

Public perception in esports: Dimension analysis and general scale development

Kihan Kim

Seoul National University

Jongho Kim

Seoul National University

Cite as:

Kim Kihan, Kim Jongho (2021), Public perception in esports: Dimension analysis and general scale development. *Proceedings of the European Marketing Academy*, 50th, (104112)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



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Abstract

The aim of this study is to develop a measurement scale of public perception in esports. The public perception of esports consumer is a new topic among the esports research field. The current research investigated the perception formed in each type of esports. The four steps of scale development procedure were used for esports public perception scale development. 798 samples were collected for this study. Following variables were found to have positive influence: 'Entertaining', 'Aesthetic', 'Sociality', and 'Educational'. 'Provocative', 'Addictive', 'Impulsiveness' were found to have negative impact. Key words: esports, public perception, scale development, entertaining, provocative

Keywords:

Track: