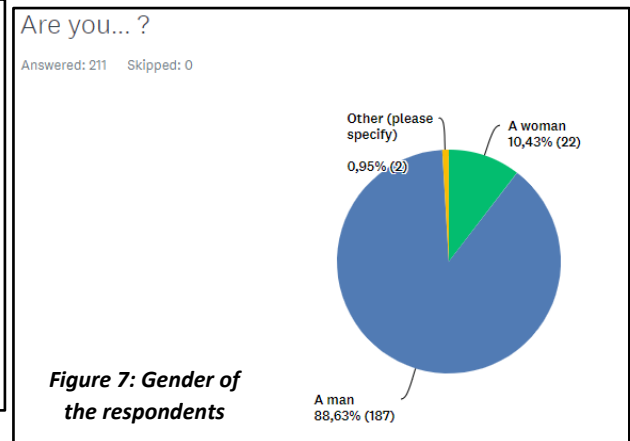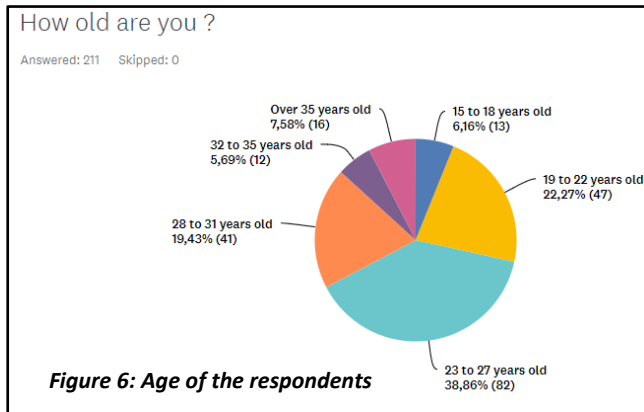
Moreover, the study was collected with French responders and needed to be translated accurately.

Finally, the restricted word count was synonymous to make choice in idea developed.

4 DATA ANALYSIS

4.1 Quantitative findings

4.1.1 Participants demographics

Figure 6: Age of the respondents

Figure 7: Gender of the respondents

The sample is composed by 211 unique participants, aged from 15 to more than 35, with 16 participants (7,58%) with an age over 35 years old (figure 6). The most cluster of age representative in this sample is the 23-27 years old category, which represents approximately 40% of the sample. Women are not very well represented in this study, with only 22 female respondents (10,43%) on the sample (figure 7). That confirm the trend saying men are more interested by gaming than women.

Figure 8: Number of players in the sample
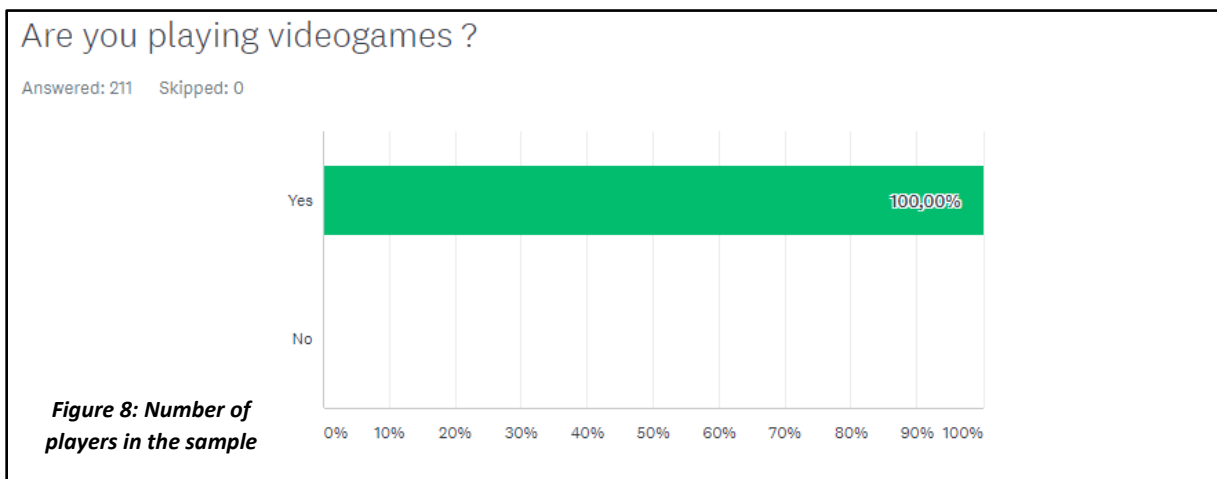
To avoid a joking response, the researcher asks to the sample if they are playing videogames. This question served as a filter. Indeed, a "No" response to this question close the questionnaire. Hopefully, 100% of the respondents says they are playing videogames (figure 8).

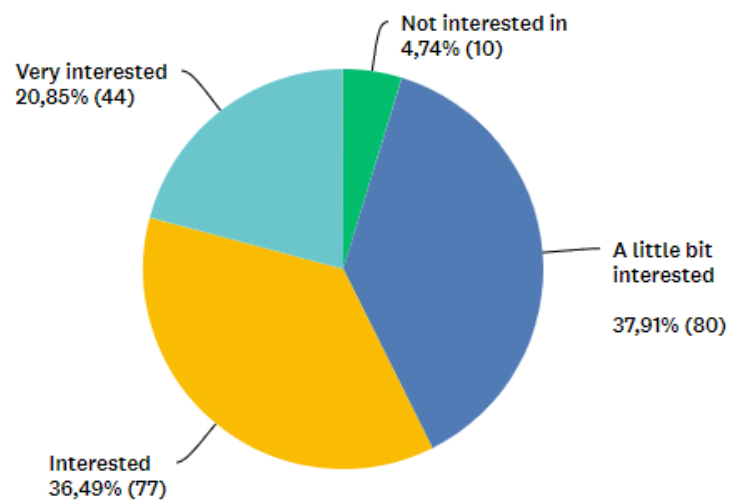**Are you interested by the eSport**

Answered: 211   Skipped: 0

Not interested in
4,74% (10)

Very interested
20,85% (44)

A little bit
interested

37,91% (80)

*Figure 9: Interest for
eSport*

Interested
36,49% (77)

Finally, the researcher wanted to know the interest of the people interviewee for the eSport. Only 10 people over 211 claims that they are not interested in. The researcher probably loses these one over the 18-total losses of the survey. However, 95, 26% of the sample are interested, more or less, by the eSport. That is showing a great interest of the sample for it end ensure future reliable information (figure 9).

4.1.2 Relation between participant and videogames

Which eSport game are you interested in?

Answered: 211   Skipped: 0

Figure 10: Game interest
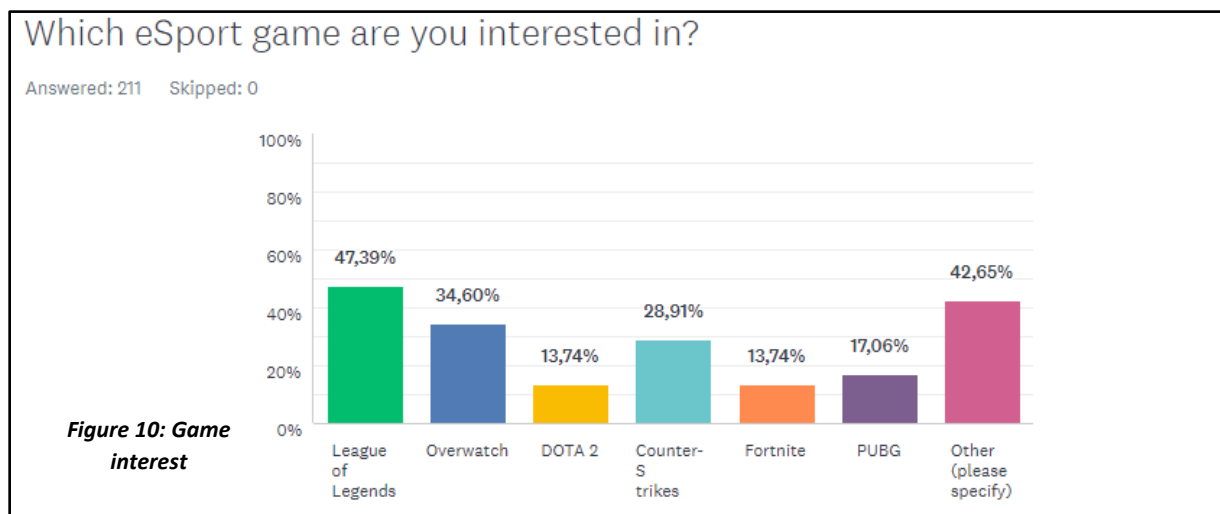
ESport is a complex ecosystem, indeed, there are several eSport games and each individual could be interested by a different game. A lot of people consider League of legends as the pioneer in term of eSport in the West and France particularly (ref). That is why, unsurprisingly, League of Legends is the first game watched by the overall population with almost 50% of the sample interest by it. Then, we have Overwatch, a recent license of Blizzard Entertainment developer, which is developing a system of league called "Overwatch league" and followed by 34,60% of the population sample. Thus, we have Counter-Strikes, a competitive game which exist since 2003 with its first license "Counter-Strikes 1.6" and continue its development with new license like "Counter-Strikes: Global Offensive" release in 2012. Counter-Strikes is watched by 28,91% of the respondents. The rest of the sample is also watching eSport, but the proportion are far less than those three one. Indeed, PUBG gets 17,06%, while Dota 2 and Fortnite reach 13,74% (figure 10).

Finally, the researcher did not put every competitive game on possible response but allows participants to enter a game which was not present in the potential answers. The most games title given by participants are presented below (figure 11).

Figure 11: Other games interest

We can see Hearthstone have a good responses rate into the "other" responses, as same as StarCraft II or Rainbow Six Siege (R6). That is showing to us that there is a good representation of the eSport game played and watched by the overall eSport community

Figure 12: Start following eSport
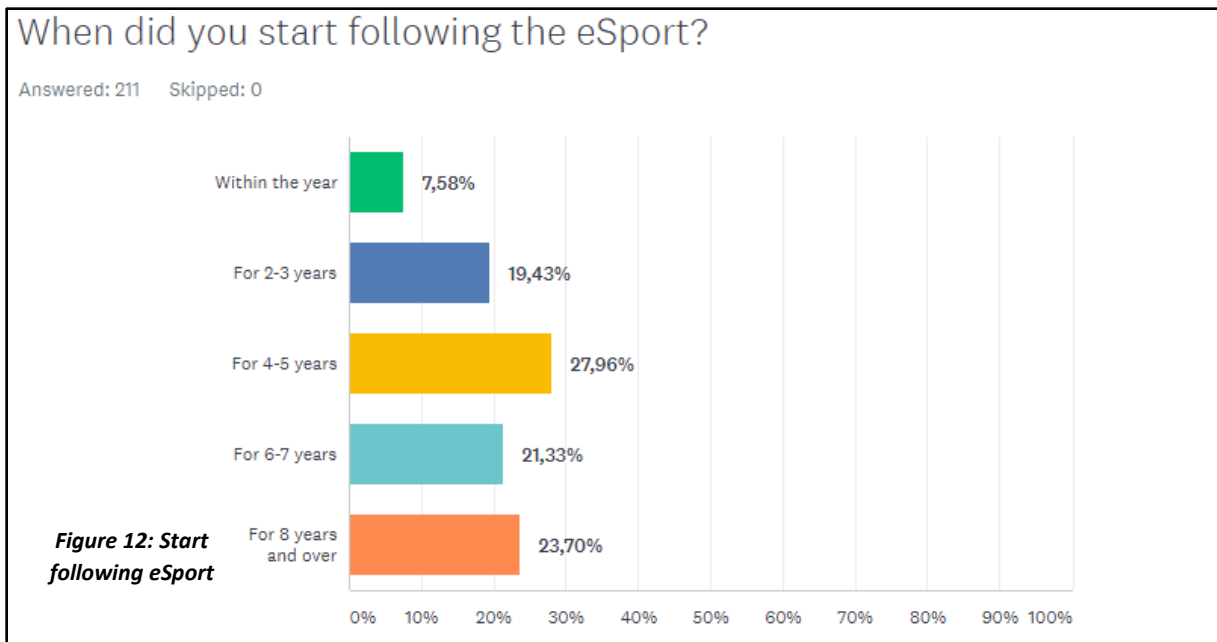
Then, the researcher aims to know the year within eSport viewers started to watch competitive gaming (figure 12). Indeed, that is allowing the researcher to understand the relevance of the sample regarding the continuation of the survey. We can separate responses in two groups, recent interest for eSport and Long interest for eSport. In the first category, we count people who are following eSport for less than 4 years. It represents 57 respondents over 211, constituting 27,01% of the sample. So, the part of people interested by eSport for 4 years and over is consequent (72,99%). We can assume that the sample has a pretty good knowledge of the eSport scene.

