

DEVELOPING ESPORTS IN AUSTRALIA: THE INTERPLAY BETWEEN CONSUMER MOTIVATIONS AND BRANDING

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Recently, esports has garnered increased attention in both the media and in the literature. As a burgeoning industry, especially in Australia, this research aims to investigate the interplay between branding and consumer motivations of esports consumers in Australia with respect to industry challenges. Two challenges identified include gender inclusivity and match-fixing. Both of these challenges could impact consumers' perceptions of esports brands and their motivation to spectate esports. As such, this research employs an exploratory qualitative approach to gain a deep understanding of Australian esports consumers. The main contribution of this research includes the theoretical advancement of consumer motivations of esports spectators with respect to these challenges in the Australian context. It is expected that this research will enable the Australian esports industry to remain profitable and continuously develop through understanding the Australian consumer.

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