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eSPORTS AND SOCCER FAN IDENTIFICATION: A STUDY ON FLAMENGO'S SOCCER AND LEAGUE OF LEGENDS TEAMS

RIO DE JANEIRO

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Master's dissertation presented to the Graduate Program in Business Administration, Instituto COPPEAD de Administração, Universidade Federal do Rio de Janeiro, as part of the requirements to obtain the Master's degree in Business Administration.

Advisor: Prof. Victor Manoel Cunha de Almeida, D.Sc.

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For Solange, Mariana and Manuela,
my treasures in life

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ABSTRACT

Cardoso, André Ferreira Gavinho. eSports and Soccer Fan Identification: A Study on Flamengo's Soccer and League of Legends Teams. Rio de Janeiro, 2020. MBA Dissertation – Instituto de Pós Graduação e Pesquisa em Administração, COPPEAD, Universidade Federal do Rio de Janeiro, UFRJ, 2020.

The emergence of eSports as an industry factor in youth culture is quite often described as an omnipresent cultural phenomenon of worldwide importance. In present days, more and more people recognizes eSports as a synonym for big public gaming events, where thousands of people play and millions watch them through various online streams (Borowy, 2012). The present study was designed to investigate the influence of eSports fan identification on soccer teams and vice-versa, specifically in cases where there is an intersection of soccer teams and the eSports world, i.e., when an established soccer team endeavors the creation of an eSports team. It will also be possible to investigate if this decision influenced the perception of fan identification with the sports club institution. In this study, the Points of Attachment Index (PAI) Scale had been used and 2 points of attachment were considered: the first type was the fan identification with the team (Flamengo in Soccer and Flamengo eSports) and the second type was the fan identification with the sport (soccer and League of Legends). The theoretical background used was mainly the Social Identity Theory (Tajfel & Turner, 1979). Four research questions and four substantive hypotheses were formulated and translated into a conceptual model. Surveys were carried out, collecting data from a non-probabilistic sample, during eSports events in the city of Rio de Janeiro in 2019. 1420 valid questionnaires were collected in 2 events. Data analysis was performed using descriptive analysis, exploratory factor analysis and confirmatory factor analysis to verify the reliability, convergent and discriminant validity of the constructs. To test the substantive hypotheses, the Structural Equation Modeling technique was used. The empirical results allow to support three of the four substantive hypotheses of the study, more specifically: (i) the influence of fan identification with soccer on the fan identification with a soccer team and; (ii) the influence of fan identification with LoL on the fan identification with a LoL eSports team; (iii) the influence of fan identification with a soccer team on the fan identification with a LoL eSports team. The fourth substantive hypotheses, the influence of fan identification with a LoL eSports team on the fan identification with a soccer team, could not be supported.

Keywords: SPORTS SPONSORSHIP eSPORTS SOCCER FAN IDENTIFICATION.

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LIST OF ABBREVIATIONS AND ACRONYMS

ADF	Asymptotic Distribution Free
AVE	Average Variance Extracted
BIRGing	Basking in Reflected Glory
CBLoL	Brazilian Championship of League of Legends
CCXP	Comic Con Experience
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CR	Construct Reliability
CS:GO	Counter-Strike: Global Offensive
CORFing	Cut off Reflected Failure
DotA 2	Defense of the Ancients 2
ESL	Electronic Sports League
ESWC	Electronic Sports World Cup
EC	European Commission
EFA	Exploratory Factor Analysis
FPS	First-Person Shooter
GFI	Goodness of Fit
IEM	Intel Extreme Masters
IP	Intellectual Property
KeSPA	Korea e-Sports Association
KMO	Kaiser-Meyer-Olkin Test
LoL	League of Legends
ML	Maximum Likelihood
MLG	Major League Gaming
MMO	Massively Multiplayer Online
MMORPGs	Massively Multiplayer Online Role-Playing Games
MSA	Measurement Systems Analysis
MSI	Mid-Season Invitational
MOBA	Multiplayer Online Battle Arena
PAI	Points of Attachment Index
PCLOSE	p of Close Fit
RMSEA	Root Mean Square Error of Approximation
RPG	Role-Playing Game
RTS	Real-Time Strategy
SIT	Social Identity Theory
SEM	Structural Equation Modeling
TI	The International
WCG	World Cyber Games

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1 INTRODUCTION

This section presents the origin, the academic relevance, the managerial relevance and the structure of the present research.

1.1 Origin and Importance of the Study

The emergence of eSports as an industry factor in youth culture is quite often described as an omnipresent cultural phenomenon of worldwide importance. In present days, more and more people recognizes eSports as a synonym for big public gaming events, where thousands of people play and millions watch them through various online streams (Borowy, 2012).

One of the pioneers of the eSports study, Wagner (2006) defines eSports as ‘an area of sport activities in which people develop and train mental or physical abilities in the use of information and communication technologies’. Newzoo, the only global research institute focused on games and eSports, defines eSports as ‘Competitive gaming at a professional level and in an organized format (a tournament or league) with a specific goal (i.e., winning a champion title or prize money) and a clear distinction between players and teams that are competing against each other’ (Newzoo, 2019).

From Arcade competitions in the 1988’s and Local Area Network parties in the early 1990’s to the rise of massively multiplayer online games in the 2000’s, gamers have spent decades building the foundations of eSports. The development of robust computing and graphics platforms, along with the growth of social media and high-speed internet access, has helped enable designers to introduce highly responsive and deeply immersive shared gaming environment (Deloitte, 2018).

Electronic eSports is a constantly growing and evolving industry; so much so that in 2014, Amazon acquired Twitch (the main eSports streaming platform) for US$ 970 million. That year, spectators watched 192 billion minutes of gaming and in 2016, that number increased to 292 billion minutes. In 2018, Twitch hosted more than 2 million unique streamers per month (Chiaruáin, 2018).

The outlook for eSports market is impressive. Global eSports revenues will grow to US$ 1.1 billion in 2019, a year-on-year growth of +26.7%. Moreover, revenues are expected to reach US$ 1.8 billion in 2022 (Newzoo, 2019). North America will generate US$ 409.1 million of

this amount, while China will account for US$ 210.3 million. In 2019, US$ 897.2 million in revenues, or 82% of the total market, will come from brand investments, like media rights, advertising, and sponsorship (Newzoo, 2019).

Historically, sponsorships in eSports were mostly limited to endemic sponsors, like hardware manufacturers. However in the last couple of years, there have been more mainstream subscribers enter the scenario, eager to reach the millennial & Gen Z audience of eSports (Goldman Sachs, 2018).

In recent years, growth in the gaming audience and player engagement has elevated eSports into mainstream culture as a legitimate professional sport with a massive global following (Goldman Sachs, 2018). Newzoo, segregates eSports audience in two main categories: eSports Enthusiasts and Occasional Viewers. eSports Enthusiasts are people who watch eSports more than once a month and/or participate in (amateur) eSports leagues. Occasional Viewers are people who watch eSports less than once a month (Newzoo, 2017).

Audience from eSports are expected to reach approximately 454 million people globally in 2019. An increase of 28% since 2017. In addition, audience is expected to reach 645 million people in 2022 (Newzoo, 2019). eSports Enthusiasts will make up 201.2 million of this number, growing +16.3% year on year. China will have the most eSports Enthusiasts in 2019 with 75.0 million, followed by the U.S. and Brazil. South Korea will have the highest share of eSports Enthusiasts relative to its online population (eSports Density) in 2019 with 12% (Newzoo, 2019).

In 2018, there were 737 major eSports events. Together, they generated for US$ 54.7 million in ticket revenues, down from US$ 58.9 million in 2017. The total prize money in 2018 reached US$ 150.8 million, a significant increase from 2017's US$ 112.1 million. The League of Legends World Championship was 2018's biggest tournament by live viewership hours on Twitch, with 53.8 million hours. It also produced US$ 1.9 million in ticket revenues. The Overwatch League was the most-watched league by live viewership hours on Twitch, generating 79.5 million hours (Newzoo, 2019). Twitch shows over 15 million different viewers per day, with around 2.2 million different creators streaming their games over Twitch on a monthly basis, and with an average 95 minutes per day for each individual viewer (Twitch.tv, 2019).

1.2 Academic Relevance

Until recently, sponsorship within eSports was dominated by brands endemic to the gaming industry: software and hardware developers such as Intel, Logitech, and Turtle Beach. However, non-endemic brands have now started to enter the eSports sponsorship market in a big way, with the likes of Astralis and SK Gaming entering into high six-figure sponsorships with Audi and Visa, respectively (Deller & Thew, 2017).

As a consequence of the large volume of financial resources handled by eSports and the growing sponsorship of non-endemic brands within the electronic sports industry, the number of academic management and marketing researches on the subject is growing. The research on eSports are spread in many areas, such as psychology, sociology, communications, computer science, and sport marketing management.

Another point that reinforces the necessity of further research on eSports is the fact that the number of sports clubs that embrace eSports are increasing. In this regard, it is necessary to investigate why fans enjoy eSports genre as a spectator sport. The eSports can thus be found at the intersection of video gaming and professionalized sports (Brown, Billings, Murphy, & Puesan, 2018).

With these two aspects in mind, this study aims to use the Social Identity Theory (SIT), originally developed in social psychology field, to better understand the rising phenomenon of the eSports. The SIT was developed by Tajfel and Turner throughout the 1970s from the results of various experiments in order to understand the behavior of large groups of people (Tajfel, 1970; Tajfel, Billig, Bundy, & Flament, 1971; Tajfel, 1974), having been consolidated in 1979 as An Integrative Theory of Intergroup conflict (Tajfel & Turner, 1979).

Identification with sport is a specific instance of social identification where the individual identifies with a particular sport or team. The social identity approach contributes to the understanding of belonging and identification with a sport or a team since the individual is intrinsically motivated to seek positive distinction (Tajfel & Turner, 1979) and people tend to classify themselves and others within social categories, such as membership in organizations, religious affiliations and age groups (Ashforth & Mael, 1989).

Although in the traditional sports marketing context, a series of studies have been using SIT to explain different levels of fan identification with a specific traditional sport (Gwinner &

Bennett, 2008), or with a team (Davies, Veloutsou, & Costa, 2006; Gwinner, Larson, & Swanson, 2009; Sutton, McDonald, Milne, & Cimperman, 1997; Wann & Branscombe, 1993) there are no particular studies addressing fan identification with eSports.

Previous research has revealed a clear congruence between traditional sports and eSports that allow scholars from different disciplines to take advantage of this association to probe the emerging phenomenon (Cunningham, et al., 2018; Funk, Pizzo, & Baker, 2018; Hallmann & Giel, 2018; Heere, 2018). Therefore, the previous research using SIT within the traditional sports context could be used as base for the application of SIT within the eSports industry context.

From a eSports standpoint, most of studies addressing eSports fan behavior is related to eSports spectatorship motivation (Pizzo, et al., 2018; Hamari & Sjöblom, 2017; Sjöblom, Törhönen, Hamari, & Macey, 2017; Lee, An, & Lee, 2014; Lee & Schoenstedt, 2011) and only recent the scholars are looking for other kinds of reasons for spectatorship (Qian, Zhang, Wang, & Hulland, 2019; Choi, 2019). The necessity to understand the eSports fan behavior from an identification standpoint is imperative to contribute to the literature about eSports and Social Identity Theory.

The purpose of this research is to use SIT to understand the perception of the fan with his or hers club when there is such intersection of soccer teams and the eSports world, specifically with the creation of a team for competing in eSports. It will also be possible to investigate if this decision influenced the perception of fan identification with the sports club institution.

1.3 Managerial Relevance

In addition to the academic contribution, understanding eSports fans and their behaviors is, of course, critical to all stakeholders in an increasingly professionalized sector. Therefore this research aims to help marketing professionals and even sports clubs administrators to understand the fan identification as a driver for consumption of sports and eSports alike.

The industry is enjoying an exciting growing phase at the moment and the audience is predominately formed young people. As a result sponsors are also becoming very active in this space. These numbers showed in section 1.1 reinforce how valuable eSports sponsorships can be for brands. But because this is a relatively new revenue stream, not just for sponsors, but also for gamers, brands may be reluctant to get involved in sponsoring eSports teams and events. Multi-team sporting clubs are about leveraging off a brand name and engaging with a specific community, and this is where eSports needs to fit in. It needs its own budget, its own strategy and its own targets.

Reasons for companies to engage in special-event (sport) sponsorship are manifold: First, sponsors achieve media exposure to an international, often truly global audience, increasing sponsor prominence and awareness (Lardinoit & Derbaix, 2001; Otker & Hayes, 1987). Second, hospitality packages allow sponsors to invite key clients and provide them with unique and outstanding experiences (Cornwell & Maignan, 1998; Cornwell, Pruitt, & Van Ness, 2001). Third, and probably most important, sponsorships are particularly successful in improving the image of the sponsor (Cornwell, Roy, & Steinard II, 2001; Grohs, Wagner, & Vsetecka, 2004).

According to Nielsen (2017) evidence, only less than 10% of eSports fans have a negative attitude towards brand involvement in this industry and 50%-60% have a positive attitude. The study highlights a clear preference for endemic sponsors (70%-80%), in particular, gaming media and console manufacturers. Among the non-endemic brands technological companies, internet service providers, energy drinks and even car manufacturers are investing in eSports.

Entering the eSports world demands a light touch and rapid-response marketing (Deloitte, 2018). An example of this is Mercedes-Benz sponsorship to Electronic Sports League (ESL), an eSports organizer and production company that produces video game competitions worldwide. Few could have predicted how many layers deep this activation would go,

especially when it came to Mercedes' interaction with the community (The Esports Observer, 2019), turning meme into meaningful engagement with Defense of the Ancients 2 (DotA 2) fans.

The research resulting from this project also aims to assist clubs to better understand how the fans react when the decision to embrace eSports is taken. From Manchester City, Besiktas, FC Brondby, Bayern Munchen, Paris Saint-Germain, West Ham in soccer to the Miami Heat, the Philadelphia 76ers, the Boston Celtics, the New England Patriots in the NBA and NFL, Sports clubs around the world are creating their own eSports teams in different eSports genres (Keane, 2018). In Brazil, there are more than 10 clubs with presence in eSports, including major clubs as Flamengo, Corinthians and Santos (Bento, 2019).

There is also a perception among many sports marketers that eSports fans are separate and distinct from traditional sports fans. Going to a major eSports event can tend to reinforce that impression; fan behavior can be more like a comic-book convention than a football game (Singer & Chi, 2019). This perception is largely incorrect. Only 13% of US eSports fans in McKinsey US Esports Fan Survey, carried out in December 2018, said that "eSports is the only sport I watch." Even among those who said that eSports is their favorite sport to watch, fewer than one in three said it was their only spectator sport (Singer & Chi, 2019). Research firm MRI-Simmons has estimated that 20 million of the 21 million US eSports fans are also fans of traditional sports (MRI-Simmons , 2018).

The present study also aims to managerial relevance by creating more knowledge about how fans see the incursion of a traditional sports team to the world of eSports. The example of Flamengo, explored in the next pages are intended to be understood and replicated by other sports clubs also interested in the endeavor, taking into consideration local characteristics, objectives and constraints of each team. In that sense, fan identification with both traditional sport and the rising industry of eSports is an interesting factor to sport club administrators.

1.4 General Research Question

Having in mind the academic and managerial relevance aspired, the purpose of this research is to understand the identification of the fan with his or hers club when there is such intersection of soccer teams and the eSports world, specifically with the creation of a team for competing in eSports. This study aims to answer the following general research question: Can the fan identification with traditional sports positively influence the fan identification with eSports for the same sports club, and vice-versa?

1.5 Research Structure

This project is organized into seven chapters. In the first chapter are presented the introduction, academic relevance and managerial relevance of the proposed theme. Then, Chapter two presents a review of the literature related to eSports, Social Identity Theory and identification with sports. Chapter three presents the formulation of the hypotheses of the present study, as well as its conceptual model. In the chapter four are presented the research problem, its objectives, including the research questions, the nature of the study and other information about the method of research used. Chapter five presents the outcomes of the study using statistical techniques to assess the collected data. Chapter 6 presents the conclusions of the study. Finally, in chapter seven are the bibliographic references and, at the end, the appendices of the study are presented.

2 LITERATURE REVIEW

The literature review will first address the definition and current context of eSports, identifying its main characteristics, prospects and importance in section 2.1. It will also cover the history of eSports, the comparison between eSports and traditional sports, as it is a recurring topic in the literature available and is not yet pacified among scholars. Besides these topics, section 2.1 will discourse about spectatorship in eSports and address other rising trends related to eSports such as experience economy, user co-creation, and servitization. The present study uses as a theoretical framework the Social Identity Theory and section 2.2 will present the main concepts behind the theory and its relationship with the identification with sports.

2.1 eSports

2.1.1 eSports Definition and Context

The economic value of video games has shifted from a niche industry to a blockbuster business (Peša, Čičin-Šain, & Blažević, 2017). The consumption of computer games has now progressed beyond the boundaries of digital play and imaginative escape from routine (Molesworth, 2009). Of particular note is the emerging consumption practice of competitive computer gaming, also labelled as ‘electronic sports’ or ‘eSports’ (Seo, 2013). When the conceptual models of sport and media amalgamated with the rise of the video game industry and public competition, eSports arose as a product of this environment (Borowy & Jin, 2013).

The term eSports itself is often replaced with other terms such as: pro-gaming, ESport, cybersports, cyber athletics or competitive gaming (Martončik, 2015). While the phenomenon of eSports is still in its infancy, it already promises an unprecedented marketing potential (Seo, 2013). The term eSports is formally defined as an area of sport activities in which people develop and train mental or physical abilities in the use of information and communication technologies (Wagner, 2006). Most recently, several computer-game scholars put forward this connection between competitive computer gaming and traditional sports as a means of differentiating electronic sports from other types of computer-game practices, such as massively multiplayer online role-playing games, also known as MMORPGs (Adamus, 2012; Scholz, 2011; Wagner, 2006).

Thus, unlike other computer-game practices, where consumers may play to enjoy storytelling (Buchanan-Oliver & Seo, 2012) or to relieve themselves from unsatisfactory

aspects of their everyday lives (Molesworth, 2009), eSports is primarily played to improve consumer abilities in the use of digital technologies and playing computer games as a form of competition (Seo, 2013). It affords competitive play by rewarding fast reflexes, good manual dexterity and excellent hand-eye co-ordination (Rambusch, Jakobsson, & Pargman, 2007).

With its rapid growth, the eSports industry has attracted the attention of a large number of young people, and with its approach, it represents a challenge for modern sports (Peša, Čičin-Šain, & Blažević, 2017). eSports is a phenomenon of mostly younger generations. The average age of a player depend on the game, but in general terms it is between 21 years old (League of Legends) and 25 years old, the case for Super Smash Bros. Melee players (ESPN Stats & Info, 2017) and trains for up to 8 hours a day (Goldman Sachs, 2018). The appearance of imaginative names can additionally be found on the side of the players, who in eSports do not perform under their real names but choose nicknames (Adamus, 2012).

However, the most striking aspect of eSports for marketers is not its unprecedented growth and global presence. It comes from the nature of value that consumers seek through their engagement with competitive computer gaming (Seo, 2013). A further important feature of eSports scenes is their impact on communication and interaction to express the common interest and affiliation of its members, which is achieved by the usage of typical symbols, signs, and rituals constituting every scene (Adamus, 2012).

eSports also contains different disciplines or genres, which in this case actually are different computer games. Although in general any computer game that allows playing against another could be a possible discipline in eSports, there are certain core games, which are most popular even from a worldwide perspective (Adamus, 2012). Some of them are summarized in Table 1.

Table 1 – eSports Genres

Genres	Example of Games
Battle Royale	PlayerUnknown's Battlegrounds, Fortnite
Card Games	Hearthstone, Yu-Gi-Oh!
Fighting Games	Street Fighter V, Dragon Ball FighterZ
First-Person Shooter (FPS) games	Quake, Counter Strike series
Multiplayer Online Battle Arena (MOBA)	League of Legends (LoL), Defense of the Ancients 2 (DotA 2)
Real-Time Strategy (RTS)	Warcraft III, StarCraft 2
Simulators	FIFA series, NBA2K series

Pro-gamers generate their income through tournament winnings, sponsorships, coaching fees and revenues earned from advertisements on their live streams (Hamilton, Kerne, & Robbins, 2012). One of the success factors of eSports is the existence of gaming teams or clans (names vary from game to game). Various companies sponsor these teams (Peša, Čičin-Šain, & Blažević, 2017). With so many eyeballs on eSports (and with so many of those eyeballs being in a millennial category that is young, affluent, globalized, and technologically-driven, but increasingly challenging for brands to engage with) eSports presents an exciting opportunity for sponsors (Deller & Thew, 2017).

Similar to traditional sports, the initially unstructured competition began to change into structured tournaments, involving sponsors, viewers and some media attention (Peša, Čičin-Šain, & Blažević, 2017). However, unlike modern sports, at present, eSports lack a monopolistic international federation having the duty and power to make the rules for all disciplines of a sport (Abanazir, 2018).

Most major eSports organizations such as the World Cyber Games (WCG), the Major League Gaming (or MLG, currently one of the most well-established organizations in North America), and the Electronic Sports World Cup (ESWC), as well as game companies such as

Valve (makers of Defense of the Ancients 2), Blizzard (StarCraft 2) and Riot (League of Legends) engage extensively in media production practices that often deliberately invoke mainstream spectator sports as a way of delivering content to digitally mediated audiences (Taylor, 2015).

As the popularity of eSports has increased and the commercial benefits that come with it have become apparent, governments have begun to take an interest in this mode of entertainment. In 2010, authors (Jonasson & Thiborg) were already debating about the fact that China, Russia, Hungary and Denmark had started to treat eSports officially as sport. Nevertheless, South Korean legislators were the pioneers in the regulation and recognition of eSports (Abanazir, 2019).

There are a number of unique factors that contribute to the industry's growth potential. Because eSports has relatively low barriers to entry for potential participants (games reward eye-hand coordination, strategic thought and concentration more than athletic qualities like strength, speed, size and agility that dominate many traditional sports, and access to expensive equipment and facilities are not critical factors) it is often viewed as more accessible for the average novice than classic athletic sports, closing the gulf between fans and competitors, and resulting in a more engaged audience (Future Today Institute, 2019).

The emergence of eSports can thus be interpreted as a logical and irreversible consequence of a transition from an industrial society to the information and communication based society of today (Wagner, 2006).

2.1.2 History of eSports

From Arcade Competitions in the 1980s and LAN parties in the early 1990s to the rise of massively multiplayer online games in the 2000s, gamers have spent decades building the foundations of eSports (Deloitte, 2018).

In general, eSports are video games that can be played competitively. They are not restricted to only electronic sports games, such as the FIFA Soccer or Madden Football. They cover shooting genres (FPS), strategy (RTS) and battle arenas (MOBA), for example. The first games to be competitively contested, through tournaments and championships, were the arcades (Borowy & Jin, 2013).

The rise of arcades, in the so-called Golden Age of Arcade, which took place at the beginning of the 1980s, has benefited from the recognition of video game competitions. In 1983 was organized the first "World Video Games Championship" in Dallas, United States (Kennedy, 1983); video game records have gained notoriety and were published in the Guinness; and in the same year Twin Galaxies formed the U.S. National Video Game Team, which played the first international match of video games (Borowy & Jin, 2013).

Although the arcades were responsible for the popularization of electronic games and brought an important element of competition, it was only with the popularization of the computers and the internet that players have begun to organize themselves.

According to Wagner (2006), the international growth of competitive computer gaming is characterized with the parallel developments of eSports culture in Western and Asian countries. In Europe and the United States, the history of competitive computer games is associated with the release of multiplayer FPS games in the mid-nineties (e.g. Quake, Doom) (Kushner, 2003), following the emergence of self-proclaimed ‘Clans’ – the teams of online players who started to compete in online tournaments. A fundamental game in this scenario of video games played competitively by the internet was Doom, released in 1993 by Id Software (Wagner, 2006).

One of Doom's successors was Quake, released in 1996. Quake, who also followed in the genre FPS, innovated with more realistic three dimensional graphics, in reason for his predecessor's successful Deathmatches experience, multiplayer game (Wagner, 2006). Still in 1996, Quake was the main game of one of the first encounters between competitive players. The event, called QuakeCon, was organized by enthusiasts and first performed in a city in Texas, United States, where with about 100 people (QuakeCon, 2000).

Conversely, Asian eSports culture is associated with the unparalleled success of real-time strategy games developed by Blizzard Entertainment in South Korea. Since the release of StarCraft in 1998, Blizzard Entertainment has been dominating first the Korean market and then the entire Asian market for competitive computer games (Huhh, 2008).

Following the approval from the Ministry of Culture, the Korean eSports Association (KeSPA) was created in 2000 to oversee and support the development of eSports nationwide. This had a major impact for the advancement of eSports (Wagner, 2006), sparking the formation

of national eSports governing bodies in other countries, and the establishment of the International eSports Federation in 2008 (Thiborg, 2009).

On November 18, 2003, National Sports Council approved electronic competition in China as the 99th sport event which inspired many game players. Besides, the eSports got certain popularity and athletic competition had more and more extensive mass base (Xu, 2012).

> General Administration of Sports of China list the eSports as a national sport officially launched, the most important reason is the sport has the basic physical properties, and has developed more widely in China, there are tens of millions of fans, and also have a certain competitive level. It is listed as an official sport in order to adapt this project for further healthy development (Ma, Wu, & Wu, 2013).

If during the first decade of the 2000s electronic sports reached milestones such as high awards, global events and, especially in South Korea, recognition of society; it was only as of 2009 that the audience numbers, players and professional teams began to reach the stage of the current scenario. The three first place on the list of electronic sports that most awarded are games released after 2009: Defense of the Ancients 2, Counter-Strike: Global Offensive and League of Legends (Esports Earnings, 2019b). The sum of Total awards of these three games (about US$ 319 million) make up more than 50% of the entire awards involved in eSports tournaments.

The oldest game is the third of the list: League of Legends was released in October 2009 by Riot Games. Since 2011 LoL has appeared in major electronic sports events in world: WCG, ESL and the Intel Extreme Masters series (IEM); more than US$ 66 million were distributed in Prizes (Esports Earnings, 2019c). More impressive than the number of prizes and tournaments, is the player base and audience: more than 100 million players, and The 2018 League of Legends World Championship became one of the most watched eSports event in the game's history, by live viewership hours on Twitch, with 53.8 million hours reaching over 99 million unique viewers in total (Samples, 2018). It also produced US$ 1.9 million in ticket revenues (Newzoo, 2019).

The Counter-Strike: Global Offensive (CS:GO) video game was also very successful. The game have been introduced by Valve in August 2012 to replace the first game, which had been in the market since 2000. The game became a global hit shortly after its release and

continues as one of the most popular games in the Steam[1] to date. Although it was released in 2012, the game maintains a high number of active players even after so many years. On Steam, CS:GO has about 350,000 active players and its historical record is 680,000 concurrent players (Abreu, 2019). Prizes distributed are close to US$ 75 million (Esports Earnings, 2019a).

The third game released, Defense of the Ancients 2 was officially launched in 2013 by Valve, but widely played in beta testing since 2011, the game already has peaks of more than 1 million players monthly (Bozhenko, 2019) and had a total award of US$ 178 million (Esports Earnings, 2019b). DotA 2 is a community-created successor of the Warcraft series and is categorized as a MOBA game and normally played as a 5 vs. 5 competition.

The eSports scene is dynamic and continues to evolve in the pace of the younger generations and technology. This is one key difference from eSports in regards to traditional sports, topic of the next session.

2.1.3 eSports versus Traditional Sports

One recurrent topic in literature is the natural comparison between eSports and traditional sports. Competitive gaming has some similarities with sports, such as regular training, team work or the perfect execution of tactics planned in advance (Hutchins, 2006).

Despite the polemics about its comparison with traditional sports, eSports has come to imitate its assumed archetype - the Western ideal of professional sport - more than it differs from it. With its refined leagues, live broadcasts, collegiate programs, and growing doping control, the core of contemporary eSports is, unquestionably, in the aspects that derive from professional sports (Karhulahti, 2017).

The stakes are now such that eSports is a legitimate full-time job for many top competitors (many of whom employ coaches, endure rigorous training regimens, compete in national leagues and rake in seven-figure sums) and the industry is poised to define a new paradigm in competitive entertainment for generations to come (Future Today Institute, 2019).

Countries like South Korea and China have taken one-step further and recognized eSports as sport. The popularity of eSports, in particular the competitions based on Blizzard's

[1] Steam was launched in 2003 by producer Valve as a service to sell digital games, but over the years it has evolved into a complete platform with community features such as chat, collections, wishlist, events, thematic promotions, etc. (Vinha, O que é Steam? Conheça a loja de jogos para PC da Valve, 2019b).

StarCraft Series, was brought about through the South Korean government's intervention in the shape of the national governing body KeSPA (Abanazir, 2019). On the other side of the Atlantic, the USA, following lobbying by Riot Games, started to grant visas under a visa category designated for professional and amateur athletes of 'internationally recognized level of performance', albeit in an inconsistent manner, to eSports players (Tong, 2017).

However, despite its growing popularity, increased turnover and the possibility to become a part of the Olympic Games program, eSports suffers from skepticism on the part of commentators and society (Abanazir, 2019). The view of modern sport is that it is beneficial, providing better physical and mental health, integration in various ways and the internalization of good societal values. In addition, organized sport is regarded as an important socialization arena, where adults are given the possibility to affect children's social, physiological and psychological development in a positive way. The legitimacy of sport is strong (Jonasson & Thiborg, 2010).

Computer gaming is, in contrast to involvement in organized sports, not a fully accepted leisure activity, and parents and other adults do not encourage and support the activity in the same manner. On the contrary, computer gaming is presented, in newspapers and other media, as an activity which competes with more wholesome activities like doing homework, being physically active, and socializing with friends. Furthermore, different researchers have in general paid attention to the negative effects of playing computer games, such as addiction, aggression and social isolation (Jonasson & Thiborg, 2010).

The following subsections will cover the literature review on key aspects of the discussion about eSports vs. traditional sports comparison: The physical element; socialization, publishers, and the sportification concept. These aspects will help to understand the academic studies in place which are elaborating on theories and techniques used in traditional sports to explain the eSports as well as academic studies developing new theories and techniques solely for the eSports.

2.1.3.1 The physical Element

Critical voices claim that eSports lack some important characteristics especially with regard to physical engagement (Adamus, 2012). The conception of eSports as an unhealthy activity still works against eSports in the struggle to become accepted in hegemonic sport. In this respect eSports must obtain a more positive image and maintain certain standards (in fact,

become more acceptable) in order to be acknowledged in the sports family (Jonasson & Thiborg, 2010).

In reality, the body and physical activities of the player are still important part of the overall sporting activity. Although the outcome-defining events of the sport occur within the confines of an electronic, computer-mediated environment, it does not in any way imply that eSports cannot be physically taxing for the players (Hamari & Sjöblom, 2017).

The bigger picture is more nuanced with regard to the physical element of eSports. To become successful at eSports, physical stature is not as important as reaction time, focus, and strategic thinking (Goldman Sachs, 2018). eSports, although intellectually demanding, also rely on physical skills (Jonasson & Thiborg, 2010). In comparison with sports like soccer, handball and hockey it might be considered as less physical demanding. In relation to bowling, shooting or pool, on the other hand, eSports are probably equally calorie-burning. As Jenny et al. (2017) put forth, motor skills are twofold.

In concrete, whereas gross motor skills, which include large muscle groups providing movement, are present in sports that require immense physical exertion, fine motor skills help manipulate an object through the utilization of smaller muscle groups. In that regard, Funk, Pizzo & Baker (2018) indicate that principal Olympic Games disciplines such as archery, pistol and rifle shooting include specialized equipment which has to be manipulated.

Consequently, despite the first impression signaling that eSports require minimal physical exertion and thus constitute a negligible physical element, the fact that eSports competitions require complex actions based on fine motor skills and that some games require gross motor skills leads to a discussion which requires a more nuanced approach to the question at hand (Abanazir, 2019).

2.1.3.2 Socialization

Spectators are people who follow the in-game experience, but are not direct participants in the game (Cheung & Huang, 2011). Sport marketers have established the importance of motives on game and event attendance, with individuals attending for different reasons and desiring different aspects of the experience (Robinson, Trail, Dick, & Gillentine, 2005; Trail, Robinson, Dick, & Gillentine, 2003). Common motives include vicarious achievement, drama, excitement, entertainment value, and social opportunities (Funk, Mahony, Nakazawa, & Hirakawa, 2001; Trail & James, 2001). Understanding spectator motives is essential, as these

motives are predictive of behavioral outcomes such as game attendance frequency (Fink, Trail, & Anderson, 2002; Funk, Beaton, & Alexandris, 2012).

Traditional sport and eSports spectators have similar sport consumption motives, though spectators from each event context exhibited distinct motives predicting game attendance frequency (Pizzo, et al., 2018). In addition, skill of eSports players attracts spectators. Similarly to traditional sport spectators, eSports spectators may be seeking social opportunities to come together, watch their favorite players and teams compete live, and to be part of an exciting experience where they can see the best players in action (Eventbrite, 2015). Just as promotional advertisements marketing a big-name professional athlete coming to a local arena attracts fans (Lucifora & Simmons, 2003), results show that eSports spectators, too, enjoy seeing the best players in action with an appreciation for their talent (Pizzo, et al., 2018).

Most of studies addressing eSports fan behavior is related to eSports spectatorship motivation (Pizzo, et al., 2018; Hamari & Sjöblom, 2017; Sjöblom, Törhönen, Hamari, & Macey, 2017; Lee, An, & Lee, 2014; Lee & Schoenstedt, 2011).

With the help of increase computer literacy and connection capabilities (Seo, 2013) along with the possibility to stream competitions on Twitch (Rosell, 2017), the number of spectators, professional eSports players and financial opportunities have increased within the world of eSports (Abanazir, 2018).

Besides the live events and tournaments, streaming is also an important piece of socialization and engagement for fans. Although the expanding spectator market is one of the most consistent signs of growth of the eSports industry, it is worth noting that event-goers of major eSports competitions such as the LoL´s World Championships or DotA 2´s The International (TI) only account for a small fraction of the sizable eSports spectator market. Live event attendance is regularly eclipsed by online spectatorship through which millions of fans follow eSports on a regular basis (Qian, Zhang, Wang, & Hulland, 2019).

eSports are at the cross-section of some powerful trends: social connections being formed and maintained online, digital consumption of video, and global growth in the gaming audience (Goldman Sachs, 2018). Twitch provides gamers the opportunity to earn money from their passion, while engaging them with an active, dedicated and interactive fan base interested in watching speed runs, classic games, and competitive games over the internet (Webb, 2012).

The primary difference between traditional sports and eSports spectating is that the vast majority of eSports events take place exclusively online. In addition, the community surrounding eSports is familiar with the Internet and various social networks, such as Facebook, Twitter, Twitch and other web platforms similar to YouTube (Kaytoue, Silva, Cerf, Meira, & Raïssi, 2012).

The most attractive aspect for eSports players is actually the multiplayer nature of playing and social interactions between the players in a real or virtual environment; not the playing itself (Martončik, 2015). For instance, Social interaction is a significant part of massive multiplayer online (MMO) gaming as the game-play demands group effort to complete game goals; gamers collaborate, compete, and interact with each other. Playing a MMO game allows gamers to immerse in a social world together. Doing so they need to create and maintain relationships to manage their gaming and abide by and construct norms and rules that help make up the interactional space (Eklund, 2015).

In addition to virtual socialization, eSports audiences, just like in modern sport, interact with each other both in online environments and during their attendance to competitions (Abanazir, 2019). There is a strong communal aspect to spectating and a pleasure in watching a game as a group that matches behavior for traditional sporting events (Cheung & Huang, 2011).

2.1.3.3 Publishers

With the rapid rise of the sport industry, the question of whether something qualified as a sport was not merely an intellectual exercise, but also one that was important for the legislation of sport as a business activity (Holden, Kaburakis, & Rodenberg, 2017).

Unlike in professional sports, which are organized in leagues with independently owned teams, a single publisher controls each eSports game (Deloitte, 2018). As the intellectual property holder, a publisher can stop people from playing or broadcasting their game if they so choose. This gives publishers a type of leverage that simply doesn't exist in traditional sports (Blum, 2016).

Intellectual property (IP) rights are complex in eSports. Even though publishers own the underlying intellectual property in the relevant game, the licensing arrangements under which tournament organizers, teams and players are permitted to use it, and the position as to who

owns copyright in broadcast material (among other things), will vary significantly on a case-by-case basis (Deller & Thew, 2017).

In eSports, in order to organize an event, organizers do not seek authorization from international federations for the participation of clubs, teams and players—which was the subject of dispute in the International Skating Union decision of the European Commission (EC); rather, they seek authorization from intellectual property right holders with a view to the utilization of the video game, along with the intellectual property rights connected to it. Further, publishers like Blizzard (Overwatch), Valve (DotA 2) and Riot Games (LoL) take the reins in organizing competitions (Abanazir, 2019).

The sport should not rely on equipment that is provided by a single supplier (Karhulahti, 2017). Indeed, a monopoly on the equipment of a sport would create a situation where the supplier would be able to dictate the terms of a sport or one of its disciplines (Abanazir, 2019). Similar situation occurs with the UFC (Ultimate Fighting Championship), which is privately owned and does not follow a league, and also faces enquiries about being a sport or not (Cardoso, 2016).

2.1.3.4 Sportification

However, despite all the above described parallels between traditional sports an eSports, the question whether eSports really fits into the definition of sport still seems to be greater matter and has made its way even into scientific discourse (Adamus, 2012).

The concept of sport will always be undergoing progress. In our Western society, for instance, modern sport is heavily related to the market, and to the processes of commercialization and globalization. Due to the technological development, the characteristics of the future – of future sport – might contain “virtuality” (Jonasson & Thiborg, 2010).

A lack of physicality in its traditional sense in most of the popular video games and the debatable social function of video games and eSports, along with the monopoly of publishers over the sporting ‘equipment’, present important barriers (Abanazir, 2019). However, if sport management is to remain relevant, scholars cannot afford to institutionalize perceptions of what sport is; instead, they need to continue to evolve and embrace new forms of sport or manifestations of sportification. More importantly, sport management researchers need to

embrace the polymorphic nature of sport and let scholars explore their own synergies between sport and relevant disciplines, and define sport on their own terms (Heere, 2018).

Previous research has revealed a clear congruence between traditional sports and eSports that allow scholars from different disciplines to take advantage of this association to probe the emerging phenomenon (Cunningham, et al., 2018; Funk, Pizzo, & Baker, 2018; Hallmann & Giel, 2018; Heere, 2018).