	Numbers of respondents	Proportion in %
Recent viewers	57	27,01 %
Older viewers	154	72,99
Total	211	100 %

Table 2: Proportion of recent and older viewers in the sample

Figure 13: Interest for eSport by gender
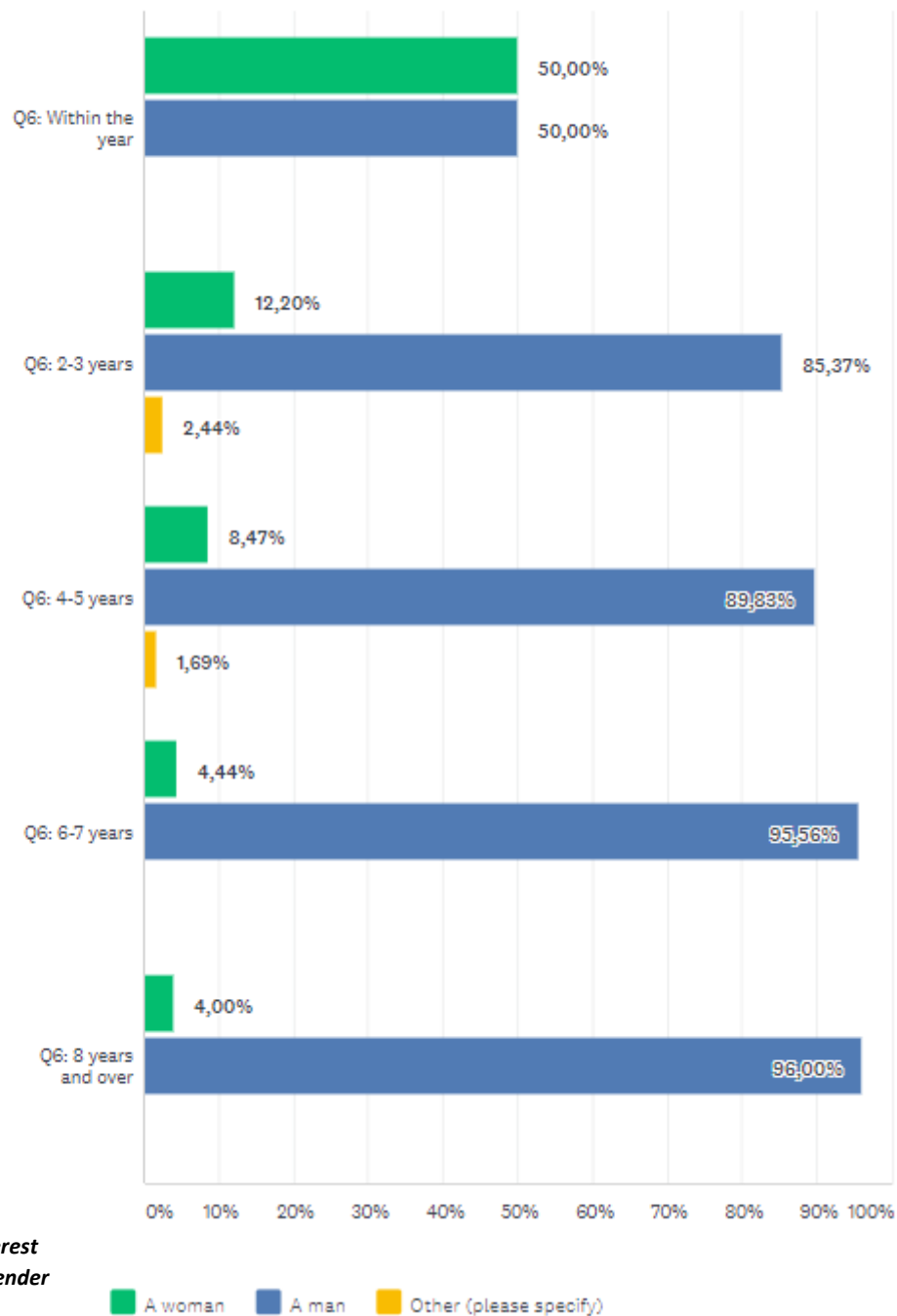
We can see the interest in gaming and eSport is relatively recent for women. Indeed, 50% of the women present into this sample have begun to watch eSport within the year (figure 13). More we approach the answer: 8 years and over, and more the percentage of women is decreasing, until 4% of this very category.

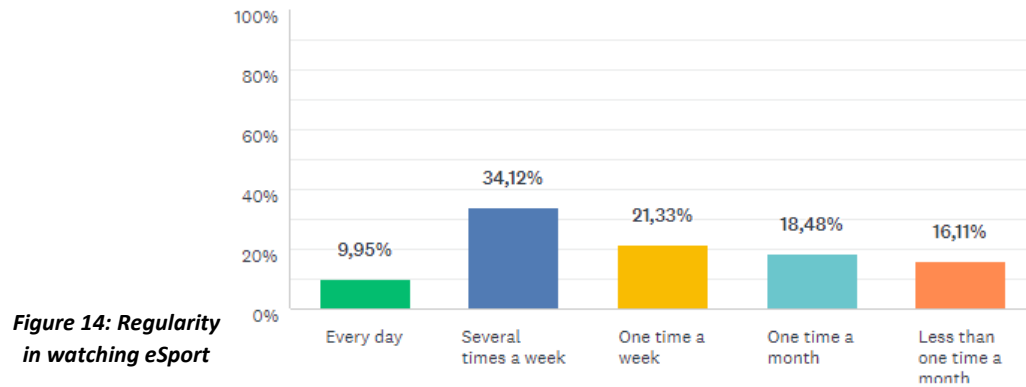**How often do you watch eSport content?**

Answered: 211   Skipped: 0

Figure 14: Regularity
in watching eSport

To measure the regular interest of the sample toward eSport contents asks the frequency of the community consumption of eSport (figure 14). Then, the researcher chooses to separate the sample in two distinct categories. First, people who are regulatory watching competitive gaming, that is mean at least one time a week. This group represents an important part of the sample, with 138 respondents over 211 who are watching eSport at least one time a week, representing 65,4% of the sample (figure 15). Secondly, the group of people who are watching eSport more occasionally, which is representing 34,5% of the sample (figure 16). These proportions are summarized in the table below (table 3).

	Numbers of respondents	Proportion in %
Occasional viewers	73	34,6 %
Regular viewers	138	65,4 %
Total	211	100 %

Table 3: Proportion of occasional and regular viewers in the sample

When did you start following the eSport?
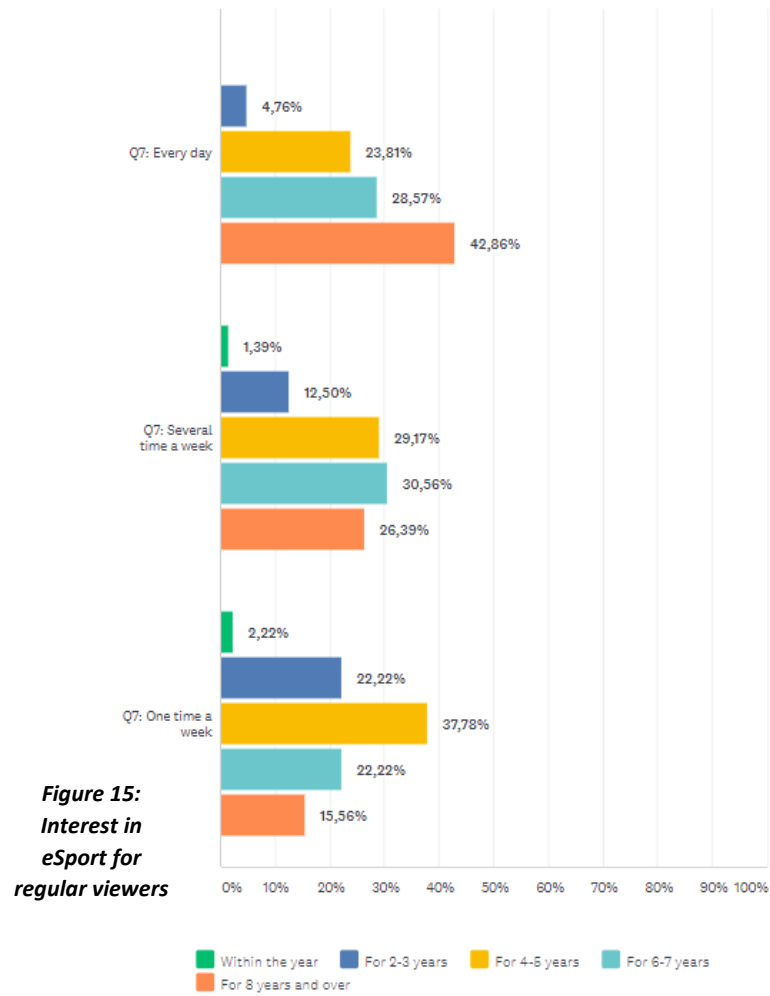
Answered: 138   Skipped: 0

Q7: Every day
- 4,76%
- 23,81%
- 28,57%
- 42,86%

Q7: Several time a week
- 1,39%
- 12,50%
- 29,17%
- 30,56%
- 26,39%

Q7: One time a week
- 2,22%
- 22,22%
- 37,78%
- 22,22%
- 15,56%

Figure 15: Interest in eSport for regular viewers

Legend: Within the year | For 2-3 years | For 4-5 years | For 6-7 years | For 8 years and over

Answered: 73   Skipped: 0

Q7: One time a month
- 15,38%
- 30,77%
- 28,21%
- 7,69%
- 17,95%

Q7: Less than one time a...
- 23,53%
- 26,47%
- 14,71%
- 11,76%
- 23,53%
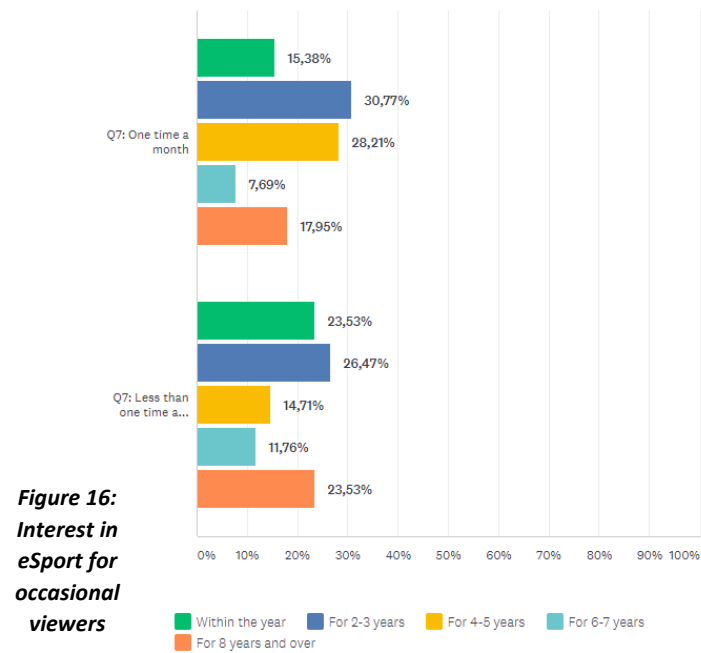
Figure 16: Interest in eSport for occasional viewers

Legend: Within the year | For 2-3 years | For 4-5 years | For 6-7 years | For 8 years and over

Have you ever attended an eSport event?

Answered: 211   Skipped: 0

Yes — 44,08%

No — 55,92%
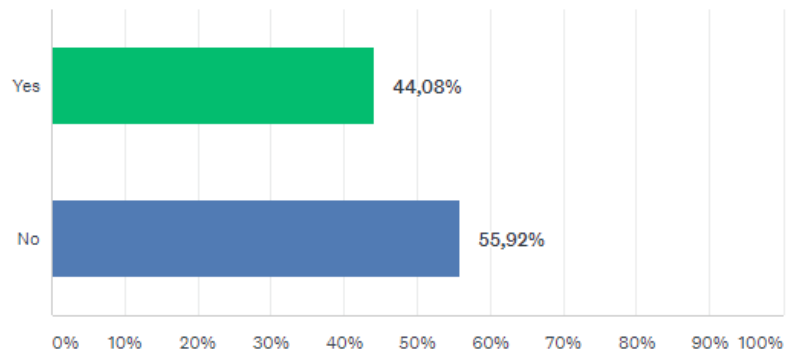
*Figure 17: Attendance to an eSport event*

We saw previously that people who composed the sample seems like to be interested by eSport, they are less or more watching it. Nevertheless, a big part of them never assist to an event dedicated to eSport. Indeed, only 44,08% attended an eSport event in their life (figure 17).

4.1.3 Relation between eSport communities and involvement of brands

In this part, the researcher aims to highlight how the community is perceiving the increasing involvement of brands on the eSport. Obviously, people who are "recent viewers" of eSport could not have a clear vision of this evolution. That is why the researcher include a neutral response. Despite this option to be neutral, the majority of the sample felt an increase in the number of brands involved on the scene.

