

Segmenting eSports Players: Consumer Profiles of Generation Z eSports Enthusiasts

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Cite as:

Brauer Claudia, Zehrer Anita, Hallmann Kirsten (2023), Segmenting eSports Players: Consumer Profiles of Generation Z eSports Enthusiasts. *Proceedings of the European Marketing Academy*, (117178)

Paper from the EMAC Regional Conference, Athens, Greece, September 27-29, 2023



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Abstract

This study examines generation Z's love for gaming and the growing importance of esports as a marketing platform. It seeks to segment generation Z esports enthusiasts and create consumer profiles using an online survey of 429 individuals. The survey collected data on motives, socio-demographic information, and behaviours. A two-step cluster analysis was conducted, revealing four clusters: excitement lovers, sportscape experience seekers, immersed players and spectators, and entertainment and excitement adorers. Differences emerged in age, gender, hours played per week, games played and watched, and other behaviours. This study contributes to the limited research on esports consumer segmentation, specifically for generation Z.

Keywords: *market segmentation; esports players; esports motivation; buyer personas*