

## COMPARING MOTIVATIONAL FACTORS OF ATHLETES ENGAGING IN TRADITIONAL SPORT VERSUS ESPORTS

A.M. Sheyubov

*Azerbaijan State Academy of Physical Education and Sport*  
Department of Sports management and communication  
[ahmad.sheyubov2019@sport.edu.az](mailto:ahmad.sheyubov2019@sport.edu.az)

### Nəşr tarixi

Qəbul edilib: 05 iyul 2021

Dərc olunub: 06 sentyabr 2021

© 2021 ADBTİA Bütün hüquqlar qorunur

**Annotation:** First and foremost, technology makes up a significant proportion of our daily life. Thus, it can be accompanied by how people are engaged in technological devices because of different purposes. While using technological devices, people are frequently induced to play some video games, and according to some factors, they want to compete. For instance, achievement, socialization, and immersion are the factors that create an immense eagerness for competition in these types of video games. Also, prize pools for the players are highly increasing. Meanwhile, this field is not profitable only for players. Nowadays, so many eSports tournaments are arranged. Because of the globalization over the internet, a continually increasing number of online competitions, tournaments can be observed not only at the regional and national level but also at the international level. Besides, eSports championships have been developed in parallel with the professionalization of this activity towards professional teams, players/gamers, and coaches. Professionalization of eSports generates push and pull factors. These essential factors indicate the rising fame of eSports compared to traditional sport.

**Keywords:** *eSports, traditional sport, push and pull factors, tournaments, motivational factors, athletes, comparison, technology.*

First and foremost, technology makes up a significant proportion of our daily life. Thus, it can be accompanied by how people are engaged in technological devices be-

cause of different purposes. For instance, nearly 4.536 billion people used the internet in June 2019 based on Internet World Stats, which resulted from having technology gadgets on a significant proportion of people [5]. In a recent study, Pew Research estimates that five billion people worldwide own a mobile device [8]. While using technological devices, people are frequently induced to play some video games, and according to some factors, they want to compete. For instance, achievement, socialization, and immersion are the factors that create an immense eagerness for competition in these types of video games. Also, prize pools for the players are highly increasing. Meanwhile, this field is not profitable only for players. At the time of writing, the total prize pool for The International 10 sits at \$34,333,874, surpassing last year's total and officially becoming the giant prize pool in esports history [10].

These video games had already been called eSports. Some academics consider that a more comprehensive definition of the sport concept allows viewing eSports as a sport [2]. Nowadays, so many eSports tournaments are arranged. Because of the globalization over the internet, a continually increasing number of online competitions, tournaments can be observed not only at the regional and national level but also at the international level, such as the League of Legends World Championship, FIFA Interactive World Cup, Major League Gaming, Fortnite World Cup and so on. Besides, eSports championships have been developed in parallel with the professionalization of this activity towards professional teams, players/gamers, and coaches. Professionalization of eSports generates push and pull fac-

tors. Push factors are characterized by personal or external factors and often have negative connotations. Alternatively, pull factors are those that draw people to start businesses – such as seeing an opportunity [4]. In general, pull factors be more prevalent than push factors. These essential factors indicate the rising fame of eSports compared to traditional sport.

eSports makes up a definition that creates competition and a winning prize pool to involve a remarkable number of players. It is considered like professional gaming within a professional environment, meanwhile playing video games through competitions. In recent years players have been already known as professional players as in traditional sport, quality of games and number of winning prizes increased considerably. Also, several fans and players escalated.

As it is known, traditional sport involves a lot of athletes, a great amount of money, different motives, whilst in April 2017, Momentum CEO Chris Weil said that in the upcoming years, eSports will overcome traditional sports [9]. The global eSports audience numbered 380.2 million in 2018 and has tended to grow up to 557 million by 2021 [6]. Traditional sport has a long history in contrast to eSports. Since the beginning of history, through different kinds of conventional sport, they indicated a remarkable change in the rules, training, athletes, clubs, revenues, etc. However, eSports is just in the beginning of history for development, for example, yet 12 types of eSports exist based on Jane Hurst [5].

Here, based on three research questions, it can be discussed which factors significantly impact one-sport athletes. This process will influence the popularity of traditional sport. Those three questions are:

1. What are the factors motivating athletes to engage in eSports?
2. What is the push and pull factors for athletes in traditional sport versus eSports?
3. What extent contextual factors might be influential on eSports?

First, eSports do not require outstanding physical form from athletes, nor do they require specific climate conditions or expensive infrastructure [2]. Thus, participation in eSports competitions is lower than in traditional sports and competing in different games is possible for the same athlete. Additionally, due to eSports competitions' novelty, governments have not yet intervened in the development of national teams. Secondly, for carrying out any actions, distinctive motives exist. Accordingly, eSports holds a few motives which captivate people's attention on itself. "More specifically, three motives (i.e., competition, peer pressure, and skill-building for the actual playing of sport) had a statistically significant impact on the amount of time spent on eSports game playing". The third research question refers to the contextual factors which have an essential effect. eSports have been highly popular in Asia for some time. The Asian eSports audience is almost bigger than that of Europe and America, combined [1].

In recent years eSports is launching a new period for the sports industry. eSports will be known as a modern sport, with an interdependent connection to traditional sports, which creates excellent chances for all stakeholders. People are getting much lazier every day and joining eSports while staying at home is acknowledged as a pull factor. It is important that because of the technological nature of numerous services through which eSports is consumed, numerous concurrent social groups and on-screen characters can exist together in one space, each perhaps performing a separate activity [4]. Researching contextual factors makes up the necessary consequences and clarifies correlations in different conditions. For example, residents of post-Soviet and post-planned economies are more likely to participate in eSports. As for eSports-specific factors, a higher number of Internet users in the country increases participation in tournaments but does not affect the amount of money won [2].

Study aims:

- to investigate the reasons of the main motivational factors of athletes to engage in eSports;
- to analyze the push and pull factors of athletes who are involved in eSports and traditional sport;
- to find what extent contextual factors have an impact

This study's literature gathers different narratives expressing the importance of eSports and many points of it as a real sport. Before this research, there have been several investigations related to the comparison of eSports and sport. Depending on the positive or negative factors in question and the nature and intensity of the motives in our lives, all our behaviors gain direction or change continuously. For instance, athlete conducts various behaviors to be successful and to achieve his/her goals [11]. Furthermore, writers divide eSports into strategy games, sports, race games, and Ego-shooters based on their game mechanics. Circumstances, as an illustration, fun, entertainment, competitiveness, experiencing events, and experiencing video games differently, being a better player make up influence eSports positively. Lastly, push and pull factors are opposite to one another. However, push factors to generate bothering results on people, in time, pull factors make something much more attractive positively.

The study will apply to qualitative and quantitative research methods and benefit from secondary data. I aim to analyze and compare the updated measures in the theoretical framework of eSports and practical areas both in Azerbaijan and internationally. Next, experts and athletes will be conducted from the Azerbaijan eSports Federation.

The research is expected to contribute to ongoing studies on eSports and traditional sports. This research can help market analyzers obtain more insights about this subject and companies interested in advertising their business in these areas. Next, this paper will provide much more obvious information for the future of Sport. Nowadays, the new generation struggles to shape themselves as a person who leads the wrong direction in

their advanced career. At the same time, this research can trigger further studies as eSports faculties in universities

## REFERENCE

1. **Bunch G.** (2019, July 03). *7 Popular eSports Teams in Asia*. Retrieved November 20, 2020, from <https://craft.gamercraft.com/esports-careers/7-popular-esports-teams-in-asia/>
2. **Chikish Y., García J.** (2019). *Esports: a new era for the sports industry and a new impulse for the research in sports (and) economics?* In 1069828587 814270991 m. Carreras (ed.), sports (and).
3. *Economics* (pp. 477-508). New york, new york: funcas.
4. **Hamari J., Sjöblom M.** (2016, April 6). *What is eSports and why do people watch it?* Retrieved July 9, 2016, from <https://adauniversity.on.worldcat.org/search?queryString=esport&databaseList=2572,22,75,2271,2328,3837,2268,2586,2267,2585,638,2506,3834,2584,2264,2263,2262,2261,2260,2281,2513,2259,2237,2236,3201,3421,2277,3841,3209&sortKey=LIBRARY&clusterResults=true&scope=wz:56167&page=2#/oclc/6997204762>.
5. **Hurst J.** (2015, February 18). *12 Types Of Computer Games Every Gamer Should Know About*. Retrieved January 14, 2021, from <https://thoughtcatalog.com/janehurst/2015/02/12-types-of-computer-games-every-gamer-should-know-about/>
6. **Khromov N., Korotin A., Lange A., Stepanov A., Burnaev E., Somov A.** (2019). *Esports Athletes and Players: a Comparative Study*. IEEE Pervasive Computing, 18(3), 31-39.
7. *Latest News*. (n.d.). Retrieved November 18, 2020, from <https://www.gadget-cover.com/blog/did-you-know-that-there-are-more-gadgets-in-the-world-than-people>
8. **Lynkova D.** (2020, November 06). *How Fast Is Technology Growing Sta-*