Figure 18: Brands' perception evolution
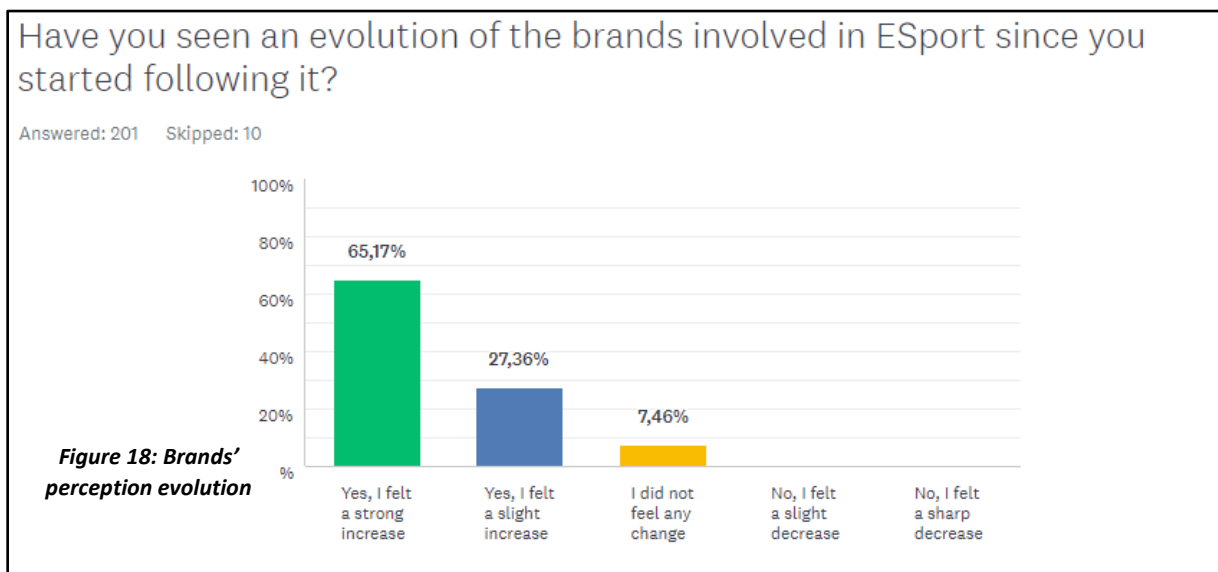
Hence, 92,53% of the population felt an increasing evolution since they begin to watch eSport. That is showing that eSport communities are aware about this growth (figure 18).
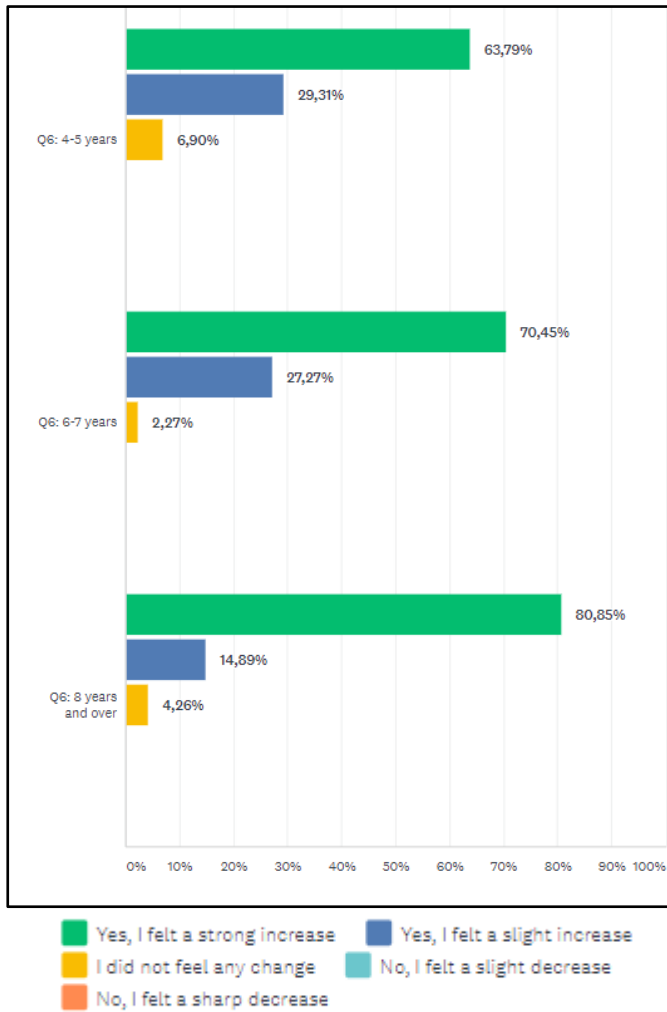

Figure 19: Brands' perception evolution for recent viewers
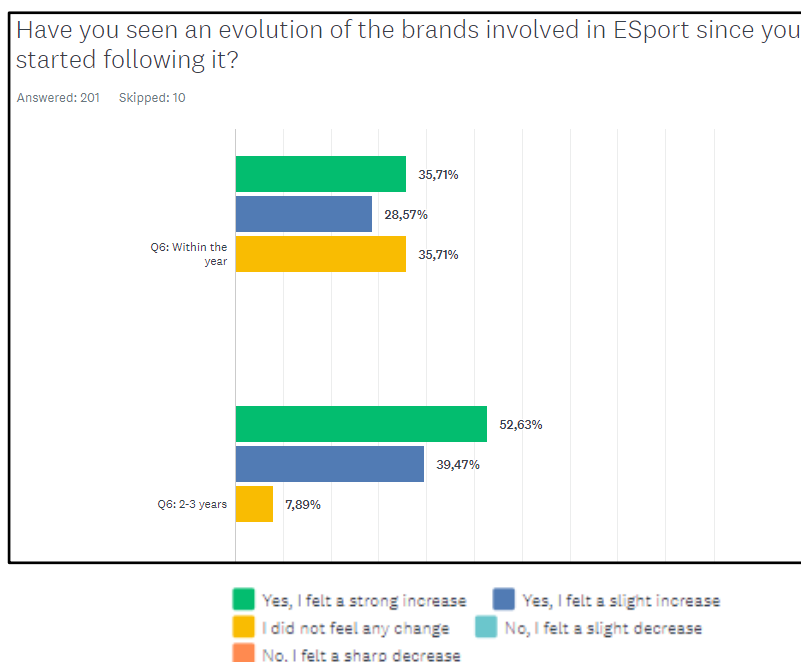
*Figure 20: Brands'
perception evolution
for older viewers*

We are able to see that recent viewers, for most of them, has less felt the increase of brands' involvement (figure 19). Indeed, they were not active viewers of the eSport before, they are unable to see an evolution within a short time. That is why the researchers allows people to respond a neutral answer. Hence, the researchers avoid a loss of participants who have not felt a change. Furthermore, we can see this trend decrease with the older viewers. More than that, the feeling of a strong increase of brands involved in eSport is proportional to the duration people are watching it. In other word, people who watch eSport for 8 years or more are, at 80,05%, feeling a strong increase in the evolution of brands involvement on the eSport scene (figure 20).
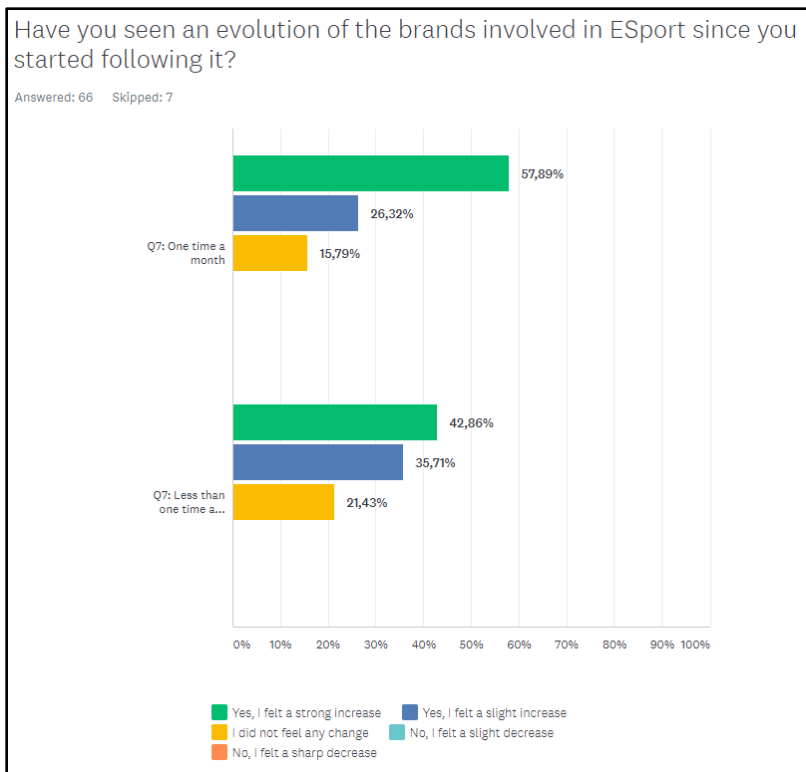
Figure 21: Brands' perception evolution for occasional viewers

We can see that the occasional viewers are the main part of people who did not feel any change in brands involvement (figure 21). Contrarily to the regular viewers felt at least a slight increase of brands involved in eSport (figure 22).
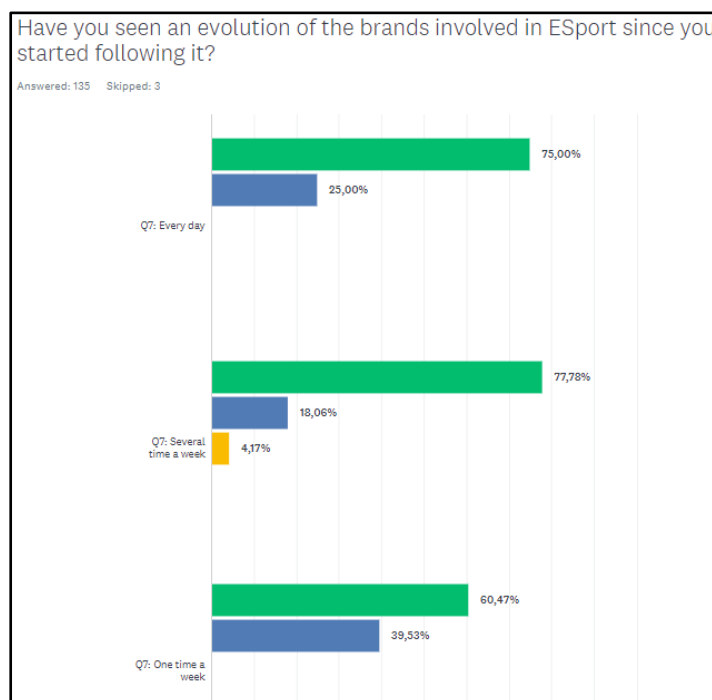

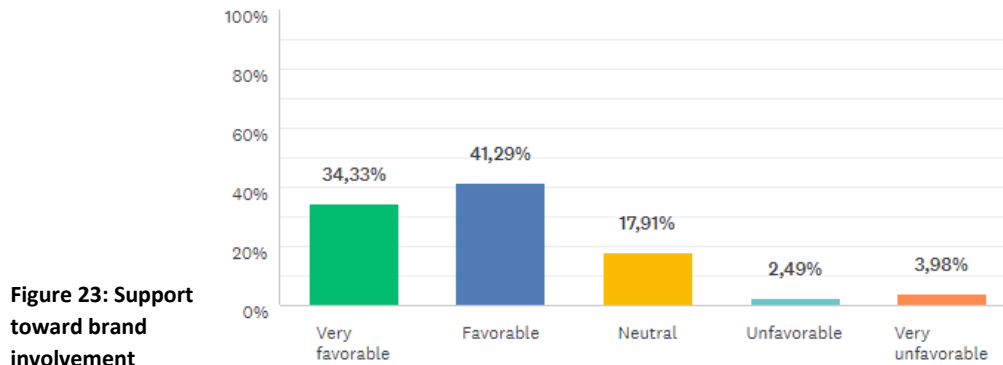*Figure 22: Brands' perception evolution for regular viewers*

Figure 23: Support toward brand involvement

Then, the researchers wanted to measure the favorable opinion of the eSport community toward the involvement of brand. Once again, a neutral option was added, to avoid a loss of participants who never seen or paid attention to the brand involved in. However, the part of people who are favorable is very important, with a total of 75,62% of people in favor of brands' investment, including 34,33% very favorable to it (figure 23).

We can see on the bar charts below that the occasional viewers are representing the most of the people whose are unfavorable to an increase in involvement of brands (figure 25). That kind of responses is very rare into the regular viewer category (figure 24).
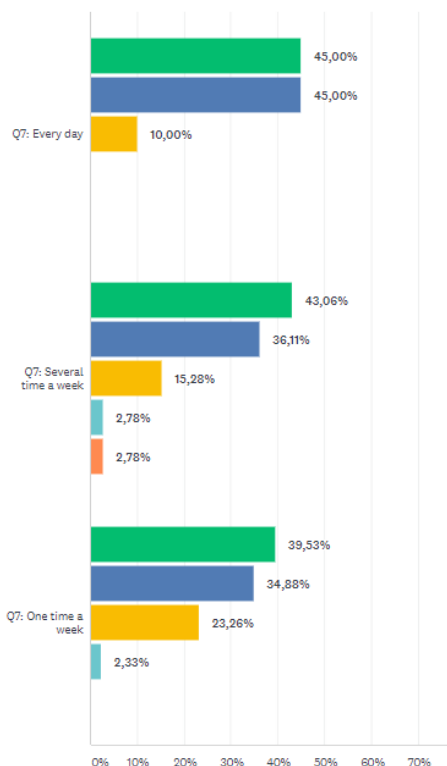

Figure 24: Support toward brand involvement for regular viewers
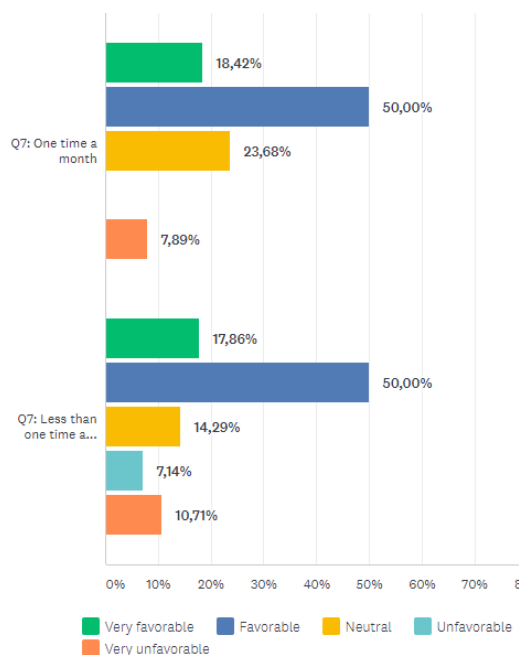
Figure 25: Support toward brand involvement for occasional viewers

Do you support the involvement of brands on the ESport scene?
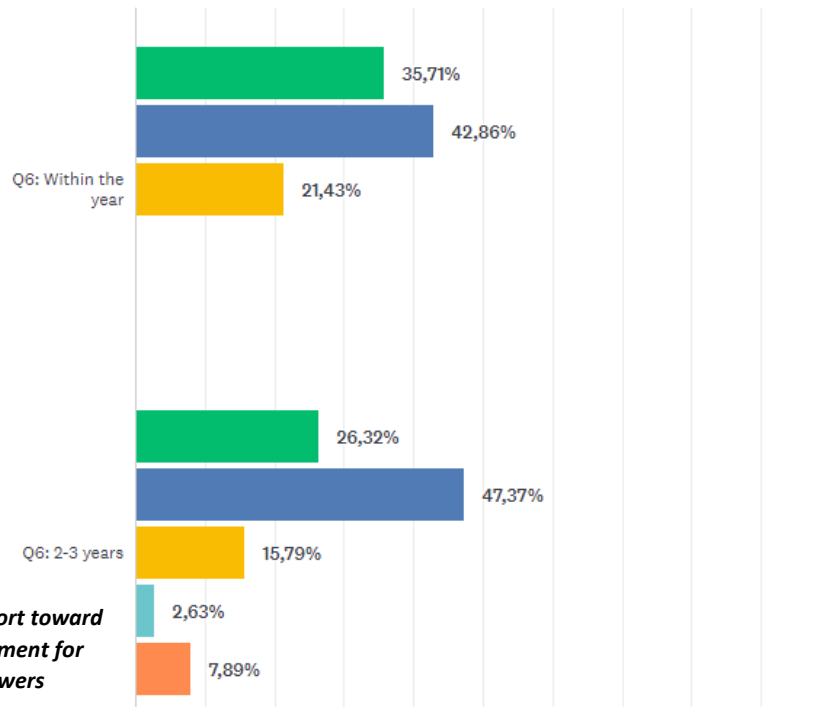
Answered: 201   Skipped: 10