Despite of the discussions in place, eSports are making their way to be recognize as a popular and viable modality of competition. An example of this is the fact that six eSports titles that were chosen to debut at the 2018 Asian Games[2] as an Official Demonstration Sport (Fitch, 2018). League of Legends is one of six eSports titles chosen, and at the time Jarred Kennedy, Co-Head of eSports, Head of Merchandise and Licensing at Riot Games stated:

> We're honored that League of Legends was selected for the Asian Games. Representing one's country at the Olympics is a dream for athletes around the world, and with this step, that dream is one step closer to reality for the best in our sport. We admire and respect the values of the Olympic movement and look forward to supporting the Olympic Council of Asia in making this competition a success (Fitch, 2018).

eSports in the Olympics has been an appointed goal, and being included in the Asian Games is an important milestone towards that goal.

2.1.4 Trends in eSports

The following subsections will cover rising topics within the eSports. These are continually changing and dynamic characteristics that are present in some of the main games used as base for electronic sports.

2.1.4.1 Experience Economy

In the experience economy, the primary product for sale is a holistic experience or memory and not necessarily the tangible good that would have been the basis of the pre-services period (Borowy & Jin, 2013). Furthermore, experiences can be physical or nonphysical, mentally demanding or not, passive or active. Importantly, they also note that experiences can

[2] The Asian Games is a multi-sport event held every four years, much like the Olympics, but only for Asian athletes. It's recognised by the International Olympic Committee as the second largest event of its kind, only behind the Olympics.

be visited (the primary goal of tourism), or the experiences can come to the consumer (such as ordering a film from Netflix). For computer-game companies, eSports has emerged as a distinct consumer-driven segment within the larger market for computer games. This segment is growing in numbers, dynamic in nature, and capable of producing its own experiential value (Seo, 2013).

Seo (2013) develops the experiential perspective of eSports, which conceptually parallels Pine and Gilmore's (1998) model of the experience economy. This theoretical formulation offers a critical lens for exploring eSports not merely as a form of playing computer games but as a complex phenomenon characterized by the confluence of multiple interrelated experiential performances. For instance, apart from playing computer games competitively (escape), eSports experience can be amplified by attending eSports events (esthetic), learning about eSports practices (educational), and watching eSports media (entertainment).

Competitive gaming's position as an amalgamation of sport, media, and technology makes it an ideal case study of the virtualized spectacle of the experience economy. The eSports event can be considered something of a hyper experiential product, a "post-experience experience" in the sense that, while the initial experiential consumer product is the game play provided by the publisher, a secondary consumption phase begins through the witnessing of already familiar games as an audience commodity when considered along with eSports tournament spectatorship (Borowy & Jin, 2013).

Seo´s study (2013) offers a departure from the dyadic firm-centric perspective, which traditionally underpinned the experience economy model (Holbrook, 2000; Tynan & McKechnie, 2009). More specifically, the paper moves towards exploring the roles of various stakeholders within the value network of eSports actors (e.g. companies, players, governing bodies, communities, etc.) in order to understand how the experiential value of eSports is emergent. Subsequently, rather than talking about the hosts and guests of eSports experience, it is more appropriate to view this market as a constellation of marketing actors participating in the co-creation of value, and these actors originate from both the companies and consumers (Cova & Salle, 2008).

2.1.4.2 Content Co-Creation

When talking about user co-creation and community engagement, the classic game Warcraft III's impact can be felt far and wide. Beyond the fact that Warcraft III was an

acclaimed game by its storytelling and multiplayer functionality, it also has the combination of an intricate map editor, large community, and easy-to-use online service. All of these factors enabled people to make mods that experimented with the RTS format. The fresh takes on the genre that came out of Warcraft III attracted hordes of passionate fans who would return to play them day after day, suggesting further tweaks to the creators that refined the new game modes and map designs (Atkinson, 2018).

The result of user co-creation can be profitable to companies. Both League of Legends and DotA 2 were originated from the same Warcraft III mod, Defense of the Ancients and are two of the most important games of the past decade. Both have a huge presence in eSports, defined the MOBA genre, and make millions upon millions in yearly revenue (Atkinson, 2018).

Some gamers also stream their play and commentary, bringing lucrative marketing opportunities to the top accounts (Deloitte, 2018). Streaming allows for a new type of social TV that provides an interactive platform for audiences to engage, on a personal level, with their favorite gamer personalities. With the increase in professional gamers and their fandom, streaming platforms like Twitch have created a new interactive Internet exclusive marketplace that does not require traditional broadcasting methods (Edge, 2013).

Furthermore, this technology has provided a social outlet for users to become actively involved within the eSports community (Edge, 2013). Streaming can consist of major tournaments and events, but generally is made up of a single player or team that broadcasts its games and chats, explaining its game style and strategies and giving advice to viewers. This two-way communication fosters a unique relationship between the streamer and its spectators (Kaytoue, Silva, Cerf, Meira, & Raïssi, 2012).

2.1.4.3 Servitization

Along the way, digital games have evolved from long-form, narrative-based, single-player experiences to more persistent, social platforms with integrated point-of-sale and real time communication (Deloitte, 2018). Being fully emerged at the dawn of the twenty-first century, the market for eSports involves almost no physical products and only a few services, as computer-game subscriptions, TV airing of computer-game events (Seo, 2013).

In order to hold the interest of playing and paying customers, executive owners need to keep on redesigning their eSports endlessly. Through what could be called patch-metagame cycles, governing eSports companies modify their games significantly up to twice per month,

thus making sure that devoted players always have new strategies to work with and new ornaments to purchase (Karhulahti, 2017).

For instance, League of Legends has its roots in modding culture, being a derivative of a fan-made mode for Warcraft III (Atkinson, 2018). Unlike StarCraft and Counter-Strike, this eSport can be played without retail purchase. League of Legends employs a monetization method that relies mainly on decorative virtual item sales that do not affect competitive play performance. Similar economic principles govern other major eSports products, such as DotA 2, as well (Goldman Sachs, 2018).

This shift to games as a service enables game publishers´ sustained engagement with gamers through in-game sales of downloadable content that offers customization, personalization, and new challenges, alongside free content that keeps the game fresh (Deloitte, 2018).

2.2 Fan Identification

2.2.1 The Social Identity Theory

The Social Identity Theory (SIT) was developed by Tajfel and Turner throughout the 1970s from the results of various experiments conducted with small groups of individuals (Tajfel, 1970; Tajfel, Billig, Bundy, & Flament, 1971; Tajfel, 1974), having been consolidated in 1979 as An Integrative Theory of Intergroup conflict (Tajfel & Turner, 1979). On the basis of this research, Tajfel first defined the concept of social identity in 1972. Social identity is a person’s sense of who they are based on their group membership(s).

The Social Identity Theory emerged from the Minimum Group Paradigm proposition and is a theory to follow from the authors' attempt to explain phenomena observed in experiments conducted with student groups that could not be explained by existing theory at the time. In these studies, participants were arbitrarily assigned to different groups. Despite the fact that their group membership was not significate, the research showed that participants favored the group they were assigned to over the other group, even if they received no personal benefits from their group membership and had no history with members of either group (Tajfel & Turner, 1979; Tajfel, 1982).

Tajfel and Turner (1979) have suggested that the individual's self-concept derives from two types of identity, the personal or individual identity, which contemplates the specific and inherent characteristics of each person, personality traits and personal abilities, which are precisely those characteristics that make each singular individual, and the social or collective identity, which contemplates a series of identifications that the individual establishes with external individuals and groups, and which are characteristics shared with the group and used routinely according to the social context.

Social identity theory specifies three mental processes individuals go through to make in-group/out-group classifications. The mental processes are: (i) social categorization, (ii) social identification and, (iii) social comparison (Tajfel & Turner, 1979; Tajfel, 1982).

The first process is the social categorization and, by this process, individuals are organized into social groups in order to understand our social world. This process enables to classify individuals, on the basis of the groups to which they belong. It is common to define people based on their social categories more often than their individual characteristics (Tajfel, Billig, Bundy, & Flament, 1971; Tajfel & Turner, 1979).

Tajfel and Turner (1979) investigated the minimum conditions for favoritism between members of the same group and discrimination between members of different groups, noting that the simple categorization of individuals into 2 distinct groups was sufficient to generate identification of the individual with his own group, and with that is, favoritism towards members of one's own group and discrimination against members of the other group. The creation of group identities involves both the categorization of one's "in-group" with regard to an "out-group" and the tendency to view one's own group with a positive bias vis-à-vis the out-group (Islam, 2014).

According to SIT, social categorization has two functions: It simplifies the organization of the social context for the individual, which is usually done with the help of stereotypes associated with belonging to each social category, and allows to extract a sense of self-worth and to locate "his or her place" in society through the sense of belonging to that category. Social categorization generally results in an emphasis on the similarities of people in the same group and the differences between people in separate groups. Thus, by identifying with a specific social category, the individual develops a sense of "common destiny" with the group, linking their personal self-concept to the group's self-concept. That is, the individual "uses" group

membership as an instrument for defining their social identity, as if it were an instrument for improving their self-esteem (Ashforth & Mael, 1989).

Social categorization, however, does not imply that belonging to social groups should be understood as a dichotomous phenomenon. There are several levels of identification that become even more evident when the social category can be contrasted with another category. Not by chance, rival groups tend to be used as reference groups (Turner, 1985). Cognitive grouping involves "judgmental accentuation" where cognitive categories lead to the increased salience of distinguishing features between categories, exaggerating category differences. Applied to social groups, this principle could be used to explain biased and exaggerated perceptions of difference between groups (Islam, 2014).

The second process, social identification, is the process of identification as a group member. Socially identifying with a group leads individuals to behave in the way that they believe members of that group should behave. Through this process, people become emotionally invested in their group memberships. Consequently, their self-esteem is impacted by the status of their groups (Tajfel, 1974; Tajfel & Turner, 1979).

Social identification, understood as those aspects of the individual's self-image that derive from the social categories or groups of which he feels part, has three premises (Tajfel & Turner, 1979). First, individuals strive to maintain or improve their self-esteem. That is, they are always seeking to maintain a positive self-concept. Second, social groups are associated with positive or negative value connotations. Therefore, positive or negative social identity, according to the evaluations of the groups that contribute to the social identity of the individual. Third, an individual's assessment of a group to which he feels is determined relative to other comparison groups in some comparable dimension or attribute. Positive discrepancies result in high prestige and status, while negative discrepancies result in low prestige (Tajfel & Turner, 1986).

The third process, social comparison, is the process by which individuals compare their group with other groups in terms of prestige and social standing. In order to maintain self-esteem, one must perceive his or her in-group as having a higher social standing than an out-group. Social Identity Theory considers social status not as a scarce resource or commodity, but as the result of the process of comparison between groups by individuals. Social status reflects the relative position of one group relative to the other comparison groups. The individual who

identifies with a group often seeks to make favorable comparisons in order to realize the relative superiority of the group of which he feels part in relation to others, and thus acquire a positive social identity. However, this is not always possible. Sometimes an individual's social identity may be threatened if the group becomes comparatively inferior to the other comparison groups. This negative image of the group contaminates the individual's self-concept, provoking their reaction (Tajfel & Turner, 1979; Turner, 1985).

From the premises listed above, Tajfel and Turner (1979) proposed 3 general principles for the SIT. Initially, individuals seek to maintain a positive social identity. Second, this positive social identity is largely based on the choice of comparison groups that have comparative advantages in some relevant dimension or attribute. The individual seeks comparative superiority and, therefore, tends to choose a comparative group that has some disadvantage but is weaker but a relevant group. Thirdly, when social identity is negative or unsatisfactory, the individual tends to react and may start a process of group dissociation and joining a new group that gives the individual a positive social identity.

Tajfel and Turner identified several types of reaction to threatened social identity: (1) individual mobility, which involves dissociation from the low-prestige group and affiliation with a new group with high prestige, (2) social creativity, which involves change in dimension unfavorable comparison, change in the value attributed to unfavorable comparison dimension or even change in the comparison group, and (3) social competition, which conceals the intensification of the conflict between the comparison groups (Tajfel & Turner, 1979).

Michael Hogg and Dominic Abrams (1988) also have contributed to the SIT. Exploring the concept of inner groups, and based on Tajfel and Turner´s theory, they come with their own definition on Social Identity Theory, which is a person´s knowledge that he or she belongs to a social category or group. The social categories that individuals place themselves in are designed and constructed by the society and exist only in relation to other contrasting categories.

According to Hogg and Abrams (1988), self-categorization and social comparison produce different results, but operate together to generate the group behavior. Categorization leads to stereotypic perceptions of self, ingroup and outgroup, and also some level of emphasis of intergroup differences while social comparison accounts for the selectivity of the accentuation effect and the magnitude of exaggeration of intergroup differences and intragroup similarities.

SIT opened up a wide variety of areas for research, regarding the structure of social identities, the motivations behind identification, the fluidity between different social identities, and identity's effects on individuals, groups, organizations, and wider social collectives. As these research areas grew, they branched into a variety of theoretical perspectives, including self-categorization theory, self-enhancement theory, and self-verification theory, among others (Islam, 2014).

2.2.2 Social Identity Theory and Sports Fans

The Social Identity Theory is one of the most important theories in the area of Sports Marketing, as it articulates important concepts such as identification, self-esteem, self-concept and their influence on the behavior of individuals. Identification with sport is a specific instance of social identification where the individual identifies with a particular sport or team.

The social identity approach contributes to the understanding of identification with a sport or team since the individual is intrinsically motivated to achieve or maintain positive social identity, and it is based on a large extent on favorable comparisons that can be made between the in-group and some relevant out-groups (Tajfel & Turner, 1979) and people tend to classify themselves and others within others social categories, such as membership of organizations, religious affiliations, and age groups (Ashforth & Mael, 1989).

The individual that relates and share identification with a sport or a team is also known as a sports fan. However, there are other common denominations in literature, such as sport spectators, sport supporters or sport partisans, among others (Stewart, Smith, & Nicholson, 2003). Among the sports fans, the need to affiliate is a common factor underlying the desire of following a sport, team, or player (Lee & Armstrong, 2008; Wann, Grieve, Zapalac, & Pease, 2008; Wigley, Sagas, & Ashley, 2002).

Some authors suggest conceptual distinctions between these denominations. The sports spectator, for example, could be defined as the individual who attends the event, while the sports fan could be defined as any individual who declares herself or himself a fan, regardless of whether or not he watches sports games (Wann, 1995). This distinction draws attention to the fact that not all fans watch the games, that is, not all fans consume a sporting event. Indeed, later Wann (2002) suggested that being a sports fan is a self-declared concept. That is, all individuals who claim to be a sports fan should be considered as such. This definition suggests

that the sports fan could be characterized predominantly by his favorable attitude towards the team.

This connection that fans develop towards their team is a type of in-group favoritism that helps a person develop a social identity by attaching themselves and attaining group membership in a group that has value and significance to them (Tajfel & Turner, 1979). The fan then seeks to join and retain membership in those groups that have the most potential for contributing positively to his or her identity, and therefore strengthening their own self esteem. The research done by Lee (1985) clearly demonstrated the effect of self-esteem and its connection to group identification. The study consisted of male undergraduates who were asked questions on university related questionnaire, and then after they were told their score, they were asked to describe a favorable or unfavorable basketball game. Those that did well on the questionnaire showed more affiliation to their own university team than those that did poorly.

In the case of sports fans, identification with a particular group provides the strengthening of self-esteem through the pursuit of positive distinction, emphasizing the positive aspects of the identification group and minimizing the negative aspects of that group, while emphasizing negative information and belittling it. positive information between the contrasting groups (Gwinner & Bennett, 2008). Thus, in addition to the benefits of self-esteem, fan identity, like any group identity, is beneficial to the individual by providing a sense of community and becoming a member of a group, forming a collective identity and providing the individual with a sense of belonging to a group (Jacobson, 2003).

Fans of a team as a group demonstrate the same identifying characteristics, measures of collective self-esteem and intergroup differentiation, as other types of group membership. The importance of belonging to a group as part of the individual's self-concept is important for the support shown to the team from the standpoint of attending sporting events as well as from the point of view of the team. Regarding the other members of the group, they are perceived as special, being important even for the selection of friends that they are also fans of the same team (Wann & Branscombe, 1993). Similarly, if the individual believes that his team is perceived as superior to others in terms of status, he creates attitudes and behaviors to strengthen his association with the team (Murrell & Dietz, 1992).

A key takeaway of social identity theory is that, when people are either allocated to, or self-select membership in, specific social groups they not only look to differentiate themselves from other groups but also identify and create ways of demonstrating the superiority of their

own group. Tajfel and Turner (1979) referred to this as a motivation to display positive distinctiveness. The underlying intent in displaying positive distinctiveness is to bolster feelings of self-worth. In the context of sport, such distinctiveness arises when teams not only distinguish themselves through their physical appearances (e.g., team uniforms and logos) but also through developing intra-team rituals (i.e., team songs) and a unique language or dialogue (Beauchamp & Dunlop, 2014).

Team identification has its roots in social identity theory and has been a key factor in any sport consumption model. Wann and Branscombe (1990) and (1993) started investigating how people create social links with sport teams. Spectators have the tendency to associate themselves with successful teams and disassociate from unsuccessful ones (Wann & Branscombe, 1990). Team identification has been defined as a strong psychological and emotional connection between a fan and sport team (Wann & Branscombe, 1993). This theory posits that people classify themselves (and others) into diverse social groups, which give these individuals a social identity (Tajfel & Turner, 1986).

In sport, the drive to display positive distinctiveness is not only evident among athletes on teams but also by supporters (i.e., fans) of those teams. Cialdini et al (1976) studied the Fans' propensity posit themselves differently in case of victories and defeats of their relevant teams. An interesting phenomenon that illustrates this process is referred to as BIRGing, or “basking in reflected glory”. BIRGing can be explained by the Fans' propensity to make an “internal attribution” of the victories - as if they themselves had won. Conversely, if sports fans have developed a particularly ingrained social identity with a given team, and this team experiences a lack of success, this increases the likelihood of those fans attributing failures to external (e.g., biased officiating), rather than internal (e.g., a lack of talent) factors, in the interest of maintaining a sense of self-worth. If, on the other hand, a person’s social identity is only weakly aligned with that of a failing team, he or she may well engage in a process of CORFing, or “cutting off reflected failure”.

This difference in attributions would be linked to a self-concept protection mechanism of the sports fans: since identification with the sport would be part of the self of the sports fans, they would tend to use the moments of victory to enhance their self-concepts, but would tend to “separate” this self-concept in the moments of defeat, attributing the defeat to "external agents". Based on the theory of BIRGing and CORFing, Jones (2000) observed that, in times of failure, in addition to the CORFing process, the sports fan can protect their self-concept

shifting the his or hers identification to other types of connection with the sport, for example decreasing his or hers identification with the team and increase his or hers identification with the sports athletes, or simply with the type of sport.

On the other hand, fan identification operates and competes with other role identities in a person's salience hierarchy. Therefore, there is a need to consider the relative salience of a fan identity by measuring multiple role identities beyond the narrow focus on team, player, community that persists in prior research (Lock & Heere, 2017). Different roles a person occupies are of variable importance. Therefore, the importance of one role is related to the other social positions that an individual occupies

In the sports marketing context, a series of studies have been using SIT to explain different levels of fan identification with a specific sport (Gwinner & Bennett, 2008), a sports event (Deitz, Myers, & Stafford, 2012) or with a team (Davies, Veloutsou, & Costa, 2006; Gwinner, Larson, & Swanson, 2009; Sutton, McDonald, Milne, & Cimperman, 1997; Wann & Branscombe, 1993).

Nevertheless, Trail et al. (2003) and Robinson and Trail (2005) noted that attachment to a sports team is just one of several possible points of attachment for fans in the sports context. From a study that investigated the relationship between sports fan motivation and the various links with the sport, Trail et al. (2003) identified 7 possible links: team, sport, players, coach, community, university and sport level (professional, amateur and college), originating the PAI scale. Robinson and Trail (2005) reinforced that fans are attached not only to the team, but also to the community, the university, the hometown, the sport, players and coaches.

Research has indicated that identification with different points of attachment has been considered an important antecedent of fans' attitudes, such as games attendance and purchase intentions of licensed products (Funk, Mahony, Nakazawa, & Hirakawa, 2001; Kwon, Trail, & James, 2007; Wann, Royalty, & Rochelle, 2002). Moreover, identifying a fan with the team can even transcend a taste for sports, with identification with the sport and identification with the team being separate components of the individual's self-concept (Wann, 2002).

Identification with eSports is a subject that still needs further understanding. The study from Pizzo et al. (2018) was the closer to address it, when discussing the motivation of the spectators to watch sports vs. eSports. At the end of the study, the authors state in the Limitations and Future Directions section that the study focused on a single psychological

factor (i.e., spectator motivation) known to influence game attendance frequency. Incorporating additional variables, including sport involvement and identification with sport could be beneficial for future research.

3 RESEARCH HYPOTHESES AND CONCEPTUAL MODEL

3.1 Conceptual Model

Figure 1 presents the conceptual model of the study that demonstrates the relationships among variables.

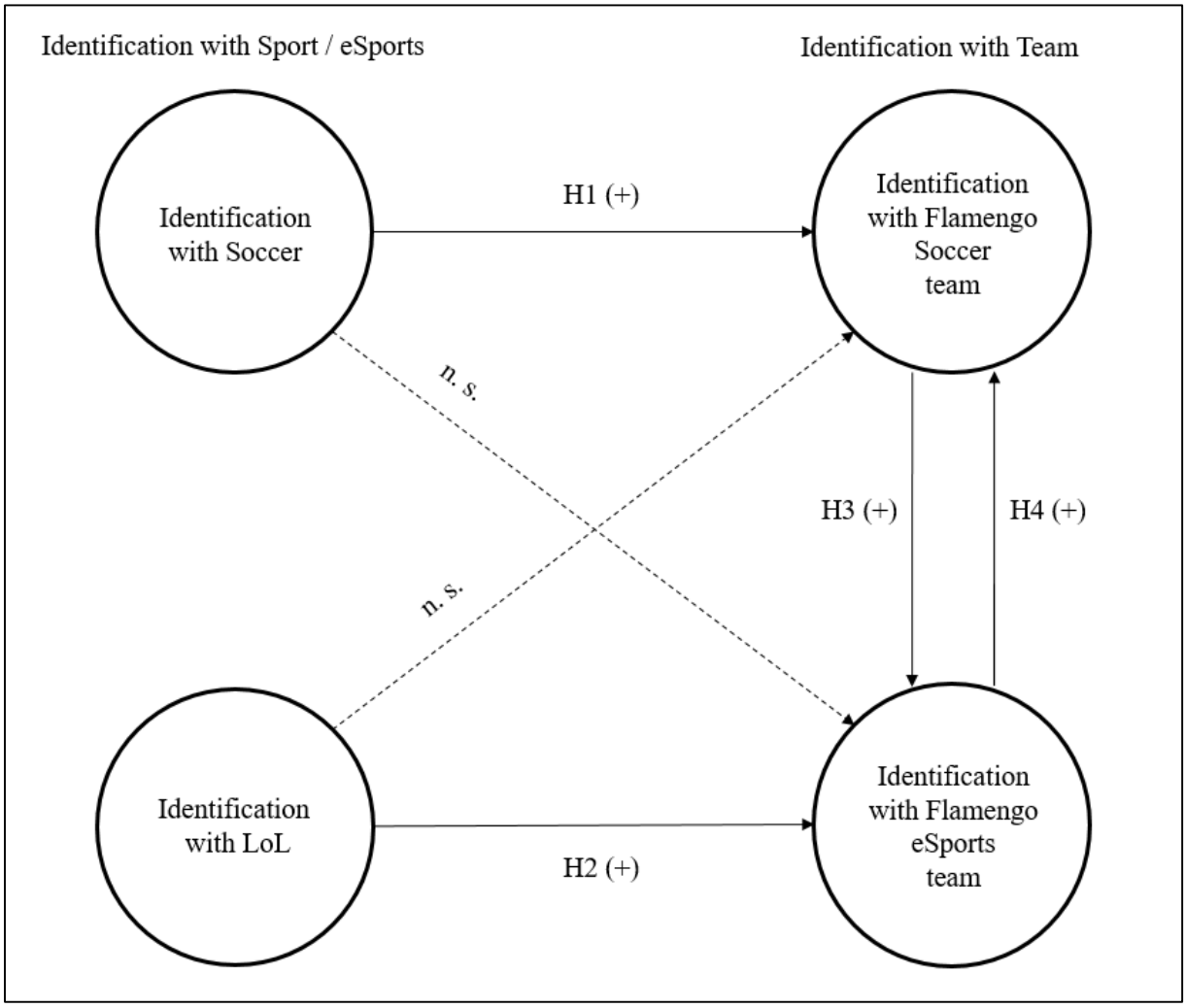

Figure 1 – Conceptual Model

3.2 Substantive hypotheses

There are four substantive hypotheses of the study, as described below.

3.2.1 The influence of fan identification with soccer on the fan identification with a soccer team

Through social categorization, individuals give emphasis on the similarities of people in the same group and the differences between people in separate groups. Thus, by identifying with a specific social category, the individual develops a sense of "common destiny" with the group, linking their personal self-concept to the group's self-concept (Ashforth & Mael, 1989). Therefore it would be expected that individuals that are fan of soccer would seek to participate on a team that reinforces the same behaviors of the fan, and set a common goal as winning a championship, for instance.

Social identification, which is the unity or connection with a group of individuals (Ashforth & Mael, 1989), can explain the need for reinforcement of self-esteem, which occurs through belonging to a group that has qualities valued by the individual. Through this process, people become emotionally invested in their group memberships. This component of SIT helps to explain the behavior of the fan in terms of level of enthusiasm with a team.

By way of social comparison, Consequently, their self-esteem is impacted by the status of their groups (Tajfel, 1974; Tajfel & Turner, 1979).Thus an individual tends to reinforce his or her self-esteem by emphasizing positive aspects of the group with which he or she identifies himself or herself with, while minimizing the negative ones (Tajfel & Turner, 1979). Similarly, if the individual believes that his team is perceived as superior to others in terms of status, he creates attitudes and behaviors to strengthen his association with the team (Murrell & Dietz, 1992).

This connection that fans develop towards their team is a type of in-group favoritism that helps a person develop a social identity by attaching themselves and attaining group membership in a group that has value and significance to them (Tajfel & Turner, 1979). In the sports marketing context, a series of studies have been using SIT to explain different levels of fan identification with a specific sport (Gwinner & Bennett, 2008), a sports event (Deitz, Myers, & Stafford, 2012) or with a team (Davies, Veloutsou, & Costa, 2006; Gwinner, Larson, & Swanson, 2009; Sutton, McDonald, Milne, & Cimperman, 1997; Wann & Branscombe, 1993).

The need to affiliate is a common factor common to the desire of fans to follow a sport, team, or player (Lee & Armstrong, 2008; Wann, Grieve, Zapalac, & Pease, 2008; Wigley, Sagas, & Ashley, 2002), in that sense, it is expected that, the fan identification with soccer effects positively the identification with a soccer team, in this case Flamengo, which is one of the main soccer teams in Brazil.

H1: The fan identification with soccer positively influences the fan identification with Flamengo soccer team

3.2.2 The influence of fan identification with LoL on the fan identification with a LoL eSports team

Similarly to hypothesis H1, it is expected that, the fan identification with the electronic sport LoL affects positively the identification with Flamengo eSports team. The same aspects of social categorization, social identification, and social comparison can also be applied, analog to the soccer case.

Previous research has revealed a cogent congruence between traditional sports and eSports that allow scholars from different disciplines to take advantage of this association to probe the emerging phenomenon (Cunningham, et al., 2018; Funk, Pizzo, & Baker, 2018; Hallmann & Giel, 2018; Heere, 2018). In that sense, it is expected that, the fan identification with the electronic sport LoL affects positively the identification with Flamengo eSports team, which is specialized in LoL and participate on championships as the Brazilian Championship of League of Legends (CBLoL) with relative success (Puiati, 2019).

H2: The fan identification with LoL positively influences the fan identification with Flamengo eSports

3.2.3 The influence of fan identification with a soccer team on the fan identification with a LoL eSports team

Social identification, a component of SIT, is understood as those aspects of the individual's self-image that derive from the social categories or groups of which he or she feels part (Tajfel & Turner, 1979). Identification with the team refers to the individuals' connection with the team (Ashforth & Mael, 1989). Through this process, people become emotionally invested in their group memberships. Consequently, their self-esteem is impacted by the status of their groups.

If the individual believes that his team is perceived as superior to others in terms of status, he or she creates attitudes and behaviors to strengthen his association with the team (Murrell & Dietz, 1992). Not by chance, rival groups tend to be used as reference groups (Turner, 1985) in a way to distance the position of the group the individual belongs from their opponents. This contributes to the creation of an identity beyond the sport, in case the team, or club, is active in other competitive fronts.

Fans who are strongly identified with teams have emotional ties to sports organizations (Sutton, McDonald, Milne, & Cimperman, 1997), keeping them as a central part of their identity (Gwinner & Bennett, 2008). Moreover, identifying a fan with the team can even transcend a taste for sports, with identification with the sport and identification with the team being separate components of the individual's self-concept (Wann, 2002). Understood here as, for instance, if a soccer fan through the link of his or hers team, can identify with other sport modalities than the original sport followed by the fan.

Previous research has revealed a cogent congruence between traditional sports and eSports that allow scholars from different disciplines to take advantage of this association to probe the emerging phenomenon (Cunningham, et al., 2018; Funk, Pizzo, & Baker, 2018; Hallmann & Giel, 2018; Heere, 2018). In that sense, it is expected that the fan identification with the Flamengo soccer team affects positively the identification with Flamengo eSports LoL team.

H3: The fan identification with Flamengo soccer team positively influences the fan identification with Flamengo eSports LoL team

3.2.4 The influence of fan identification with a LoL eSports team on the fan identification with a soccer team

Similarly to hypothesis H3, it is expected that, the fan identification with the Flamengo eSports LoL team affects positively the identification with Flamengo soccer team.

H4: The fan identification with Flamengo eSports LoL team positively influences the fan identification with Flamengo soccer team

4 METHOD

This chapter presents the research method used to conduct this study. The first sections present the research problem, the gaps identified in the literature and the study objectives, defining its specific issues and scoping the work. Then, the nature of the study is presented, considering its characteristics and the chosen technique. Subsequently, the operationalization of the variables and data collection procedures are explained and finally the techniques used for data analysis are described.

4.1 Research Problem

The phenomenon of eSports is still in its infancy, and it promises unprecedented marketing potential (Seo, 2013), and still lacks studies for its better understanding. This study aims to contribute to a better understanding of the sports fan identification with the sport itself and the sports team, considering the context of teams that have both traditional and electronic sports teams.

Although in the sports marketing context, a series of studies have been using SIT to explain different levels of fan identification with a specific traditional sport (Gwinner & Bennett, 2008), or with a team (Davies, Veloutsou, & Costa, 2006; Gwinner, Larson, & Swanson, 2009; Sutton, McDonald, Milne, & Cimperman, 1997; Wann & Branscombe, 1993) there are no particular studies addressing fan identification with eSports. Most of studies addressing eSports fan behavior is related to eSports spectatorship motivation (Pizzo, et al., 2018; Hamari & Sjöblom, 2017; Sjöblom, Törhönen, Hamari, & Macey, 2017; Lee, An, & Lee, 2014; Lee & Schoenstedt, 2011) and only recent the scholars are looking for other kinds of reasons for spectatorship (Qian, Zhang, Wang, & Hulland, 2019; Choi, 2019).

However, while some studies have raised questions about the motivation of eSports spectatorship motivation, the influence of fan identification has not been investigated in empirical studies. The present study is timely to fill this gap. In addition, studies addressing the fan identification aspects of sports clubs that have both traditional sports teams and eSports teams are rare, and no articles have been found that investigate the effects.

4.2 Research Objectives

The purpose of this research is to understand the identification of the fan with his or hers club when there is such intersection of soccer teams and the eSports world, specifically with the creation of a team for competing in eSports.

This study aims to answer the following general research question: Can the fan identification with traditional sports positively influence the fan identification with eSports for the same sports club, and vice-versa?

In order to answer the general research question, four specific research questions have been formulated.

4.2.1 Specific Research Questions

1. Can the influence of fan identification with soccer positively affect the fan identification with a soccer team?
2. Can the influence of fan identification with LoL positively affect the fan identification of a LoL eSports team?
3. Can the influence of fan identification with a soccer team positively affects the fan identification with a LoL eSports team given they are part of the same sports club?
4. Can the influence of fan identification with a LoL eSports team positively affects the fan identification with a soccer team given they are part of the same sports club?

4.2.2 Research Scope

This section presents the scope of the study. To define the study boundaries, the following restrictions were considered:

Firstly, it was decided to study the influence of fan identification in the context of a sports club with presence both in soccer, very traditional sport in Brazil, as well as in eSports. The research aims to elaborate on the contribution of Flamengo's fan identification with the popular club, very well-known by its soccer presence. This choice delimited the data collection area to Rio de Janeiro, where Flamengo´s fan base is located. The team Flamengo eSports will be

explored in section 4.2.2.1 – clarifying the motivation behind the creation of the team and the incursion of Flamengo, in the realm of the eSports.

Secondly, the modalities chosen for the study are the two of the most popular modalities in sports and eSports, respectively soccer and League of Legends. The fact the Flamengo is present in these two popular games was a key factor for the scoping of the study. Section 4.2.2.2 will discourse about the League of Legends characteristics, the electronic sport which is subject of the study, including its history and relevant numbers.

Thirdly, the option was made to analyze the perspective of in-person spectators of the an eSports event, which are not so common in the city of Rio de Janeiro. Prior studies have suggested that eSports are commonly consumed by watching live streams on the Internet (e.g., Twitch, a leading online streaming platform for eSports content), where spectators can actively engage in social interactions facilitated by the chat function (Hamari & Sjöblom, 2017; Kaytoue, Silva, Cerf, Meira, & Raïssi, 2012; Scholz, 2011). Therefore a careful research had to be undertaken in order to find the better occasion for data collection.

Finally, the occasions elected for the data collection were the 2019 Game XP event and the 2019 CBLoL Finals. The 2019 Game XP took place between July 25th and 28th, 2019, in Rio de Janeiro's Olympic Park and during the four days of the event, it received 95,000 visitors. The 2019 edition of the event, covered 160,000 square meters, 60% larger than it 2018 edition and featured outdoor, indoor, concerts, championships and many other attractions (Pinheiro, 2019).

The 2019 CBLoL Finals happened on September 7th, 2019, at the Jeunesse Arena, in Rio de Janeiro. During the event, Flamengo eSports won its first League of Legends title since the creation of the team, in 2017, by beating the rival team INTZ by 3-2. The dispute was attended by more than 9,000 people at the venue (Iglesias, 2019).

Additional context is given about the sports team, the modalities and the events where the date was collected in the next sub-sections.

4.2.2.1 Flamengo in Soccer and in the eSports

Flamengo is a Brazilian multi-sport organization with a team in soccer as well as in League of Legends (Puiati, 2019). Founded on November 15, 1895, in Rio de Janeiro, Clube de Regatas do Flamengo is undoubtedly one of the biggest names in Brazilian sport. Present in

12 modalities besides soccer, the team has more than 32.5 million fans in all the country, besides being the club that most turnover in Brazil, with a revenue of R$ 648 million in 2017 (Mackus, 2018).

The foundation of Flamengo was not due to soccer, but to rowing, a very popular sport in Brazil at the end of the 19th century. So popular, that the population of Rio de Janeiro met on Sundays to watch the rowing presentations (Brasil Escola, 2019). The soccer history in the club would only start years later, derived from another club from Rio de Janeiro, Fluminense Football Club.

In 1911, there was an internal disagreement in Fluminense. Some players talked about switching clubs, while others even thought about quitting soccer. That was when Alberto Borgerth, one of the players of Fluminense, made the proposal to create a section of soccer in Flamengo, where he was a rower. The idea was approved and, on November 8 of that year, the Department of Terrestrial Sports was created in Flamengo (Flamengo, 2019).

The new team drew attention and took the first steps to gaining great popularity training at Russel Beach, Rio de Janeiro. On May 3, 1912, the first Flamengo match took place: a great 15 x 2 victory over the Mangueira, in the field of America. It did not take long to come the first title: in 1912 Flamengo won its first Carioca Championship. The conquest came with a round in advance, after the 2x1 win over Fluminense (Flamengo, 2019).

Flamengo is the soccer team with the biggest crowd in Brazil, a fifth of adult Brazilians (20%) declared spontaneously cheering for the team. Next are Corinthians, with 14%, São Paulo, with 8%, Palmeiras, with 6%, Vasco, with 4%, Cruzeiro, with 4%, Grêmio, with 4%, Santos, with 3% and Internacional, with 3%, among other less remembered teams (Datafolha, 2019). This rate is the highest ever observed in the Datafolha historical series, which started in 1993.

In October 2017, Flamengo officially announced its entrance into electronic sports. Flamengo's vice president of marketing, Daniel Orlean, stated in an interview that the club's intention was never to franchise the brand to another team:

> Our interest was to enter, structure a project, attract sponsors who have or not worked in the segment to undertake with us the project, which should be self-sustaining from the beginning, and meet this demand of the public, bringing yet another opportunity

> for those who love the club and wants options within this new reality and new economy (Mackus, 2018).

The self-sustainability of Flamengo eSports was a priority from the beginning and, despite the concern of soccer club fans, little or no traditional sport financial resource was used in the creation of the new team to play LoL.

> The club board approved the project as a new sports modality, and the initial investment, which was at the entrance to the Challenger Circuit, was quickly paid by the sponsors. They believed we could deliver on the project we promised, and we did it (Mackus, 2018).

Among other special features of the project, Flamengo eSports was one of the pioneers in Brazil to adopt the Gaming Office. The office for sports athletes runs counter to the predominant current, the Gaming Houses, a format in which players live in the same house, which also serves as a training center. While the Gaming House facilitates contact between athletes and management by the company, the Gaming Office prioritizes factors such as individuality, allowing players to have their own homes despite the rigid routine in the office. The club's gaming office is located in the Chácara Santo Antônio neighborhood, South Zone of São Paulo (Puiati, 2019).

Flamengo invested in the team and hired the greatest player in the history of the Brazilian LoL, Felipe "brTT" Gonçalves, and imported heavyweight players from Korea. About “brTT”, Daniel Orlean States:

> We had the luck that brTT was also a Flamengo soccer fan. That was very interesting. He is a Flamengo fan because of his grandfather, and when we presented the project he was very excited, he came to help us put it all together. From the beginning, one reason was that we realized it was worth it and that we could set up a highly competitive team, and that's what happened. (Mackus, 2018)

From the beginning, the Flamengo eSports project divided the opinions among the fans. While many of the Flamengo e-sports fans were clamoring for the club's entry into the eSports scene, reacting very well to the initiative, a fraction of the traditional sports fans did not receive well at the idea of their team "spending soccer money" investing in video game athletes. About the entrance in the eSports, Daniel Orlean refers to the multiplicity of Flamengo:

> We are a multi-sport club. We have 123 years in the sport and it is a very successful trajectory in all these years. The most important asset in all this is the crowd, what we call the red-black

> nation, everyone who is passionate about Flamengo, who consumes, who participates, who supports the team. Entering the eSports came from a claim of the younger fans, who asked when Flamengo would be present in the eSports. The return happens and is expressive. (Mackus, 2018).

About the objectives of Flamengo, Daniel Orlean states:

> Our objectives are to expand the area of operation in line with market trends, especially for young people, to win over an already captive audience of Flamengo in soccer and other sports, but missing Flamengo in one of their passions, electronic games, winning over audiences who today are not Flamengo, but can become, mainly because they find, in electronic games, elements of connection with friends and family. Brand internationalization is also one of the pillars of the project (Pacete, 2017).

In spite of this, the massive importance of the Flamengo name was noticed in the first weeks of the campaign, in which Flamengo eSports reached more than 50 thousand simultaneous spectators in a game of series B of electronic sport - in the case, the debut in the Challenger Circuit, against IDM Gaming (Mackus, 2018).

The 2018 Challenger Circuit was the first step of Flamengo in the League of Legends. The Challenger Circuit is the equivalent to the second division of the CBLoL. In a campaign with ups and downs, Flamengo finished the points phase in 2nd place, qualifying for the upgrade to the first division and then to the Finals.

In the Finals, Flamengo got the second place in a fierce dispute in the 5º game. The defeat in the Finals is far from annulling the Flamengo campaign in its first year of electronic sports. With the result, Flamengo became the first Brazilian club coming from the traditional sport to come close to win the championship in eSports, fact that became reality during 2019.

The current line up holder is composed by shooter Felipe "brTT" Gonçalves, top Leonardo "Robo" Souza, hunter Lee "Shrimp" Byeong-hoon, middle Bruno "Goku" Miyaguchi and support Han "Luci" Chang-hoon (LoL Esports BR, 2019).

4.2.2.2 League of Legends

League of Legends (LOL) is a competitive MOBA game that mixes the speed and intensity of an RTS with Role-Playing Games (RPG) elements. Two teams composed of characters created specifically for the game with unique design and style, called champions, fight on various virtual battlefields and game modes. With an ever-expanding cast of

champions, frequent updates and an active competitive scene, League of Legends offers fun and challenge for players (League of Legends Brasil, 2019).

LoL was created by Riot Games, an American Video Game Publisher. Riot Games has been in business since 2006 with the head office based in Santa Monica, California. Other office locations around the world include St Louis, Sydney, Dublin, Berlin, Seoul, Istanbul, São Paulo, Moscow, and Taipei (Luenendonk, 2015).

The game began as League of Legends: Clash of Fates and is a multiplayer online battle arena or MOBA game. It was from the start designed to be operated on the Microsoft Windows operating system. The game was announced in October 2008 and released a year later in October 2009. The game remained in beta testing phase from April 2009 till its release (Luenendonk, 2015).

Among the game developers were Steve “Guinsoo” Feak and Steve “Pendragon” Mescon who previously worked on several successful games inspired by the success of Defense of the Ancients in Warcraft 3: Frozen Throne. A few DotA community members recognized the potential in the mod to generate its one genre and hold its own as a professional game with enhanced features and options. The founders or Riot Games worked with the de game developers on the core development of the game (Rox, 2016).

The game has a business model unusual for a common video game, but increasingly used for eSports. It is free-to-play and contains neither ads nor boxed copy sales. Instead, revenue is generated from microtransactions. LoL has a game store, in which the player can use points to acquire new item. One way of purchasing items within the game is to use influence points that are collected during gameplay. This is a kind of soft currency. Another way is to use Riot Points, the hard currency. These points can be purchased using actual money and can be used to buy items that can help make things more convenient and add extra customization options, as well as diverse experiences. Some of the items that can be purchased include champions, champion skins, and boosts. Riot Points cannot be used to affect directly the gameplay (Luenendonk, 2015).

The competitive landscape of League of Legends is one of the most consolidated in the eSports, both in Brazil and internationally. With 2 world events a year and 14 regional leagues organized by game developer Riot Games, the circuit is closed and therefore promotes stability

for investment as the participating teams are pre-defined and continue in the league for an entire season (Mackus, 2018).

Unlike most other eSports titles, League's professional competitive scene is run almost entirely in-house. Riot operates its own leagues all over the world, hosting regular seasons and tournaments for dozens of professional, semi-pro and even amateur teams (Beck, 2017). Riot Games controls all aspects of the professional league even those details as minute as the music composed for live events. Several tournaments are held all over the world with commentators and highlight reels much like traditional sports events. Though the tournament does not generate revenue it serves to enhance the player base and keep already existing players loyal (Luenendonk, 2015).

The Brazilian Championship of League of Legends (CBLoL) is the battlefield where the best professional teams in Brazil face off, fighting not only for League supremacy and a place in history, but also for places in international championships. Between 2012 and 2014 the tournament was based on Qualifiers that resulted in the Finals knockout, with champions vTi.Ignis (2012), paiN Gaming (2013) and KaBuM eSports (2014). From 2015 the competition adopted the League format that it maintains until today, being divided into two stages (LoL Esports BR, 2019).

Each CBLoL stage has 8 teams, which play each other in weekly rounds (Points Run Phase) fighting for places in the Elimination Phase, which leads to the grand finale. The Elimination Phase is played in the simple elimination format. Four teams qualify for the Semifinals, where 1st place in the Points Phase faces 4th, and 2nd place in 3rd. The two winning teams advance to the Final, where the champion is crowned. In addition, the champion of each CBLoL stage will represent Brazil in international competitions, Mid-Season Invitational (MSI) for the First Stage and World Championship for the Second Stage (LoL Esports BR, 2019).

The game audience continues to grow. In 2016, The League of Legends world finals attracted a peak of over 28 million viewers (Esports Charts, 2019a). In 2017, LoL was the most watched electronic sport in the world, with 274.5 million hours watched on Twitch during the championships (Mackus, 2018). The World Finals 2017 overall peak viewers jumped to around 106 million (Esports Charts, 2019b). In 2018, The League of Legends world finals attracted a peak of over 205 million (Esports Charts, 2019c) showing a robust trend of increase in the audience and interest on LoL.

Despite the increase in the audience reported above, Riot witnessed a reduction in the revenues related to LoL. After an increase from US$ 1.8 billion in 2016 to 2.1 billion revenue in 2018, revenue in 2019 achieved only US$ 1.4 billion in 2019, a reduction of around 33% (Statista, 2019), which can motivate Riot to promote changes in the business model of the company in the near future.

4.2.2.3 The Game XP

Game XP has the concept of a game fair mixed with an amusement park. The year of 2019 marks the third edition of the event, which since 2018 has been held outside Rock in Rio, unlike the first edition, in 2017. Attractions include game company booths, music shows, independent developers and comic artists (Vinha, 2019a).

Several companies participate in Game XP, either as a supporter or organizer. Game XP is a partnership of the creators of Rock in Rio, Comic Con Experience (CCXP) and Globo group (SporTV.com, 2019). The Brazilian Telecommunication company Oi continues as the master sponsor of the event, which is also sponsored by Banco do Brasil, Nescau and Amazon Prime (Levin, 2019).

In terms of gaming companies, some of which took part in the 2019 edition were Epic with a Fortnite arena, Sony with gaming stations and its virtual reality technology, Activision that brought a circuit inspired by the game Crash Team Racing Nitro-Fuel, a kart game, among other companies (Vinha, 2019a).

The 2019 Game XP has hosted the following official eSports tournaments in its arenas: Brazilian Men's and Women's Counter-Strike Championship Round, Legends of League of Legends, Rainbow Six Siege Men's Brazilian Final, CS:GO Women's Global Championship Final. All tournaments were included in the ticket price and could be watched at the three arenas reserved to eSports (Vinha, 2019a).

The three arenas were composed of the Oi Game Arena (Arena 1), with a 1,500 square meter super screen and able to bear up to 4,000 people and the two GamePlay Arenas (Arenas 2 and 3), with 9,000 square meters each (Game XP, 2019).

The 2019 Game XP took place between July 25th and 28th in Rio de Janeiro's Olympic Park and during four days it received 95,000 visitors. In addition to 2019 edition's revenue being higher than the last edition, the event also contributed to the city's economy, generating 10,000

jobs. The economic impact of 2019 Game XP was R$ 82.3 million and the taxes paid were R$ 11.1 million (Pinheiro, 2019).

4.2.2.4 The CBLoL

The Brazilian Championship of League of Legends, CBLoL, is the largest League of Legends competition held by Riot Games, the game's developer, in Brazil. Divided into two splits (or seasons) per year, the league has the participation of eight teams. The tournament has been taking place since 2012 and has had several formats and participants (Fonseca, 2019).

The first edition of CBLoL happened in 2012. Just over two months after the debut of the Brazilian LoL server, Riot held the first Brazilian LoL Championship within the Brasil Game Show, in São Paulo. This edition started on October 11 and had its first winning team known on the 14th, the last day of the tournament. In the Grand Final of the competition, the winner was VTi.Ignis, who disputed the US$ 25,000 title with VTi.Nox (Montovani, 2019).

The 2013 Brazilian Championship took place from the 19th to the 21st of July and received about 3,000 people at an event at the WTC Golden Hall in São Paulo. For the first time the Finals were in a best of five where the paiN Gaming beat CNB eSports and won a US$ 100,000 prize. It was in 2013 that CBLoL started to award a rating for the International Wildcard Qualifier, which made it possible to reach the World Championship (Montovani, 2019).

In the 2014 edition, the tournament also had important changes. The competition started to be divided into two annual seasons, adopting the league format. It was also in 2014 that the Brazilian scene received its first foreign players (Fonseca, 2019).

It was in 2015 that the championship took the current form of CBLoL, integrating features such as: promotion series, split by splits, relegation and implementation of the Challenger Circuit, equivalent to the second division of the championship. Face-to-face competitions started to take place at Riot Games studios in São Paulo (Fonseca, 2019).

In 2016, Riot Games renovated its studios and implemented a stricter regulation, such as the ban on "sister teams". In addition, the changes of players between teams were agitated and made the dispute even more intense between the teams. Not to mention that with the relegations and promotions of new teams the championship became even more interesting. In 2016 there was also a change in the value of the prizes, which had a reduction of 75% of their value.

However, for the first time, participants received payments for the use of image rights, which were proportional to the teams' final placement. As a result, the total prize money was higher than the previous season (Montovani, 2019).

2017 was a very important year for the League of Legends in Brazil: The second largest competition in the scenario was held in Rio de Janeiro. The Mid-Season Invitational, MSI, brought the biggest names in LoL to Brazilian lands. With the end of the International Wildcard Invitational, those who competed in the championship started to qualify directly for the entry stages of MSI (Fonseca, 2019).

The second split of CBLoL 2018 featured the debut of the Flamengo eSports team in an official Riot Games championship. The team was one of the favorites to take the competition and represent Brazil in the 2018 World Championship, but the responsibility remained with Kabum e-Sports, which, like the first split, won the second stage by eliminating Flamengo in the Grand Final, that took place at the Araújo Vianna Auditorium, in Porto Alegre (Fonseca, 2019).

The first CBLoL split of 2019 was highlighted by the almost invincible Flamengo eSports campaign. With only one loss during the entire points phase, the team won the record for the most consecutive victories in the history of the championship. However, in the Grand Final played at Riot Games studios in São Paulo, INTZ surprised the Flamengo team and won the CBLoL title by 3 to 2. The second split of CBLoL 2019 ended with the Grand Final at Jeunesse Arena, in Rio de Janeiro, with an audience of over 9,000 people. The dispute was the same as in the first split, a better series of five games between Flamengo and INTZ. This time, Flamengo INTZ by 3-2, winning their first CBLoL title. In addition, the Brazilian player brTT was consecrated five-time Brazilian champion (Fonseca, 2019).

4.3 Nature of the Study

This study used the causal comparative method, as it is characterized as a systematic empirical investigation in which researchers have no control over the independent variables, either because they are inherently non-manipulable or because they have already occurred. In this method, relationships between variables are inferred, regardless of the simultaneous variation of independent and dependent variables (Kerlinger, 1973).

4.3.1 Research Technique

The research technique used was the survey technique. The survey was based on paper questionnaire with closed questions evaluated by the respondents. In addition, two exploratory open-ended questions were included at the end of the questionnaire to better contextualize the results.

The survey was designed for assisted data collection, through a face-to-face interview. This option was made to guarantee the quality and fidelity of the information collected.

4.3.2 Analysis Unity

What was investigated through this study is the fan´s individual perception of their level of identification with the sport and the team. The modalities investigated are soccer, from the traditional sport point of view and LoL from the eSports point of view. Flamengo is the club that links these two games, as the club created teams to participate in both modalities. The theoretical framework used in this study originates mainly from Psychology and "Social Psychology", whose focus is the individual.

4.4 Operationalization of Variables

The conceptual model proposed in this study consists of two types of variables: exogenous variables and endogenous variables.

The exogenous variables of the study are (i) fan identification with soccer and (ii) fan identification with LoL and endogenous variables are (iii) fan identification with Flamengo in Soccer and (iv) fan identification with Flamengo in LoL.

Four constructs were operationalized: (a) identification with soccer, (b) identification with Flamengo in soccer, (c) identification with LoL, (d) identification with Flamengo in LoL. The operationalization of the variables was performed favoring the use of pre-existing scale and previously tested in the sports context and in Brazil. All items of the scale used were measured using seven-point Likert scales.

To operationalize identification with the sport and the team, the Points of Attachment Index (PAI) scale (Robinson & Trail, 2005; Trail, Robinson, Dick, & Gillentine, 2003) was used. The PAI scale dimensions used were sport and team, both used twice. The sport dimension

was used for soccer and LoL while the team dimension was used for Flamengo in soccer and Flamengo eSports, which is focused on LoL.

The PAI scale has already been used in Brazil by Rocha and Fleury (2017), Amorim and Almeida (2015), Rocha and Fink (2015) and Giacomini and Almeida (2013) for the team dimension. For the sport dimension, Giacomini and Almeida (2013) used a reviewed PAI scale, a review proposed by Braunstein, Zhang and Trail (2011) on the original PAI index. This research used 2 items from the translation done by Giacomini and Almeida (2013) as only one item of the dimension sport is different in the reviewed scale, while two items continued aligned with the original PAI index.

4.5 Population and Sample

The target population of the study, or all elements that share common features in the context of this research problem (Malhotra, 2006), are composed of the 2019 Game XP event in-person attendees and the 2019 CBLoL Finals in-person attendees. The questionnaires were applied around the entrance of the 2019 Game XP event, which took place at the Rio de Janeiro Olympic Park from June 25th to June 28th, 2019 and the 2019 CBLoL Finals, which took place at the Jeunesse Arena, in Rio de Janeiro, on September 7th, 2019.

The first 4 questions in the questionnaire were filter questions used to qualify the sample: (i) Do you like soccer?, (ii) In Rio de Janeiro, which soccer team do you support?, (iii) Does Flamengo have an electronic sports team?, and (iv) Could you indicate on this circular card which type of electronic sport is played by Flamengo? – This last filter question used a circular card to assist the respondent (Please see Appendix V).

The sample size was dimensioned in 1,000 observations for the 4-day collection around the entrance of the 2019 Game XP and 250 for single-day collection at the entrance of the 2019 CBLoL Finals. This sample sized was deemed enough for the data to be analyzed, considering the techniques used and the number of estimated parameters.

4.6 Data Collection Instrument

The questionnaire designed for data collection in the present study was developed for an assisted collection, in which the interviewer inquires the respondents orally and records their answers in the questionnaire. All interviewers had minimally higher education, either in progress or completed and have been trained by the author on how to interview respondents using the questionnaires. The forms used for the interviewer recruitment process can be found in Appendixes II and III.

The questionnaire included seven blocks of information. All information in the questionnaire was in Portuguese. In the first block, some filter questions and demographic questions are presented, including a query about the preferred media to follow eSports (Please see Appendix VIII)

In the second block are presented the three items related to the identification with the sport, in this case soccer. In the third block are presented the three items related to the identification with the team, Flamengo. In the fourth block are presented another three items regarding the identification with the e-Sport, in this case, League of Legends. The fifth block presents three items related to identification with Flamengo in League of Legends. All items from block 2 to block 5 were measured using seven-point Likert scales.

In the sixth block is presented a binary question to identify whether the respondent was a fan of Flamengo before the eSports team creation. The seventh and last block presents two open questions about the fan perception on the initiative of a traditional soccer team to embrace eSports: (i) In your opinion, did the creation of a Flamengo eSports team increase the interest of the fans with the club? Why?, and (ii) Has your relationship with the Flamengo institution changed after the creation of the eSports team? Why?.

To assist respondents in answering closed questions, a seven-point Likert scale answer card was visually presented. The Likert scale answer card have a gradation in terms of agreement, ranging from 1, strongly disagree, to 7, strongly agree. This card was glued at the back of the circular card used to assist respondents at the first block of questions. When asking questions from block 2 to block 5 in the questionnaire, the interviewer had to leave the Likert card visible to the respondent (The Likert card can be found at Appendix VI).

4.6.1 Reverse Translation of the Scale

This study prioritized the use of pre-existing and previously tested scale in the context of sports sponsorship research in Brazil. As previously specified in the operationalization section of variables, most of the item from the PAI scale have been used in the Brazilian context, the exception was one item from the sport dimension. The item never used in the Brazilian context was translated from English to Portuguese using the reverse translation procedure.

In this procedure, the items on the scale are initially translated from the foreign language to the native language, and later translated from the native language to the foreign language by another person. In the end, there is a convergence between the original items and the translated items. At the end of the process, the result of the last translation, or reverse translation, is compared to the original scale in order to highlight possible translation and interpretation errors (Malhotra, 2006).

In this translation process there was a concern to maintain the meaning of the item to the native reality, thus avoiding only a literal translation of the question. In any case, it was decided to keep all items from the dimension sport of the PAI scale, preserving the original characteristics of it and thus maintaining the comparability of the results of this study with previous studies and possible upcoming studies.

The Appendix I presents the results obtained at each stage of the scale adaptation and reverse translation process.

4.6.2 Pre-test of Questionnaires

Pre-tests of the questionnaire were performed to verify the correct understanding of the items and operation of the structure of the data collection instrument. Twelve people from different genders and ages were interviewed at this stage. All of them passed through the filter questions in order to answer the pre-test questionnaires.

The duration of the pre-test questionnaire application was approximately six minutes. Difficulty points expressed verbally or through nonverbal language as facial expressions of doubt and prolonged pauses were analyzed. In addition, at the end of the pre-test, respondents were asked about the clarity of the questionnaire, criticism and suggestions regarding the understanding of the items. Some of the observations resulting from the pretest were taken into consideration for the improvement and adaptation of some items.

4.6.3 Modifications After Pre-test of Questionnaires

There were two main aspects of review as outcome of the pre-tests. The first aspect is the order that the blocks were disposed in the questionnaire. Initially, the pre-tested questionnaires presents the blocks related to identification with League of Legends and Flamengo eSports before the blocks that referred to soccer and Flamengo soccer team. During the pre-test, given the popularity of the soccer team, it was evident that, to be more emphatic with the respondent, the questionnaire should start with the soccer related questions. It has also been identified that starting with soccer created additional good will to answer the full pack of questions.

The second change was the wording of some items from the dimension team. In the way it was previously written, the items were being confused by the respondents. That happened because in Portuguese the word team can be used to describe Flamengo´s soccer entity and also the cast of players. To avoid being dubious, the questions were rephrased in a way that it was clear the questionnaire was referring to Flamengo´s soccer entity, which is much more comprehensive than a temporary casting of the team. The rephrasing of items in team dimension can be found at Appendix I, table 23.

4.6.4 Final Version of Questionnaires

Initially, 1,000 questionnaires were printed. The questionnaires were printed on 2 pages (front and back) on sheets of A4 paper for interviewers to use with clipboards. In addition, 10 circular cards and 10 Likert scale cards were printed. These cards were glued together so that the Likert scale card was on the back of the circular card. Then these cards were plasticized for better handling by interviewers.

After two days of data collection during the 2019 Game XP event, it has been identified a possible risk that 1,000 questionnaires would not be sufficient for the full 4-day period of collection, and a further batch of 500 questionnaires was printed, which was proved to be the right decision since the 1,000 questionnaires would not be sufficient for the full 2019 Game XP collection period. In addition, more 4 sets of circular cards and Likert scale cards were printed to accommodate for potential new interviewers.

For the collection on 2019 CBLoL Finals, the outstanding questionnaires from Game XP collection were used, and additional 100 questionnaires were printed in order to avoid losing

opportunities of collection. The final version of the questionnaires used in the 2019 Game XP and 2019 CBLoL Finals can be found in Appendix IV.

4.6.5 Recruitment and Training of the Interviewers

As explained, the survey was designed for assisted data collection, through a face-to-face interview. This option was made to guarantee the quality and fidelity of the information collected. Some family members and friends of the author volunteered to collect, but the number of volunteers would not be enough to collect all necessary questionnaires. In order to collect the required number of questionnaires, a team of outsourced interviewers needed to be assembled.

The way used to divulge the opportunity for interviews was WhatsApp messages briefly explaining the research and the offer in terms of remuneration. The WhatsApp messages were sent to key people in author´s contact list, and requested to be shared, preferentially with college students. The message instructed interested people to send an e-mail to the author in order to obtain more information, including a Q&A sheet explaining the research and what would be required from the interviewer.

After reading the Q&A, and confirming the interest to work as an interviewer, the applicant would need to fill a form with basic information, including how the applicant knew about the research, and availability to be at the research site. Lastly, bank information was also provided as the preferred way to pay the interviewers was through bank transfer at the end of each collection day, after courting the filled questionnaires. With this information in hands a scale of interviewers was put in place in order to secure a minimum number of interviews in the site, in order to avoid losing the opportunity to collect.

All interviewers had minimally higher education, either in progress or completed and have been trained by the author on how to interview respondents using the questionnaire and cards. The forms used for the interviewer recruitment process can be found in Appendixes II and III.

4.7 Data Collection

Data collection was conducted in two different locations and moments. The operation of the data collection activity for each location is described in this section.

4.7.1 Collection at the 2019 Game XP

The first round of data collection took place from July 25th to July 28th (Thursday to Sunday) during the 2019 Game XP event in Rio de Janeiro. The data collection was made around the venue of the event, the Rio de Janeiro Olympic Park. The address of the Olympic Park is: Av. Embaixador Abelardo Bueno, 3401 - Barra da Tijuca, Rio de Janeiro - RJ.

The team collecting in Game XP consisted of a total of 15 interviewers, alternating work days irregularly. Over the four days of the event, the numbers of interviewers ranged from a minimum of 7 (Sunday) to a maximum of 12 interviewers (Saturday). From the 15 interviewers, 9 were hired to apply the questionnaire and 6 were volunteers, basically family members or friends of the author, besides himself. A workday consisted of approximately 6 hours, being done in two shifts: morning and afternoon. No questionnaires were collected at night.

It was decided to approach the respondents in random manner, just making sure that they met the research prerequisites. However, as the sample should consist only of Flamengo fans, there is a strong tendency for interviewer's prior judgment to frame a particular individual as a Flamengo fan due to the use of Flamengo jerseys or other clothing. Thus, it was not possible to assure the full probabilistic character of the sample.

A total of 1,000 questionnaires were collected during the 4 day event, an average of 250 questionnaires per day. However there were some variation between days. Three reasons can help explain the variation: (i) interviewers' learning curve, (ii) irregular number of interviewers each day, (iii) weather conditions and (iv) line-up of attractions on each day.

4.7.2 Collection at the 2019 CBLoL Finals

The second round of data collection took place on September 7th (Saturday) during the 2019 CBLoL Finals in Rio de Janeiro. The data collection was performed around the venue of the event, the Jeunesse Arena, in Rio de Janeiro. The address of the Jeunesse Arena is the same of the Rio de Janeiro Olympic Park, as it makes part of the same complex in the neighborhood of Barra da Tijuca.

The team collecting in the vicinities of the 2019 CBLoL Finals consisted of a total of 8 interviewers. From the 8 interviewers, 6 were hired to apply the questionnaire. The workday consisted of approximately 6 hours, from the morning until the start of the event, at 1 pm.

As example of the collection at the Game XP, It was decided to approach the respondents in the CBLoL Finals also in a random manner, making sure that they met the research prerequisites. However, as many of the supporter presented at Jeunesse Arena were from Flamengo, it was not possible to assure the full probabilistic character of the sample. At the CBLoL, 440 questionnaires were collected.

4.8 Data Preparation

The tabulation process was performed in two phases. The first phase was completed a few days after collection in 2019 Game XP for all the questionnaires collected at that event. For all questionnaires were recorded the date, the interviewer and the place of the collection. An individual code has been attributed to each questionnaire and registered in the tabulation spreadsheet making it possible to go back to each questionnaire if needed. Some people also provided their email addresses, which was recorded in the spreadsheet. Exactly 1000 questionnaires were collected. When performing the tabulation, it was found that 8 of these forms were irregular, either due to some kind of erasure that did not allow the understanding of the answer or some unanswered questions. These irregular questionnaires were discarded, resulting in a sample of 992 valid questionnaires.

The second phase of data preparation, for CBLoL questionnaires, was completed at the beginning of November 2019. As example of the questionnaires collected at the Game XP, CBLoL questionnaires also had the date, the interviewer and the place of the collection recorded and an individual code has been attributed to each questionnaire and registered in the tabulation spreadsheet making it possible to go back to each questionnaire if needed. Some email addresses were also recorded in the spreadsheet. Exactly 440 questionnaires were collected. When performing the tabulation, it was found that 12 of these forms were irregular, either due to some kind of erasure that did not allow the understanding of the answer or some unanswered questions. These irregular questionnaires were discarded, resulting in a sample of 428 valid questionnaires.

The preparation of the data also took into account the record of all the answers to the two open-ended questions, in the expectation that the opinion of the fans will help to interpret the outcomes of the research after the data analysis.

At this stage the software used for tabulation was MS-Excel 2013.

4.9 Data Analysis Method

To perform the univariate and multivariate exploratory data analysis, the software IBM SPSS Statistics Subscription was used. To validate the scale and test the hypotheses of the study, the IBM AMOS 26 software was used.

4.9.1 Sample Characteristics and Descriptive Analysis

Initially an analysis of the general characteristics of the sample will be performed in order to verify its composition in terms of gender, age and education level. Univariate and multivariate analyzes were performed, through the evaluation of frequencies, means and standard deviations of each variable individually.

4.9.2 Exploratory Factor Analysis

Exploratory Factor Analysis (EFA) is a technique widely used in the development and evaluation of psychological, perceptual, behavioral or cognitive measures. Among its purposes are to (i) identify the underlying dimensions of a particular domain of operation by checking whether a construct is one-dimensional or composed of more than one dimension (Floyd & Widaman, 1995) and (ii) analyzing the correlation between variables corresponding to the items of a quantitative questionnaire, without the researcher defining how these variables should relate. EFA distinguishes groups of highly correlated variables, called factors, that are supposed to correspond to the dimensions of the study (Hair, Black, Babin, & Anderson, 2010).

The present study uses the EFA to verify the dimensions of the sport identification and team identification constructs, which was measured using the PAI scale for both dimensions. The first round of EFA conducted in this study was intended to verify the underlying structure of the data. The method used was the Principal Component, with extraction based on a fixed number of factors. Principal Component extraction analyzes total variance when extracting the factorial structure and is one of the most frequently used techniques when the purpose of EFA is to explore the factorial structure underlying the data (Hair, Black, Babin, & Anderson, 2010).

Based on the principle that the constructs would present correlations with each other, as suggested by the literature, the Direct Oblimin rotation was used, which adjusts the extraction of the factorial structure underlying the data considering the covariance between the constructs. Two indicators were observed to assess the adequacy of EFA: Kaiser-Meyer-Olkin (KMO) test, which should have a value> 0.5, and Bartlett's Sphericity Index, for which a p-value of less than 0.05.

After deciding on the extraction method, the researcher must determine the number of factors that will be extracted. The purpose of factor extraction is to determine the number of factors that best represents the correlation pattern between the variables observed. Here the researcher faces a trade-off between parsimony and explanation. The more factors are extracted, the lower the degree of parsimony, however, the greater the total amount of variance by the factors. On the other hand, the less factors are extracted, the greater the degree of parsimony, however, the smaller the total amount of variance carried by the factors. Thus, the optimal solution is to identify the minimum number of factors that maximizes the amount of total explained variance (Figueiredo Filho & Silva Júnior, 2010).

The Cronbach's Alpha indicator was evaluated to preliminarily check the reliability of the constructs. Cronbach's alpha is a widely used indicator in academic studies because it suggests the internal consistency of each scale. The expected value for a scale to be considered consistent should be 0.70. However, scales of many items may have artificially inflated Cronbach's alpha values, which requires interpretation when reading the index (Hair, Black, Babin, & Anderson, 2010). The commonality, or the total variance that the item shares with the other items in the analysis, was also assessed, measuring how much of the variance of an item is being used in the factorial solution. For the community analysis, values higher than 0.50 are expected.

Finally, a correlation matrix of the selected variables was created. This matrix allowed a preliminary analysis of the convergent and discriminant validity of the constructs. Spearman's Station Correlation Matrix was used, suitable for studies using Likert-type scales, as it bases the calculation of the correlation on a non-parametric technique. The convergent validity of the scales was analyzed by observing the correlation coefficients between the items on the same scale, which should have values typically greater than 0.50. The discriminant validity, in turn, depends on the fact that the correlation coefficients between items outside the scale are typically less than 0.30.

4.9.3 Confirmatory Factor Analysis

After the EFA, the Confirmatory Factor Analysis (CFA) was be performed. CFA, different from EFA, which is exploratory, is used to evaluate the quality of a pre-specified model. In CFA it is tested whether the theoretical factorial structure fits the observed data. In addition, CFA can also be used to improve specified models by comparing model fit indicators with competing model indicators (Floyd & Widaman, 1995).

In order to choose the appropriate technique and start the CFA, a verification of the multiple normality of the variables was performed. This verification was carried out using the item-by-item Curtose and Multivariate Curtose indicators, obtained from AMOS. A CR greater than 5.0 indicates the non-normality of the data, discouraging the use of the Maximum Likelihood (ML) technique, which is the most used, but requires multinormal data distribution (Byrne, 2010). Then, the Asymptotically Distribution Free (ADF) technique was used, which is robust to non-normality for the analysis of the sample collected at the 2019 Game XP and the 2019 CBLoL Finals.

The measurement model of the present study was specified and evaluated in terms of quality of fit through the analysis of the Chi-square ($\chi 2$), normalized Chi-square ($\chi 2/df$), Goodness of Fit (GFI) and Comparative indicators Fit Index (CFI) and the RMSEA (Root mean square error of approximation).

Chi-square is one of the most used absolute indicators in the model's quality analysis. In general, a non-significant $\chi 2$ is considered to be indicative of a good model fit. However, it is emphasized that $\chi 2$ is negatively affected by the number of observations, estimated parameters and correlations between model variables, so that, for samples greater than 400 cases, the p-value of $\chi 2$ is unlikely to be insignificant. In this way, it is necessary to evaluate other indicators, such as the standardized Chi-square, a $\chi 2$ relativization by degrees of freedom. $\chi 2/df$ below 3.0 is typically considered a good adjustment indicator, but without consensus. Some authors consider that $\chi 2/df < 5.0$ is satisfactory as an indicator of good model fit (Hair, Black, Babin, & Anderson, 2010). Therefore, considering other indicators is imperative.

The GFI indicator suggests the quality of the model. To be considered a good fit model, the expected parameter is GFI> 0.90. A value greater than 0.90 is also expected in the CFI indicator for the implication of quality in the evaluation of the measurement model. The CFI is an incremental indicator, which compares the measurement model proposed by the researcher

to a null model, therefore penalizing the model specified by the number of estimated parameters.

The RMSEA is the square root of the average approximation error, constituting an absolute measure based on the non-centrality of the parameters. The reference value for attesting a good model fit is RMSEA <0.05. PCLOSE (p of close fit) is an indicator that performs a one-tailed test of the null hypothesis that the RMSEA is equal to 0.05, therefore, it indicates the quality of the null hypothesis that the RMSEA is equal to 0.05, therefore, it indicates the quality of the RMSEA obtained in the model's CFA. Typically, a PCLOSE> 0.50 is considered to be evidence of the quality of the indicator.

The standardized coefficients of the items of each of the constructs were evaluated. The reliability of the model's constructs was verified using the Construct Reliability (CR) indicator, which consists of the square of the sum of the standardized coefficients divided by the same value plus the errors of these coefficients. The expected limit for the indicator to suggest the reliability of the constructs is CR> 0.70 (Hair, Black, Babin, & Anderson, 2010).

The Average Variance Extracted (AVE), the convergent validity and the discriminant validity of the constructs were also evaluated. The AVE is calculated by adding the squares of the standardized coefficients divided by the number of variables in the construct. A value of AVE> 0.50 suggests adequate convergent validity. Convergent validity is also assessed by observing the standardized coefficients of all items that make up the construct, which must be greater than 0.60. The discriminant validity is analyzed by observing the correlation coefficients between the constructs, which must not exceed 0.85, and the squares of the correlation coefficients between the constructs, which must not exceed the AVE of each pair of constructs.

4.9.4 Substantive Hypotheses Testing

After the CFA, the substantive hypotheses was tested using the Structural Equation Modeling (SEM), which simultaneously uses a series of separate and independent multiple regression equations. In view of the use of the causal comparative method, with a conceptual model that proposes the investigation of the relationships between four constructs, SEM is suited to the needs of analysis as it uses a series of separate and independent multiple regression equations simultaneously. Thus, it is possible to estimate the interrelated multiple dependency relationships and the latent variables, showing the measurement error in the estimation process. In this way, it is possible to assess the extent to which the observable variables do not perfectly

represent the latent variables considered in the model, considering the error in the calculation of these variables (Hair, Black, Babin, & Anderson, 2010).

Through SEM, the path coefficients, structural paths hypothesized in the conceptual model, were evaluated. By evaluating the significance and sign of the standardized path coefficients, hypotheses H1, H2, H3 and H4 were tested. The model was evaluated based on the same fit indicators used in the CFA: Chi-square ($\chi 2$); p-value; standardized chi-square ($\chi 2/gl$); GFI; and CFI. Then, each of the dependency ratio estimates was assessed. A p-value <0.05 was considered as a criterion to support the hypotheses (Hair, Black, Babin, & Anderson, 2010).

The proposed model is non-recursive, when there is a feedback effect or reciprocal causality, since there are reciprocal paths between two endogenous variables (Bowen & Guo, 2011). In non-recursive models, identification problems may appear more frequently than in recursive models, making identification more difficult to assess only by visual inspection and use of simple rules (Blunch, 2013).

To guarantee identification in these cases, it is necessary to satisfy the order condition and the rank condition. The order condition is applied to each endogenous variable and evaluates the number of variables in the structural model that has a direct effect on each endogenous variable versus the number that does not have, the so-called excluded variables. The order condition requires that the number of variables excluded for each endogenous variable must be equal to or exceed the number of endogenous variables minus 1 (Kline, 2005).

The rank condition is described in matrix terms, using a linear algebra algorithm to test it. In some cases, it is possible to assess this condition if the following requirement is met: each variable in the feedback loop must have a single pattern of direct effect from variables outside the loop (Kline, 2005).

Another possible problem in the specification of non-recursive models would be the high collinearity between the variables, which can produce erroneous estimates, therefore, large samples, greater than 200 cases are recommended. In addition, it is not recommended to specify an instrumental variable that produces a weak effect on its effect on the non-recursive network, as it could produce inaccurate estimates on its effects and those on others (Mulak, 2009).

5 OUTCOMES

In this chapter, the search results are presented, separated by place of collection. For each of the databases obtained - Game XP and CBLoL - the characterization of the sample is initially made, showing its composition and the representativeness of each quota studied. Following are the results of the Exploratory Factor Analysis. Next, the results of the Confirmatory Factor Analysis are presented. Finally, the Hypotheses Tests of the study are presented, both by event and combined. These results are summarized at the end of the section. Before this, however, it is necessary to present the correspondence between the variables and the items in the questionnaire, valid for the analysis of both samples.

5.1 Correspondence between variables and questionnaire items

Table 2 presents the description of each item as used in the questionnaire, with its number in the questionnaire and the variable referring to it in the data analysis. Thus, with the knowledge of the references of the variables related to the questionnaire items, it becomes possible to observe the results of the variables in the subsequent analyzes, facilitating the understanding of the study.

All items in the questionnaire were written and asked in Portuguese. The translation of each sentence to English can also be found in table 2.

Table 2 – Correspondence Between Variables and Questionnaire Items

Dimension	Variable	Item in the Questionnaire	Items in the Questionnaire	Translation to English
Identification with Soccer	IwS1	10	Acima de tudo, me considero um(a) fã de Futebol.	Above all, I consider myself a soccer fan.
	IwS2	11	O futebol é o meu esporte favorito.	Soccer is my favorite sport.
	IwS3	12	Eu sou um(a) fã de Futebol, independentemente do nível da competição (nacional ou internacional).	I am a soccer fan, regardless of the level of the competition (national or international).
Identification with Flamengo in Soccer	IwFS1	13	No futebol, eu me considero um fã do Flamengo.	In soccer, I consider myself a fan Flamengo fan.
	IwFS2	14	Eu me sentiria perdido(a) se tivesse que deixar de ser torcedor(a) do Flamengo no futebol.	I would feel lost if I had to stop being a Flamengo fan in soccer.
	IwFS3	15	No futebol, ser um(a) torcedor(a) do Flamengo é muito importante para mim.	In soccer, being a Flamengo fan is very important to me.
Identification with League of Legends	IwLoL1	16	Acima de tudo, me considero um(a) fã de League of Legends.	Above all, I consider myself a fan of League of Legends.
	IwLoL2	17	O League of Legends é o meu esporte eletrônico favorito.	League of Legends is my favorite electronic sport.
	IwLoL3	18	Eu sou um(a) fã de League of Legends, independentemente do nível da competição (nacional ou internacional).	I am a fan of League of Legends, regardless of the level of the competition (national or international).
Identification with Flamengo eSports	IwFeS1	19	No League of Legends, eu me considero um fã do Flamengo.	In League of Legends, I consider myself a Flamengo fan.
	IwFeS2	20	Eu me sentiria perdido(a) se tivesse que deixar de ser torcedor(a) do Flamengo no League of Legends.	I would feel lost if I had to stop being a Flamengo fan in League of Legends.
	IwFeS3	21	No League of Legends, ser um(a) torcedor(a) do Flamengo é muito importante para mim.	In League of Legends, being a Flamengo fan is very important to me.

5.2 Analysis of the data collected at the 2019 Game XP

Section 5.2 details the results obtained through the studies carried out with the data collected around the 2019 Game XP event.

5.2.1 Sample Characteristics and Descriptive Analysis

During the 4-day event, 1000 questionnaires were collected, of which 8 were discarded due to filling errors or blank items, resulting in the final sample, with 992 valid questionnaires. The criteria of gender, education level, age and whether the interviewer followed Flamengo in soccer before following the team in the realm of eSports were used to draw a profile of the sample. The details are shown in Table 3.

Table 3 – Data Profile (Game XP)

Item	Number	%
Respondents	992	100%
Male	876	88%
Female	116	12%
Up to age 12	89	9%
From ages 13 to 18	469	47%
From ages 19 to 25	302	30%
From ages 26 to 35	91	9%
From ages 36 to 45	30	3%
Above age 45	11	1%
With *Ensino Fundamental* Level[a]	193	19%
With *Ensino Fundamental* Degree	192	19%
With *Ensino Médio* Degree[b]	355	36%
University Level	252	25%
Was already a supporter of Flamengo in soccer before started following Flamengo in eSports	943	95%

Note: [a] Is equivalent to the elementary school and middle school in the U.S.; [b] Is equivalent to the high school in the U.S.

Considering the greater popularity of soccer and LoL among the male audience, despite the unavailability of official data that confirm the frequency of these audiences in the Olympic Park during the Game XP event, it is possible to consider the reported gender imbalance as a reflection of the frequency of the event.

The minimum age found in the sample is 7 years old and the maximum is 62 years old. The sample is concentrated in the range between 13 and 25 year-old people. In terms of education level, the sample profile is composed mainly by people that declared having an equivalent to High School degree (*ensino médio*), or an university education, with respectively 36% and 25% of the sample.

In terms of whether the respondent followed Flamengo in soccer before following Flamengo eSports, 95% of the interviewed answered that they were fans of Flamengo before discovering Flamengo in the Sports. It can be speculated some reasons for that, as (i) in order to qualify to answering the questionnaire the respondent needed to show some acquaintance with Soccer and Flamengo soccer team and, (ii) Flamengo is a very popular team in Rio de Janeiro.

5.2.2 Exploratory Factor Analysis

The scale used in this study, Points of Attachment Index (PAI), was submitted to Exploratory Factor Analysis, initially using the Principal Components extraction method, with extraction based on Eigenvalue, and with the direct Oblimin rotation. The matrix generated by the analysis (Pattern Matrix) has its main results shown in Table 4.

Table 4 – Exploratory Factor Analysis – Game XP (initial run)

Principal Components Factoring with Oblimin Rotation				
	Points of Attachment Index (PAI)			
Variable	Identification with Modality (Soccer)	Identification with Team (Flamengo)	Identification with Modality (LoL)	Identification with Team (Flamengo eSports)
IwS1	0.934			
IwS2	0.921			
IwS3	0.941			
IwFS1	0.574[a]			
IwFS2	0.432[ab]			
IwFS3	0.574[a]			
IwLoL1			0.911	
IwLoL2			0.901	
IwLoL3			0.934	
IwFeS1				-0.734
IwFeS2				-0.863
IwFeS3				-0.833

Note: [a] cross-loading; [b] weight factor < 0.5

According to the literature on the scale used, the formation of 4 factors in the Exploratory Factor Analysis was expected: 2 factors referring to modality identification (Soccer and LoL) and 2 factors referring to team identification (Flamengo in Soccer and Flamengo eSports). Thus, the first extraction was run using the Eigenvalue extraction. However, only 3 factors were initially formed, with explained variance accumulated between the factors of 76.5%.

The KMO indicator of this Exploratory Factor Analysis was equal to 0.839 (within the suggested range that is 0.50 <KMO <1.00) and the p-value of Bartlett's Sphericity Index was equal to 0.000 (also within the expected value that is p-value <0.05), suggesting that the factorial analysis of the data set is satisfactory.

The criterion used to validate the loading of the items in the expected scale was the load factor greater than 0.50. The items referring to the dimensions identification with soccer and identification with Flamengo in soccer assembled on a single factor, and the item IwFS2 had a load lower than 0.50. The other factors followed the expected pattern and assembled on separate factors, with all items with a load greater than 0.5.

In view of the cross-loading of the dimensions identification with soccer and identification with Flamengo in soccer, a new round of exploratory factor analysis was run, this time fixing the number of factors at 4. In this new run, The KMO index presented continued to be 0.839 and the p-value of Bartlett's Sphericity Index was 0.000, indicating that the factor analysis of the data set is satisfactory.

Again, the criterion used to validate the loading of the items in the scale was the load factor greater than 0.50. As expected, 4 factors were presented: one for identification with soccer, one for identification with Flamengo in soccer, one for identification with League of Legends, and, finally, one for identification with the Flamengo team in eSports . The lowest load factors were IwFS2, with 0.79, and IwFeS1, with 0.82. Four factors were formed, with explained variance accumulated between the factors of 83.5%. The outcomes are presented in table 5. The increase in the explained variance was expected, as the number of factors was increased from 3 factors to 4 factors, with the expected trade-off from a parsimony perspective (Figueiredo Filho & Silva Júnior, 2010).

Table 5 – Exploratory Factor Analysis – Game XP (final run)

Principal Components Factoring with Oblimin Rotation						
	Points of Attachment Index (PAI)					
Variable	Identification with Modality (Soccer) $\alpha = 0.906$	Identification with Team (Flamengo) $\alpha = 0.846$	Identification with Modality (LoL) $\alpha = 0.950$	Identification with Team (Flamengo eSports) $\alpha = 0.856$	M.S.A	Communalities
IwS1	0.864				0.850	0.867
IwS2	0.882				0.873	0.834
IwS3	0.966				0.857	0.852
IwFS1		0.914			0.851	0.787
IwFS2		0.790			0.869	0.741
IwFS3		0.876			0.811	0.869
IwLoL1			0.941		0.832	0.910
IwLoL2			0.937		0.852	0.896
IwLoL3			0.954		0.810	0.921
IwFeS1				0.820	0.868	0.718
IwFeS2				0.901	0.811	0.787
IwFeS3				0.870	0.801	0.837
Explained Variance	36.54%	7.00%	9.15%	30.81%		

In addition to checking the load factors, other indicators were also observed to confirm the adequacy of the Exploratory Factor Analysis, the reliability and the validity of the constructs. The Measurement Systems Analysis (MSA) indices were evaluated for all items. For this index, values greater than 0.50 are expected, which indicates the adequacy of the EFA. The MSA of all items was greater than 0.801. Cronbach's Alpha was also examined to verify

the reliability of the constructs. The reference value is $\alpha > 0.70$. In the analysis, the Alpha of all constructs was greater than 0.846.

Finally, communality was verified, an index for which values greater than 0.50 are expected. All items on the scale had commonality rates greater than 0.718. This means that the total variance that the items on this scale share with the other items in the analysis is high.

The convergent and discriminant validity of the constructs was preliminarily verified through the analysis of the Correlation Matrix (Table 6). The convergent validity of the scale was analyzed by observing the correlation coefficients between its items, which must have values greater than 0.30. No correlation coefficients between items on the PAI scale showed values below 0.30. The correlation coefficients between the items on the scale showed values within the expected, which suggests the convergent validity of this scale.

The discriminant validity was analyzed by observing the correlation coefficients between items of different factors. These coefficients were expected to be less than 0.30. However, all items Identification with Soccer and Identification with Flamengo in Soccer, presented high correlation coefficients. The same happened with the items Identification with LoL and Identification with Flamengo eSports. The correlation between these items was expected since the model hypothesizes the relationship between the identification of the sports modality with their respective teams represented in the research. Finally, there was also a correlation above 0.30 between the items IwFS2 and IwFeS2 (0.328).

Table 6 – Correlation Matrix (Game XP)

Correlation Among Variables
Points of Attachment Index (PAI)

						Identification with Modality (Soccer)			Identification with Team (Flamengo)			Identification with Modality (LoL)			Identification with Team (Flamengo eSports)		
Item	Mean	SD	IwS1	IwS2	IwS3	IwFS1	IwFS2	IwFS3	IwLoL1	IwLoL2	IwLoL3	IwFeS1	IwFeS2	IwFeS3
IwS1	5.55	1.842	**1.000**											
IwS2	5.11	2.248	**.793**	**1.000**										
IwS3	5.40	1.974	**.782**	**.741**	**1.000**									
IwFS1	6.34	1.410	.544 [a]	.481 [a]	.456 [a]	**1.000**								
IwFS2	5.33	2.222	.514 [a]	.498 [a]	.433 [a]	**.563**	**1.000**							
IwFS3	5.87	1.767	.597 [a]	.564 [a]	.508 [a]	**.748**	**.730**	**1.000**						
IwLoL1	4.03	2.373	-.186	-.193	-.144	-.140	-.122	-.157	**1.000**					
IwLoL2	3.50	2.425	-.235	-.215	-.184	-.170	-.143	-.205	**.851**	**1.000**				
IwLoL3	3.72	2.454	-.235	-.235	-.155	-.172	-.183	-.219	**.879**	**.864**	**1.000**			
IwFeS1	5.43	1.955	.155	.120	.164	.162	.211	.215	.410 [a]	.341 [a]	.371 [a]	**1.000**		
IwFeS2	4.05	2.246	.129	.130	.127	.152	.328 [a]	.227	.347 [a]	.346 [a]	.319 [a]	**.584**	**1.000**	
IwFeS3	4.48	2.183	.101	.076	.108	.127	.248	.207	.468 [a]	.440 [a]	.429 [a]	**.684**	**.731**	**1.000**

Note: [a] Correlation > 0.30

In general, the verified data point to an adequate use of Exploratory Factor Analysis, with constructs consistently measured by the proposed items.

5.2.3 Confirmatory Factor Analysis

To confirm the measurement model, a CFA was performed. To decide the estimation technique to be used, histograms of all variables were generated (see Appendix VII) and an analysis of the item-by-item kurtosis and multivariate kurtosis indicators was performed. The CR obtained in the analysis was 56.0, which did not allow to support the multinormality of the data. In this way, the ADF technique would be best alternative for the performance of the CFA.

The number of estimated parameters was 30, which means that, with a sample of 992 cases, there are 33.07 cases per parameter. The measurement model was specified as shown in Figure 2.

The Chi-square, normalized Chi-square, GFI, CFI, RMSEA and PCLOSE fit indicators were analyzed. Four of the analyzed indicators presented values outside the expected parameters for finding a good model fit. To attest to the quality of the model, a non-significant p-value is expected, and the p-value found in the CFA was significant. The normalized Chi-square should be below 3.0, however the normalized Chi-square calculated in the model was 3.583. The RMSEA was equal to 0.051, but its reference value is <0.05. Finally, PCLOSE was equal to 0.401, but a parameter > 0.5 is expected (see Table 7).

Given the fact that parameters GFI, CFI were in line with expectation and divergences in the parameters p-value, normalized Chi-square, RMSEA and PCLOSE were marginal, it was concluded that this model with correlated errors shows adequate fit to the underlying data structure.

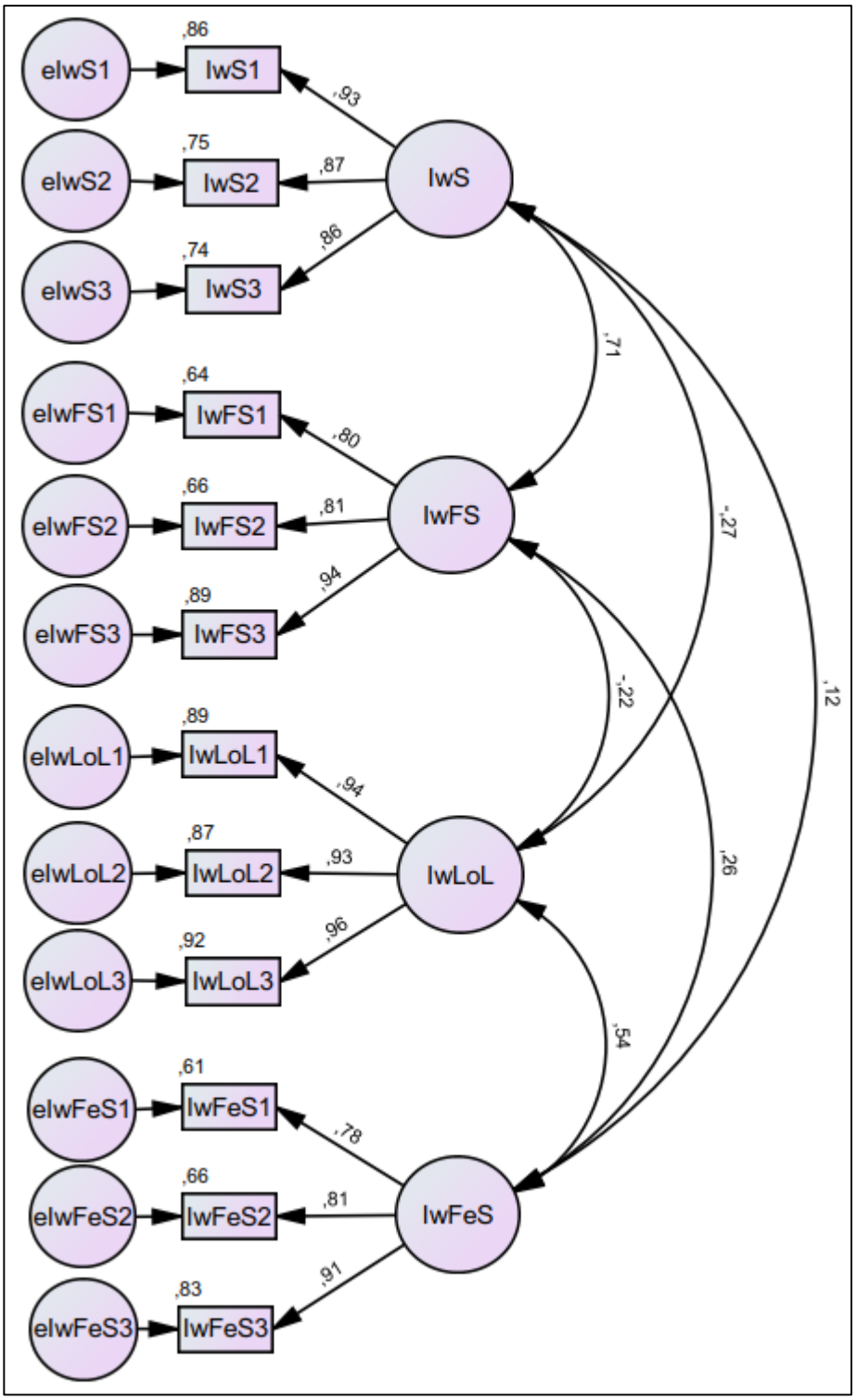

Figure 2 – Measurement Model (Game XP)

Table 7 – Model Fit Indicators (Game XP)

Fit Indicators	$\chi 2$	p-value	$\chi 2$/df	GFI	CFI	RMSEA	PCLOSE
Measurement Model	172.004	0.000 [a]	3.583[a]	0.972	0.960	0.051[a]	0.401[a]
Suggested limits	< possible	> 0.05	< 3.0	> 0.9	> 0.9	< 0.05	> 0.5

Note: [a] Parameter outside expected limits

The reliability of the model's constructs was verified using the CR indicator. All constructs in the model showed values greater than 0.875, which suggests the reliability of the constructs.

The standardized coefficients of the items of the scale of the measurement model, generated by the CFA (Table 8), were analyzed to verify the convergent validity. It is expected that the coefficients are greater than 0.60. All items showed satisfactory convergent validity. The AVE greater than 0.50 suggests adequate convergence for all items.

The discriminant validity was then analyzed by observing the correlation coefficients between the constructs (see the upper part of the diagonal in Table 8), which do not exceed the 0.85 limit. Additionally, it appears that the square of the correlation between the constructs is always lower than the AVE of each construct (lower part of the diagonal in Table 8), therefore supporting the discriminant validity.

Table 8 – Confirmatory Factor Analysis (Game XP)

Confirmatory Factor Analysis | Asymptotically Distribution-free Estimates				
	Points of Attachment Index (PAI)			
	Identification with Modality (Soccer)	Identification with Team (Flamengo)	Identification with Modality (LoL)	Identification with Team (Flamengo eSports)
Variable	CR = 0.916	CR = 0.890	CR = 0.962	CR = 0.875
IwS1	0.930			
IwS2	0.867			
IwS3	0.860			
IwFS1		0.803		
IwFS2		0.812		
IwFS3		0.941		
IwLoL1			0.945	
IwLoL2			0.932	
IwLoL3			0.960	
IwFeS1				0.783
IwFeS2				0.811
IwFeS3				0.911
IwS	**0.785**	0.714	-0.273	0.120
IwFS	0.510	**0.730**	-0.225	0.262
IwLoL	0.075	0.051	**0.894**	0.535
IwFeS	0.014	0.069	0.286	**0.700**

Note: Bold numbers diagonally denote the Average Variance Extracted; Numbers below the diagonal denote the square of the correlations between constructs; Numbers above the diagonal denote the correlations between constructs.

5.2.4 Substantive Hypotheses Testing

The test of the hypotheses of the study was carried out using the SEM technique, which estimates the structural paths hypothesized in the conceptual model. The structural model is shown in Figure 3.

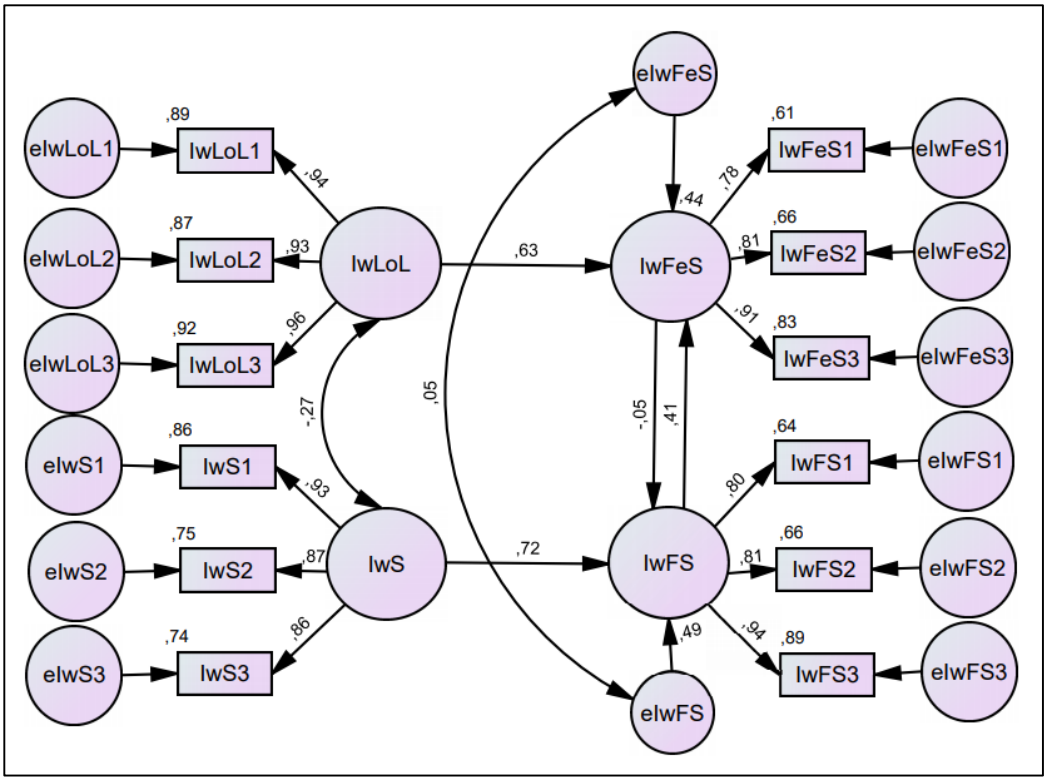

Figure 3 – Structural Model (Game XP)

Given the similarities with the measurement model, the structural model fit indicators are aligned with the indicators from the CFA, as can be seen in Table 9. Thus, it can be concluded that the model presents good adjustment to the variables.

Table 9 – Structural Model Fit Summary (Game XP)

Fit Indicators	$\chi 2$	p-value	$\chi 2$/df	GFI	CFI	RMSEA	PCLOSE
Structural Model	172.004	0.000[a]	3.583[a]	0.972	0.960	0.051[a]	0.401[a]
Suggested limits	< possible	> 0.05	< 3.0	> 0.9	> 0.9	< 0.05	> 0.5

Note: [a] Parameter outside expected limits

As it is a non-recursive model, identification problems may appear more frequently (Blunch, 2013), therefore the to guarantee identification in these cases, it is necessary to satisfy the order condition and the rank condition (Kline, 2005).

As in the model there are two endogenous variables that participate in the loop, each of them must have at least one (2 - 1) excluded variable, which has no effect of an endogenous variable. Thus, for identification with Flamengo soccer team, there is identification with soccer and for identification with Flamengo eSports team, there is identification with League of Legends. Therefore, the order condition is met.

The rank condition was also met, as the effect patterns of the Identification with Flamengo Soccer team are different from the effect patterns of the Identification with Flamengo eSports team. The matrix test was also done and is shown in Appendix IX. Thus, the sufficient condition for the identification of non-recursive systems would be that each non-recursive causal variable, the variables in looping, be an entry point for an instrumental variable that has no other entry points in the non-recursive system. With that, all structural coefficients in the system will be identified (Mulak, 2009).

The testing of substantive hypotheses was carried out by analyzing the significance and relevance of the paths between the constructs Identification with Soccer, Identification with Flamengo in Soccer, Identification with LoL and Identification with Flamengo eSports for the verification of hypotheses H1, H2, H3 and H4 . Standardized coefficients, CR and p-value were considered. A p-value less than 0.05 was considered as a criterion to support the hypotheses (Hair, Black, Babin, & Anderson, 2010). The results of this test are detailed in Table 10.

The explained variance of the endogenous latent variables was 48.8% for Identification with Flamengo in Soccer and 44.0% for Identification with Flamengo eSports.

The paths analyzed between the latent variables were significant for the relationships between (i) Identification with LoL and Identification with Flamengo eSports, (ii) Identification with Soccer and Identification with Flamengo in Soccer and (iii) Identification with Flamengo in Soccer and Identification with Flamengo eSports. Thus, hypotheses H1, H2 and H3 are supported. The direct influence of Identification with Flamengo eSports and Identification with Flamengo in soccer was not verified, therefore hypothesis H4 was not supported.

Table 10 – Hypotheses Test H1, H2, H3 and H4 (Game XP)

Hypotheses	Path	Hypothetical Relationship	Standardized Coefficient	CR	p-value	Outcome
H1	Identification with Flamengo in Soccer ← Identification with Soccer	(+)	0.720	18.334	***	Supported
H2	Identification with Flamengo eSports ← Identification with LoL	(+)	0.627	21.452	***	Supported
H3	Identification with Flamengo eSports ← Identification with Flamengo in Soccer	(+)	0.407	9.099	***	Supported
H4	Identification with Flamengo in Soccer ← Identification with Flamengo eSports	(+)	-0.053	-1.141	0.254	Not supported
	Identification with Flamengo in Soccer	0.488[a]				
	Identification with Flamengo eSports	0.440[a]				

Note: [a] (R2) - explained variance of the latent variable.

5.3 Analysis of the data collected at the 2019 CBLoL Finals

Section 5.3 details the results obtained through the studies carried out with the data collected around the 2019 CBLoL Finals event.

5.3.1 Sample Characteristics and Descriptive Analysis

During the single-day event, 440 questionnaires were collected, of which 12 were discarded, resulting in the final sample, with 428 valid questionnaires. As example of the approach taken in the analysis for the Game XP data, the criteria of gender, education level, age and whether the interviewer followed Flamengo in soccer before following the team in eSports were used to draw a profile of the sample. The details are shown in Table 11.

Table 11 – Data Profile (CBLoL)

Item	Number	%
Respondents	428	100%
Male	379	89%
Female	49	11%
Up to age 12	12	3%
From ages 13 to 18	128	30%
From ages 19 to 25	243	57%
From ages 26 to 35	43	10%
From ages 36 to 45	2	0%
Above age 45	0	0%
With *Ensino Fundamental* Level[a]	51	12%
With *Ensino Fundamental* Degree	64	15%
With *Ensino Médio* Degree[b]	127	30%
University Level	186	43%
Was already a supporter of Flamengo in soccer before started following Flamengo in eSports	384	90%

Note: [a] Is equivalent to the elementary school and middle school in the U.S.; [b] Is equivalent to the high school in the U.S.

Similar to Game XP, the male percentage of the sample is close to 90%, which demonstrate consistence between the 2 bases in terms of gender participation on events like this.

The minimum age found in the sample is 10 years old and the maximum is 41 years old. Again, the sample is concentrated in the range between 13 and 25 year-old people. In terms of education level, the sample profile is composed mainly by people that declared having an equivalent to High School degree (*ensino médio*), or an university education, with respectively 30% and 43% of the sample.

In terms of whether the respondent followed Flamengo in soccer before following Flamengo eSports, 90% of the interviewed answered that they were fans of Flamengo before discovering Flamengo in the Sports.

5.3.2 Exploratory Factor Analysis

The same Exploratory Factor Analysis, EFA, procedures performed in item 5.2.2 were repeated to verify the database collected in the 2019 CBLoL Finals.

The PAI scale, used in this study, was submitted to Exploratory Factor Analysis, initially using the Principal Components extraction method, with extraction based on Eigenvalue, and with the direct Oblimin rotation. The matrix generated by the analysis (Pattern Matrix) has its main results shown in Table 12.

The KMO indicator of this Exploratory Factor Analysis was equal to 0.825 (within the suggested range that is 0.50 <KMO <1.00) and the p-value of Bartlett's Sphericity Index was equal to 0.000 (also within the expected value that is p-value <0.05), suggesting that the factorial analysis of the data set is satisfactory.

As example of the analysis on the Game XP data, the formation of 4 factors in the Exploratory Factor Analysis was expected: 2 factors referring to modality identification (Soccer and LoL) and 2 factors referring to team identification (Flamengo in Soccer and Flamengo eSports). That is the reason the first extraction was run based on the Eigenvalue. Like in Game XP analysis, only 3 factors were initially formed, with explained variance accumulated between the factors of 76.6%.

Table 12 – Exploratory Factor Analysis – CBLoL (initial run)

Principal Components Factoring with Oblimin Rotation				
	Points of Attachment Index (PAI)			
Variable	Identification with Modality (Soccer)	Identification with Team (Flamengo)	Identification with Modality (LoL)	Identification with Team (Flamengo eSports)
IwS1	0.913			
IwS2	0.889			
IwS3	0.965			
IwFS1		0.662		
IwFS2		0.777		
IwFS3		0.705		
IwLoL1			0.889	
IwLoL2			0.788	
IwLoL3			0.854	
IwFeS1			0.682[a]	
IwFeS2	0.828[a]			
IwFeS3	0.708[a]			

Note: [a] cross-loading

The criterion used to validate the loading of the items in the expected scale was the load factor greater than 0.50. The items referring to the IwFeS1 had assembled on the IwLoL factor, and the items IwFeS2 and IwFeS3 had assembled on the IwS factor. The other factors followed the expected pattern and assembled on separate factors. All items had a load greater than 0.5.

In view of the cross-loading of the dimension Identification with Flamengo eSports, a new round of exploratory factor analysis was run, this time fixing the number of factors at 4. In

this new run, The KMO index presented continued to be 0.825 and the p-value of Bartlett's Sphericity Index was 0.000, indicating that the factor analysis of the data set is satisfactory.

Again, the criterion used to validate the loading of the items in the scale was the load factor greater than 0.50. As expected, 4 factors were presented: one for identification with soccer, one for identification with Flamengo in soccer, one for identification with League of Legends, and, finally, one for identification with the Flamengo team in eSports. The lowest load factors were IwFeS1, with 0.60, and IwLoL2, with 0.80. Four factors were formed, with explained variance accumulated between the factors of 79.9%. The outcomes are presented in table 13.

In addition to checking the load factors, other indicators were also observed to confirm the adequacy of the Exploratory Factor Analysis, the reliability and the validity of the constructs. The MSA indices were evaluated for all items. For this index, values greater than 0.50 are expected, which indicates the adequacy of the EFA. The MSA of all items was greater than 0.764. Cronbach's Alpha was also examined to verify the reliability of the constructs. The reference value is $\alpha > 0.70$. In the analysis, the Alpha of all constructs was greater than 0.723.

Communality was also verified, an index for which values greater than 0.50 are expected. All items on the scale had commonality rates greater than 0.655. This means that the total variance that the items on this scale share with the other items in the analysis is high.

The convergent and discriminant validity of the constructs was preliminarily verified through the analysis of the Correlation Matrix (Table 14). The convergent validity of the scale was analyzed by observing the correlation coefficients between its items, which must have values greater than 0.30. No correlation coefficients between items on the PAI scale showed values below 0.30. The correlation coefficients between the items on the scale showed values within the expected, which suggests the convergent validity of this scale.

The discriminant validity was analyzed by observing the correlation coefficients between items of different factors. These coefficients were expected to be less than 0.30. However, as example of what happened with Game XP´s data, all items Identification with Soccer and Identification with Flamengo in Soccer, presented high correlation coefficients. The same happened with some items Identification with LoL and Identification with Flamengo eSports. The correlation between these items was expected since the model hypothesizes the relationship between the identification of the sports modality with their respective teams

represented in the research. Finally, there was also a correlation above 0.30 between items from Identification with Flamengo in Soccer and Identification with Flamengo eSports.

Table 13 – Exploratory Factor Analysis – CBLoL (final run)

Principal Components Factoring with Oblimin Rotation						
	Points of Attachment Index (PAI)					
Variable	Identification with Modality (Soccer) $\alpha = 0.923$	Identification with Team (Flamengo) $\alpha = 0.889$	Identification with Modality (LoL) $\alpha = 0.824$	Identification with Team (Flamengo eSports) $\alpha = 0.723$	M.S.A	Communalities
IwS1	0.907				0.827	0.882
IwS2	0.885				0.856	0.852
IwS3	0.935				0.830	0.874
IwFS1		0.877			0.880	0.782
IwFS2		0.882			0.834	0.835
IwFS3		0.808			0.824	0.870
IwLoL1			0.892		0.764	0.805
IwLoL2			0.803		0.828	0.683
IwLoL3			0.891		0.812	0.755
IwFeS1				-0.602	0.804	0.655
IwFeS2				-0.829	0.808	0.768
IwFeS3				-0.880	0.795	0.830
Explained Variance	10.40%	37.49%	25.67%	6.36%		

Table 14 – Correlation Matrix (CBLoL)

			Correlation Among Variables Points of Attachment Index (PAI)											
							Identification with Modality (Soccer)		Identification with Team (Flamengo)		Identification with Modality (LoL)		Identification with Team (Flamengo eSports)	
Item	Mean	SD	IwS1	IwS2	IwS3	IwFS1	IwFS2	IwFS3	IwLoL1	IwLoL2	IwLoL3	IwFeS1	IwFeS2	IwFeS3
IwS1	5.52	2.057	**1.000**											
IwS2	5.15	2.281	**.807**	**1.000**										
IwS3	5.44	2.099	**.824**	**.776**	**1.000**									
IwFS1	6.33	1.510	.498[a]	.452[a]	.456[a]	**1.000**								
IwFS2	5.58	2.171	.465[a]	.497[a]	.417[a]	**.671**	**1.000**							
IwFS3	5.90	1.870	.566[a]	.579[a]	.544[a]	**.765**	**.804**	**1.000**						
IwLoL1	6.61	1.003	-.083	-.119	-.071	-.086	-.030	-.086	**1.000**					
IwLoL2	6.46	1.297	-.025	-.062	-.056	-.015	.071	-.040	**.638**	**1.000**				
IwLoL3	6.46	1.249	-.121	-.161	-.092	-.104	-.104	-.139	**.682**	**.556**	**1.000**			
IwFeS1	6.75	0.926	.052	.068	.005	.086	.082	.096	0.528	0.434	0.449	**1.000**		
IwFeS2	5.20	2.176	.234	.204	.141	.334[a]	.481[a]	.410[a]	0.211	0.285	0.148	**.344**	**1.000**	
IwFeS3	6.10	1.610	.280	.234	.198	.336[a]	.395[a]	.404[a]	0.29	.344[a]	0.234	**.521**	**.669**	**1.000**

Note: [a] Correlation > 0.30

In general, the verified data point to an adequate use of Exploratory Factor Analysis, with constructs consistently measured by the proposed items.

5.3.3 Confirmatory Factor Analysis

Preliminarily, the Confirmatory Factor Analysis, CFA, was performed to validate the measurement models for each scale individually. To decide the estimation technique to be used, histograms of all variables were generated (see Appendix VII) and an analysis of the item-by-item kurtosis and multivariate kurtosis indicators was performed. The CR obtained in the analysis was 76.8, which did not allow to support the multinormality of the data. In this way, the ADF technique would be best alternative for the performance of the CFA.

The number of estimated parameters was 30, which means that, with a sample of 428 cases, there are 14.27 cases per parameter. The measurement model was specified as shown in Figure 4.

The Chi-square, normalized Chi-square, GFI, CFI, RMSEA and PCLOSE fit indicators were once again analyzed. Four of the analyzed indicators presented values outside the expected parameters for finding a good model fit. To attest to the quality of the model, a non-significant p-value is expected, and the p-value found in the CFA was significant. The CFI should be above 0.9, however the CFI calculated in the model was 0.879. The RMSEA was equal to 0.055, however its reference value is <0.05. Finally, PCLOSE was equal to 0.253, but a parameter > 0.5 is expected (see Table 15).

Given the fact that parameter GFI was in line with expectation and divergences in the parameters p-value, CFI, RMSEA and PCLOSE were marginally different than expected, it was concluded that this model with correlated errors shows adequate fit to the underlying data structure.

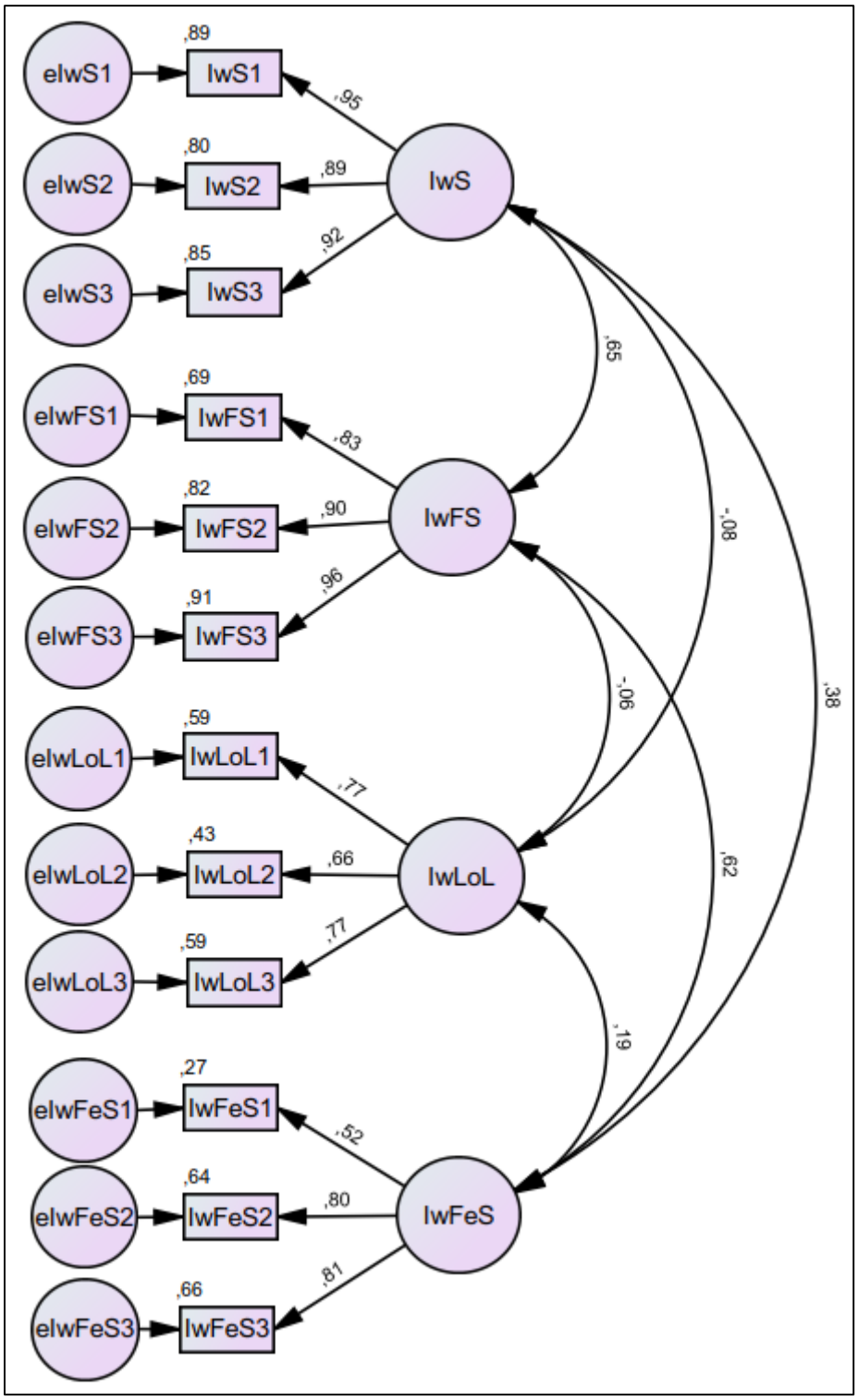

Figure 4 – Measurement Model (CBLoL)

Table 15 – Model Fit Indicators (CBLoL)

Fit Indicators	$\chi 2$	p-value	$\chi 2$/df	GFI	CFI	RMSEA	PCLOSE
Measurement Model	110.219	0.000[a]	2.296	0.921	0.879[a]	0.055[a]	0.253[a]
Suggested limits	< possible	> 0.05	< 3.0	> 0.9	> 0.9	< 0.05	> 0.5

Note: [a] Parameter outside expected limits

The reliability of the model's constructs was verified using the Construct Reliability, CR, indicator. All constructs in the model showed values greater than 0.761, which suggests the reliability of the constructs.

The standardized coefficients of the items of the scale of the measurement model, generated by the CFA (Table 16), were analyzed to verify the convergent validity. It is expected that the coefficients are greater than 0.60. Only the item IwFeS1 presented a standardized coefficient below this limit, which suggests a satisfactory convergent validity for the other items. The AVE greater than 0.50 suggests adequate convergence for all items.

The discriminant validity was then analyzed by observing the correlation coefficients between the constructs (see the upper part of the diagonal in Table 16), which do not exceed the 0.85 limit. Additionally, it appears that the square of the correlation between the constructs is always lower than the AVE of each construct (lower part of the diagonal in Table 16), therefore supporting the discriminant validity.

Table 16 – Confirmatory Factor Analysis (CBLoL)

Confirmatory Factor Analysis | Asymptotically Distribution-free Estimates				
	Points of Attachment Index (PAI)			
	Identification with Modality (Soccer)	Identification with Team (Flamengo)	Identification with Modality (LoL)	Identification with Team (Flamengo eSports)
Variable	CR = 0.944	CR = 0.925	CR = 0.777	CR = 0.761
IwS1	0.945			
IwS2	0.894			
IwS3	0.923			
IwFS1		0.830		
IwFS2		0.903		
IwFS3		0.955		
IwLoL1			0.768	
IwLoL2			0.658	
IwLoL3			0.769	
IwFeS1				0.524[a]
IwFeS2				0.801
IwFeS3				0.810
IwS	**0.848**	0.648	-0.080	0.381
IwFS	0.420	**0.805**	-0.064	0.624
IwLoL	0.006	0.004	**0.538**	0.193
IwFeS	0.145	0.389	0.037	**0.524**

Note: [a]Standardized coefficient <0.6; Bold numbers diagonally denote the Average Variance Extracted; Numbers below the diagonal denote the square of the correlations between constructs; Numbers above the diagonal denote the correlations between constructs

5.3.4 Substantive Hypotheses Testing

The test of the hypotheses of the study was carried out using the Structural Equation Modeling, SEM, technique, which estimates the structural paths hypothesized in the conceptual model. The structural model is shown in Figure 5.

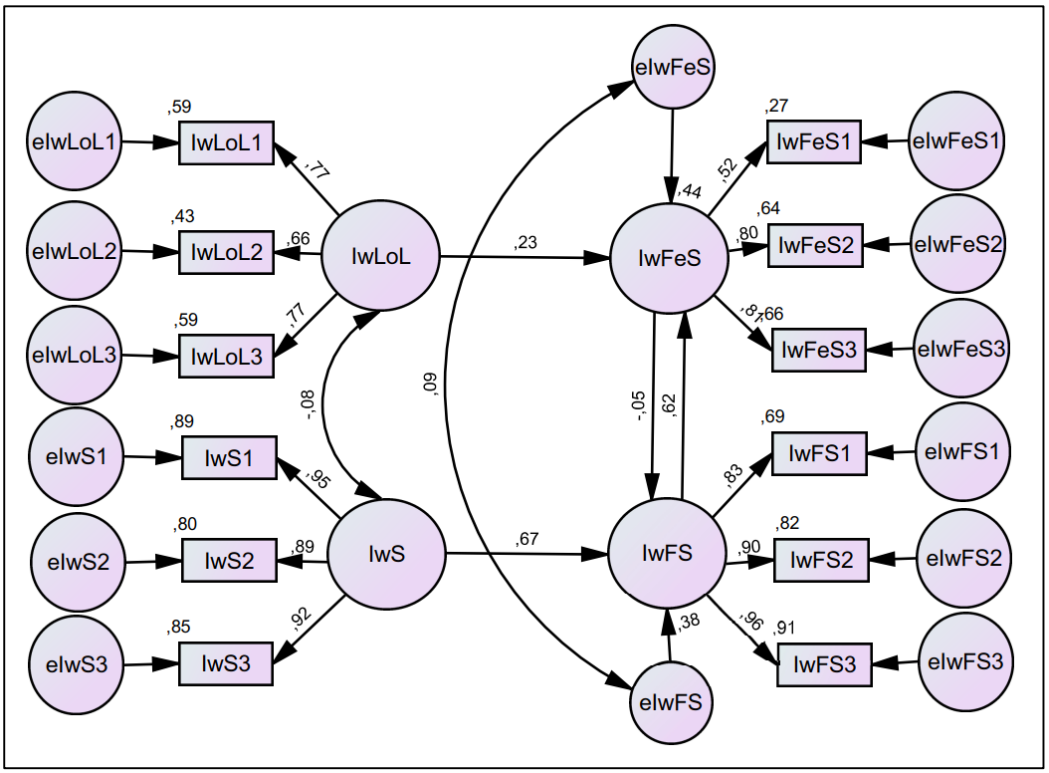

Figure 5 – Structural Model (CBLoL)

Given the similarities with the measurement model, the structural model fit indicators are aligned with the indicators from the CFA, as can be seen in Table 17. Thus, it can be concluded that the model presents good adjustment to the variables.

Table 17 – Structural Model Fit Summary (CBLoL)

Fit Indicators	χ2	p-value	χ2/df	GFI	CFI	RMSEA	PCLOSE
Structural Model	110.219	0.000[a]	2.296	0.921	0.879[a]	0.055[a]	0.253[a]
Suggested limits	< possible	> 0.05	< 3.0	> 0.9	> 0.9	< 0.05	> 0.5

Note: [a] Parameter outside expected limits

As the model used for the 2019 CBLoL Finals is the same used for the 2019 Game XP, the order and rank conditions are met. With that, all structural coefficients in the system will be identified (Mulak, 2009).

The testing of substantive hypotheses was carried out by analyzing the significance and relevance of the paths between the constructs Identification with Soccer, Identification with Flamengo in Soccer, Identification with LoL and Identification with Flamengo eSports for the verification of hypotheses H1, H2, H3 and H4 . Standardized coefficients, CR and p-value were considered. A p-value less than 0.05 was considered as a criterion to support the hypotheses (Hair, Black, Babin, & Anderson, 2010). The results of this test are detailed in Table 18.

The explained variance of the endogenous latent variables was 37.8% for Identification with Flamengo in Soccer and 44.4% for Identification with Flamengo eSports.

The paths analyzed between the latent variables were significant for the relationships between (i) Identification with LoL and Identification with Flamengo eSports, (ii) Identification with Soccer and Identification with Flamengo in Soccer and (iii) Identification with Flamengo in Soccer and Identification with Flamengo eSports. Thus, hypotheses H1, H2 and H3 are supported. The direct influence of Identification with Flamengo eSports and Identification with Flamengo in soccer was not verified, therefore hypothesis H4 was not supported. This outcome is aligned with the outcome from the Hypotheses test performed for Game XP data.

Table 18 – Hypotheses Test H1, H2, H3 and H4 (CBLoL)

Hypotheses	Path	Hypothetical Relationship	Standardized Coefficient	CR	p-value	Outcome
H1	Identification with Flamengo in Soccer ← Identification with Soccer	(+)	0.669	7.665	***	Supported
H2	Identification with Flamengo eSports ← Identification with LoL	(+)	0.232	3.026	0.002	Supported
H3	Identification with Flamengo eSports ← Identification with Flamengo in Soccer	(+)	0.616	6.404	***	Supported
H4	Identification with Flamengo in Soccer ← Identification with Flamengo eSports	(+)	-0.054	-0.379	0.727	Not supported
	Identification with Flamengo in Soccer	0.378[a]				
	Identification with Flamengo eSports	0.444[a]				

Note: [a] (R2) - explained variance of the latent variable.

5.4 Analysis of the combined data collected at the 2019 Game XP and at the 2019 CBLoL Finals

This section presents a summary of the results. Given the similarities of the results and outcomes from Game XP data and CBLoL data, a new round of hypotheses testing was performed. This time with the two sets of data combined. The overall sample of the two events combined reached 1420 valid observations. As per the previous times, the test of the hypotheses of the study was carried out using the SEM technique, which estimates the structural paths hypothesized in the conceptual model. The structural model is shown in Figure 6.

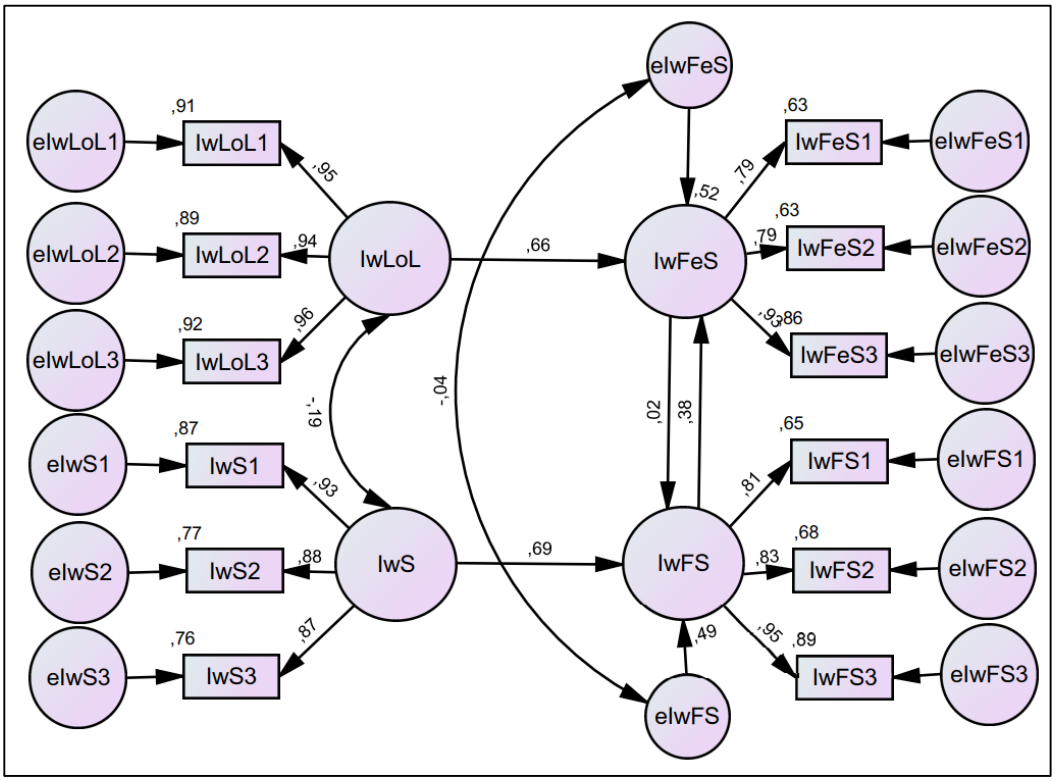

Figure 6 – Structural Model (Game XP and CBLoL combined)

The Chi-square, normalized Chi-square, GFI, CFI, RMSEA and PCLOSE fit indicators were analyzed. Four of the analyzed indicators presented values outside the expected parameters for finding a good model fit. To attest to the quality of the model, a non-significant p-value is expected, and the p-value found in the CFA was significant. The normalized Chi-square should be below 3.0, however the normalized Chi-square calculated in the model was 4.732. The RMSEA was equal to 0.051, but its reference value is <0.05. Finally, PCLOSE was equal to 0.364, but a parameter > 0.5 is expected (see Table 19).

Given the fact that parameters GFI, CFI were in line with expectation and divergences in the parameters p-value, normalized Chi-square, RMSEA and PCLOSE were marginal, it was concluded that this model with correlated errors shows adequate fit to the underlying data structure.

Table 19 – Structural Model Fit Summary (Game XP and CBLoL combined)

Fit Indicators	$\chi 2$	p-value	$\chi 2$/df	GFI	CFI	RMSEA	PCLOSE
Structural Model	227.129	0.000[a]	4.732[a]	0.971	0.956	0.051[a]	0.364[a]
Suggested limits	< possible	> 0.05	< 3.0	> 0.9	> 0.9	< 0.05	> 0.5

Note: [a] Parameter outside expected limits

As the model applied is the same used for the 2019 Game XP and 2019 CBLoL Finals separately, the order and rank conditions are met.

The testing of substantive hypotheses was carried out by analyzing the significance and relevance of the paths between the constructs Identification with Soccer, Identification with Flamengo in Soccer, Identification with LoL and Identification with Flamengo eSports for the verification of hypotheses H1, H2, H3 and H4 . Standardized coefficients, CR and p-value were considered. A p-value less than 0.05 was considered as a criterion to support the hypotheses (Hair, Black, Babin, & Anderson, 2010). The results of this test are detailed in Table 20.

The explained variance of the endogenous latent variables was 49.1% for Identification with Flamengo in Soccer and 51.7% for Identification with Flamengo eSports. These levels of variance explanation are higher than for Game XP or CBLoL standalone analysis.

The paths analyzed between the latent variables were significant for the relationships between (i) Identification with LoL and Identification with Flamengo eSports, (ii) Identification with Soccer and Identification with Flamengo in Soccer and (iii) Identification with Flamengo in Soccer and Identification with Flamengo eSports. Thus, hypotheses H1, H2 and H3 are supported. The direct influence of Identification with Flamengo eSports and Identification with Flamengo in soccer was not verified, therefore hypothesis H4 was not supported.

Finally, Table 21 presents a summary of the empirical results of the study's substantive hypotheses.

Table 20 – Hypotheses Test H1, H2, H3 and H4 (Game XP and CBLoL combined)

Hypotheses	Path	Hypothetical Relationship	Standardized Coefficient	CR	p-value	Outcome
H1	Identification with Flamengo in Soccer ← Identification with Soccer	(+)	0.691	21.859	***	Supported
H2	Identification with Flamengo eSports ← Identification with LoL	(+)	0.662	28.101	***	Supported
H3	Identification with Flamengo eSports ← Identification with Flamengo in Soccer	(+)	0.381	11.489	***	Supported
H4	Identification with Flamengo in Soccer ← Identification with Flamengo eSports	(+)	0.023	0.751	0.453	Not supported
	Identification with Flamengo in Soccer	0.491[a]				
	Identification with Flamengo eSports	0.517[a]				

Note: [a] (R2) - explained variance of the latent variable.

Table 21 – Synthesis of the Results of the Research Hypotheses

Hypotheses	Path	Hypothetical Relationship	Game XP Outcome	CBLoL Outcome	Combined Outcome
H1	Identification with Flamengo in Soccer ← Identification with Soccer	(+)	Supported	Supported	Supported
H2	Identification with Flamengo eSports ← Identification with LoL	(+)	Supported	Supported	Supported
H3	Identification with Flamengo eSports ← Identification with Flamengo in Soccer	(+)	Supported	Supported	Supported
H4	Identification with Flamengo in Soccer ← Identification with Flamengo eSports	(+)	Not supported	Not supported	Not supported

6 CONCLUSIONS

This chapter is divided into five sections. The first section presents the executive summary, then, in section two, the answers to the research questions are discussed, focusing on the theoretical implications of the study results. The third section discourse on the managerial implications. The fourth section lists some of the limitations of the present study and, finally, the fifth section offer suggestions for future studies.

6.1 Executive Summary

For some time now, the economic value of video games has shifted from a niche industry to a tier-1 entertainment business. The consumption of computer games has now progressed beyond the boundaries of digital play and imaginative escape from routine (Molesworth, 2009). Of particular note is the emerging consumption practice of competitive computer gaming, also labelled as ‘electronic sports’ or ‘eSports’ (Seo, 2013). The emergence of eSports as an industry factor in youth culture is quite often described as an omnipresent cultural phenomenon of worldwide importance. In present days, more and more people recognizes eSports as a synonym for big public gaming events, where thousands of people play and millions watch them through various online streams (Borowy, 2012).

This research aims to assist sports clubs to better understand how the fans react when the decision to embrace eSports is taken. From Manchester City, Besiktas, FC Brondby, Bayern Munchen, Paris Saint-Germain, West Ham in soccer to the Miami Heat, the Philadelphia 76ers, the Boston Celtics, the New England Patriots in the NBA and NFL, Sports clubs around the world are creating their own eSports teams in different eSports genres (Keane, 2018). In Brazil, there are more than 10 clubs with presence in eSports, including major clubs as Flamengo, Corinthians and Santos (Bento, 2019). Understanding eSports fans and their behaviors is, of course, critical to all stakeholders in an increasingly professionalized sector.

The present study was designed to investigate the influence of eSports fan identification on soccer teams and vice-versa, specifically in cases where there is an intersection of soccer teams and the eSports world, i.e., when an established soccer team endeavors the creation of an eSports team. It will also be possible to investigate if this decision influenced the perception of fan identification with the sports club institution. In this study, the PAI scale had been used and 2 points of attachment were considered: fan identification with the team (Flamengo in Soccer

and Flamengo eSports) and with the sport (soccer and League of Legends). The theoretical background used was mainly the Social Identity Theory (Tajfel and Turner, 1979). Four research questions and four substantive hypotheses were formulated and translated into a conceptual model.

Surveys were carried out, collecting data from a non-probabilistic sample, during eSports events in the city of Rio de Janeiro in 2019. 1420 valid questionnaires were collected in 2 events. Data analysis was performed using descriptive analysis, exploratory factor analysis and confirmatory factor analysis to verify the reliability, convergent and discriminant validity of the constructs. To test the substantive hypotheses, the Structural Equation Modeling technique was used.

The empirical results allow to support three of the four substantive hypotheses of the study, more specifically: (i) the influence of fan identification with soccer on the fan identification with a soccer team and; (ii) the influence of fan identification with LoL on the fan identification with a LoL eSports team; (iii) the influence of fan identification with a soccer team on the fan identification with a LoL eSports team. The fourth substantive hypothesis, the influence of fan identification with a LoL eSports team on the fan identification with a soccer team, could not be supported.

6.2 Theoretical Implications

In this section the academic contributions of the study are presented, in the form of answers to the research questions.

6.2.1 Question 1: Can the influence of fan identification with soccer positively affect the fan identification with a soccer team?

The results obtained allow a positive answer to the first question, supporting the direct effect of the influence of the identification of the fan with soccer on the identification of the fan with Flamengo soccer team. The explained variance of the fan identification with Flamengo in soccer is 49% for the Game XP sample, also 38% for the CBLoL sample and 49% for the combined samples.

This result is aligned with the Social Identity Theory. Through the social identification, a group of individuals can reinforce their self-esteem belonging to a group that has qualities valued by the individual (Ashforth & Mael, 1989). Thus an individual tends to reinforce his

self-esteem by emphasizing positive aspects of the group with which he or she identifies himself or herself with, while minimizing the negative ones (Tajfel & Turner, 1979).

In addition, through social categorization, individuals give emphasis on the similarities of people in the same group and the differences between people in separate groups (Tajfel & Turner, 1979). Among the sports fans, the need to affiliate is a common factor underlying the desire of following a sport, team, or player (Lee & Armstrong, 2008; Wann, Grieve, Zapalac, & Pease, 2008; Wigley, Sagas, & Ashley, 2002). Therefore it makes sense that individuals that are fan of soccer seek to participate on a team that reinforces the same individual behavior.

In the sports marketing context, a series of studies have been using SIT to explain different levels of fan identification with a specific sport (Gwinner & Bennett, 2008), a sports event (Deitz, Myers, & Stafford, 2012) or with a team (Davies, Veloutsou, & Costa, 2006; Gwinner, Larson, & Swanson, 2009; Sutton, McDonald, Milne, & Cimperman, 1997; Wann & Branscombe, 1993). In addition, spectators have the tendency to associate themselves with successful teams and disassociate from unsuccessful ones (Wann & Branscombe, 1990). This present study is aligned with the conclusions of the available literature.

6.2.2 Question 2: Can the influence of fan identification with LoL positively affect the fan identification of a LoL eSports team?

The results obtained allow a positive answer to the second question as well, supporting the direct effect of the influence of the identification of the fan with LoL on the identification of the fan with Flamengo e-Sports. The explained variance of the fan identification with Flamengo eSports is 44% for the Game XP sample, also 44% for the CBLoL sample and 52% for the combined samples.

This result is aligned with the answer to the first question and show similar behaviors for both relationships. The influence of fan identification with an electronic sport modality on the fan identification with a eSports team is similar to the influence of fan identification with a traditional sport modality on the fan identification with a sport team.

Previous research has revealed a cogent congruence between traditional sports and eSports that allow scholars from different disciplines to take advantage of this association to probe the emerging phenomenon (Cunningham, et al., 2018; Funk, Pizzo, & Baker, 2018; Hallmann & Giel, 2018; Heere, 2018). The present research is in agreement with these previous

studies, as the application of the PAI Index was successful for measuring the identification of an eSports modality and the identification of an eSports team.

6.2.3 Question 3: Can the influence of fan identification with a soccer team positively affects the fan identification with a LoL eSports team given they are part of the same sports club?

It can be said that the answer to the third research question is yes. The results suggest that the fan's identification with the Flamengo soccer team influences the fan's identification with the Flamengo eSports.

Speculations can be made, after checking some of the answers to the open-ended questions, that the brand Flamengo (soccer), are in the hearts and minds of many of the respondents, even if they do not follow the soccer scenario so close. For many of the respondents, having an eSports team carrying the name of Flamengo, which is a familiar brand to many of them, is seen as positive.

This is aligned with Social identification, as it is understood that those aspects of the individual's self-image that derive from the social categories or groups of which he or she feels part (Tajfel & Turner, 1979). Through this process, people become emotionally invested in their group memberships. Consequently, their self-esteem is impacted by the status of their groups. Many respondents said they were Flamengo fans, even not following soccer very closely. With the LoL team, many expressed that now they could support Flamengo on a regular basis.

As Wann (2002), states, identification of a fan with the team can even transcend a taste for sports, with identification with the sport and identification with the team being separate components of the individual's self-concept.

The existence of a LoL team in Flamengo contributes to the creation of an identity beyond the sport modality. Fans who are strongly identified with teams have emotional ties to sports organizations (Sutton, McDonald, Milne, & Cimperman, 1997), keeping them as a central part of their identity (Gwinner & Bennett, 2008). Moreover, Understood here as, for instance, if a soccer fan through the link of his or hers team, can identify with other sport types than the original sport followed by the fan.

In addition to the benefits of self-esteem, fan identity with a bigger team, like Flamengo in soccer, is beneficial to the individual by providing a sense of community and becoming a

member of a larger group, forming a collective identity and providing the individual with a sense of belonging to a group (Jacobson, 2003).

6.2.4 Question 4: Can the Influence of fan identification with a LoL eSports team positively affects the fan identification with a soccer team given they are part of the same sports club?

The results of the present study suggest that the Influence of fan identification with a Flamengo eSports team do not affect the fan identification with Flamengo soccer team, even if they are part of the same sports club, from the perspective of those interviewed at the 2019 Game XP, nor from the perspective of those interviewed at 2019 CBLOL Finals.

This result is, at many levels, counterintuitive. The Social Identity Theory, through the social identification, understands that people become emotionally invested in their group memberships. Consequently, their self-esteem is impacted by the status of their groups. If the individual believes that his team is perceived as superior to others in terms of status, he or she creates attitudes and behaviors to strengthen his association with the team (Murrell & Dietz, 1992). Fans who are strongly identified with teams have emotional ties to sports organizations (Sutton, McDonald, Milne, & Cimperman, 1997), keeping them as a central part of their identity (Gwinner & Bennett, 2008). Moreover, identifying a fan with the team can even transcend a taste for sports, with identification with the sport and identification with the team being separate components of the individual's self-concept (Wann, 2002).

One can speculate about it in terms of the influence of the Flamengo eSports over the Flamengo soccer team. Flamengo soccer team is a centenary brand, currently living a very good phase competitively speaking. The year of 2019 will be marked in the memory of Flamengo fans as one of the greatest moments in the history of the club. This is because, in addition to winning three important titles (Carioca, Brasileiro and Libertadores da América championships), Flamengo presented modern and engaging soccer that even enchanted opponents (Agência Brasil, 2019).

Although it could be said that Flamengo eSports had a very positive 2019 as well, winning the CBLoL for the first time after a very strong season performance, different from its counterpart in soccer, the team is in its infancy, as it have been funded only in 2017, and won only one title at the moment. Therefore, it is hard to compare how the identification with a newly formed team in a rising eSports modality would influence the fan identification with a

centenary, highly traditional, award winning soccer club. Specially Flamengo, which have the biggest crowd in Brazil, as a fifth of adult Brazilians (20%) declared spontaneously cheering for the team (Datafolha, 2019).

In addition, it is important to have in mind that, fan identification operates and competes with other role identities in a person's salience hierarchy. Therefore, there is a need to consider the relative salience of a fan identity by measuring multiple role identities beyond the narrow focus on team, player, community (Lock & Heere, 2017). It includes also a generational gap, given the eSports fans are normally young and familiar with digital technologies. That is, Flamengo's e-sports fans may have totally different characteristics from the fans of Flamengo's soccer team, which create difficulty to a parcel of older fans relate to the new branch of Flamengo in eSports.

This result also seems to go against the belief of the club itself. Entering the eSports came from a claim of the younger fans, who asked when Flamengo would be present in the eSports scene. However, from the beginning, the Flamengo eSports project divided the opinions among the fans. While many of the Flamengo e-sports fans were clamoring for the club's entry into the scene, reacting very well to the initiative, a fraction of the traditional sports fans did not receive well at the idea of their team "spending soccer money" investing in video game athletes.

It is suggested that further studies be carried out to investigate this relationship, which is especially important for sports sponsorship managers and sports club managers who need to evaluate the possibility of sponsoring or even creating an e-sports team with the intention reaching new audiences and increasing identification with other sports.

6.3 Managerial Implications

The results of this study have a number of implications for professionals working in sports marketing.

6.3.1 For marketing professionals

The increasing institutionalization and broadening consumer and participant markets of eSports has attracted major corporate sponsors, such as Microsoft, Samsung, and Red Bull (Pizzo, et al., 2018). Until recently, sponsorship within eSports was dominated by brands endemic to the gaming industry, software and hardware developers such as Intel, Logitech, and

Turtle Beach (Deller & Thew, 2017). Companies sponsoring eSports teams or events find it a natural way to reach out to potential consumers (just as in traditional sports). Media companies, sponsors, and technology-oriented companies should be receptive of new trends, such as eSports, as it allows them to reach a new audience or provide new products (Heere, 2018).

In the case of Flamengo eSports, the interest of the club was to enter in the new field of eSports, structure a project to create an eSports team, attract endemic or non-endemic sponsors to undertake the project, which should be self-sustaining from the beginning, and meet the demand of the younger public. However, this study shows that fan identification with a Flamengo eSports team do not affect the fan identification with Flamengo soccer team, therefore marketing professionals should be aware of this behavior and seek to maximize their investments taking into consideration the level of influence of one team on another.

One can speculate that brands sponsoring the soccer team might have more influence on Flamengo eSports´ fans than brands sponsoring the LoL team would on Flamengo soccer team´s fans.

6.3.2 For club administrators

The research resulting from this project also aims to assist clubs to better understand how the fans react when the decision to embrace eSports is taken. From Manchester City, Besiktas, FC Brondby, Bayern Munchen, Paris Saint-Germain, West Ham in soccer to the Miami Heat, the Philadelphia 76ers, the Boston Celtics, the New England Patriots in the NBA and NFL, Sports clubs around the world are creating their own eSports teams in different eSports genres (Keane, 2018). In Brazil, there are more than 10 clubs with presence in eSports, including major clubs as Flamengo, Corinthians and Santos (Bento, 2019).

For professionals linked to sports clubs, the main reflection provided by the results of this study is related to the observed influence of the identification of the soccer team on the eSports team and the non-observation of the influence of the identification of the eSports team on the soccer team. Although it is known that fan identification is made up of many other associations, it is important to recognize the direct effect, or not, of fan identification between teams within the same club.

In Flamengo´s case the decision to open a branch in the eSports world was created following the request of the younger fan base of the club. The stated objectives were to expand

the area of operation in line with market trends, especially for young people, to win over an already captive audience of Flamengo in soccer and other sports, but lacking in Flamengo in one of their passions, electronic games, winning over audiences who today are not Flamengo fans, but can become, mainly because they find, in electronic games, elements of connection with friends and family.

In that sense, the study shows that the identification with the soccer team can indeed bring a captive audience of Flamengo in soccer to eSports, however the contrary cannot be seen, as the identification with Flamengo eSports was not proved to influence identification with the Flamengo soccer team. Therefore the clubs have to understand this relationship and take this into consideration when formulating their own objectives to create an eSports team.

For Flamengo, the recommendation is to reassess the reasons and objectives for the creation of the eSports team. If Flamengo seeks to increase the younger fan base of the club, the strategy makes sense, as eSports is a phenomenon of mostly younger generations. Being the average age of a League of Legends player of 21 years old (ESPN Stats & Info, 2017). However, if Flamengo´s intention is to migrate the LoL fans to their soccer team, the strategy may be not effective, as per the result of this research.

6.4 Limitations

The present study has limitations resulting from the methodological options used, more specifically related to: (a) the conceptual model; (b) the operationalization of the scale; (c) the data collection and sample; and (d) the method of analysis.

6.4.1 Limitations related to the conceptual model

From the point of view of the conceptual model, it did not consider all the variables that explain the fan's identification with the sport modality or team. Family influence explains, for example, an individual's predisposition to a team or sport. Furthermore, the literature suggests that in non-recursive models, longitudinal data has advantages over cross-sectional data, but recognizes that longitudinal data requires more resources and is subject to loss of cases over time (Kline, 2005).

6.4.2 Limitations related to the scale used

The reverse translation process has limitations. It is considered that it is almost impossible to develop a perfect translation, as some items may differ in interpretation in different cultures. Thus, the translation of a scale from the original language to another language, aiming at its application in a culture different from the culture in which it was developed, may represent a limitation.

6.4.3 Limitations related to the data collection and sample

As the data collection was assisted, that is, performed through interviews conducted orally by a group of people, even if trained for the task, it implies the possibility of the occurrence of bias caused by the interviewer and represents another limitation of the present study. It is necessary to recognize the influence of the variability of the personal characteristics of each interviewer in the responses of the respondents (Malhotra, 2006).

6.4.4 Limitation related to the measurement model

The standardized coefficients of the items of the scale of the measurement model, generated by the CFA (Table 15), were expected to have coefficients greater than 0.60. One item (IwFeS1) presented a standardized coefficient below this limit, although the others suggested a satisfactory convergent validity. That can be partially explained by the sample size for the CBLoL data collection, which was smaller than Game XP sample size.

6.4.5 Limitations related to the structural model

The Structural Equation Modeling assumes the multinormality of the data, which was not supported in the present study. However, this restriction was circumvented using the ADF technique, which dispenses with this requirement. Nevertheless, this technique requires a large number of samples. As the sample size was relatively large (n = 1,420 for the combined samples), it was deemed adequate.

6.5 Suggestions for Future Studies

This section presents suggestions for future studies.

6.5.1 Validation for other sport modalities

The present study investigated the influence of Fan Identification with the sport modality and the team in the context of professional soccer and League of Legends championships in Brazil. Due to this sample profile, it is suggested that future studies validate the conceptual model proposed in the present study within other sports or eSports, such as basketball, volleyball, CS:GO, FIFA Soccer, among others.

6.5.2 Validation for other teams

In the present study, it was chosen to control the sample, restricting the collection of data to soccer and LoL fans from Flamengo, with all interviews being conducted in the city of Rio de Janeiro. It is suggested that future studies validate the conceptual model proposed in the this study for other sports teams, which have a presence in traditional sports and eSports, with headquarters in other cities, or even countries.

6.5.3 Replication of the model in other contexts

The conceptual model proposed in this study could be tested in other situations for a multi-sport club. The identification can be measured between two sports, such as soccer and basketball, or two eSports like LoL and CS:GO for example. There are many examples of multi-sport clubs, like Flamengo itself. An recently teams with presence within more than one electronic sport can also be verified. INTZ is an example of that, with presence in LoL, CS:GO, Fortnite, Rainbow Six Siege, among other eSports.

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APPENDIX I – ADAPTATION OF SCALE ITEMS

Table 22 – Translation of Scale Items

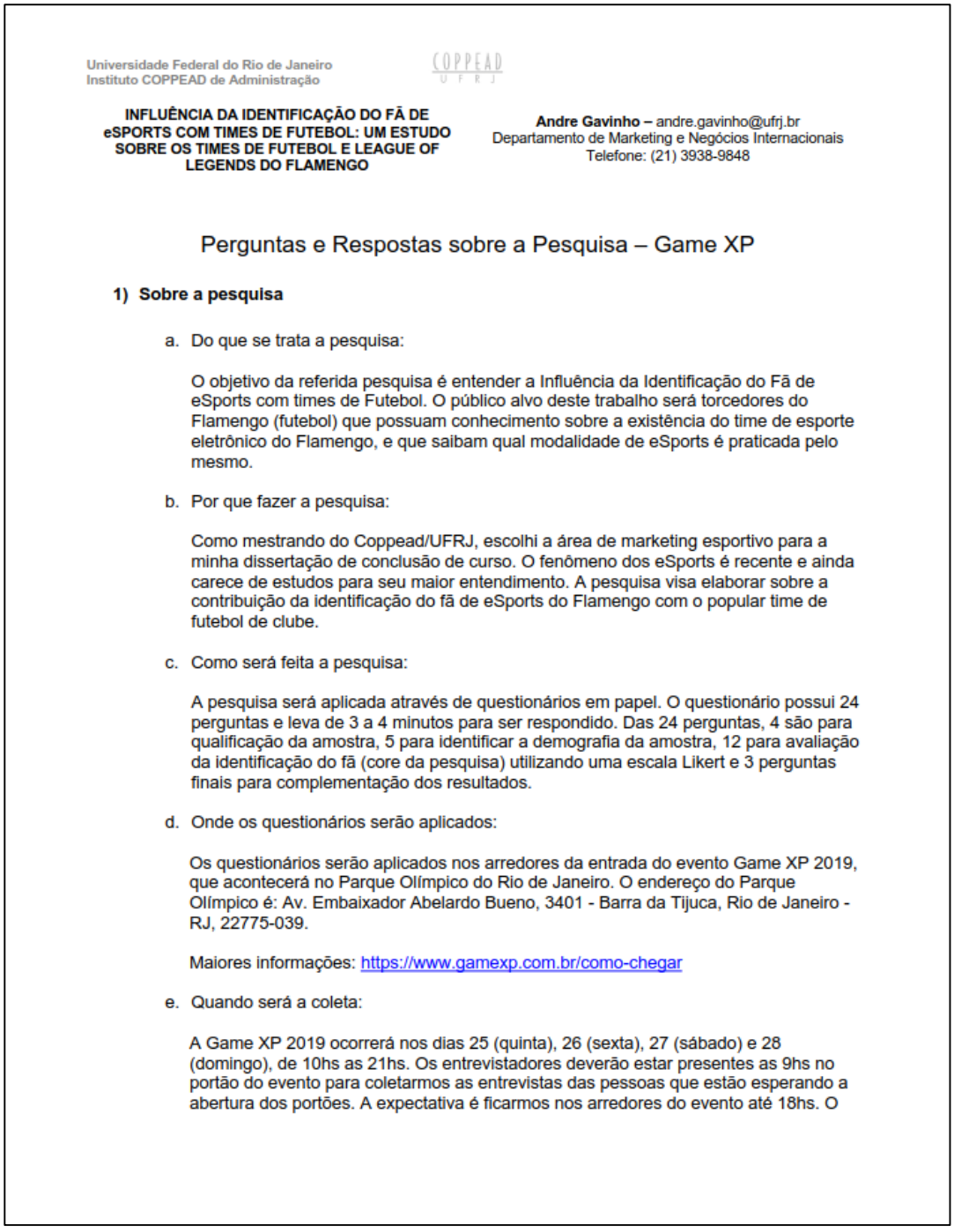
Scale and Authors	Dimension	Item Original Wording	Translation from English to Portuguese	Reverse Translation from Portuguese to English	Wording Previously used in Brazil	Final Wording After the Pre-Test
PAI Trail, Robinson, Dick, & Gillentine, 2003	Identification with the sport	First and foremost I consider myself a (specific sport, e.g. Football) fan.	Primeiramente, eu me considero um fã (esporte específico, ex. Futebol).	First, I consider myself a fan (specific sport, e.g. Football).	Acima de tudo eu me considero um(a) fã de futebol.	Acima de tudo, me considero um(a) fã de Futebol.
		(specific sport) is my favorite sport.	(esporte específico) é o meu esporte favorito.	(specific sport) is my favorite sport.	O futebol é o meu esporte favorito.	O futebol é o meu esporte favorito.
		I am a (specific sport) fan at all levels (high school, college, professional)	Eu sou um fã (esporte específico) em todos os níveis (ensino médio, faculdade, profissional)	I am a fan (specific sport) at all levels (high school, college, professional)	N/A	Eu sou um(a) fã de Futebol, independentemente do nível da competição (nacional ou internacional)
PAI Trail, Robinson, Dick, & Gillentine, 2003	Identification with the team	I consider myself to be a "real" fan of the (team name) team.	Eu me considero um fã "real" da equipe (nome do time).	I consider myself a "real" fan of the team (name of the team).	Eu me considero um(a) Flamenguista de Verdade	No futebol, eu me considero um fã do Flamengo.
		I would experience a loss if I had to stop being a fan of the (team name) team.	Eu sofreria uma perda se tivesse que deixar de ser fã da equipe (nome do time).	I would suffer a loss if I had to stop being a fan of the team (name of the team).	Eu me sentiria perdido(a) se tivesse que deixar de ser torcedor(a) do Flamengo.	Eu me sentiria perdido(a) se tivesse que deixar de ser torcedor(a) do Flamengo no futebol.
		Being a fan of (team name) is very important to me.	Ser fã de (nome da equipe) é muito importante para mim.	Being a fan of (team name) is very important to me.	Ser um(a) torcedor(a) do Flamengo é muito importante para mim.	No futebol, ser um(a) torcedor(a) do Flamengo é muito importante para mim.

Table 23 – Rephrasing of Scale Items

Dimension	Item Original Wording	Final Wording After the Pre-Test
Identification with the team	Eu me considero um fã do time de Futebol do Flamengo	No futebol, eu me considero um fã do Flamengo.
	Eu me sentiria perdido(a) se tivesse que deixar de ser torcedor(a) do time de Futebol do Flamengo.	Eu me sentiria perdido(a) se tivesse que deixar de ser torcedor(a) do Flamengo no futebol.
	Ser um(a) torcedor(a) do time de Futebol Flamengo é muito importante para mim.	No futebol, ser um(a) torcedor(a) do Flamengo é muito importante para mim.
	Eu me considero um fã do time de League of Legends do Flamengo	No League of Legends, eu me considero um fã do Flamengo.
	Eu me sentiria perdido(a) se tivesse que deixar de ser torcedor(a) do time de League of Legends do Flamengo.	Eu me sentiria perdido(a) se tivesse que deixar de ser torcedor(a) do Flamengo no League of Legends.
	Ser um(a) torcedor(a) do time de League of Legends Flamengo é muito importante para mim.	No League of Legends, ser um(a) torcedor(a) do Flamengo é muito importante para mim.

APPENDIX II – QUESTIONS AND ANSWERS ABOUT THE RESEARCH DISTRIBUTED TO THE INTERVIWERS PRIOR TO TRAINING

The following documents have been created by the author to clarify basic questions from possible interviewers during the recruiting phase.