- tistics [Updated May 2020]. Retrieved November 18, 2020, from <https://lefronic.com/how-fast-is-technology-growing-statistics/>
9. **Soper T.** (2017, April 12). *Competitive gaming will overtake mainstream sports 'in a few years,' says Momentum CEO.* Retrieved November 18, 2020, from <https://www.geekwire.com/2017/competitive-gaming-will-overtakemainstream-sports-years-says-momentum-ceo/>
  10. **Stubbs M.** (2020, August 26). The International 10 Has The Biggest Esports Prize Pool Ever At \$34 Million. Retrieved January 14, 2021, from <https://www.forbes.com/sites/mikestubb/2020/08/26/the-international-10-has-the-biggest-esports-prize-pool-ever-at-34-million/>
  11. **Sun Y.** (2017). *Motivation To Play Esports: Case of League of Legends.* (Master's thesis). Retrieved from <https://scholarcommons.sc.edu/etd/4107>
  12. **Thiel A., John J.M.** (2018). *Is eSport a 'real' sport?* Reflections on the spread of virtual competitions. *European Journal for Sport and Society*, 15(4), 311-315.

## МОТИВАЦИОННЫЕ ФАКТОРЫ СПОРТСМЕНОВ ТРАДИЦИОННЫЙ СПОРТ ПРОТИВ КИБЕРСПОРТА

А.М. Шейубов

*Азербайджанская государственная академия физической культуры и спорта*

Кафедра Спортивного менеджмента и коммуникаций

[ahmad.sheyubov2019@sport.edu.az](mailto:ahmad.sheyubov2019@sport.edu.az)

**Аннотация:** Прежде всего, следует отметить, что технологии составляют значительную часть нашей повседневной жизни. Это может сопровождаться тем, как люди используют технологические устройства для разных целей. Зачастую технологические устройства пробуждают у людей интерес к видеоиграм, и, по некоторым причинам, у них появляется желание соревноваться, состязаться. Можно сказать, что достижения, социализация и погружение в процесс игры являются факторами, создающими безмерное стремление к соревнованиям в аналогичных видеоиграх. Также сильно растут призовые фонды игроков. Между тем данная сфера является не особо прибыльной для игроков. В настоящее время проводится очень много турниров киберспорта. В связи с глобализацией Ин-

тернета растущее количество онлайн-соревнований и турниров наблюдаются не только на региональном и национальном, но и на международном уровнях. Кроме того, чемпионаты по киберспорту развивались параллельно с профессионализацией этой деятельности в отношении профессиональных команд, игроков / геймеров и тренеров. Профессионализация киберспорта порождает определенные факторы, которые являются причиной растущей популярности киберспорта по сравнению с традиционным спортом.

**Ключевые слова:** киберспорт, традиционный спорт, стимулирующие и тормозящие факторы, турниры, мотивационные факторы, спортсмены, сравнение, технология.

## ƏNƏNƏVİ İDMANLA MƏŞĞUL OLAN İDMANÇILARIN E-İDMANLA MÜQAYİSƏDƏ MOTİVASİYA AMİLLƏRİNİN MÜQAYİSƏSİ

Ə.M. Şeyubov

*Azərbaycan Dövlət Bədən Tərbiyəsi və İdman Akademiyası*  
İdman menecmenti və kommunikasiya kafedrası  
[ahmad.sheyubov2019@sport.edu.az](mailto:ahmad.sheyubov2019@sport.edu.az)

**Annotasiya:** Hər şeydən əvvəl texnologiya gündəlik həyatımızın əhəmiyyətli bir hissəsini təşkil edir. Beləliklə, insanların fərqli məqsədlərə görə texnoloji cihazlarla necə məşğul olduqları müşayiət edilə bilər. Texnoloji cihazlardan istifadə edərkən insanlar tez-tez bəzi video oyunları oynamağa sövq edilir və bəzi amillərə görə rəqabət etmək istəyirlər. Məsələn, müvəffəqiyyət, ictimailəşmə və alüdəlik bu cür video oyunlarda böyük bir rəqabət həvəsini yaradan amillərdir. Ayrıca, oyunçular üçün uduş fondu artmaqda davam edir. Bu arada bu sahə yalnız oyunçular üçün sərfəli deyil. İndiki vaxtda bir sıra e-idman turnirləri təşkil olunur. İnternet üzərindəki qloballaşma,

davamlı olaraq artan onlayn müsabiqələr sayında turnirlər yalnız regional və milli səviyyədə deyil, beynəlxalq səviyyədə də müşahidə edilə bilər. Bundan əlavə, e-idman çempionatları bu fəaliyyətin peşəkar komandalar, oyunçular və məşqçilər istiqamətində peşəkarlaşması ilə paralel olaraq inkişaf etdirilmişdir. E-idmanın peşəkarlığı stimullaşdırıcı və maneə törədən amillər yaradır. Bu amilləri ənənəvi idmanla müqayisədə e-idmanın artan şöhrətinin göstəricisi hesab etmək olar.

**Açar sözlər:** *e-idman, ənənəvi idman, stimullaşdırıcı və maneə törədən amillər, turnirlər, motivasiya edici amillər, idmançılar, müqayisə, texnologiya.*