Q6: Within the year
- 35,71%
- 42,86%
- 21,43%

Q6: 2-3 years
- 26,32%
- 47,37%
- 15,79%
- 2,63%
- 7,89%

Figure 26: Support toward brand involvement for recent viewers

Q6: 4-5 years
- 39,66%
- 37,93%
- 17,24%
- 5,17%

Q6: 6-7 years
- 27,27%
- 47,73%
- 22,73%
- 2,27%

Q6: 8 years and over
- 40,43%
- 34,04%
- 14,89%
- 6,38%
- 4,26%
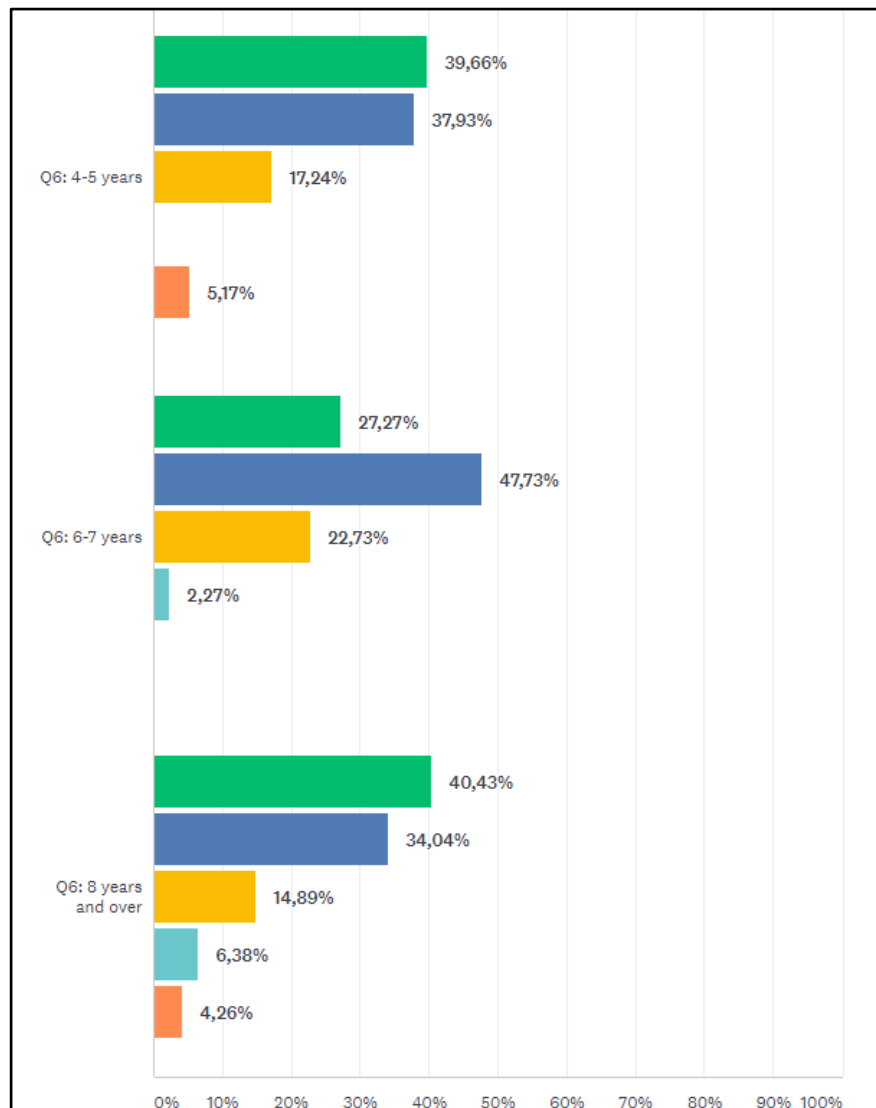
Figure 27: Support toward brand involvement for older viewers

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

We can see the very recent viewer are not against the involvement of brands on the eSport stage. (figure 26) While older viewers are, for some of them, unfavorable to the investment of brands. It could be explained by the fact that a part of the older viewers has known the eSport without all those brands or organization around it, and maybe they were preferring it before (figure 27).

In your opinion, a brand without direct link to the eSport has a place as a sponsor?
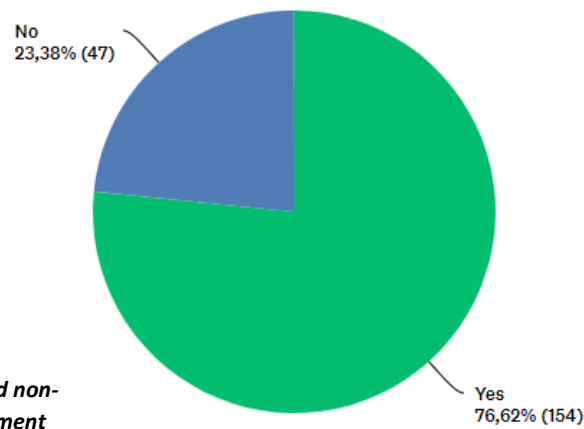
Answered: 201   Skipped: 10

No
23,38% (47)

Figure 28: Support toward non-endemic brands involvement

Yes
76,62% (154)

Then, as we see on a previous part, brands involved on the eSport scene are not mandatorily brands with a direct link with the competitive gaming. We called them "non-endemic" brands. The researcher aimed to measure the degree of tolerance of the French eSport community toward these types of brands. Hence, people respond predominantly Yes to this question (76,62%), showing the types of brands was not an issue for them. However, there is still 23,38% of the sample who answer "No" to this question (figure 28). These types of brands are to be aware they are unable to reach every target into the community with a brand or product without link with gaming or eSport.

In your opinion, a brand without direct link to the eSport has a place as a sponsor?
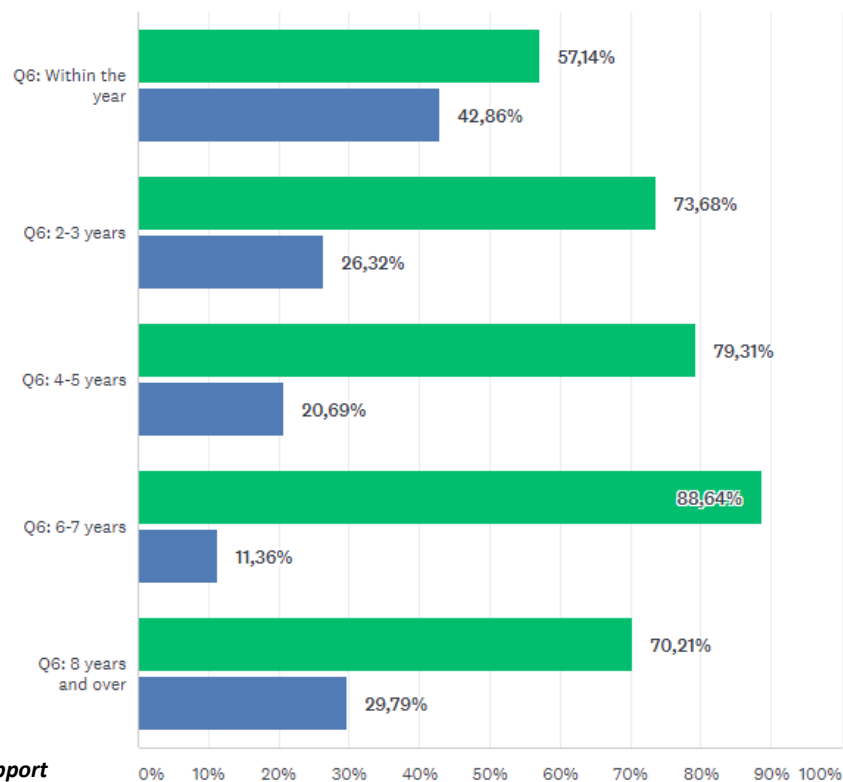
Answered: 201   Skipped: 10

Q6: Within the year — 57,14% (Yes) / 42,86% (No)

Q6: 2-3 years — 73,68% (Yes) / 26,32% (No)

Q6: 4-5 years — 79,31% (Yes) / 20,69% (No)

Q6: 6-7 years — 88,64% (Yes) / 11,36% (No)

Q6: 8 years and over — 70,21% (Yes) / 29,79% (No)

Yes ■   No ■

Figure 29: Support toward non-endemic brands involvement for recent and older viewers

Surprisingly, the newest and oldest eSport fans are in favor of the involvement of endemic brands rather than non-endemic brands. For the recent viewers, unaccustomed to see brands involved in eSport, that can be a logical choice to prefer a brand with a direct gaming link. Concerning the review of the oldest persons of the sample, maybe they have already seen non-endemic brands tried an action toward this community and create a fail or a bad buzz (figure 29).

In your opinion, which types of brands are the most appropriate to sponsor the eSport? (3 answers maximum)

Answered: 201   Skipped: 10

Figure 30: Most appropriated brands
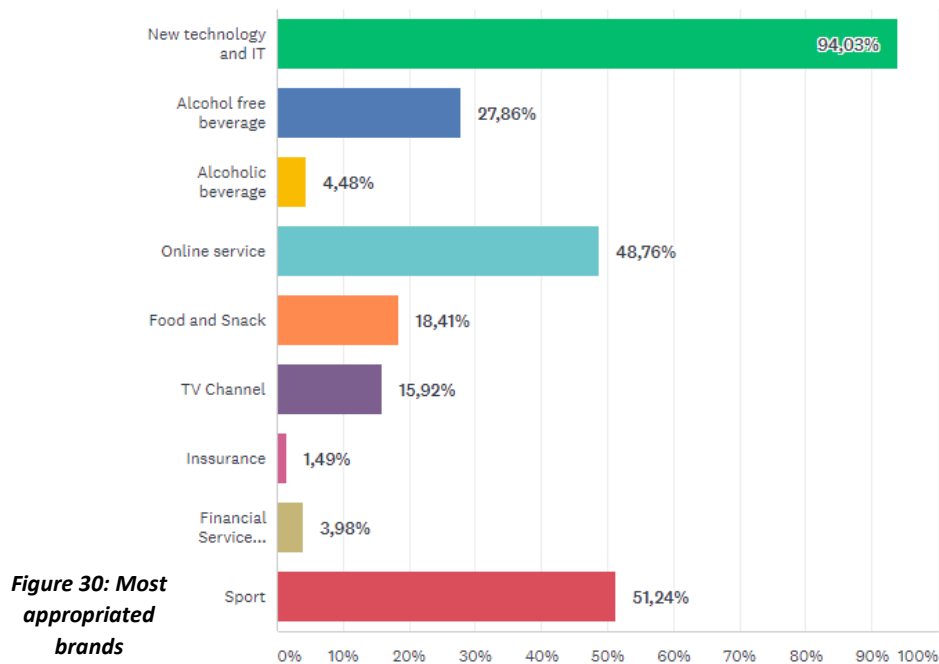
Thus, the researcher asked to the respondents to classify the types of brands they perceive relevant for the eSport scene. Moreover, the researcher asked for a maximum of three responses for this question, constraining the population to make choices. The main type of brands, which are cited by this community as relevant to invest in eSport scene are the "New technology and IT" at 94,03%, then we found the "Sport" brands at 51,24%. Thus, we have the "Online service" category which reach a score of 48,76%. These categories represent the "most accepted" brands by the community (figure 30). We can note that the trends are sensibly the same for each sub-group we define before.

In your opinion, which brand types are the least suitable for sponsoring ESport? (3 answers maximum)

Answered: 201   Skipped: 10

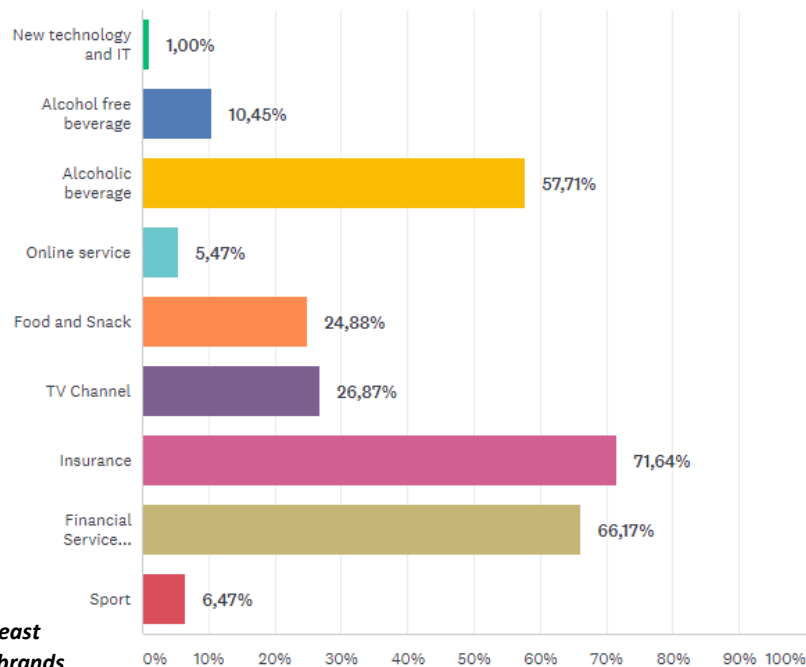| Brand type	Percentage
New technology and IT	1,00%
Alcohol free beverage	10,45%
Alcoholic beverage	57,71%
Online service	5,47%
Food and Snack	24,88%
TV Channel	26,87%
Insurance	71,64%
Financial Service...	66,17%
Sport	6,47%

Figure 31: Least appropriated brands

Inversely, the researcher asks participants to choose the types of brand they perceive the least relevant to support the eSport development. Congruently, the main three types of brands the community does not want to see are the Insurance at 71,64%, then the financial service and bank with 66,17%, thus, the alcoholic beverage at 57,71%. We can see that non-endemic brands have more difficulties to reach this gamers population (figure31). As same as we said for the previous question, the trend seems like to stay the same in each sub-group.

4.1.4 Relation between eSport community and charity

The next part of this survey concerns the relation between the eSport population and charities.

Figure 32: Donation to a charity
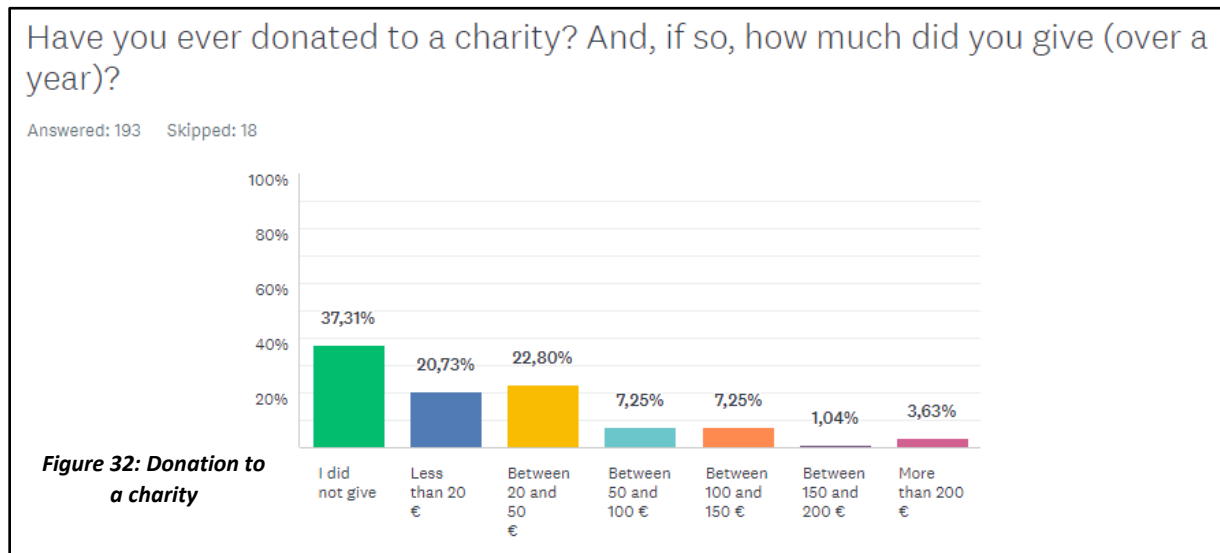
As a starting point, we can see that 62,69% of the sample have already make a donation to a charitable organization. Showing an interest of the sample for supporting charities (figure 32). However, between the first part to this part, there is a loss of 18 participants, the researcher summarized the new proportions of the categories previously cited below (table 4)

	Numbers of respondents	Proportion in %
Occasional viewers	63	32,64 %
Regular viewers	130	67,36 %
Total	193	100 %

Table 4: Proportion of occasional and regular viewers in the sample updated

|	Numbers of respondents	Proportion in %
Recent viewers	49	25,39 %
Older viewers	144	74,61 %
Total	193	100 %

Table 5: Proportion of recent and older viewers in the sample updated

We can see on these tables that the proportions stay globally the same for each category after removing the 18 uncompleted questionnaires.

Are you in favor of involving charities on the eSport stage?

Answered: 193   Skipped: 18

Figure 33: Support the Charities' involvement
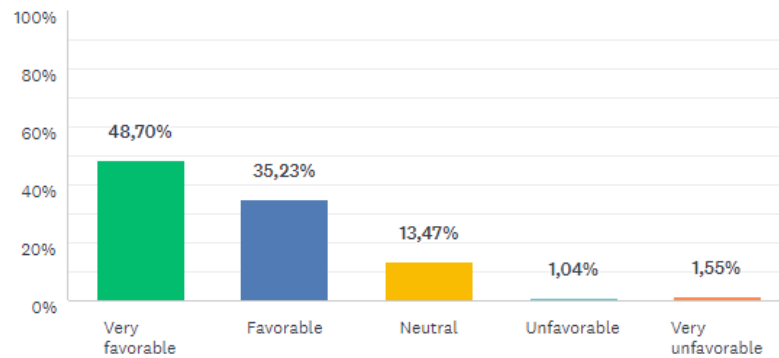
As the researcher ask for the brands involvement, He found a favorable opinion toward the charities' involvement on the eSport scene for 83,93% of the population. Less than 3% are unfavorable to see charity on eSport stage (figure 33).
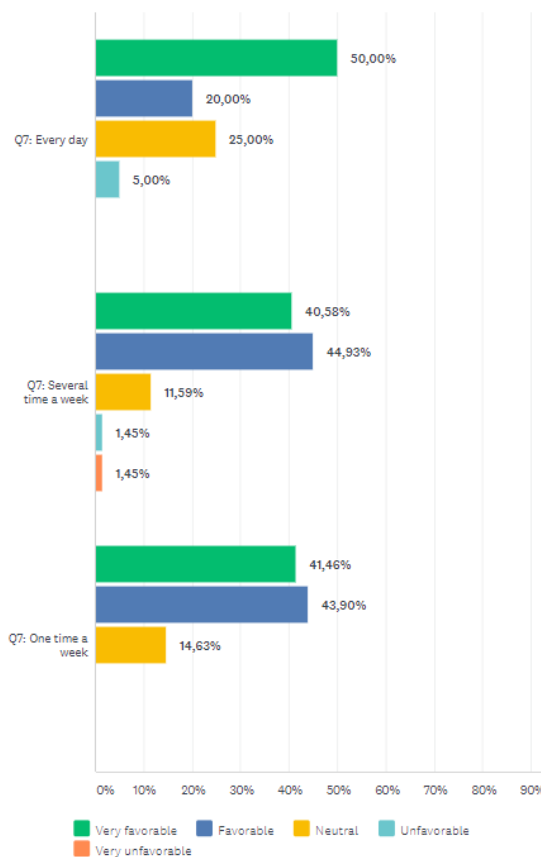

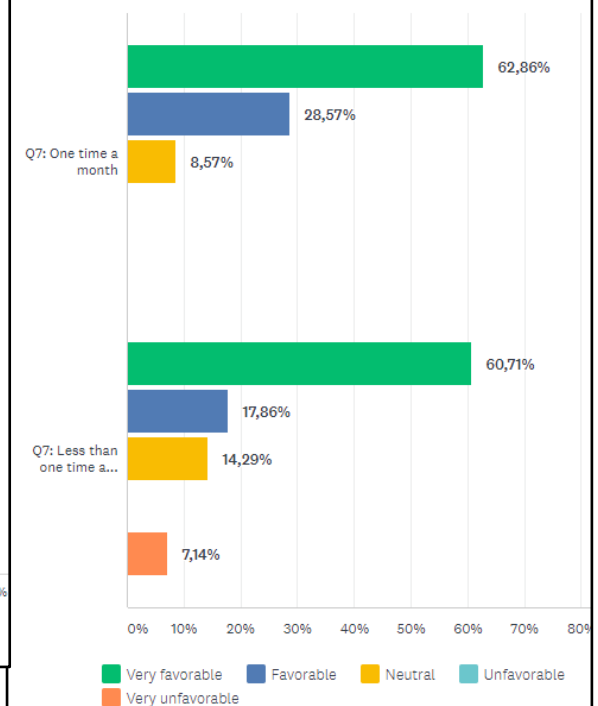**Figure 34: Regular viewers supporting the charities' involvement**

Figure 35: Occasional viewers supporting the charities' involvement

Regular viewers seems like favorable to the involvement of charities into the scene (figure 34) .We can see almost the totality of the "very unfavorable" respondents are located in the sub-group of occasional viewers, less engaged in eSport than the other respondents, they consume it very rarely and maybe does not want to see a publicity for a charity during the event they are watching (figure 35).

Do you think that gaming is a good intermediary for charities?

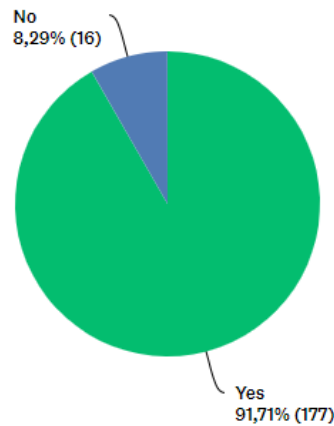Answered: 193   Skipped: 18

No
8,29% (16)

Yes
91,71% (177)

Figure 36: Perception of gaming as a good intermediary for charities

Moreover, 91,71% of the sample think that gaming is a good intermediary for the charities (figure 36).

Interestingly, that is only the "older viewers" who responds no to this question. We found an avant-garde trend in these people who has known the eSport before the implication of brands and charities. Comparing to the recent viewers whose have ever know the eSport scene like that (figure 37).

Do you think that gaming is a good intermediary for charities?

Answered: 193   Skipped: 18

Q6: Within the year — 100,00%

Q6: 2-3 years — 100,00%

Q6: 4-5 years — 94,74% / 5,26%

Q6: 6-7 years — 90,24% / 9,76%

Q6: 8 years and over — 80,43% / 19,57%

Yes   No
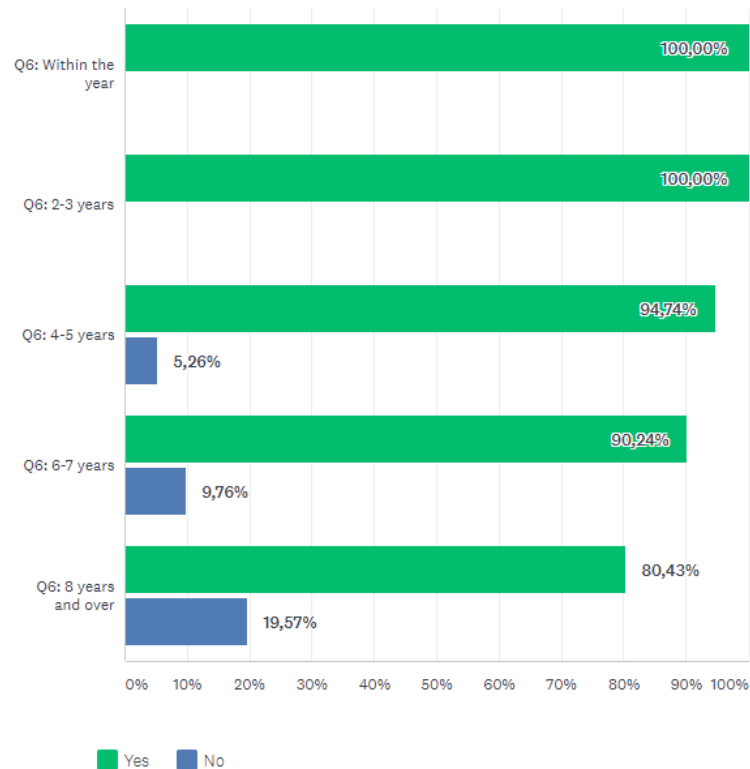
Figure 37: Perception of recent and older viewers considering gaming as a good intermediary for charities
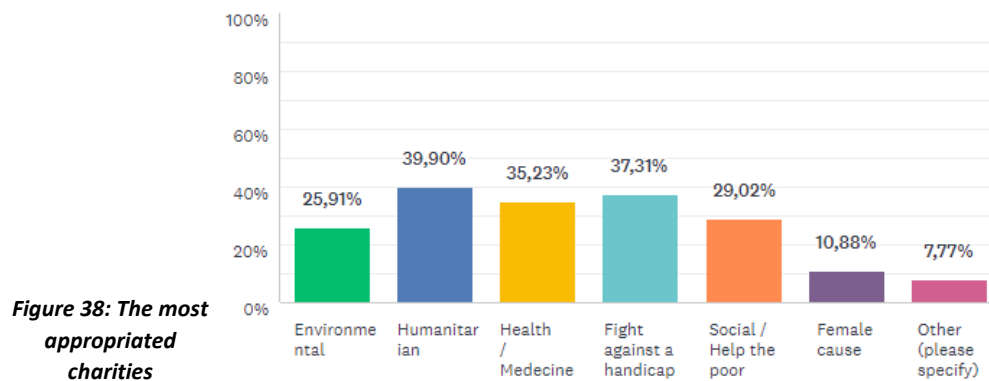
Figure 38: The most appropriated charities

As the researcher done it for brands, he asks the population to choose two types of charities maximum to highlight if some causes were more represented than other. Hence, the three main types cited by the community are the humanitarian charity with almost 40%, then, the fight against a handicap with 37,71% and thus, Health and medicine charity with 35,23%. Female cause is surprisingly low comparing to the other with only 21 people who voted for it, if we take in count there were 22 women in this sample, it seems like logical. A part of the "other" responses is "all charity has a place", and some are: "no one has a place", but they represent 2 people over 193 (figure 38).
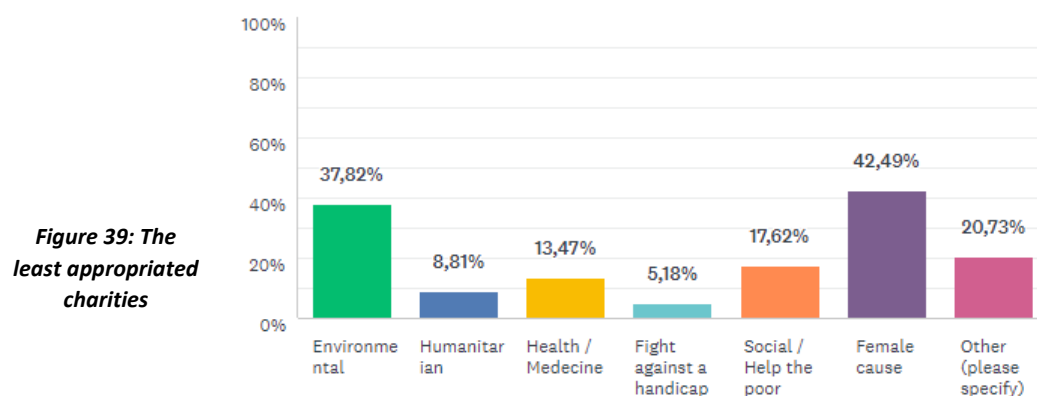

Figure 39: The least appropriated charities

The next question is about the perception of the community toward the least relevant types of charities on the eSport stage. Hence, the female cause is the higher result with 42,49% of the sample whose think that type is the least appropriate. Followed by the environmental

charity at 37,82%. Finally, there are 40 people of the sample, representing 20,73%, who responds "other" and write that no one charitable organization are the least appropriated. And some of them, one more time, who said gaming was not a good place for that (figure 39).

Figure 40: Preference between brands and charities eSport event
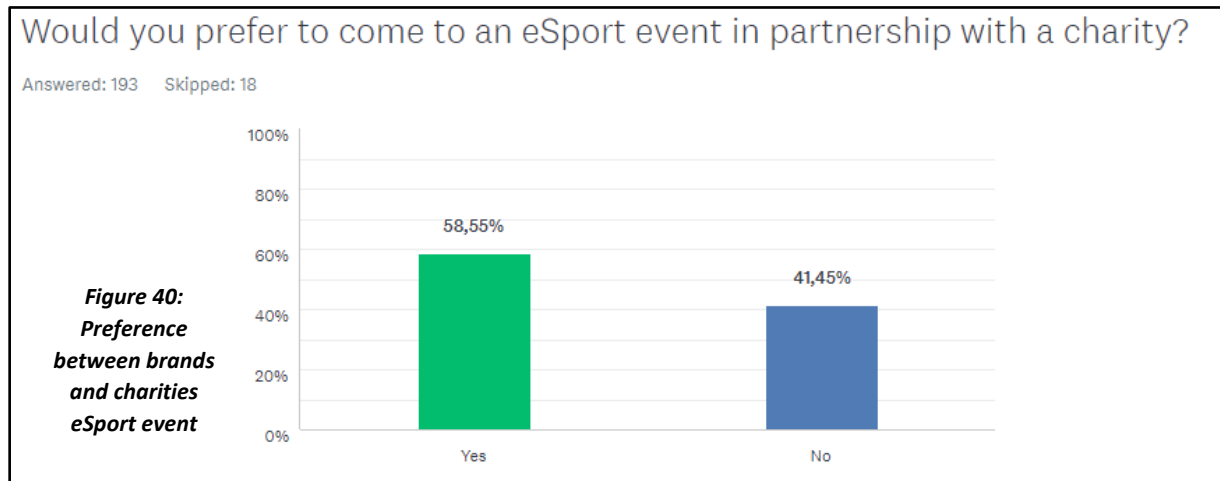
For the next question the researcher aims to measure if a partnership between an eSport event and a charitable organization will interest competitive gamers and watchers. Hence, for 58,55% of the sample, an eSport event in collaboration with a charity is preferred to a classic event (figure 40).
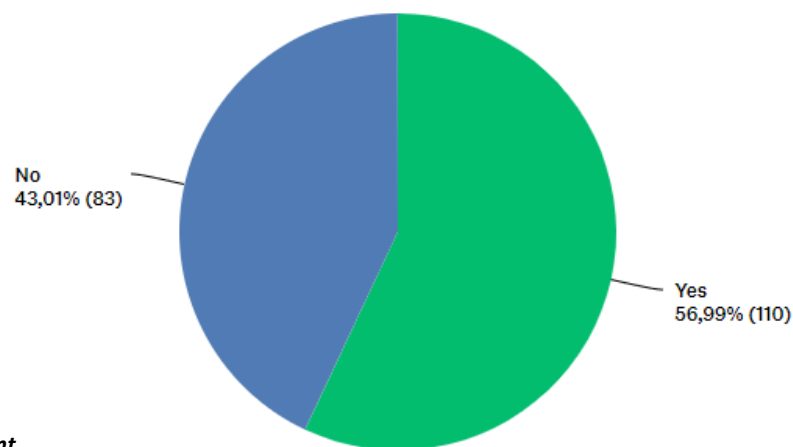
Figure 41: Z-Event audience

The last three questions of the survey are about a French gaming/eSport event, as known as "Z-Event". The first question aimed to measure the percentage of the sample which have followed this event. Approximately 57%, or 110 people over 193, who have followed the Z-Event (figure 41).
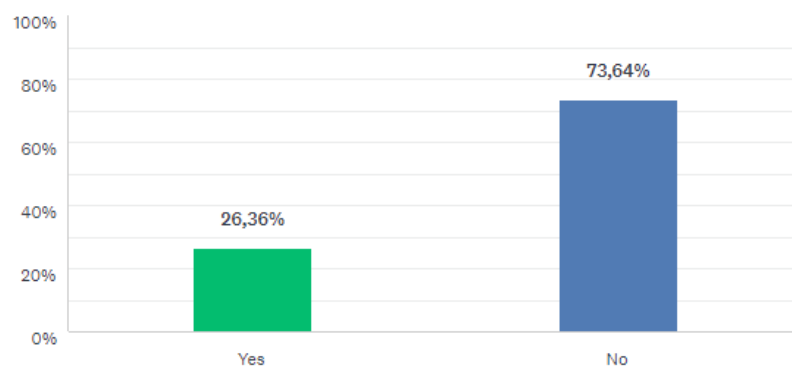
Figure 42: Z-Event donation

For the 110 people who respond "yes" at the previous question, the researcher asks if they participate with a donation or not. Only 29 persons over that 110 made a donation during the Event (figure 42).
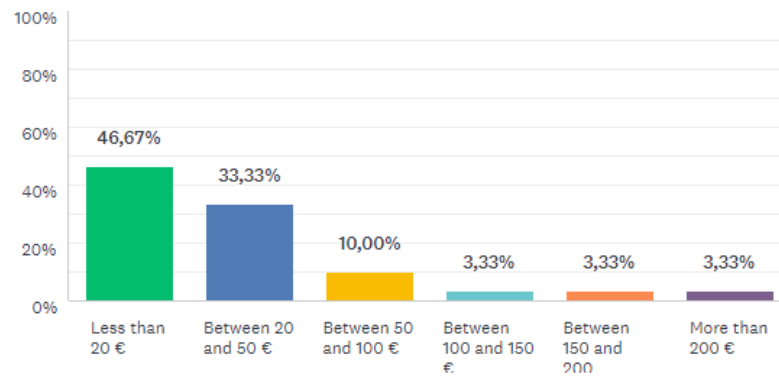
Figure 43: Amount of donation

Then, the researcher asked to these 29 people to give him an estimation of what they give to the Z-event. For almost 50% of the rest of the sample, they give less than 20€, for a symbolic participation we can imagine. 33,33% of the population give an amount situated between 20 and 50€. However, some people, representing 20% of the sample, give more than 50€ and some of them even give more than 200€ to this charitable gaming event (figure 43).

5 DISCUSSION

5.1 The representation of the community

The eSport community is mostly aged from 15 to 35 years old, confirming previous researches (Agha,2015; Curley et al. 2016; Webedia, 2016). In this sample, gamers women are not very well represented, this is a main trend of the gaming and the eSport, which is still a men stage, even if more and more women are interested by this democratized and competitive gaming.

Every game is represented, in the previous part the researchers described the game mostly followed by eSport community. For brand that is a good information to know, indeed, League of legends stay the flagship game of the eSport with almost 50% of the sample who are interested by it and watched it. League of legends allow brands to reach a great part of the eSport community. However, League of Legends is legitimately the eSport game where brands will invest a high amount, considering its notoriety, but globally, brands can invest on every competitive game and be sure to reach a part of the community.

To facilitate the discussion and create relation between data, the researcher creates cluster of people inside of the community. Indeed, in the previous part, we seen that the community viewers were divided into two sub-groups. Recent viewers are representing 27,01% and are interested by the eSport for less than 4 years. Older viewers are the most important part of the sample with 72,99%. The perception of the older viewers is more accurate concerning the attention they paid on the evolution of the eSport. In fact, people who are novice in watching eSport did not know how it was before they start to be interest by it.

Then, the researcher also creates another sub-divided groups, by decomposing the sample between two sub-groups, the "regular viewers" which watch one or more-time eSport content in a week. Then, the "occasional viewers" who are less interested and watch rarely competitive gaming or uniquely special event like a World Championship.

These tags, as known as "recent viewers", "older viewers", "regular viewers", "occasional viewers" are used during the following discussion to explain some phenomenon.

5.2 Brand's perception of the community

As we seen, brands are involved in eSport from the beginning (Borrowy, 2012). Their increasing implication on the eSport scene has been proved, but do the community is conscious about that? Hence, this survey shows us that 92,53% of the competitive gaming community are aware about the explosion of the involvement of brands on the eSport scene. And seems like to understand the importance of these brands implication for the eSport development (Borrowy, 2012). Indeed, 75% are in favor of the involvement of brands.

Globally, the "recent viewers" are less aware about that increasing implication, with a part of 35,71% of people who start to watch eSport within the years whose do not felt any change. That is perfectly understandable because they know the eSport for a very short period and do not have the necessary hindsight to be able to feel that evolution as an "older viewers" should be.

This trend seems like be in adequacy with the responses of occasional viewers, which have a part of respondents whose did not felt any change in involvement of brands. That could be explained with a similar reason, occasional viewers watch less content than regular viewers, and are less able to feel an evolution if they do not interest themselves to eSport in a regulatory manner.

As we seen in the previous part, we can distinct two categories of brands involved on the eSport scene, as known as "endemic brand", which has a direct link with videogames and eSport, and the "non-endemic brand", which is not related at all with the gaming and the competitive stage (Nielsen, 2017). regarding the result of this survey, the majority of the people interviewee are in favor of the implication of non-endemic brands. Once again, it seems like eSport community was aware about the important role of brands in the eSport development. Unsurprisingly, "recent viewers" are more unfavorable to an implication of non-endemic brand comparing to the older viewers. However, the most older viewers category has an important part, as known as approximately 30% of this sub-group, which is against the involvement of brands without direct link with the eSport or gaming industry.

However, the community establish a ranking of which types of brands are for them the most appropriated to support the eSport development; in other word, researchers wanted to see

if an identity-congruency was present between the community and brands involved or if the community was receptive in a same manner with every brand, endemic or non-endemic.

The results of this ranking show us that the eSport community is clearly more affected by an endemic brand. Indeed, some categories were directly linked to the eSport and gaming world. That is the case of the "New technology and IT" which is totally congruent with the competitive gaming, and which is the first choice of the community with 94,03% of the sample which find this type of brands very appropriated to sponsor eSport, far ahead the second one, represented by sport brands with 51,24%. Indeed, eSport and traditional sports have several common points. As said Borrowy (2012) and Llorens (2017), the eSport as we know it actually is based on the marketing of sport events and traditional sports was a model for the development of eSport. In the mind of the community, the competitive gaming is close to the competitive sport, that is why a sport brands could be appropriated as a sponsor.

The third category the most cited by the French eSport community as an appropriated sponsor for eSport is the "Online service", online services regroups every service or platform and sites we can found online, a good example could be Google, YouTube, Android, yahoo or Apple. The Online service category has been cited by 48,76% of the sample. Indeed, this young generation of gamer (Agha,2015) is born with internet. Moreover, competitive videogames are internet-based and known, for the most of all, the online service available on internet.

Then, the researcher would like to know the categories of brand which are, through the community, the least appropriated to support the eSport. The answers between these deux questions are congruent. Indeed, Insurance is the very least category the French community wants to see on the eSport stage with 71,64% of the sample who cited it as the least relevant. Then, the second category the least appreciated by the community is "financial service and bank" at 66,17%. Indeed, there is no links between that category and the eSport but that is current that bank use sponsoring on sport event. Thus, alcoholic beverage is the third category cited for the least appropriated brands for the eSport. We can understand this choice of the community, mostly young, with a public sometimes very young, alcoholic beverage are clearly not adapted for this type of target.

Finally, we can argue that the French eSport community is aware about the crucial investment of brands for the good development of eSport. Globally they are agreeing with these involvements through the competitive gaming scene. However, there is a notion of congruency here, most of them prefer seen an endemic brand as a sponsor rather than a non-endemic brand. For the brands, this information could be very important, endemic brands have a great interest to involve themselves in eSport. While non-endemic brands have to be careful, it is perfectly possible for them to invest on eSport, but the sponsoring or advertisement has to be adapted to the public. That trend is confirming the study leads by the Nielsen company (2017).

5.3 Charity's perception of the community

As we seen in the previous part, 62,69% of the sample population has already donate for a charity. Showing an interest and an engagement of this sample toward the charity action. Moreover, globally this sample is favorable to a charity's involvement on the eSport stage with a percentage of 83,93%. In addition, we can see the most of the "very unfavorable" responses are from the sub-group of the "occasional viewers". It can be explained by the fact than the occasional viewers are interested by a certain type of content and do not wish to see advertisement for charity when they are watching eSport.

However, 91,71% of the respondents said they think gaming and eSport were good intermediaries for charities. Interestingly, all the respondents who said "no" to this question are located in the "older viewers" sub-group. It may because they see in the past charities trying to get involve in eSport and fail their action, it is a possibility.