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INFLUÊNCIA DA IDENTIFICAÇÃO DO FÃ DE eSPORTS COM TIMES DE FUTEBOL: UM ESTUDO SOBRE OS TIMES DE FUTEBOL E LEAGUE OF LEGENDS DO FLAMENGO

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Perguntas e Respostas sobre a Pesquisa – Game XP

1) Sobre a pesquisa

a. Do que se trata a pesquisa:

O objetivo da referida pesquisa é entender a Influência da Identificação do Fã de eSports com times de Futebol. O público alvo deste trabalho será torcedores do Flamengo (futebol) que possuam conhecimento sobre a existência do time de esporte eletrônico do Flamengo, e que saibam qual modalidade de eSports é praticada pelo mesmo.

b. Por que fazer a pesquisa:

Como mestrando do Coppead/UFRJ, escolhi a área de marketing esportivo para a minha dissertação de conclusão de curso. O fenômeno dos eSports é recente e ainda carece de estudos para seu maior entendimento. A pesquisa visa elaborar sobre a contribuição da identificação do fã de eSports do Flamengo com o popular time de futebol de clube.

c. Como será feita a pesquisa:

A pesquisa será aplicada através de questionários em papel. O questionário possui 24 perguntas e leva de 3 a 4 minutos para ser respondido. Das 24 perguntas, 4 são para qualificação da amostra, 5 para identificar a demografia da amostra, 12 para avaliação da identificação do fã (core da pesquisa) utilizando uma escala Likert e 3 perguntas finais para complementação dos resultados.

d. Onde os questionários serão aplicados:

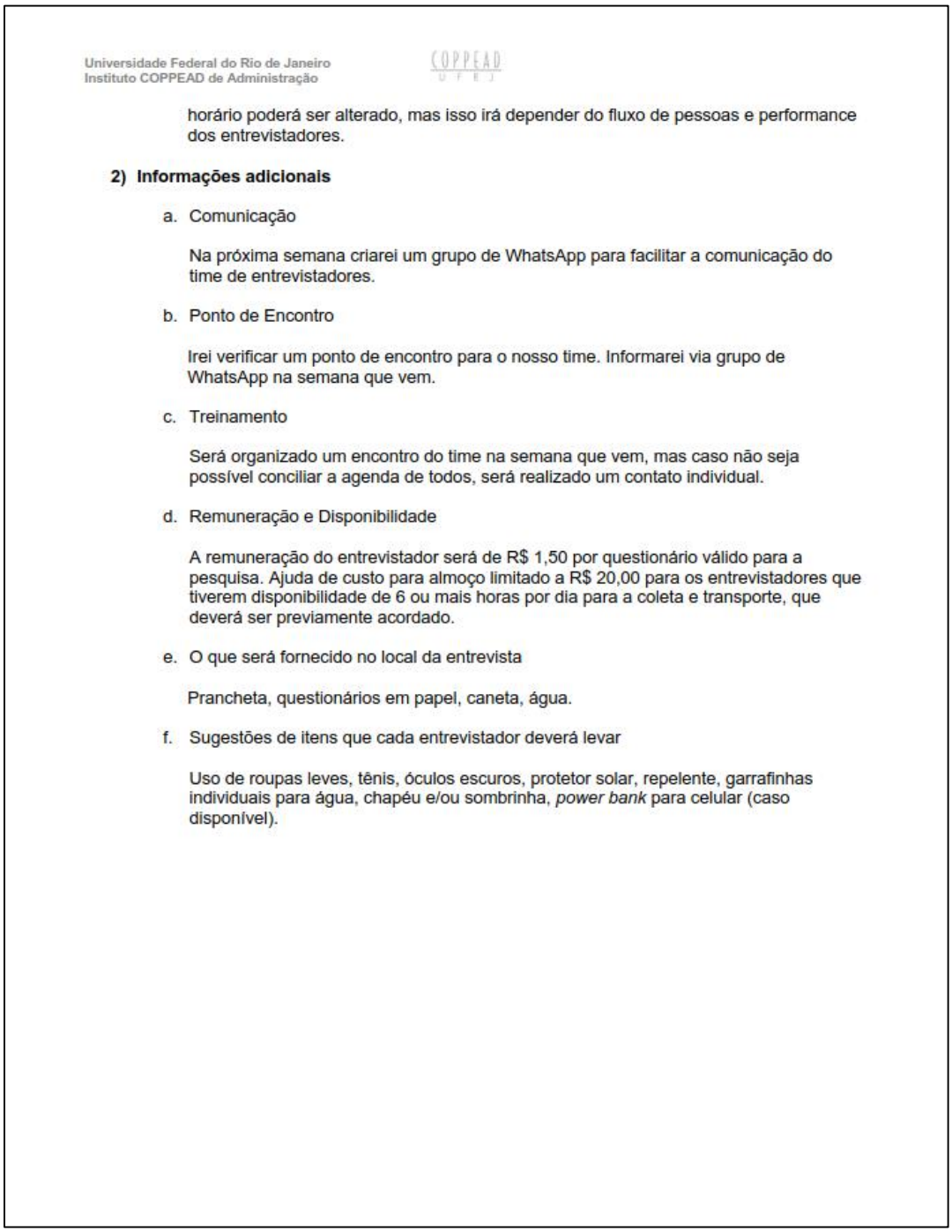
Os questionários serão aplicados nos arredores da entrada do evento Game XP 2019, que acontecerá no Parque Olímpico do Rio de Janeiro. O endereço do Parque Olímpico é: Av. Embaixador Abelardo Bueno, 3401 - Barra da Tijuca, Rio de Janeiro - RJ, 22775-039.

Maiores informações: https://www.gamexp.com.br/como-chegar

e. Quando será a coleta:

A Game XP 2019 ocorrerá nos dias 25 (quinta), 26 (sexta), 27 (sábado) e 28 (domingo), de 10hs as 21hs. Os entrevistadores deverão estar presentes as 9hs no portão do evento para coletarmos as entrevistas das pessoas que estão esperando a abertura dos portões. A expectativa é ficarmos nos arredores do evento até 18hs. O

Figure 7 – Questions and Answers About the Research Distributed to the Interviews Prior to Training, page 1 of 2 (Game XP)



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horário poderá ser alterado, mas isso irá depender do fluxo de pessoas e performance dos entrevistadores.

2) Informações adicionais

a. Comunicação

Na próxima semana criarei um grupo de WhatsApp para facilitar a comunicação do time de entrevistadores.

b. Ponto de Encontro

Irei verificar um ponto de encontro para o nosso time. Informarei via grupo de WhatsApp na semana que vem.

c. Treinamento

Será organizado um encontro do time na semana que vem, mas caso não seja possível conciliar a agenda de todos, será realizado um contato individual.

d. Remuneração e Disponibilidade

A remuneração do entrevistador será de R$ 1,50 por questionário válido para a pesquisa. Ajuda de custo para almoço limitado a R$ 20,00 para os entrevistadores que tiverem disponibilidade de 6 ou mais horas por dia para a coleta e transporte, que deverá ser previamente acordado.

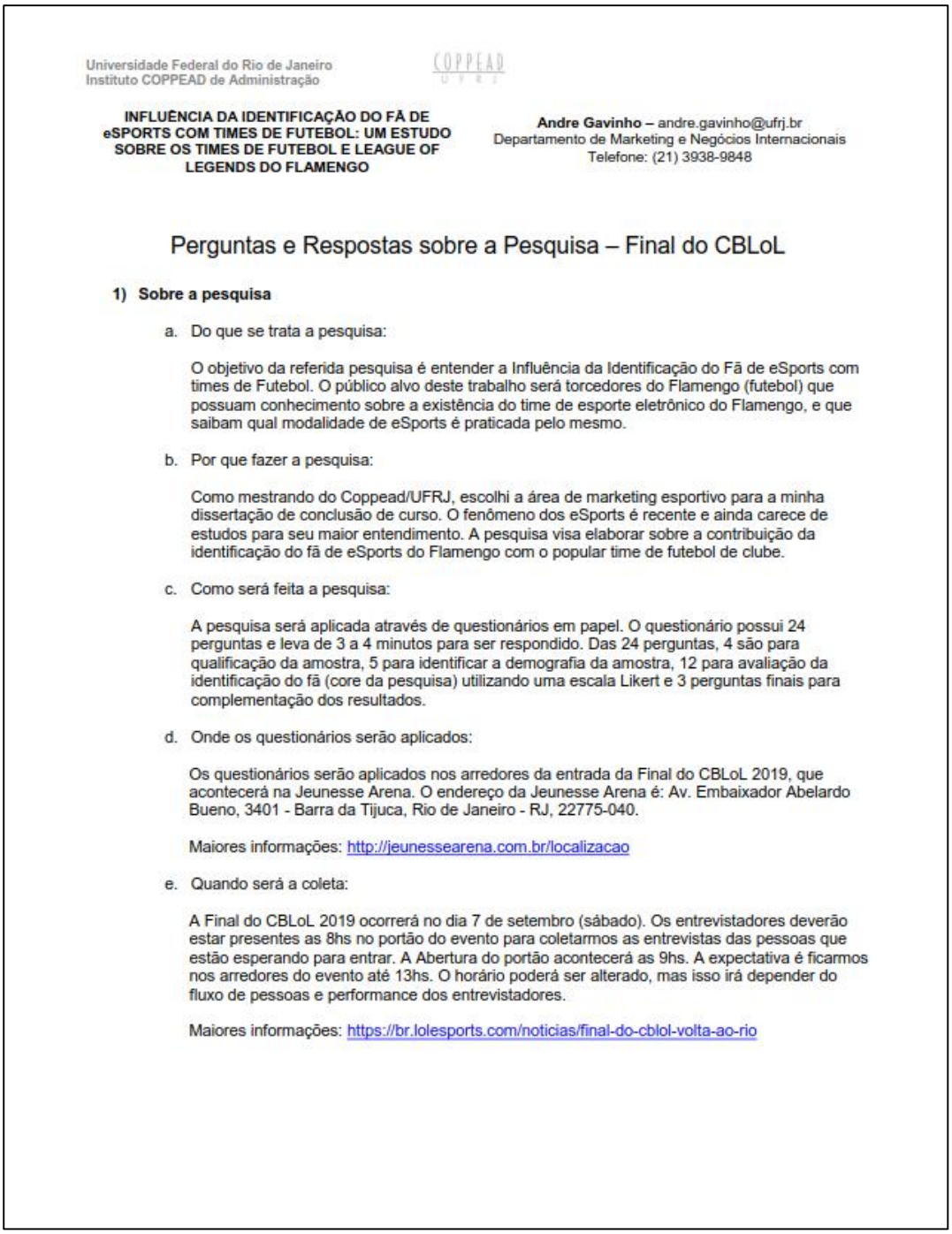
e. O que será fornecido no local da entrevista

Prancheta, questionários em papel, caneta, água.

f. Sugestões de itens que cada entrevistador deverá levar

Uso de roupas leves, tênis, óculos escuros, protetor solar, repelente, garrafinhas individuais para água, chapéu e/ou sombrinha, *power bank* para celular (caso disponível).

Figure 8 – Questions and Answers About the Research Distributed to the Interviewers Prior to Training, page 2 of 2 (Game XP)



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INFLUÊNCIA DA IDENTIFICAÇÃO DO FÃ DE eSPORTS COM TIMES DE FUTEBOL: UM ESTUDO SOBRE OS TIMES DE FUTEBOL E LEAGUE OF LEGENDS DO FLAMENGO

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Perguntas e Respostas sobre a Pesquisa – Final do CBLoL

1) Sobre a pesquisa

a. Do que se trata a pesquisa:

O objetivo da referida pesquisa é entender a Influência da Identificação do Fã de eSports com times de Futebol. O público alvo deste trabalho será torcedores do Flamengo (futebol) que possuam conhecimento sobre a existência do time de esporte eletrônico do Flamengo, e que saibam qual modalidade de eSports é praticada pelo mesmo.

b. Por que fazer a pesquisa:

Como mestrando do Coppead/UFRJ, escolhi a área de marketing esportivo para a minha dissertação de conclusão de curso. O fenômeno dos eSports é recente e ainda carece de estudos para seu maior entendimento. A pesquisa visa elaborar sobre a contribuição da identificação do fã de eSports do Flamengo com o popular time de futebol de clube.

c. Como será feita a pesquisa:

A pesquisa será aplicada através de questionários em papel. O questionário possui 24 perguntas e leva de 3 a 4 minutos para ser respondido. Das 24 perguntas, 4 são para qualificação da amostra, 5 para identificar a demografia da amostra, 12 para avaliação da identificação do fã (core da pesquisa) utilizando uma escala Likert e 3 perguntas finais para complementação dos resultados.

d. Onde os questionários serão aplicados:

Os questionários serão aplicados nos arredores da entrada da Final do CBLoL 2019, que acontecerá na Jeunesse Arena. O endereço da Jeunesse Arena é: Av. Embaixador Abelardo Bueno, 3401 - Barra da Tijuca, Rio de Janeiro - RJ, 22775-040.

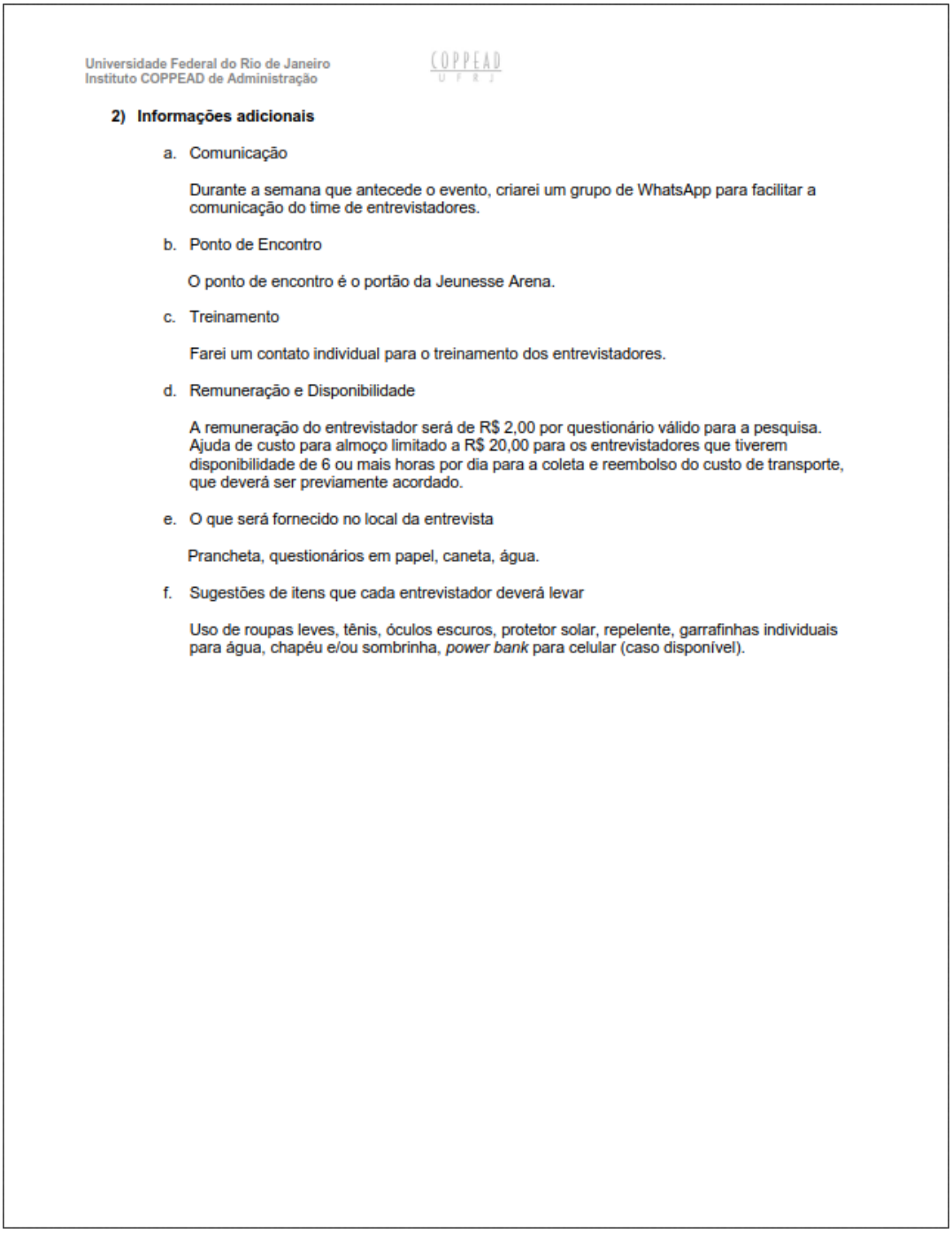
Maiores informações: http://jeunessearena.com.br/localizacao

e. Quando será a coleta:

A Final do CBLoL 2019 ocorrerá no dia 7 de setembro (sábado). Os entrevistadores deverão estar presentes as 8hs no portão do evento para coletarmos as entrevistas das pessoas que estão esperando para entrar. A Abertura do portão acontecerá as 9hs. A expectativa é ficarmos nos arredores do evento até 13hs. O horário poderá ser alterado, mas isso irá depender do fluxo de pessoas e performance dos entrevistadores.

Maiores informações: https://br.lolesports.com/noticias/final-do-cblol-volta-ao-rio

Figure 9 – Questions and Answers About the Research Distributed to the Interviews Prior to Training, page 1 of 2 (CBLoL)



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COPPEAD UFRJ

2) Informações adicionais

a. Comunicação

Durante a semana que antecede o evento, criarei um grupo de WhatsApp para facilitar a comunicação do time de entrevistadores.

b. Ponto de Encontro

O ponto de encontro é o portão da Jeunesse Arena.

c. Treinamento

Farei um contato individual para o treinamento dos entrevistadores.

d. Remuneração e Disponibilidade

A remuneração do entrevistador será de R$ 2,00 por questionário válido para a pesquisa. Ajuda de custo para almoço limitado a R$ 20,00 para os entrevistadores que tiverem disponibilidade de 6 ou mais horas por dia para a coleta e reembolso do custo de transporte, que deverá ser previamente acordado.

e. O que será fornecido no local da entrevista

Prancheta, questionários em papel, caneta, água.

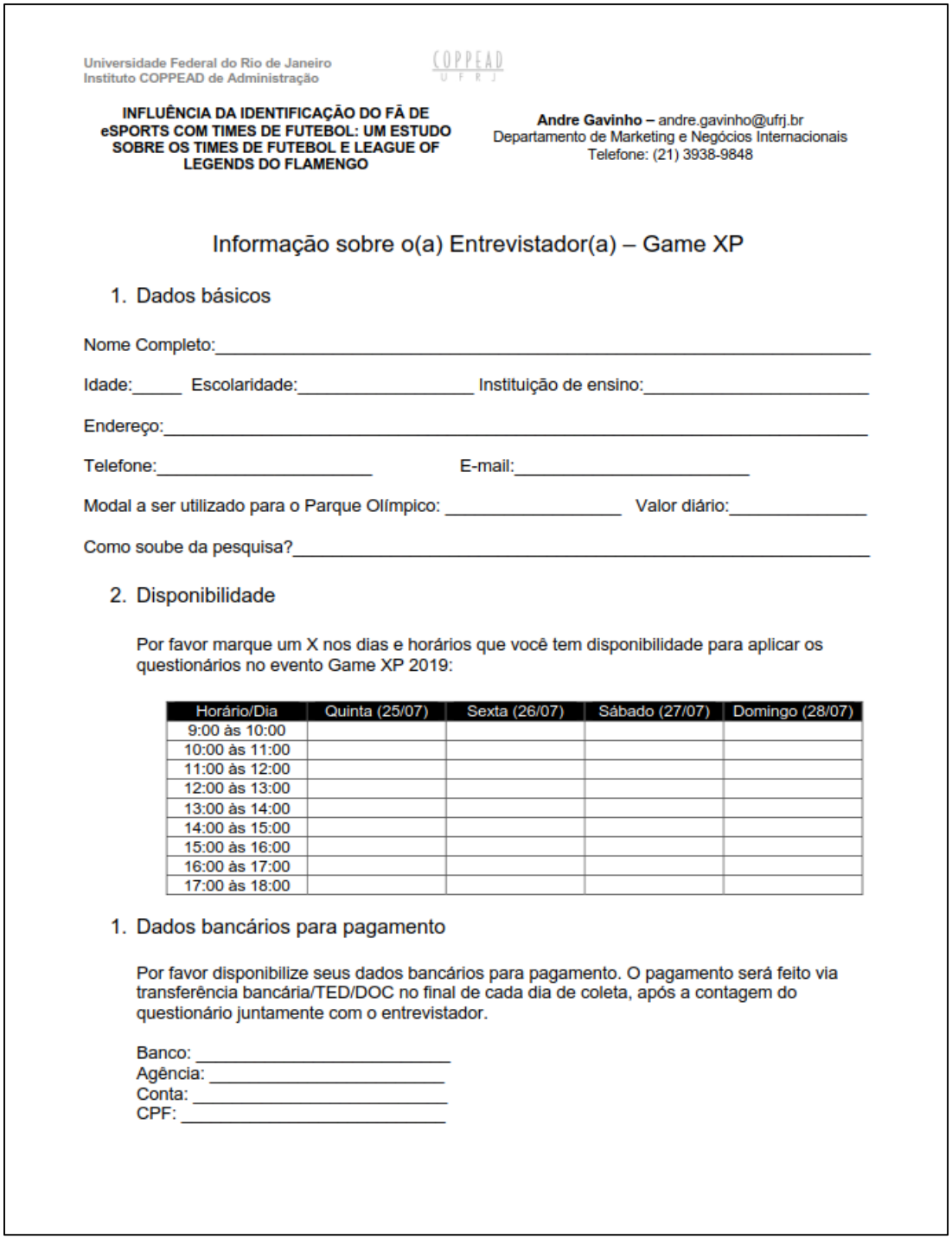
f. Sugestões de itens que cada entrevistador deverá levar

Uso de roupas leves, tênis, óculos escuros, protetor solar, repelente, garrafinhas individuais para água, chapéu e/ou sombrinha, *power bank* para celular (caso disponível).

Figure 10 – Questions and Answers About the Research Distributed to the Interviews Prior to Training, page 1 of 2 (CBLoL)

APPENDIX III – INTERVIEWER INFORMATION FORM

The following documents have been created by the author to obtain basic information from confirmed interviewers after the recruiting phase and create a working schedule for the event days.



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INFLUÊNCIA DA IDENTIFICAÇÃO DO FÃ DE eSPORTS COM TIMES DE FUTEBOL: UM ESTUDO SOBRE OS TIMES DE FUTEBOL E LEAGUE OF LEGENDS DO FLAMENGO

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Informação sobre o(a) Entrevistador(a) – Game XP

1. Dados básicos

Nome Completo:_____

Idade:_____ Escolaridade:_____ Instituição de ensino:_____

Endereço:_____

Telefone:_____ E-mail:_____

Modal a ser utilizado para o Parque Olímpico: _____ Valor diário:_____

Como soube da pesquisa?_____

2. Disponibilidade

Por favor marque um X nos dias e horários que você tem disponibilidade para aplicar os questionários no evento Game XP 2019:

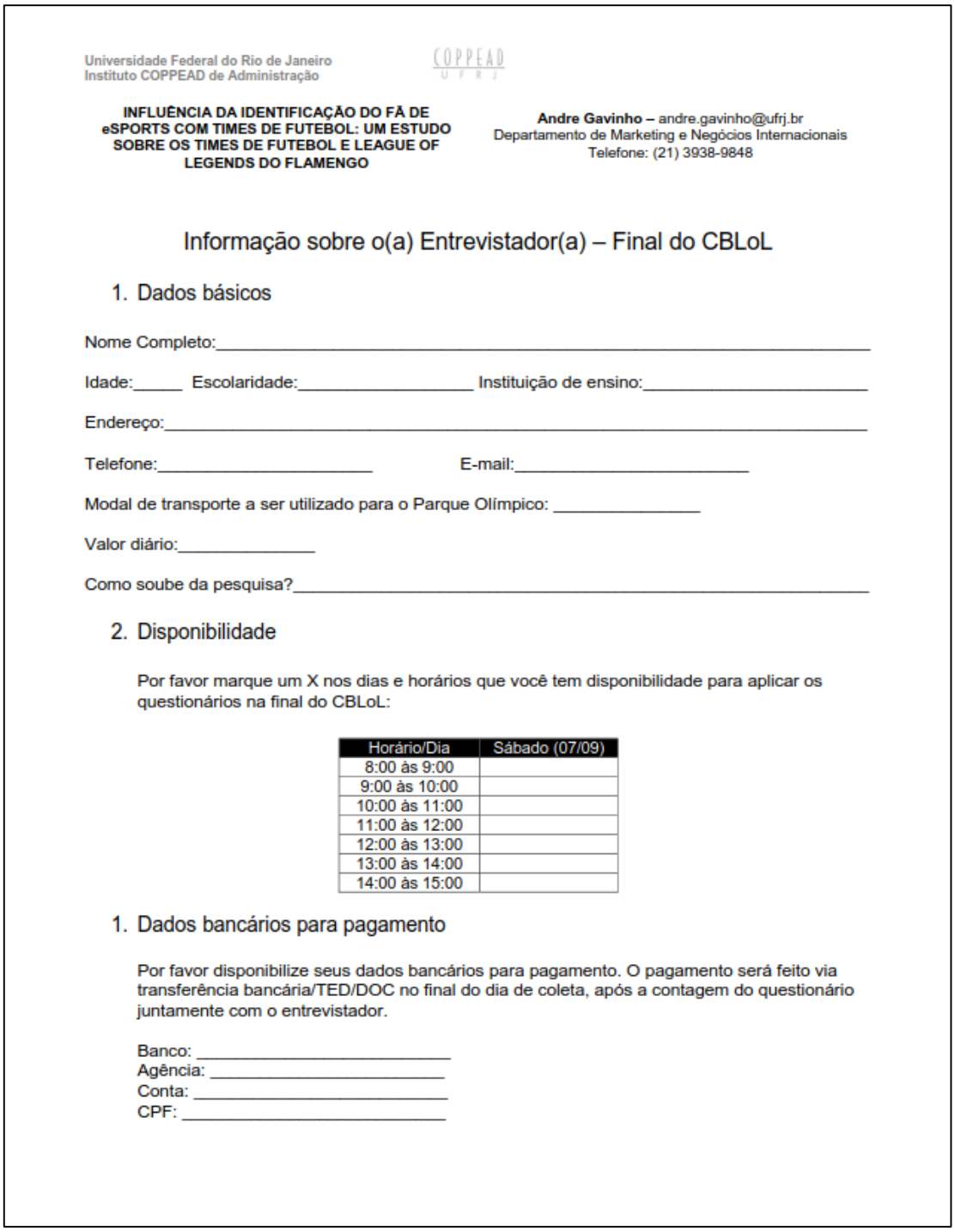
Horário/Dia	Quinta (25/07)	Sexta (26/07)	Sábado (27/07)	Domingo (28/07)
9:00 às 10:00				
10:00 às 11:00				
11:00 às 12:00				
12:00 às 13:00				
13:00 às 14:00				
14:00 às 15:00				
15:00 às 16:00				
16:00 às 17:00				
17:00 às 18:00				

1. Dados bancários para pagamento

Por favor disponibilize seus dados bancários para pagamento. O pagamento será feito via transferência bancária/TED/DOC no final de cada dia de coleta, após a contagem do questionário juntamente com o entrevistador.

Banco: _____
Agência: _____
Conta: _____
CPF: _____

Figure 11 – Interviewer´s Information Form (Game XP)



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INFLUÊNCIA DA IDENTIFICAÇÃO DO FÃ DE eSPORTS COM TIMES DE FUTEBOL: UM ESTUDO SOBRE OS TIMES DE FUTEBOL E LEAGUE OF LEGENDS DO FLAMENGO

Andre Gavinho – andre.gavinho@ufrj.br
Departamento de Marketing e Negócios Internacionais
Telefone: (21) 3938-9848

Informação sobre o(a) Entrevistador(a) – Final do CBLoL

1. Dados básicos

Nome Completo:_____

Idade:_____ Escolaridade:_____ Instituição de ensino:_____

Endereço:_____

Telefone:_____ E-mail:_____

Modal de transporte a ser utilizado para o Parque Olímpico: _____

Valor diário:_____

Como soube da pesquisa?_____

2. Disponibilidade

Por favor marque um X nos dias e horários que você tem disponibilidade para aplicar os questionários na final do CBLoL:

Horário/Dia	Sábado (07/09)
8:00 às 9:00	
9:00 às 10:00	
10:00 às 11:00	
11:00 às 12:00	
12:00 às 13:00	
13:00 às 14:00	
14:00 às 15:00	

1. Dados bancários para pagamento

Por favor disponibilize seus dados bancários para pagamento. O pagamento será feito via transferência bancária/TED/DOC no final do dia de coleta, após a contagem do questionário juntamente com o entrevistador.

Banco: _____
Agência: _____
Conta: _____
CPF: _____

Figure 12 – Interviewer´s Information Form (CBLoL)

APPENDIX IV – QUESTIONNAIRE

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Instituto COPPEAD de Administração

COPPEAD UFRJ

Versão 01

INFLUÊNCIA DA IDENTIFICAÇÃO DO FÃ DE eSPORTS COM TIMES DE FUTEBOL: UM ESTUDO SOBRE OS TIMES DE FUTEBOL E LEAGUE OF LEGENDS DO FLAMENGO

Andre Gavinho – andre.gavinho@ufrj.br
Departamento de Marketing e Negócios Internacionais
Telefone: (21) 3938-9848

<Ler para o entrevistado> O Instituto COPPEAD de Administração está realizando um estudo sobre eSports. As perguntas não levam mais de 5 minutos para serem respondidas. O importante é a sua opinião, seja ela qual for. As informações fornecidas por meio deste questionário serão mantidas em sigilo e você não será identificado.

1. Você gosta de Futebol? ( ) Sim ( ) Não
   <Instrução> Caso a resposta à pergunta 1 seja negativa, anotar a resposta, agradecer a atenção e encerrar a entrevista.
2. No Rio de Janeiro, para que time de futebol você torce? ( ) Flamengo ( ) Vasco ( ) Fluminense ( ) Botafogo ( ) Outro:_____
   <Instrução> Caso a resposta à pergunta 2 seja diferente de Flamengo, anotar a resposta, agradecer a atenção e encerrar a entrevista.
3. O Flamengo tem um time de Esporte eletrônico? ( ) Sim ( ) Não
   <Instrução> Caso a resposta à pergunta 3 seja negativa, anotar a resposta, agradecer a atenção e encerrar a entrevista.
4. **<Instrução>** Entregar o cartão circular ao entrevistado em qualquer posição.
   Poderia indicar nesse cartão circular a modalidade de esporte eletrônico praticada pelo Flamengo?
   ( ) League of Legends ( ) CS:GO ( ) FIFA19 ( ) Dota2 ( ) Fortnite ( ) StarCraft II
   <Instrução> Caso a resposta à pergunta 4 seja diferente de League of Legends, anotar a resposta, agradecer a atenção e encerrar a entrevista.
5. Você acompanha partidas de eSports por alguma mídia? ( ) Sim ( ) Não
6. Se sim, qual a mídia de sua preferência? ( ) Televisão ( ) Twitch ( ) YouTube ( )Outro:_____
7. Escolaridade: ( ) 1º grau incompleto ( ) 1º grau completo ( ) 2º Grau completo ( ) Superior
8. Quantos anos você tem?
9. **Sem perguntar.** Gênero: ( ) Masculino ( ) Feminino

<Ler> Por favor, responda de acordo com o cartão com números que variam de 1 (discordo totalmente) a 7 (concordo totalmente). Por favor, avalie cada uma das frases.

10. Acima de tudo, me considero um(a) fã de Futebol.	(1) (2) (3) (4) (5) (6) (7)
11. O futebol é o meu esporte favorito.	(1) (2) (3) (4) (5) (6) (7)
12. Eu sou um(a) fã de Futebol, independentemente do nível da competição (nacional ou internacional)	(1) (2) (3) (4) (5) (6) (7)

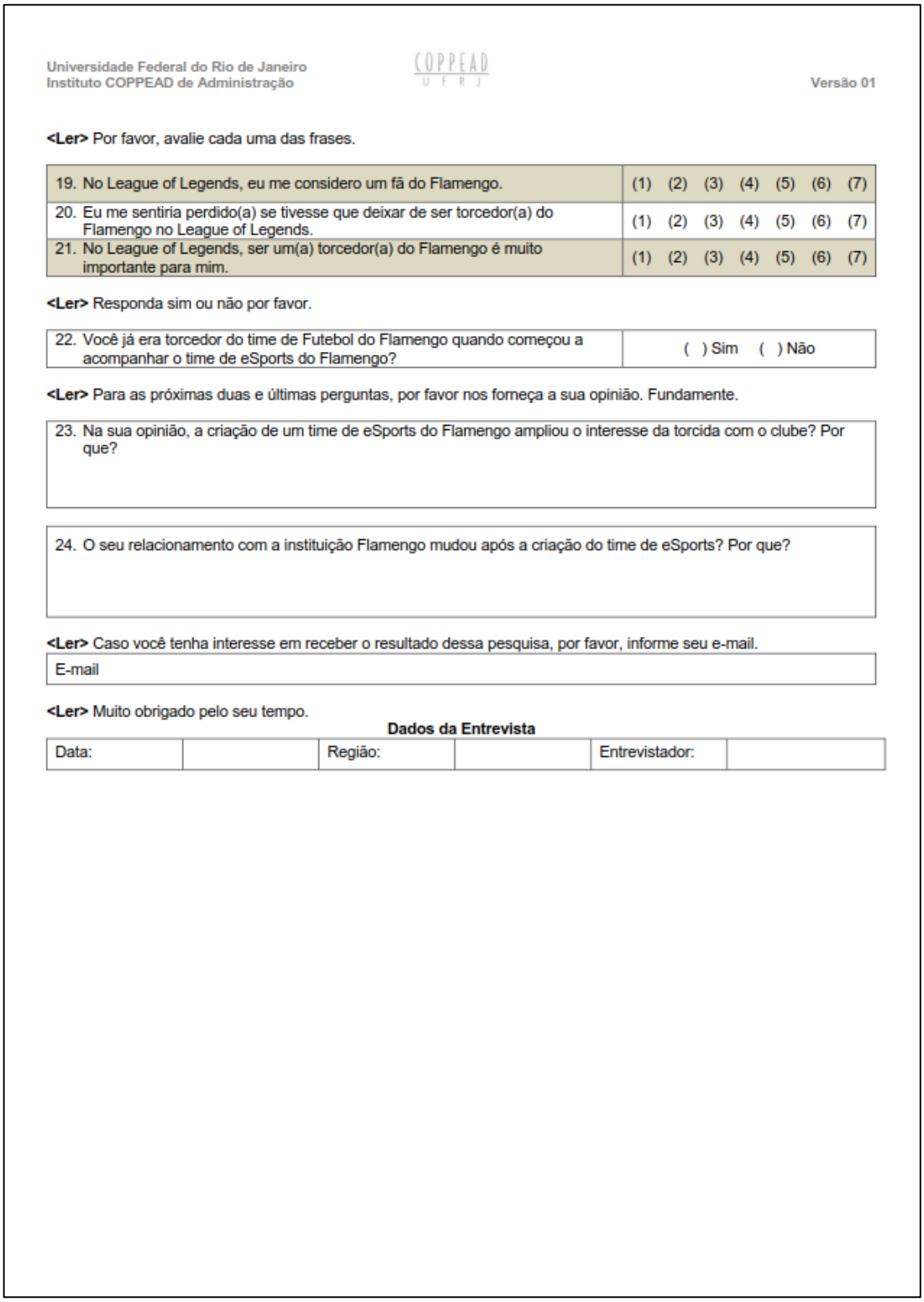
<Ler> Por favor, avalie cada uma das frases.

13. No futebol, eu me considero um fã do Flamengo.	(1) (2) (3) (4) (5) (6) (7)
14. Eu me sentiria perdido(a) se tivesse que deixar de ser torcedor(a) do Flamengo no futebol.	(1) (2) (3) (4) (5) (6) (7)
15. No futebol, ser um(a) torcedor(a) do Flamengo é muito importante para mim.	(1) (2) (3) (4) (5) (6) (7)

<Ler> Por favor, avalie cada uma das frases.

16. Acima de tudo, me considero um(a) fã de League of Legends.	(1) (2) (3) (4) (5) (6) (7)
17. O League of Legends é o meu esporte eletrônico favorito.	(1) (2) (3) (4) (5) (6) (7)
18. Eu sou um(a) fã de League of Legends, independentemente do nível da competição (nacional ou internacional).	(1) (2) (3) (4) (5) (6) (7)

Figure 13 – Questionnaire, page 1 of 2



Universidade Federal do Rio de Janeiro
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COPPEAD UFRJ

Versão 01

<Ler> Por favor, avalie cada uma das frases.

19. No League of Legends, eu me considero um fã do Flamengo.	(1) (2) (3) (4) (5) (6) (7)
20. Eu me sentiria perdido(a) se tivesse que deixar de ser torcedor(a) do Flamengo no League of Legends.	(1) (2) (3) (4) (5) (6) (7)
21. No League of Legends, ser um(a) torcedor(a) do Flamengo é muito importante para mim.	(1) (2) (3) (4) (5) (6) (7)

<Ler> Responda sim ou não por favor.

22. Você já era torcedor do time de Futebol do Flamengo quando começou a acompanhar o time de eSports do Flamengo?	( ) Sim ( ) Não

<Ler> Para as próximas duas e últimas perguntas, por favor nos forneça a sua opinião. Fundamente.

23. Na sua opinião, a criação de um time de eSports do Flamengo ampliou o interesse da torcida com o clube? Por que?

24. O seu relacionamento com a instituição Flamengo mudou após a criação do time de eSports? Por que?

<Ler> Caso você tenha interesse em receber o resultado dessa pesquisa, por favor, informe seu e-mail.

E-mail

<Ler> Muito obrigado pelo seu tempo.

Dados da Entrevista

Data:		Região:		Entrevistador:	

Figure 14 – Questionnaire, page 2 of 2

APPENDIX V – CIRCULAR CARD

Figure 15 – Circular Card

APPENDIX VI – LIKERT SCALE CARD

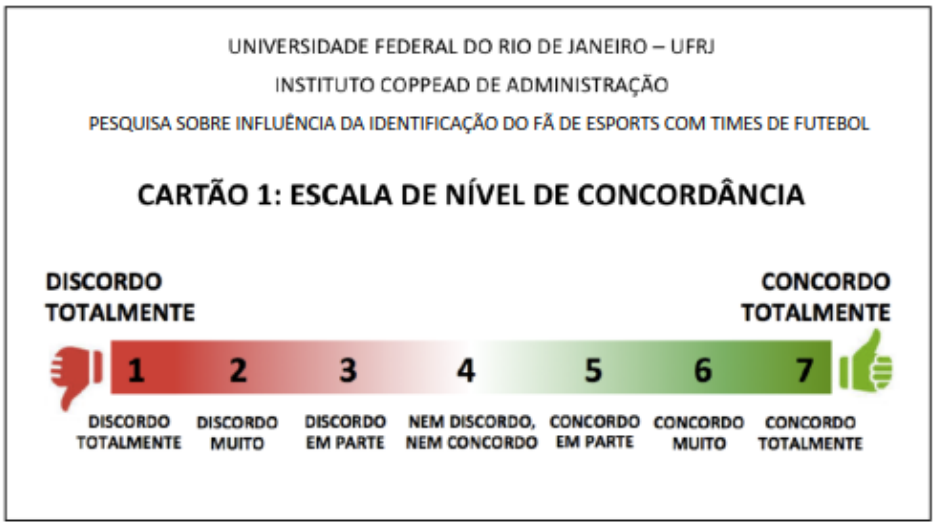

Figure 16 – Likert Scale Card

APPENDIX VII – SAMPLE HISTOGRAMS

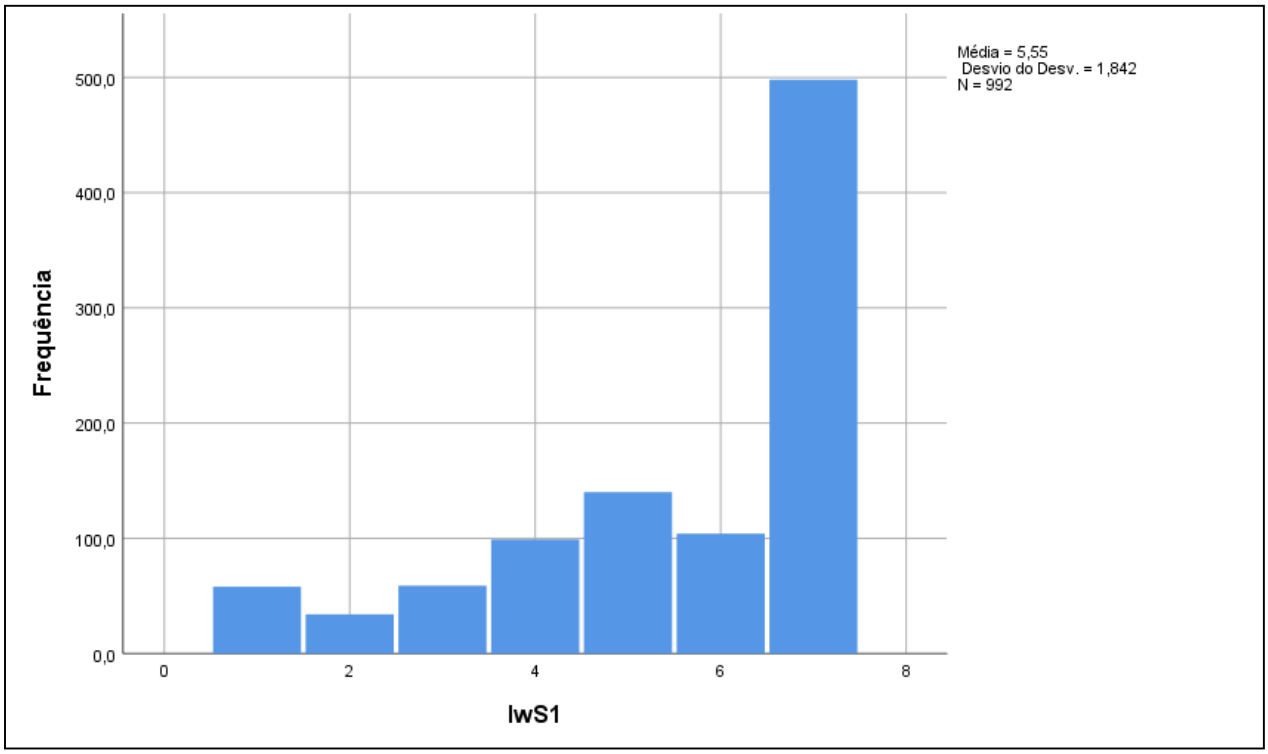

Figure 17 – Histogram IwS1 (Game XP)

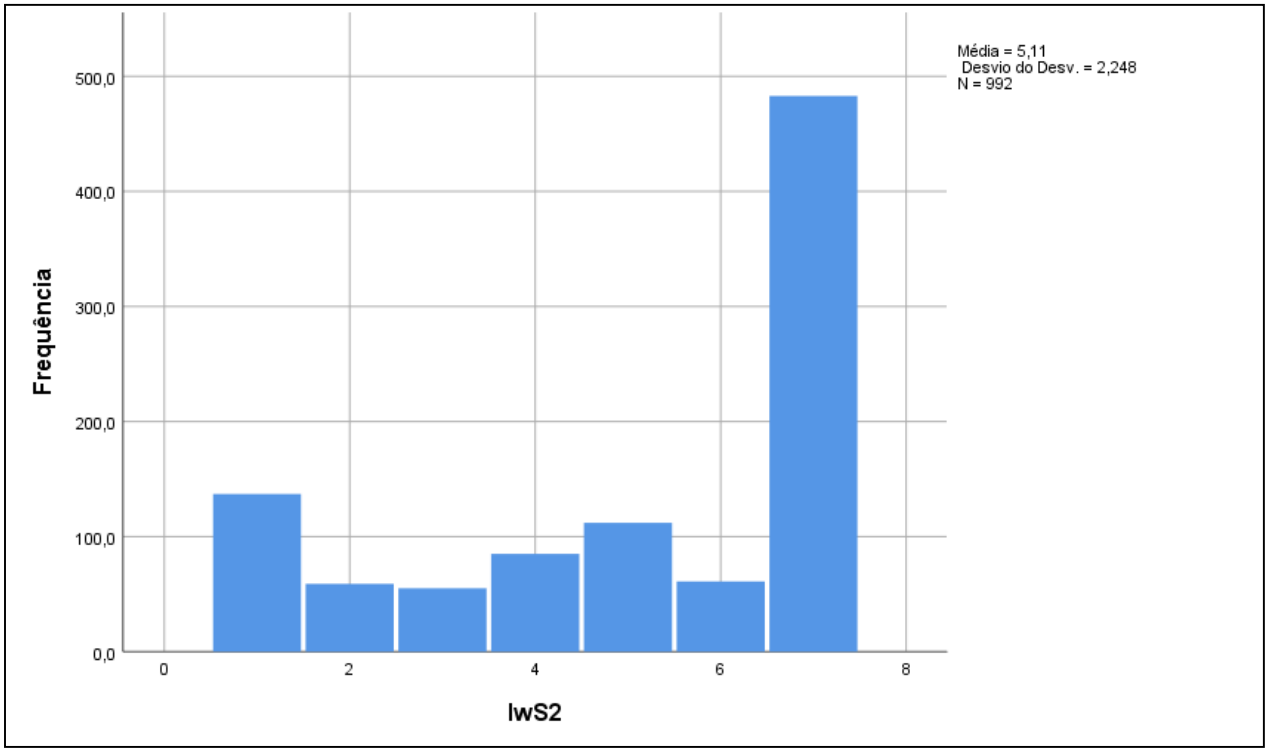

Figure 18 – Histogram IwS2 (Game XP)

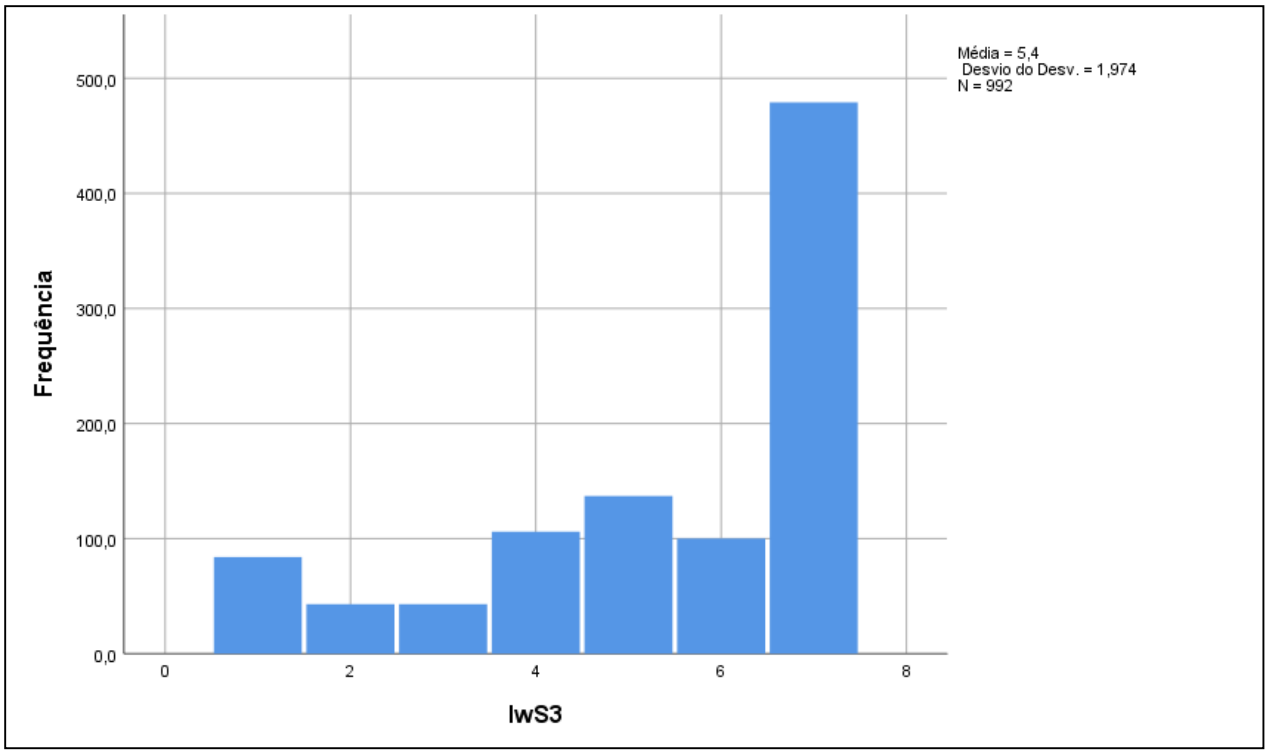

Figure 19 – Histogram IwS3 (Game XP)

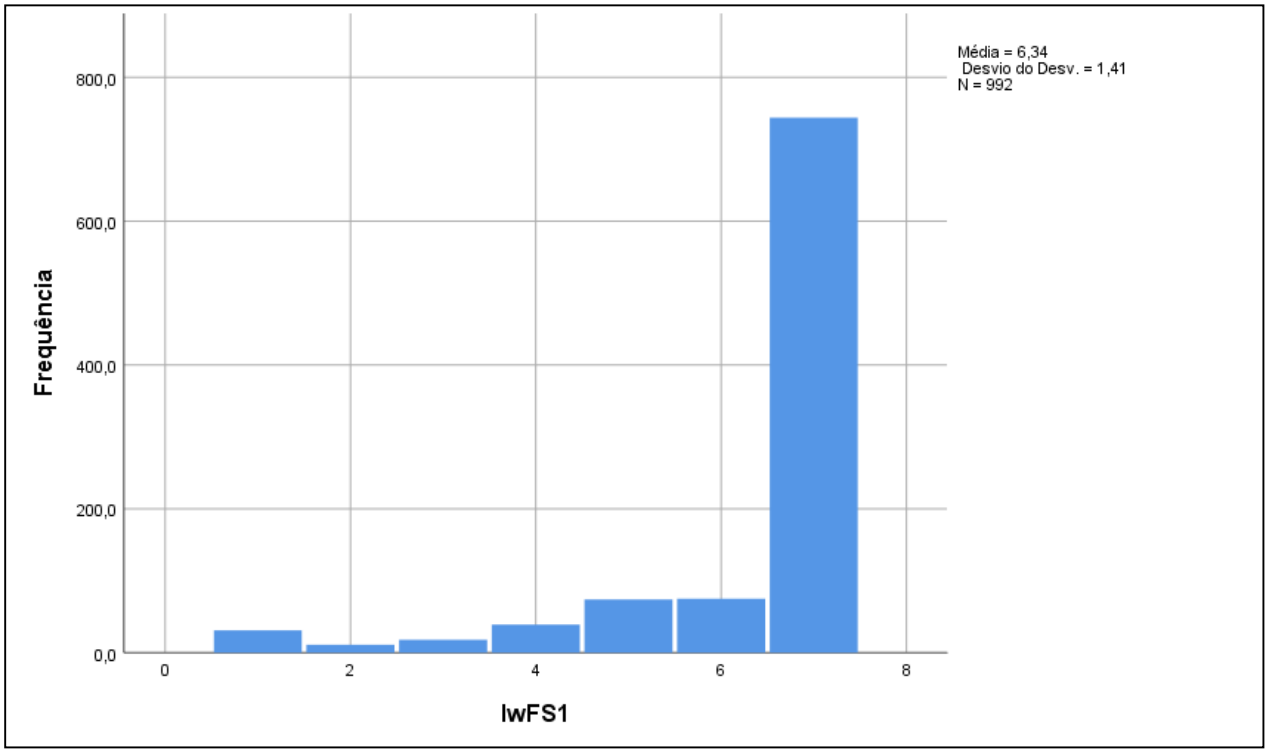

Figure 20 – Histogram IwFS1 (Game XP)

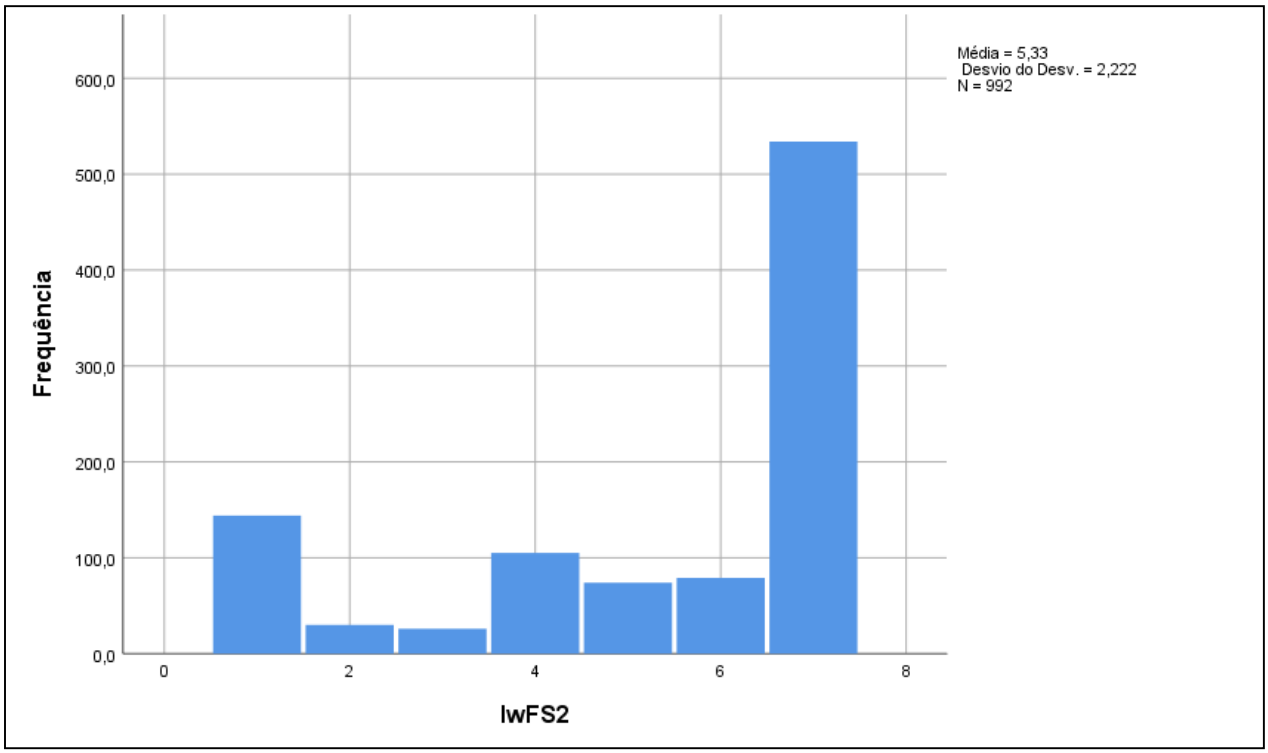

Figure 21 – Histogram IwFS2 (Game XP)

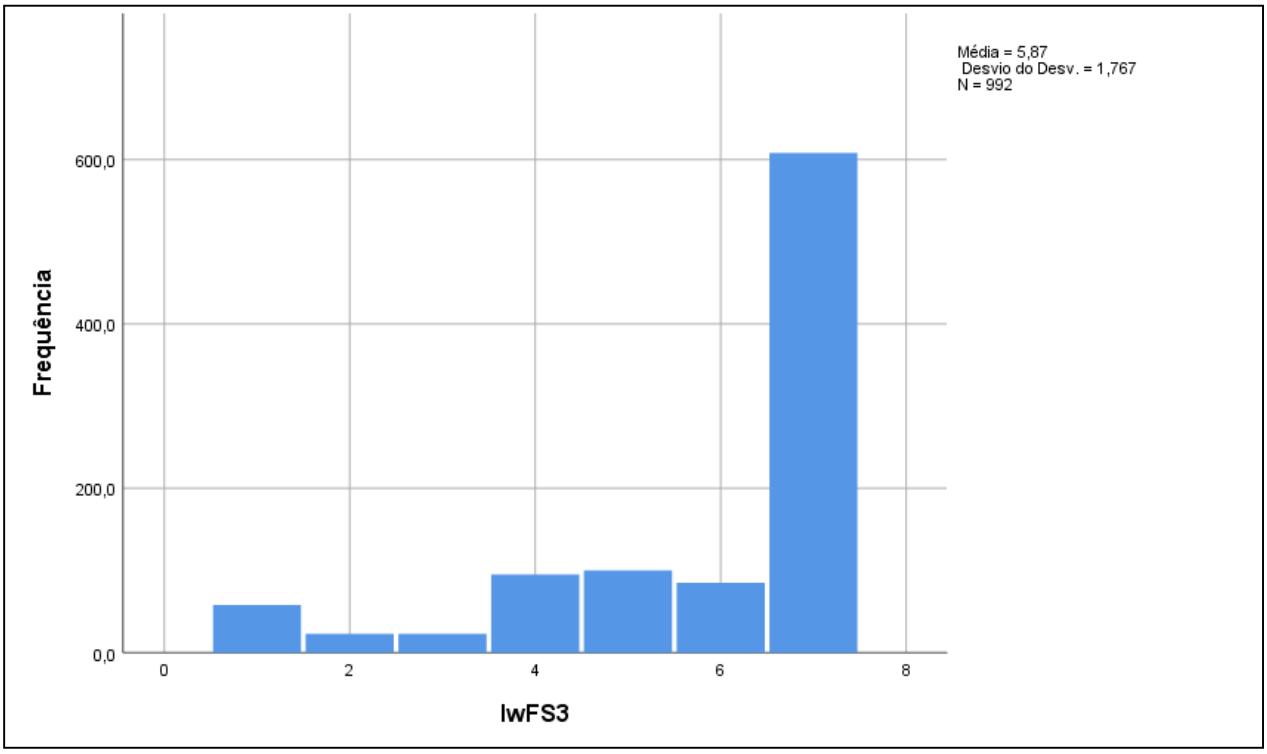

Figure 22 – Histogram IwFS3 (Game XP)

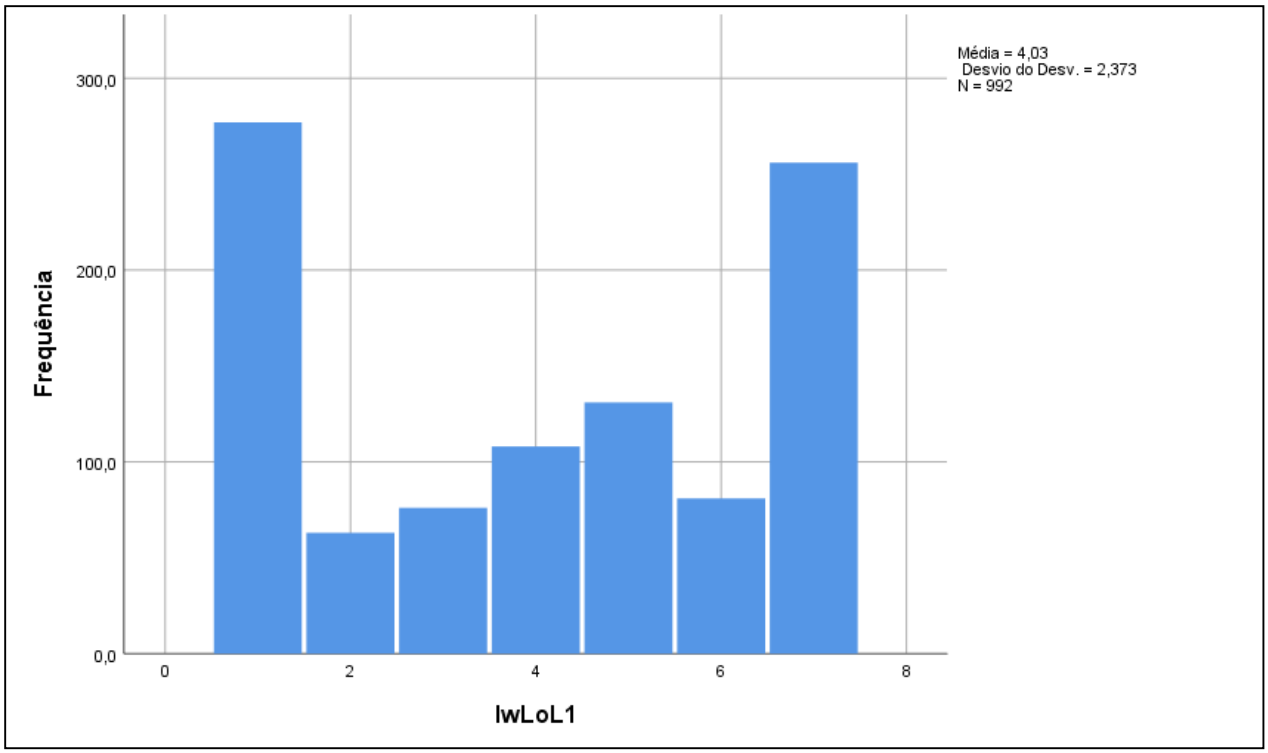

Figure 23 – Histogram IwLoL1 (Game XP)

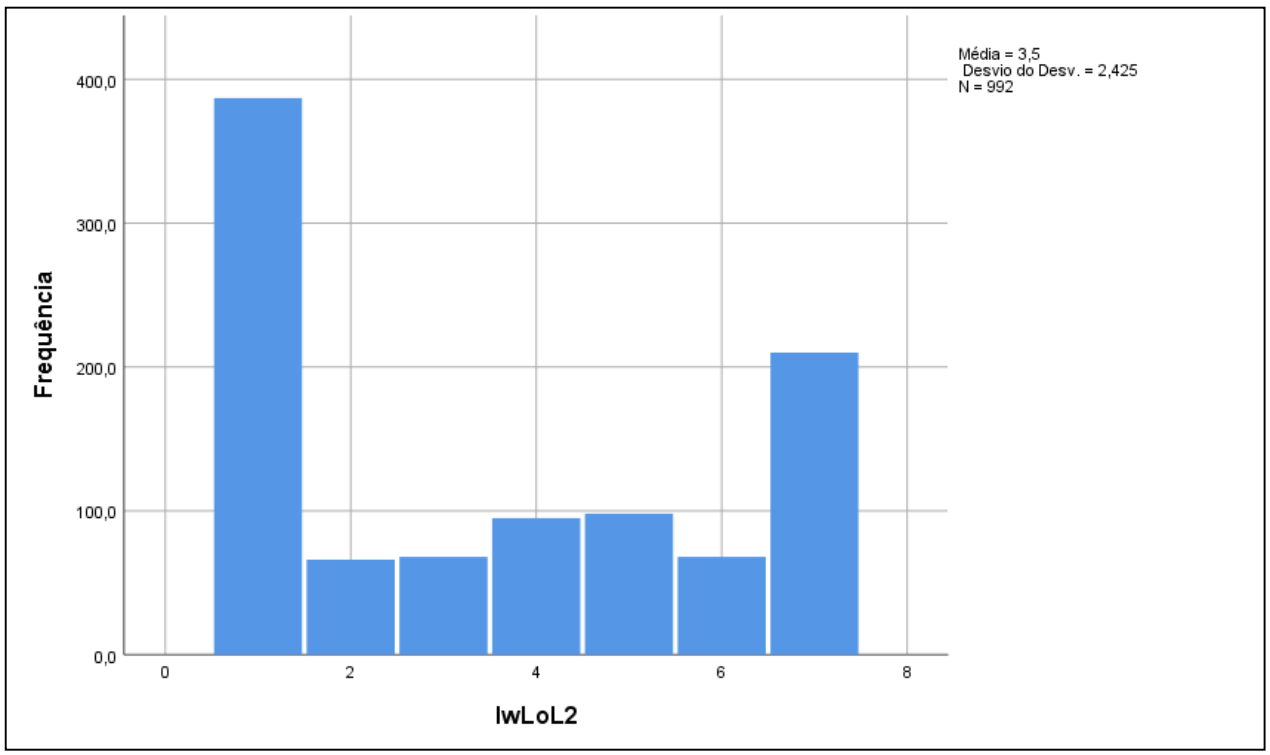

Figure 24 – Histogram IwLoL2 (Game XP)

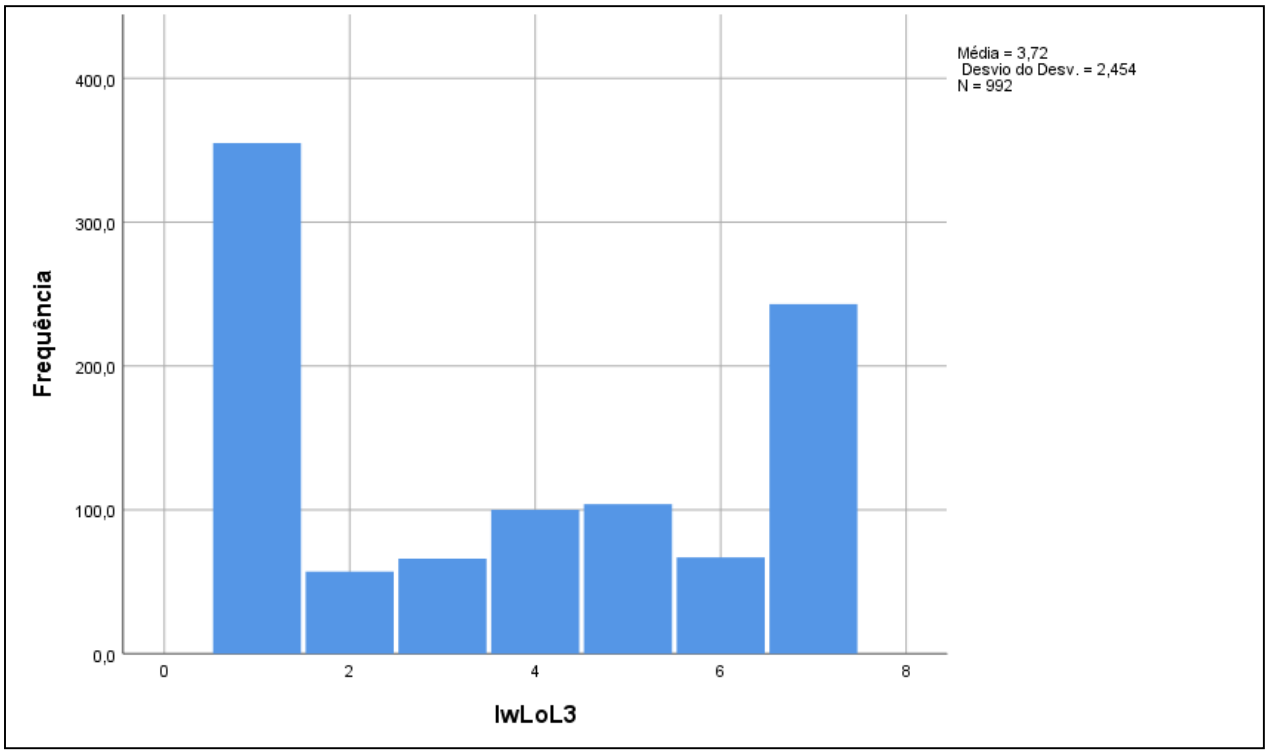

Figure 25 – Histogram IwLoL3 (Game XP)

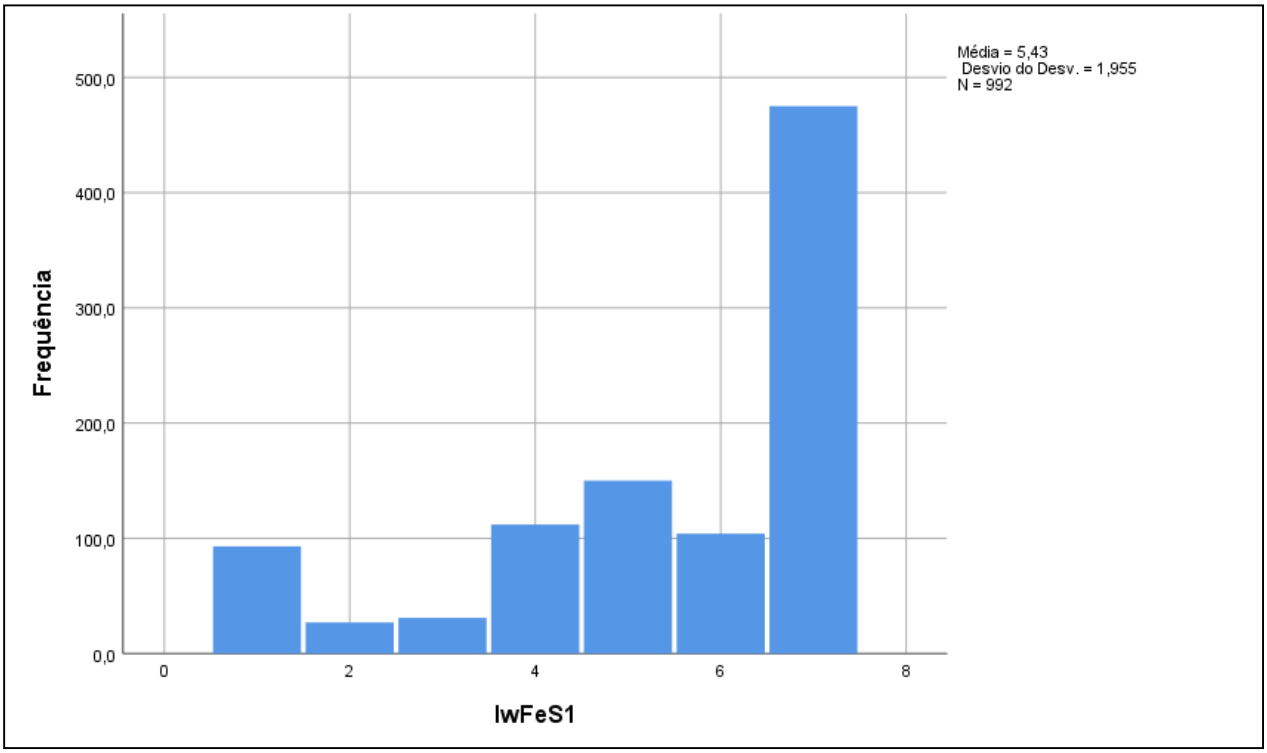

Figure 26 – Histogram IwFeS1 (Game XP)

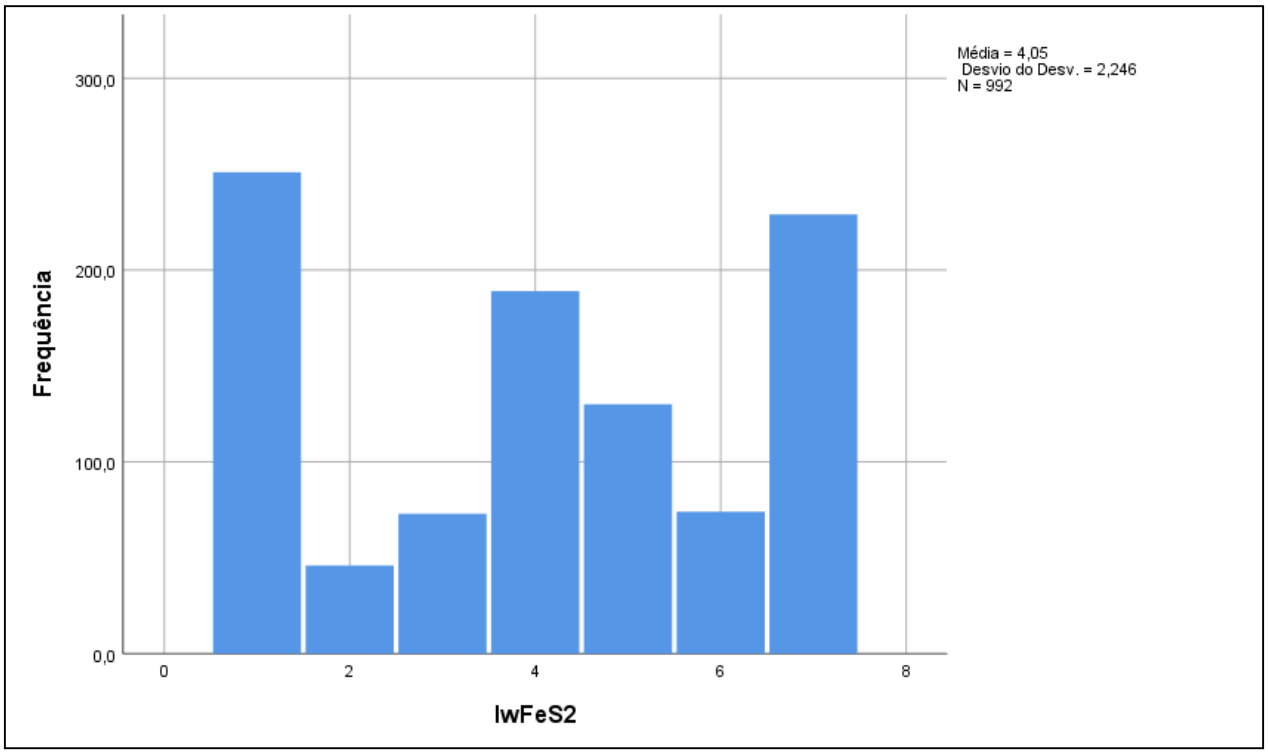

Figure 27 – Histogram IwFeS2 (Game XP)

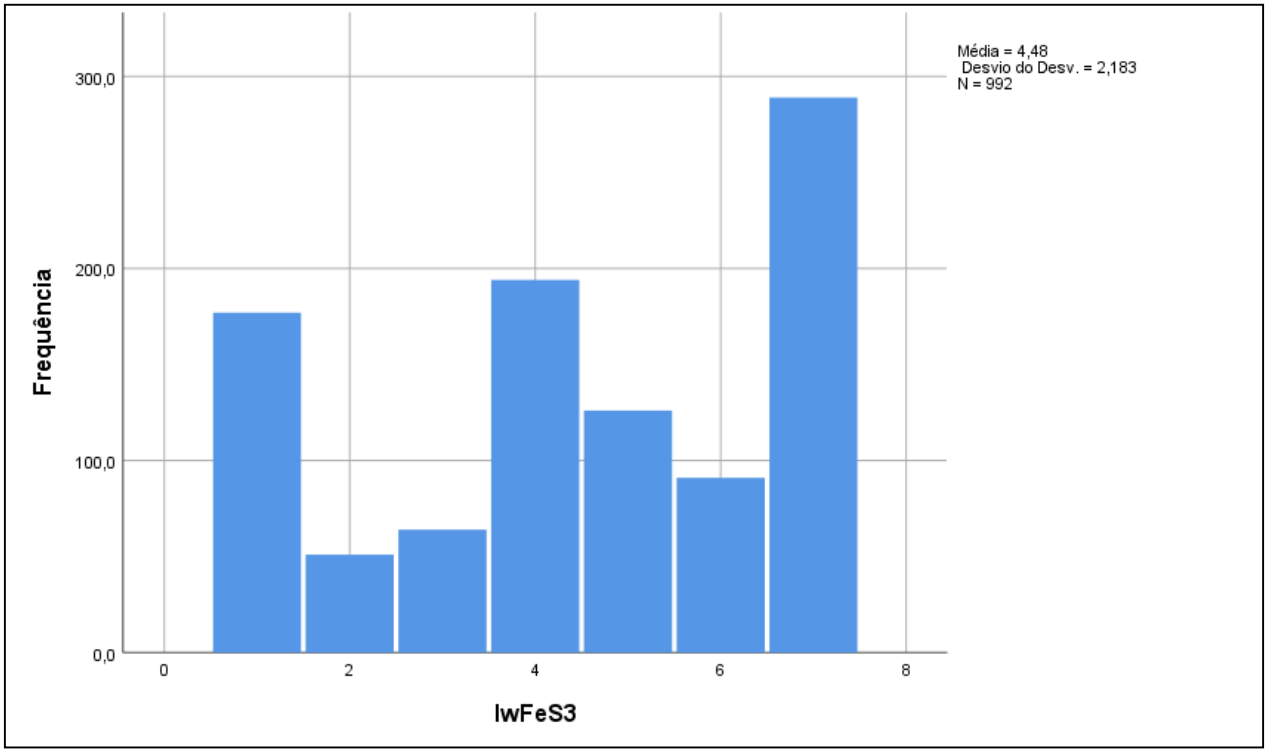

Figure 28 – Histogram IwFeS3 (Game XP)

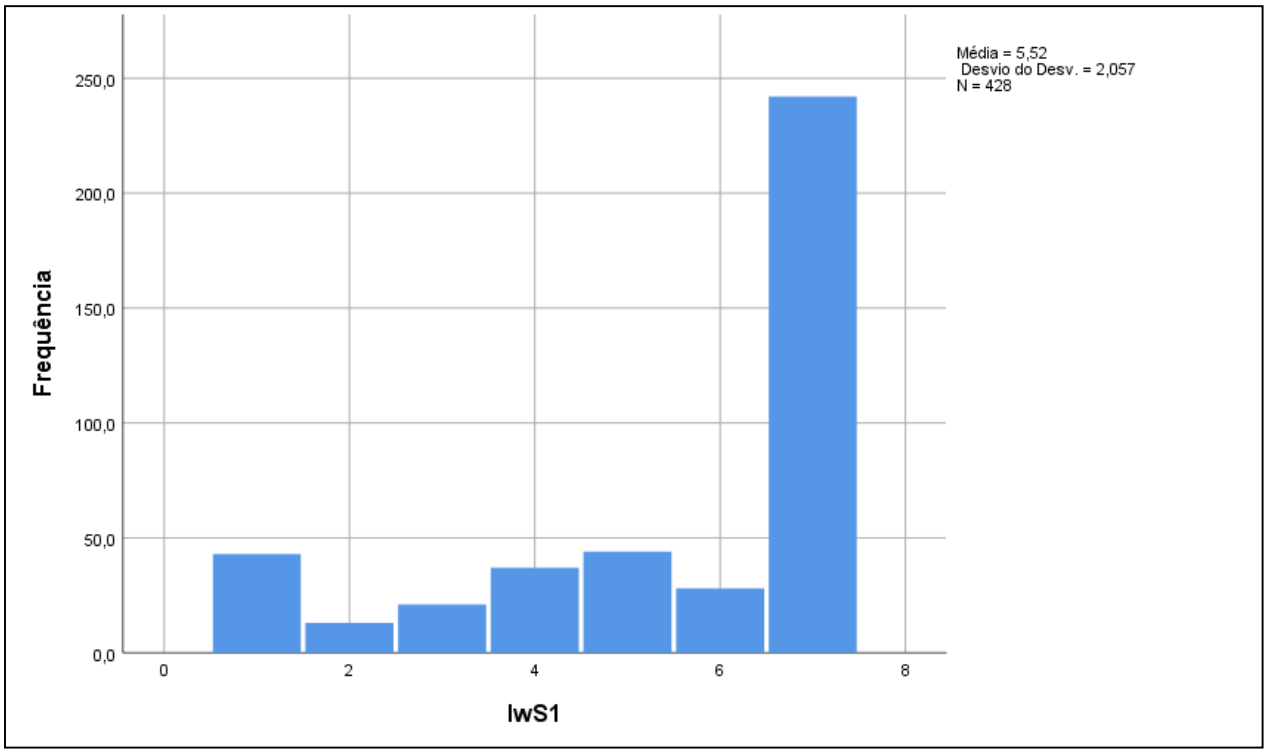

Figure 29 – Histogram IwS1 (CBLoL)

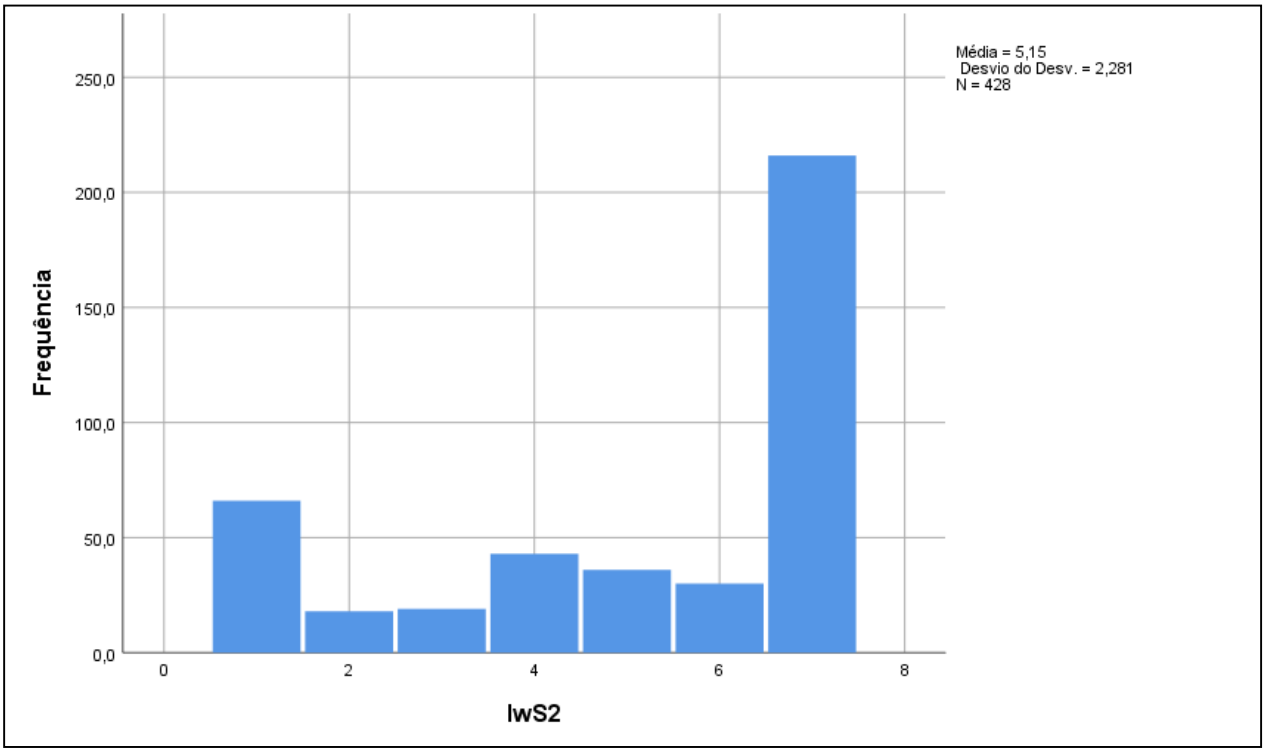

Figure 30 – Histogram IwS2 (CBLoL)

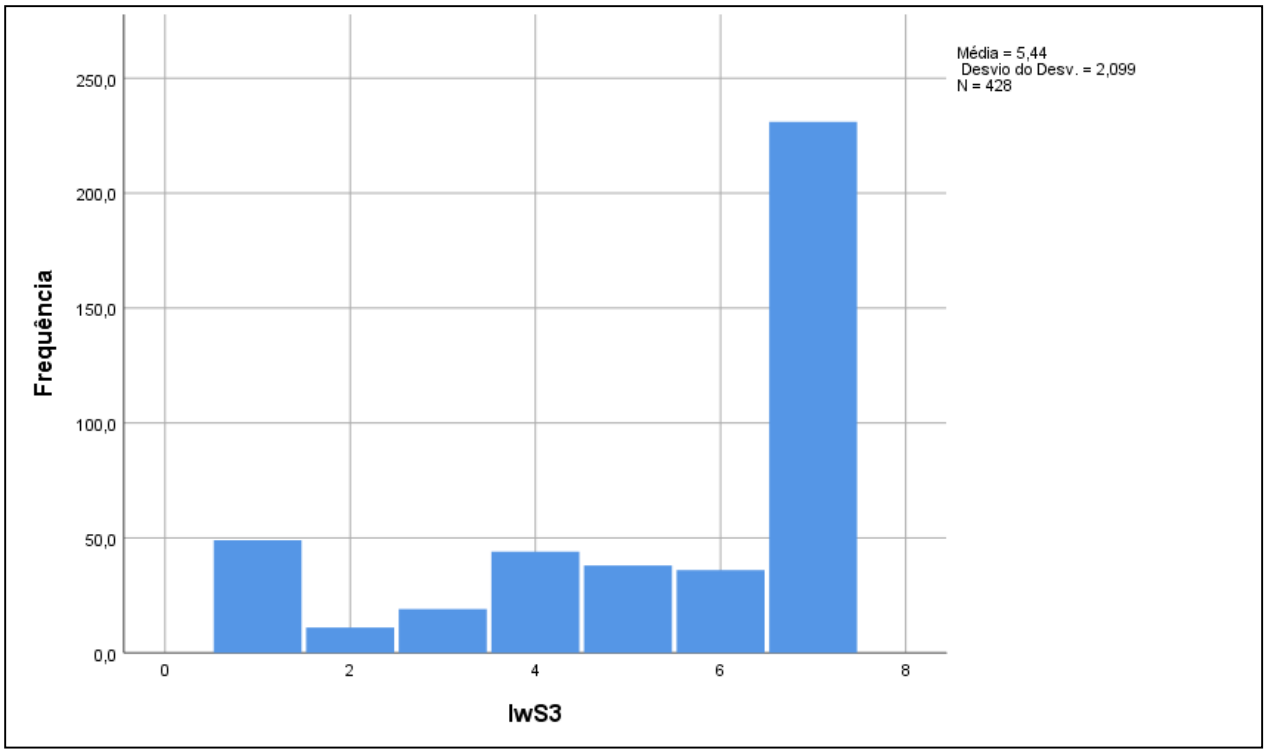

Figure 31 – Histogram IwS3 (CBLoL)

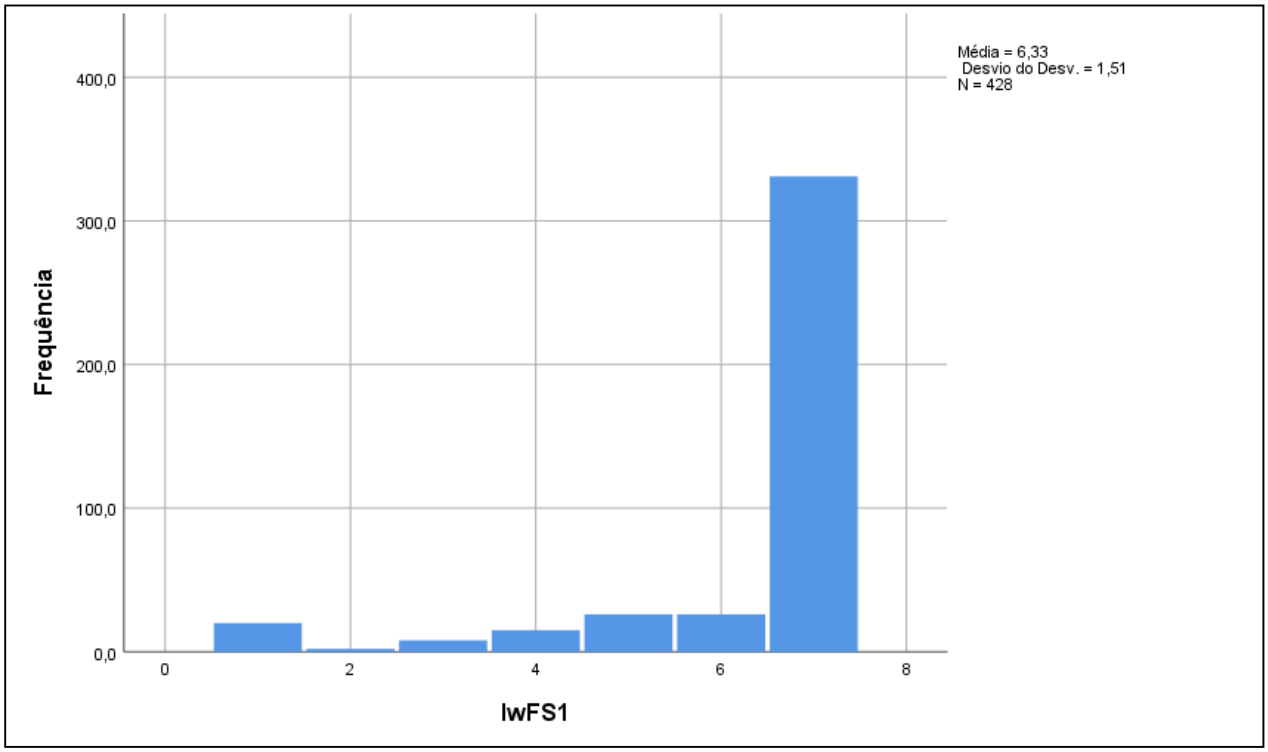

Figure 32 – Histogram IwFS1 (CBLoL)

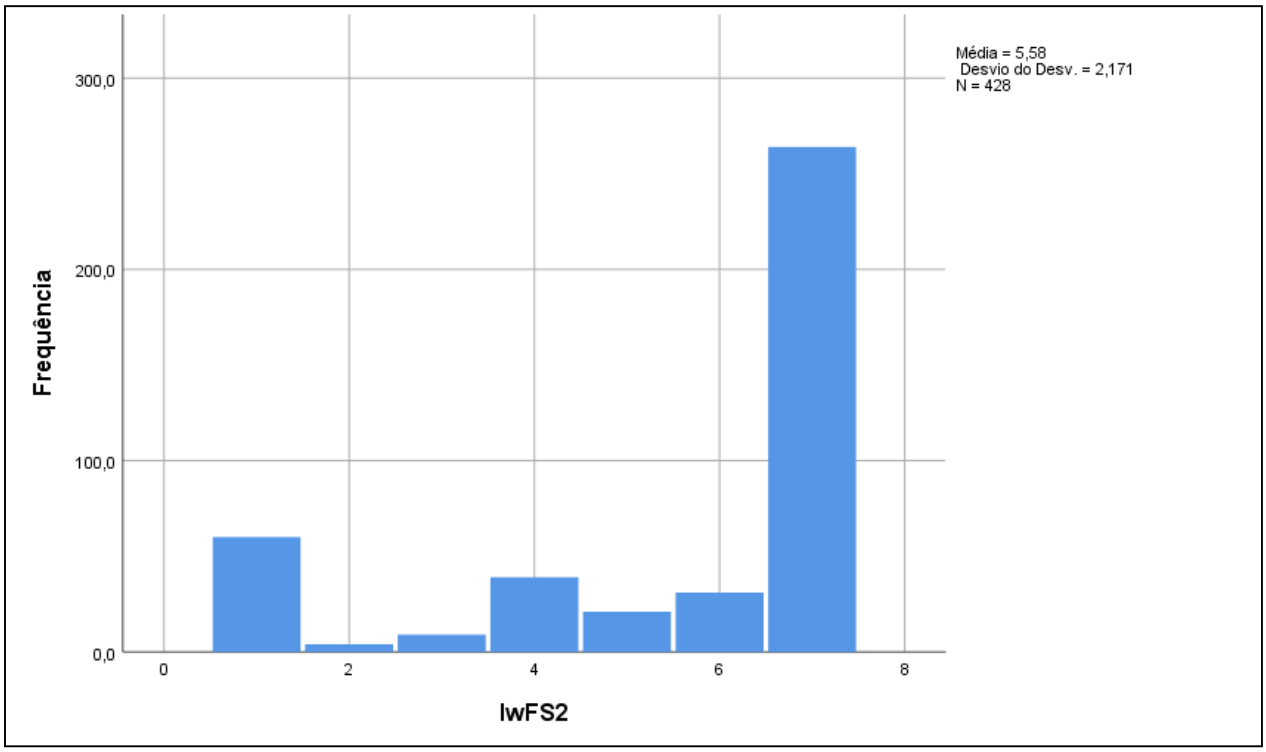

Figure 33 – Histogram IwFS2 (CBLoL)

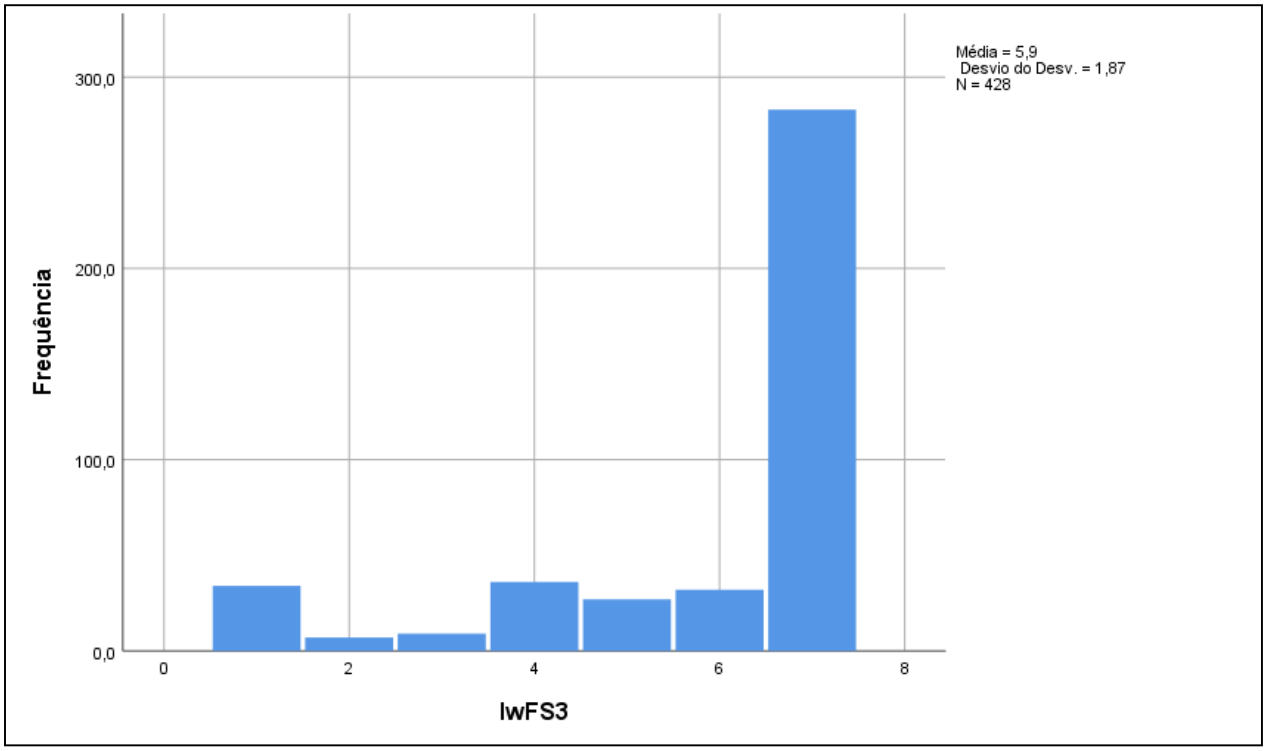

Figure 34 – Histogram IwFS3 (CBLoL)

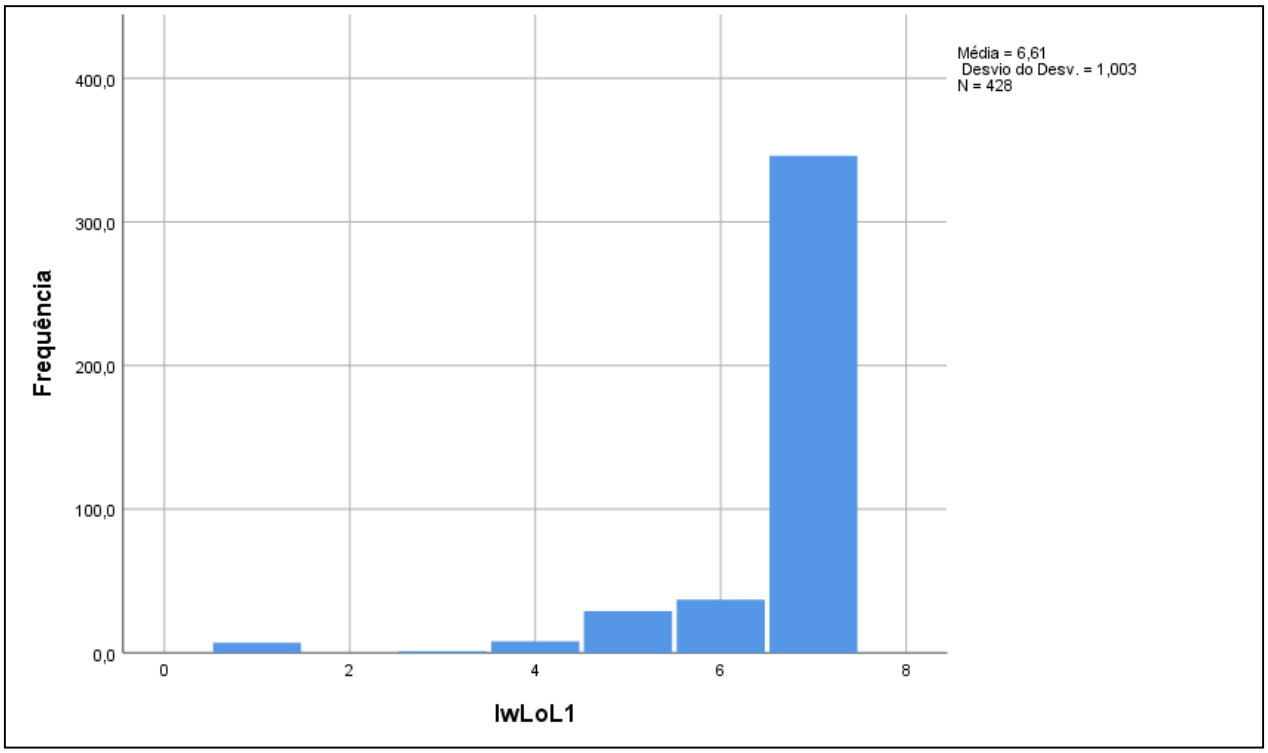

Figure 35 – Histogram IwLoL1 (CBLoL)

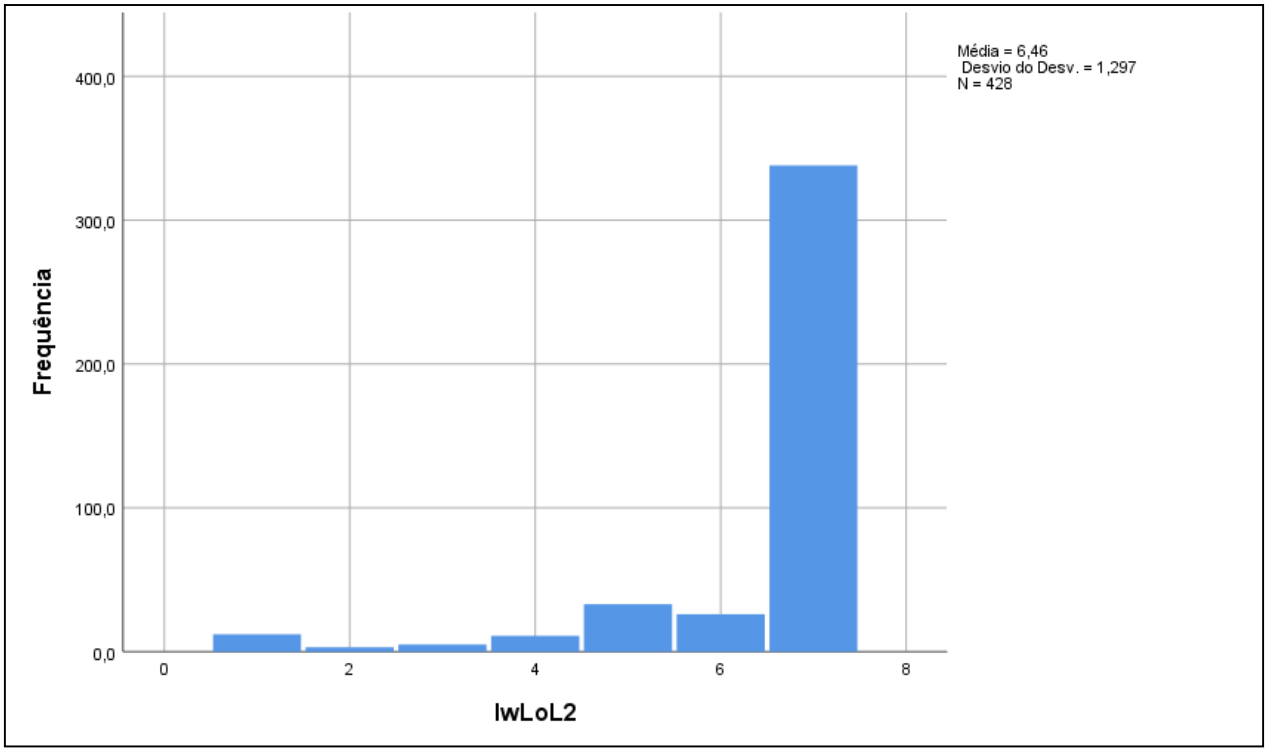

Figure 36 – Histogram IwLoL2 (CBLoL)

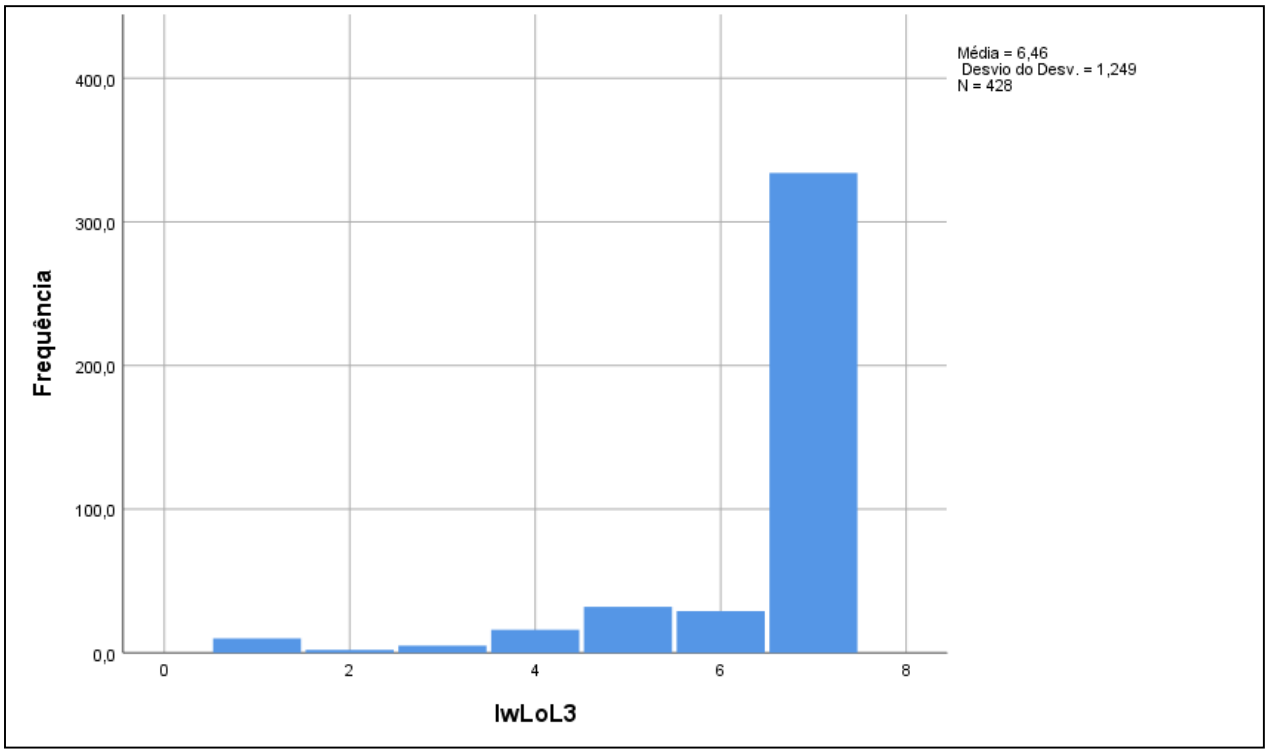

Figure 37 – Histogram IwLoL3 (CBLoL)

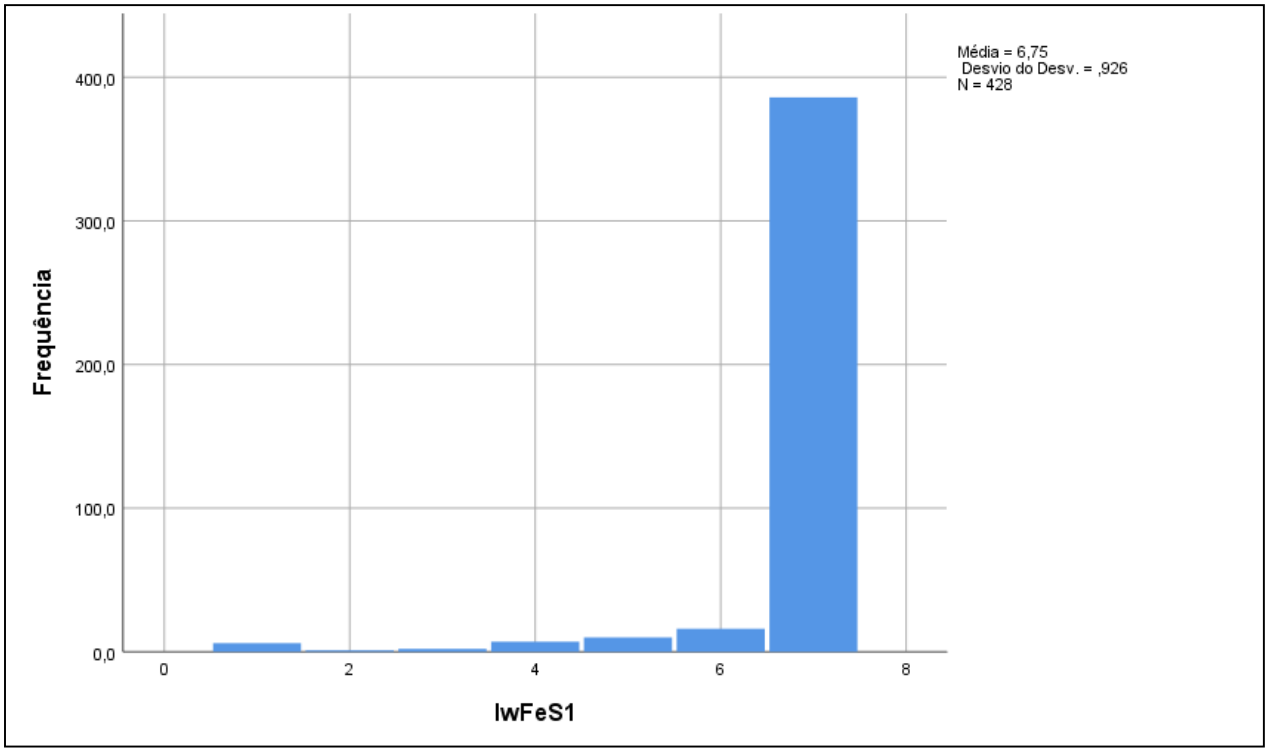

Figure 38 – Histogram IwFeS1 (CBLoL)

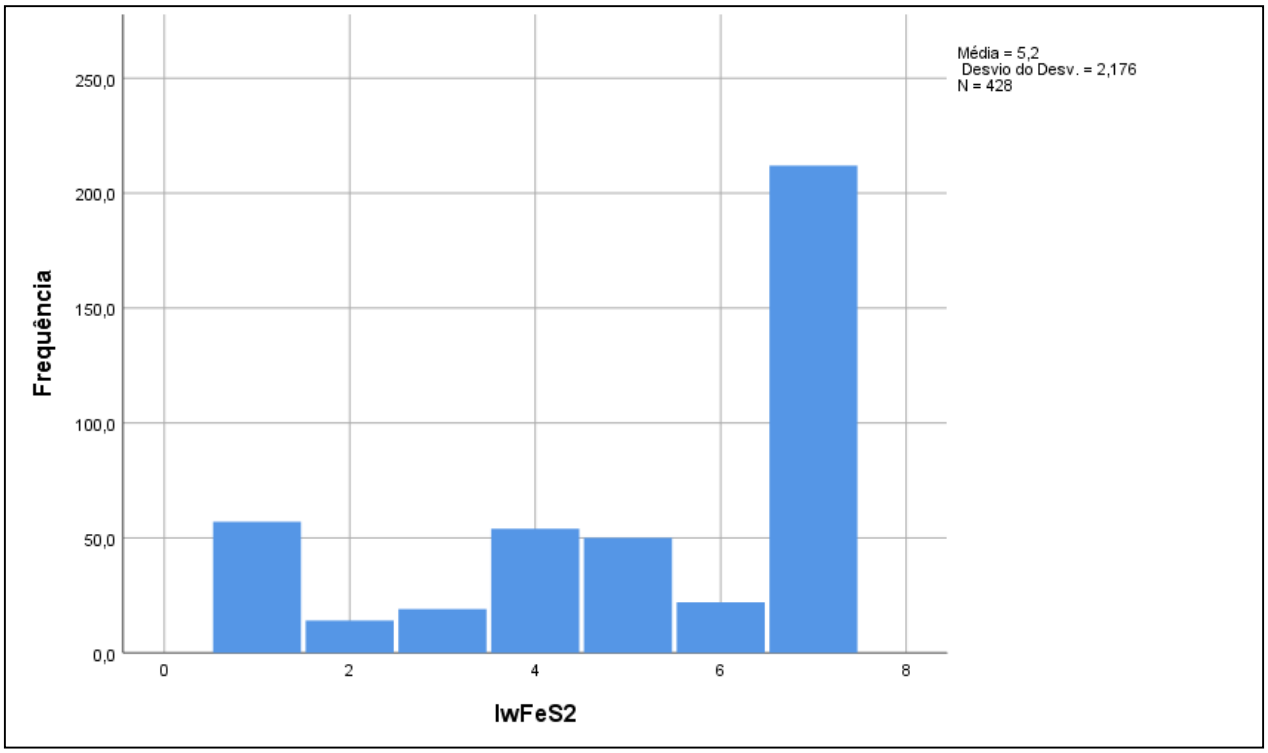

Figure 39 – Histogram lwFeS2 (CBLoL)

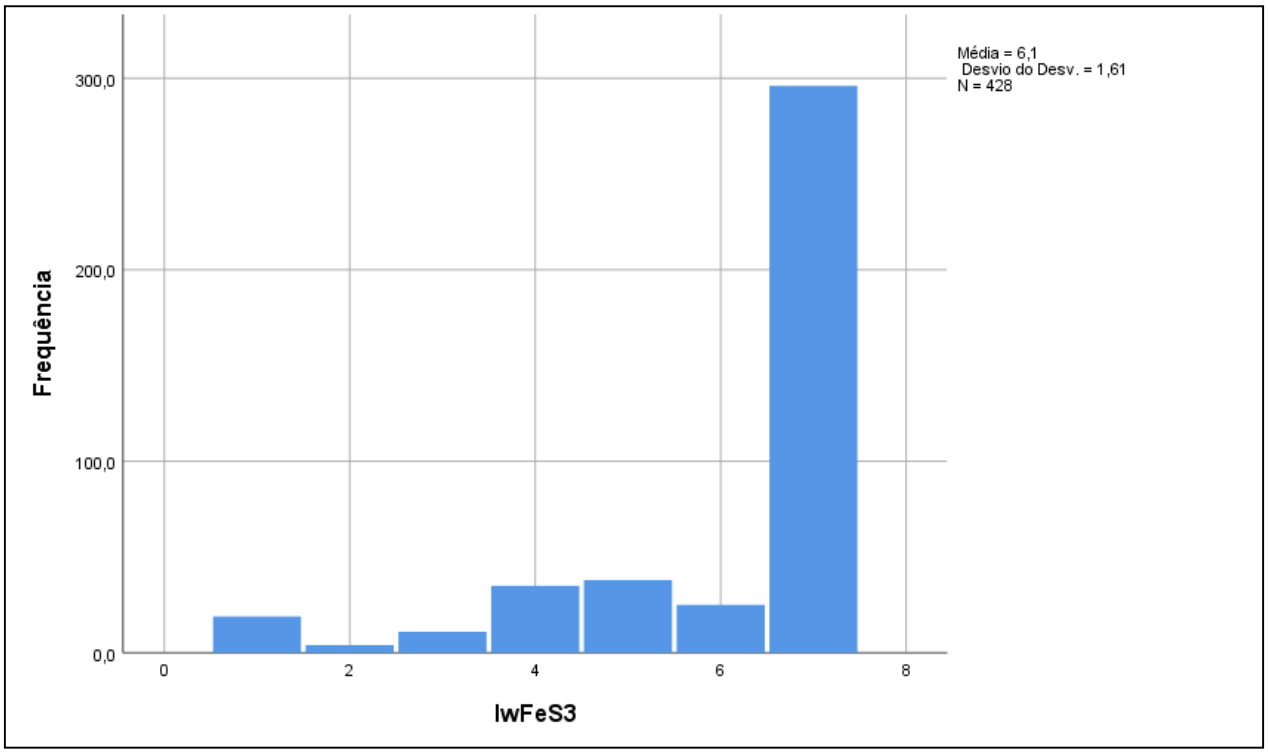

Figure 40 – Histogram lwFeS3 (CBLoL)

APPENDIX VIII – PREFERRED MEDIA

Table 24 – Preferred Media Game XP

Item	Number	%
Do you follow eSports matches through some media?		
Yes	719	72%
No	273	28%
If so, what is your preferred media? [a]		
YouTube	338	38%
Twitch	316	36%
TV	175	20%
Others	51	6%

Note: [a] Respondents could name more than one media

Table 25 – Preferred Media CBLoL

Item	Number	%
Do you follow eSports matches through some media?		
Yes	415	97%
No	13	3%
If so, what is your preferred media? [a]		
YouTube	252	41%
Twitch	287	47%
TV	55	9%
Others	15	2%

Note: [a] Respondents could name more than one media

APPENDIX IX – TEST OF RANK CONDITION

First Step – Matrix

Build a matrix that represents the relationship of the constructs present in the conceptual model. On the left, in the first column, the variables that participate in the loop must be listed. Above, in the first line, all the variables of the model must be listed.

In the cells that will form the matrix, 1 must be placed when there is a path between the two variables or when the pair represents a variable that participates in the loop. In other cases, zero must be entered.

Table 26 – Rank Condition Matrix

	IwS	IwLoL	IwFS	IwFeS
IwFS	1	0	1	1
IwFeS	0	1	1	1

Second Step – Identification with Flamengo Soccer Team Rank Condition Analysis

Matrix reduction - all values of the Identification with Flamengo Soccer team line (1st line) must be cut. In addition, in the columns where Identification with Flamengo Soccer team was equal to 1, the values present in the other row must be cut.

$$\begin{bmatrix} 1 & 0 & 1 & 1 \\ 0 & 1 & 1 & 1 \end{bmatrix} = \begin{bmatrix} 1 \\ \end{bmatrix}$$

Rank = 1, classification condition satisfied

Since the resulting matrix has a line, then the rank is considered to be 1. The classification condition is reached when this rank is different from zero. That is, in the case of the present model, this condition was satisfied for the variable Identification with Flamengo Soccer team.

Third Step – Identification with Flamengo eSports Team Rank Condition Analysis

Matrix reduction - all values of the Identification with Flamengo eSports team line (2nd line) must be cut. In addition, in the columns where Identification with Flamengo eSports team was equal to 1, the values present in the other row must be cut.

$$\begin{bmatrix} 1 & 0 & 1 & 1 \\ 0 & 1 & 1 & 1 \end{bmatrix} = \begin{bmatrix} 1 \\ \end{bmatrix}$$

Rank = 1, classification condition satisfied

Since the resulting matrix has a line, then the rank is considered to be 1. The classification condition is reached when this rank is different from zero. That is, in the case of the present model, this condition was satisfied for the variable Identification with Flamengo eSports team.