Once again, the researcher asks to the community to establish a ranking of types of association the most relevant to get involved in eSport. Individuals composing the community had to select at maximum two types of charity and had to make a choice between them. Three main categories were highlighted by the community. Firstly, the Humanitarian charity, with 39,90%, it has been done already with the case of the huge donation of the Z-event in 2017 which help the victims of the IRMA hurricane (Z-Event, 2018). Secondly, the community choose mostly the category of charity which are fighting against a handicap with 37,31%. This choice is understandable from a gamer community.

Indeed, some people cannot play videogames because of their handicap, and several associations exist to make discover videogames to handicapped persons. Thus, at 35,23%, we found charities in relation with the health and the medicine. Once more, we can take as example the action of Z-Event 2018 which reverse donations to the OGN "*Médecins sans frontière*". (Z-Event, 2018) or the action of The Pink Mercy Charity campaign (Blizzard, 2018). The last categories are not far behind these three one. Indeed, we have the social charities at 29,02% and the environmental charities at 25,91%. For the eSport community, there is not a real preference concerning the appropriated or congruent charities. Surprisingly, the female cause is the last of this ranking, we can attribute that to the composition of the sample, which is completely male-dominating. 21 responses were in favor of Female cause, when 22 women were in the sample. Moreover, we seen in the literature part that Blizzard Entertainment create a partnership with the Breast Cancer Foundation, an action which have a great success, for a female cause. The difference was the "skin" proposed in exchange to donate, the self-benefit here has played a big role (White and Peloza, 2009).

Inversely, the researcher asks to the community to think about the least relevant type of charity for the eSport scene. Unsurprisingly this time, the female cause is far-ahead with 42,49%, but regarding the composition of the sample, it seems to be logical. Then, the environmental charities are the most cited, at 37,82% of the sample. It can be explained by logics. Computer and gaming are not ecologic at all. That consume resources, it is a fact. So, logically, gamers tend to be less interested by an environmental charity rather than another. A lot of people, representing 20,73 of the sample, choose "other" as a responses and claim, for most of them, that every charity has its place on the eSport. Only few of them (2 over 193) argue that charities should not be accepted in eSport.

Mostly, the French eSport community will prefer a competitive gaming event in partnership with a charity, it is the case for 58,55% of the population sample. The researcher think that the eSport community is very open-minded concerning the charity's involvement into the scene.

Finally, we can see globally the French eSport community is in favor of the involvement of charities on competition. Moreover, a major part of the community would prefer to come to an event in collaboration with a charity. We also seen there was no big differences in perception depending on the category of charity involved. However, over this sample of 193

active respondents, only 110 people, representing 56,99% of the sample have watched the Z-Event, the major charitable event of the gaming scene. That is showing a trust interest of the gaming population for that kind of content. Over these 110 people, only 29, representing 26,36% of the sample, made a donation for the Z-Event.

To conclude, the researcher thinks charities have a place into the scene, it is very easy for them to appeal the eSport community to donate for a foundation, using the "self-benefit" with a character skin for example, to appeal gamers seems like very useful and easy to design (Blizzard 2018).

5.4 Differences in community's perception between brands and charities involvement

In this part we will try to outline the most difference and common points between brand's and charity's perceptions of the French eSport community.

First, concerning the common points, we can assume that the community is mostly agree with these involvements. Indeed, they not evoke a particular resilience to investments. The community seems like to be accustomed to those implication and aware about the crucial importance of these investment for the development of the discipline (Borrowy, 2012).

Then, we can identify some differences in the community's perception between brands and charities. Even if both are accepted as an event partner, the population sample have an opinion more favorable toward the charities with 83,93% in favor of charities, against 75,62% in favor of implication of brands. While only 2,59% of the population sample are unfavorable to the involvement of charity, compared to the 6,47% unfavorable toward brands' investments. Furthermore, neutral responses toward the brands investments represent 17,91% when the neutral responses toward the charity's involvements represent 13,47%.

Thus, regarding these results, we can see there is a slight preference of the French community toward the charitable organization's investments on the eSport scene. Indeed, on every point of comparison, the community shows a preference for an implication of charity instead of brands. However, brands are essential to the development of the eSport and stay compatible with a charity's involvement. We can assume that charitable

organization should think to invest and leads actions toward this community. In fact, if the brands were accepted, despites the resilience of a part of the community; regarding the result, charities should be better accepted rather than brands or some types of brands. For brands, it could be also a way to penetrate that market. By joint a charitable organization with a private company to propose a unique experience (Jin and Borrowy, 2013).

Finally, another big differences between brands and charities in the French community's perceptions is the types of brands and charities the most accepted. Indeed, concerning the brands, we seen some major trend emerging, as known as the preference of the endemic brands compared to the non-endemic brands for the community. Between the types of brands, there is a non-negligible gap between appropriated brands and the other. Then, for the charity, despites a slight difference between them, tight results have been shown. These results are widely closer than those concerning the most relevant brands for the eSport scene. Charitable organization in the globality seems to be more accepted by the community than non-endemic brands.

To conclude, the French eSport community has no reluctance toward brands' and charities' investments on the eSport scene. The difference in perception is anecdotic, and globally these two types of organizations are accepted by the global gaming community.

6 CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

Regarding the explosion of the eSport on the international scene and the sharp increase of people interested by it, representing 7,5 million of active people in France (Webedia, 2016) and 365 million people over the world (IPSO, 2017). This industry is growing so fast compared to some traditional sports, eSport will soon have more relevance than basketball and ice-hockey (Agha, 2015). For brands it is an awesome opportunity to reach a complex target segment, which is more interested by Internet and videogames rather than the traditional media as we known as the television or the radio. Young, bold, aged between 15 and 35 years old for the most of them, this community is very interesting for companies. Brands are invested in eSport since its apparition under the name of "public gaming" (Borrowy, 2012). However, the number of brands implicated into the eSport is increasing every year. In 2018, more than 600 sponsorship were signed between brands and eSport actors (Nielsen, 2017).

Firstly, the present research has on purpose to highlight the perception of the community toward these increasing brand's investments and to outline the degree of awareness of the community through this explosion of advertising over last years. Finding shows that the community seems to be aware of this increase of brands on the eSport scene, and encouraged it by saying, for the most of them, being in favor of the involvement of brands. Indeed, the development of the eSport was and is possible with the financial support bring by brands. The community seems like to be aware of the crucial importance of these investments and are agree with that. However, finding shows also that the community reacts differently, in accordance with the type of brands which is implicated.

Endemic brands are defined as "brands with a direct link" with the eSport, like for example the "New technologies and IT" companies. The community seems to prefer brands which have a link with the gaming or eSport universes. Findings shows for example that the community felt the new technologies and IT the most relevant category of brands at 95%. Inversely, non-endemic brands have difficulties to be accepted by the community, even if the respondents say that a brand without direct link with eSport can be a partner, there are

some types of brands, like the insurance or the financial service and bank, which are less appropriated in regards of the results obtained.

Previous research on this topic shows us approximately the same results for different gaming community, the researcher aimed in this study to scope the French audience and to ensure these results which were providing from a private company and not from an academic study. (Nielsen, 2017) Moreover, the researcher wanted to highlight the degree of awareness of this young community.

Globally, people who consume eSport for 4 years or more have totally perceive an increase in brands involved, this sub-group of the sample is called "older viewers" by the researcher and they are relevant for this study because of their longer experience of the competitive gaming. In the other side, there are the "recent viewers" whose are not totally aware of these evolutions yet. Indeed, the recent viewers have not experienced enough the eSport to have a clear and relevant opinion on that.

The second purpose of this study is to highlight the relation between the French eSport community and the charities. However, the lack of academic secondary data concerning charities involved in eSport and gaming forced the researcher to build up some theory and to bring his knowledge of the scene to explain phenomenon. The study aimed to understand the involvement of the community toward charities. Globally in a first time, and then specifically with charities involved in gaming and eSport spaces. The gaming space is not immediately related with charities but several examples of worth gaming and eSport event are present on the scene today (Blizzard, 2018; Z-Event, 2018). Facing this new explosion and this new types of structures as a fresh stakeholder of the eSport ecosystem economy. The researcher aimed to highlight the degree of acceptance from the French community in front of a potential or regular future involvements on the eSport scene, and maybe on some eSport leagues. The study shows a great interest of the French eSport community through the charitable cause and association. Despite a slight resilience of a part of the interviewees, globally this community is in favor of charities' involvement. We can establish a relation between the competitive videogames as a service, and even an experience (Jin and Borrowy, 2013) and the self-benefit provided by the purchase of a character's skin (or appearance) inside this same game (White and Peloza, 2009). For the charitable organization, gaming could be a new opportunity to reach a target segment which live videogames with passion,

and who are easily influenceable if they can access to a unique content of their favorite game, as Blizzard Entertainment did it in 2017 with The Pink Mercy Charity Campaign (Blizzard, 2018).

Moreover, the eSport French community have not a real preference concerning the type of charities which can be involve on the scene. The study shows a disadvantage for two major categories of charities. First, the female cause was bad represented, with a sample mostly composed by men. However, The Pink Mercy Charity Campaign was for a female cause and 130 000 dollars of found were raised. (Blizzard, 2018) The self-benefit was here, that is the difference (White and Peloza, 2009). Then, the second category the least represented was the environmental charities, maybe the least adapted of the list, regarding the energic consumption of an eSport event.

In the future, event like Z-Event will take a huge magnitude, in this sample, the part of people whose have watched the Z-Event is above the average with 56,99%. However, only 26,36% of this part of the sample donate to support the cause. The sample may be representative or not enough. It could be interesting to repeat a part of that study to see the degree of relevance of these 26,36% of potential donators. Nevertheless, the Z-Event collect 1 million of euros for the NGO and that shows the solidarity of this community towards charities (Z-Event, 2018).

To conclude, regarding the present research, the researcher is able to build up a theory. The charities' involvement on the eSport scene is mostly accepted by the French community. Furthermore, charities are more accepted rather than brands without direct link with the gaming or eSport universes. There is no true difference in perception, globally every charity is accepted for being involved in eSport. While all types of brands are not compulsory accepted. Contrarily to the brands, "endemic charity" and "non-endemic charity" do not exist. The perception of the French eSport community differs on this point.

6.2 Recommendations

6.2.1 Recommendation for brands

This research provides interesting and new insights of the French eSport community. For the brands, this study is a way to analyze the gaming target deeper. Indeed, the community is completely aware of the expansion of brands and the multiplication of sponsorship toward teams, players and league (Borrowy, 2012; Taylor, 2012).

Brands have to remind that people who compose this sample are aged between 15 and 35 years in average (Webedia, 2016). They are not consumer of the traditional media, and not interested by it. (IPSO, 2017) They grow with the apparition of Internet and videogames. For brands, the challenge here is to create new advertisement or partnership in accordance with the gaming and the eSport universe. Some brands are already experiment advertising in accordance with the eSport universe, showing a truly interest for the discipline and the potential targets reachable.

As we seen in the data analysis of this study, the French communities will be identity-congruent with brands or product affiliated with the new technologies and IT. Then, we also seen that some brands, called non-endemic brands, are the least appreciate of the community. For those types of brands, the challenge is to transform their product or service to give them a gaming side. Otherwise, the risk for those types of brands is to fail their communication campaign, create a bad buzz or lost potential customers because the "non-identity-congruency" of the communication.

Finally, brands should regard on the different official leagues and non-profit organizations about eSport to begin a marketing action toward it. The eSport will continue its growth, brands have a great interest to be involved in as soon as possible.

6.2.2 Recommendations for charities

This research highlights several and fresh insight about the relation between the French eSport community and the charitable organizations. In the study, we first ask for a global perception of charities though the community. Then, the study is going deeper by being fully dedicated to charities invested on the eSport scene.

In a general way, charities are largely accepted by the French eSport community, the researcher recommend to charity to construct marketing action toward gamers and the eSport scene.

there is no really preference for a type of charities, contrarily to the endemic or non-endemic brand. Here, the most "non-endemic charity" is the environmental charity and the female cause. However, concerning the female cause, some example like the Pink Mercy Charity Campaign launched by Blizzard Entertainment showed us that was not really the case for the female cause. The ascendance of men in the sample do not help that type of charity to be fully representative. Concerning the environmental charity, which is the least appropriate by regarding the choice of the sample, the researcher think that environmental charities should create partnership with new technology compagnies, as an ecologist computer producer to promote, through gaming or an event of competitive gaming, the environmental cause and collect found.

Finally, charities should think about that, to propose an experience to the players and self-benefit they can bring to each individual in counterpart as a donation. We have seen in a previous that the self-benefit (White and Peloza, 2009) is a smart way to raise funds, Blizzard Entertainment do this with their Charity Campaign. These types of action should be repeated and an inspiration for the other charities which want a potential involvement into the eSport scene. As we know, the marketing budget average for North American charities is approximately of 7,6 billion on marketing per year. (Watson 2006). Until now, only few charitable organizations try to be invested on the eSport, but regarding this study, this number will explode over the next years.

6.2.3 Recommendation for further researches

Regarding the lack of academic studies toward the relation between gaming and / or eSport and charities, this study should be a good first approach for further researches. Firstly, this study is limited to the French eSport community, that is mean the geographical sample is restricted, mostly by regarding the world-wide expansion of the eSport discipline (Borrowy, 2012). Hence, this study could be replicated by foreign students about their own communities. This option allows to detect similarities or difference from a community to another.

Secondly, this study aimed to have a global vision of the differences or similarities in brand's and charity's perception by the community. Further researches should go deeper in the analysis of the motivation of the eSport community to make a donation when a charity eSport event is in place. It is the self-benefit they can have? Another benefit? It is related to a famous streamer, youtuber or organization which publicize it? In a way, why do they donate to the partner charity or if a reason is more important than another? Further researches could be start with these questions.

Finally, this study aimed to measure the participation of the French eSport community toward a unique charitable event, as known as Z-Event. Hence, future French researchers could repeat the present study on the future edition of the Z-Event to see how the data evolve over time. Indeed, another study on this could allow us to see if the data are increasing or decreasing, if more or less people are watching. If more people are donating and maybe the evolution of the donation's average.

7 SELF-REFLECTION

7.1 Introduction

This part shows the learning process used by the researcher during his master's degree and the writing of the dissertation. Firstly, the researcher highlights the learning style he adopts to well-conduct this work. Then, the researcher shows the different skills he improved during this project. Finally, he claims the usefulness of this dissertation for his future career.

7.2 Learning style theory

The definition of experiential learning is: "the process whereby knowledge is created through the transformation of experience" (Kolb, 1984, p. 38). This learning process is illustrated below:
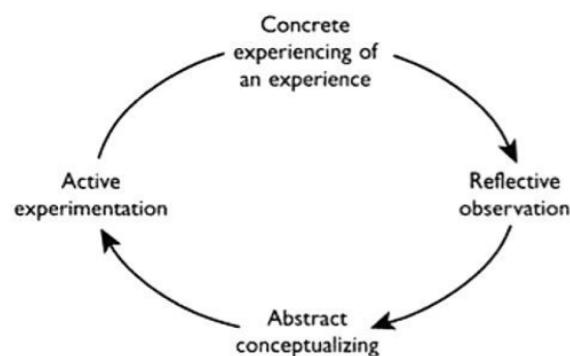
Figure 44: Kolb's experimental learning cycle. Source: Kolb, D. A. (1984). Experiential learning: Experience as the source of learning and development

The first level, represented by the concrete experience, is referring to an active involvement of the learner, the act of "doing and not only watch". That refer to the fact to be on a self-learning posture rather than a passive learning process. In everyday life, the researcher is a self-learner and think we can learn from everything, each moment, work or project is a rewarding learn for him. That is why the researcher is become an "expert" on his subject, he wanted to know all the details of this growing industry. To achieve that, the researcher buys dedicated books, read specific academic articles, seek everywhere he can to find more relevant and reliable sources.

Even if the researcher had already good knowledge on his topic, it was not enough to become an expert; So, the researcher searched for academic relevant sources but also take the time to spoke with professionals of the gaming and eSport industry, like people who worked in a company dedicated to eSport for example, or professional players he known. Even if this discussion work was not necessarily to achieve the dissertation, the researcher wanted to built his global and detailed vision of the eSport in France and these discussions help him to better outline the issue on the competitive gaming scene.

Moreover, it was the first academic dissertation's work for the researcher and achieve this study was a big challenge. For the researcher, that meant to learn new specific processes dedicated to these types of works and new skill to acquire for him.

The second stage of the learning process is identified as the reflective observation. That is mean to review what has been done and experienced. Indeed, this year was full in new information and new tasks to acquired, the researcher learns to be more strict with himself and to by critics toward his own work, especially the dissertation.

The researcher is an observatory person and start a personal and professional development process since its 17 years old. The personal and professional development courses at the Dublin Business School help him during this year. However, the researcher had already decided, before coming to write a dissertation, to work in the videogames and eSport fields. For him, it was not possible to choose another subject than eSport. The open-mind and the self-reflection of the researcher pushed him to refine completely his dissertation, he kept the eSport area but modified several things during the writing. In addition, the researcher understood the cruciality of giving an overview of what have been done in the videogames and eSport fields before and shew a global evolution of these industries to optimize the understandability of his dissertation for a neophyte. Furthermore, the researcher had to step back sometimes to make the analysis in adequacy with the data and to better understand, analyze and share the findings.

The third stage is defined as the abstract conceptualization, meaning the learner gives a sense of what have been search and conceptualize theories. The researcher learnt to analyze, interpret and give sense of what he read, find or discuss. In this case, there was a crucial lack in academic resources concerning the association of the gaming or eSport and

the charitable organizations. So, it was an opportunity for the researcher to develop a theory thought the data he collected.

The last stage of this cycle of learning is the active experimentation. The researcher had to put the theory into practice, to use a good decision-making and be able to solve the problem. During this year, the researcher learnt to turn his knowledge into skills with concrete circumstances. Firstly, by the intermediary of the assessments done at the Dublin Business School, especially works in marketing. Furthermore, during the dissertation stage, the researcher had a work dedicated on web-marketing for his own YouTube channel, and made in application the theory learnt in courses.

7.3 Skill improved

During this year, the dissertation writing and the global MSC Marketing program allow the researcher to develop and acquire several skills that are identified below.

7.3.1 Adaptation skill

The first skill the researcher was needed to develop was its adaptation skill. Indeed, he had to adapt himself to a new educational system, where expectations, requirements and courses are totally different from the French ones. Based on this new way of working, the researcher had to be pro-active and involved during the classes to become stronger in English. With recommended reading and self-research, the researcher has had enough relevant data to improve his knowledge in several field of study and is able to continue to develop it in the future by himself.

In addition, the researcher had to adapt himself to a new culture to enjoy fully this new experience and face this new challenge. This year is like a personal reward, a challenge completed for him.

Moreover, the researcher made amazing progress in English, more than expected. That is mean the researcher improved and developed oral and written English competences. That is allowing him to expect an international career.

7.3.2 Research skill

Thirdly, the researcher faced one of the bigger challenges he never faced. However, writing this dissertation was also an opportunity to develop its skill and its future. To develop this research skill, the researcher relies on all the previous assessment done during the course, where it was needed to develop and to justify sources. Then, the dissertation process and especially the literature review push the researcher to be very strict by regarding these sources, to earned time and to reach the good information quickly. The researcher developed some processes to select the most relevant and reliable sources, these processes were based on several criteria (authors, years, location, websites sources) to collect the most appropriated ones.

Moreover, the researcher learnt to watch the different references used by the relevant sources he founds, to develop his database quickly and find more and more sources. Then, the process was to interest himself to the abstract, introduction and conclusion, and then, if some relevant information was in, to go deeper in the academic body of text.

Besides, the researcher also developed analytical, interpretation and critical skills. Indeed, by conducting a big quantitative survey and by analyzing the result done by it, it was a new challenge for the researcher. He learnt to analyze the results without use his personal judgement and how to create parallel between findings and quantitative data, to develop some theories, generalizations and discussions.

Finally, this dissertation brought many difficulties the researcher has needed to face. It was difficult, but the researcher learnt to manage himself, to deal with unpredictable things and problems. This skill will be a benefit for his future, at both a personally and professionally levels.

7.3.3 Interpersonal skills

During this year, the researcher uses and develops its interpersonal skill. Firstly, by the way of the interactive classes at the Dublin Business School and works in international groups. The researcher learnt to manage a group composed with several nationalities, where each individual has his culture and background. This management allow him to develop his

leadership and his listening skills. Thus, he developed the collaboration and the discussion into the different groups he was. That is reinforcing the idea he can be a good manager in the future.

Moreover, the researcher was surround by international people and wanted to know more about them, about their culture and their knowledge. Then, this year in Dublin reinforce the self-confidence, the determination, the decision making of the researcher. In addition, he learns to take risk, especially concerning the dissertation which he restarts from scratch after August.

7.3.4 Self-management skill

Writing this dissertation was one of the bigger challenges of the researcher, and more again when he decides to switch his subject of dissertation. Indeed, after August, the researcher, unsatisfied of his first work, has decided to restart from scratch, with the support of his supervisor. It was here a double challenge for him. He had to manage the few remaining weeks to be able to write and build-up correctly his dissertation. It was difficult, but the researcher learnt to make step, to define or refine his daily objectives and to be able to review critically his own work.

The dissertation and the other assessments of the year helped him a lot to develop his self-management skill.

7.3.5 Marketing and communication skills

The various courses offer by the Dublin Business School allowed the researcher to develop some skills, especially concerning the social media, the web marketing, the integrated marketing and communication and the analyze of the changing consumer. The researcher had already some notions about these disciplines, especially because of its own reading, like "Influence and Manipulation" (Cialdini, 2017). However, those lessons allowed him to learn more about that topics.

7.4 Future application of learning

The MSc marketing program is a reliable and relevant course for the future career of the researcher. In addition, the dissertation allows him to develop and reinforce a lot of various skills. This new way of think and work will create a difference in the future. Hence, the open-mind and his management skills, individuals and with a group, developed in Ireland are crucial in marketing and communication management. Moreover, the ability to be an "expert" in the field of eSport and videogames is a relevant advantage for the future. After this dissertation, the researcher feels himself more confident, prepared, skilled and open-mind toward his career.

Finally, this dissertation reinforces the idea of the researcher to work into the videogames or eSport universes.

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9 APPENDICES

9.1 Appendix 1: Gantt chart

	Until August	1-15th Sept	16-30 Sept	1-15th Oct	16-31th Oct	1-15th Nov	16-30th Nov	1-15th Dec	16-30th Dec	1-7th Janv
Literature Review										
Reading	▓		▓	▓						
Source's selection	▓		▓	▓						
Refining and Structuring				▓						
Writing				▓	▓					
Proofreading					▓				▓	
Referencing					▓					
Research Methodology										
Refining					▓					
Writing					▓	▓				
proofreading					▓	▓				
Primary Data Collection										
Organizing the process						▓				
Designing questionnaire						▓				
Testing and refining the questionnaire						▓				
Publicize the questionnaire						▓	▓	▓		
Collecting the responses								▓		
Primary data analysis										
Analyzing results								▓		
Writing findings								▓		
Answering objectives								▓		
Proofreading								▓		
Writing conclusion and recommendations								▓	▓	
Finalizing the project										
Completing introduction, abstract, conclusion									▓	
Bibliography									▓	
Appendices									▓	▓
Figures									▓	▓
Proofreading									▓	▓
Sending									▓	▓
Submission										▓

9.2 Appendix 2: Cost

	Allocated budget	Real cost
IT equipment: computer, microphone	0 €	0€, the researcher had this material on his own
Buy books	50 €	20 € used on 2 books: "raising the Stakes (Taylor, 2012)
Quantitative survey	100 € maximum	80 € used on MonkeySurvey to earn time
Total	150 €	120 € The budget had been respected

9.3 Appendix 3: Questionnaire

This questionnaire was translated in English for the dissertation submission, it includes the consent form and information sheet for the participants.

* 1. How old are you?

○ Under 15 years old

○ 15 to 18 years old

○ 19 to 22 years old

○ 23 to 27 years old

○ 28 to 31 years old

○ 32 to 35 years old

○ More than 35 years old

* 2. Are you... ?

○ A woman

○ A man

○ Other (please specify)

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[                        ]
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* 3. Do you play video games?

○ Yes

○ No

* 4. Are you interested in ESport?

○ Not interested, I never or rarely play

○ A little interested, I play regularly

○ Interested, I play competitively

○ Very interested, I'm a hardcore gamer

* 5. Which ESport game are you interested in?

- ☐ League of legends
- ☐ Overwatch
- ☐ DOTA 2
- ☐ Counter-Strikes
- ☐ Fortnite
- ☐ PUBG
- ☐ Other (please specify)

[   ]

* 6. When did you start following the ESport?

- ◯ Within the year
- ◯ For 2-3 years
- ◯ For 4-5 years
- ◯ For 6-7 years
- ◯ Over 8 years and more

* 7. How often do you watch the ESport?

- ◯ Every day
- ◯ Several times a week
- ◯ Once a week
- ◯ Once a month
- ◯ Less than once a month

* 8. Have you ever attended an ESport event?

- ◯ Yes
- ◯ No

L'esport et les marques

* 9. Have you felt an evolution of the brands involved in ESport since you started following it?

○ Yes, I felt a sharp increase

○ Yes, I felt a slight increase

○ I didn't feel any change

○ No, I felt a slight drop

○ No, I felt a sharp drop

* 10. Do you support the involvement of brands on the ESport scene?

○ Very favourable

○ Favorable

○ Neutral

○ Unfavorable

○ Very unfavourable

* 11. In your opinion, a brand without a direct link with ESport in its place as a sponsor?

○ Yes

○ No

* 12. In your opinion, what types of brands are most appropriate to sponsor the ESport? (3 answers maximum)

☐ New technology & IT   ☐ TV channel

☐ Non-alcoholic beverage   ☐ Insurance

☐ Alcoholic beverage   ☐ Financial services and banks

☐ Online service   ☐ Sport

☐ Food and Snacks

* 13. In your opinion, which brand types are the least appropriate to sponsor the ESport? (3 answers maximum)

☐ New technology & IT   ☐ TV channel

☐ Non-alcoholic beverage   ☐ Insurance

☐ Alcoholic beverage   ☐ Financial services and banks

☐ Online service   ☐ Sport

☐ Food and Snack

L'ESport et les œuvres caritatives

* 14. Have you ever given to a charity? And, if so, how much did you give (over a year)?

○ I didn't give

○ Less than 20 €

○ Between 20 and 50 €

○ Between 50 and 100 €

○ Between 100 and 150 €

○ Between €150 and €200

○ More than 200 €

* 15. Are you in favour of involving charities in the ESport scene?

○ Very favourable

○ Favorable

○ Neutral

○ Unfavorable

○ Very unfavorable

* 16. Do you think gaming is a good intermediary for charities?

○ Yes

○ No

*17. In your opinion, what types of charity are the most appropriate to get involved in the ESport? (2 answers maximum)

☐ Environmental

☐ Humanitarian

☐ Health / Medicine

☐ Fight against a handicap

☐ Social / Help for the most disadvantaged

☐ Women's cause

☐ Other (please specify)

[   ]

*18. In your opinion, what types of charity are the least appropriate to get involved in the ESport? (2 answers maximum)

☐ Environmental   ☐ Fight against a handicap

☐ Humanitarian   ☐ Social / Help for the most disadvantaged

☐ Health / Medicine   ☐ Women's cause

☐ Autre (veuillez préciser)

[   ]

*19. Would you prefer to come to an ESport event in partnership with a charity?

○ Yes

○ No

*20. Did you follow the Z-Event?

○ Yes

○ No

Participation au Z-event

*21. If so, did you participate with a donation? Donation au Z-Event

○ Yes

○ No

*22. If so, how much did you give? (approx.)

○ Less than 20 €

○ Between 20 and 50 €

○ Between 50 and 100 €

○ Between 100 and 150 €

○ Between €150 and €200

○ More than 200 €

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