

# FACTORS RELATED TO CONSUMER BEHAVIOR IN E-SPORTS ARENA OF THAILAND

**Nathayu Wantayakul<sup>1\*</sup>, Benya Whangmahaporn<sup>2</sup>, Thitiwut Srimanop<sup>3</sup>**

<sup>1\*,2,3</sup> *College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*

*Email: nathayu.wa@ssru.ac.th, benya.wh@ssru.ac.th, thitiwut.sr@ssru.ac.th*

## ABSTRACT

The purpose of this study is to examine consumer behavior in the e-sports arena, consumers' external environment, and market mix variables in the e-sports industry by studying the relationship between individual components, marketing mix, external environment, customer behavior in e-sports arena, and e-sports marketing management. The researcher used questionnaires and samples gathered through purposive sampling based on the researcher's convenience and suitability and respondents who are 400 e-sports customers, along with in-depth interviews with significant sources. The data was examined by three individuals using narrative statistics, chi-square narrative statistics, and Pearson's correlation coefficient. The research found that: 1. The behavior of consumers using the service in the e-sports arena was very high. The marketing mix and the external environment related to consumer behavior in the e-sports arena were at the highest level. The price aspect is at the highest level, the place aspect is at a high level, the marketing promotion aspect is at a high level, and the external environment related to consumer behavior in the overall e-sports arena is at a high level. 2. A study of the relationship between personal factors, the marketing mix, and the external environment and consumer behavior in the e-sports arena found that gender, income, occupation, the marketing mix, and the external environment revealed that there is a relationship with consumer behavior in the e-sports arena at a statistically significant level of 0.05. 3. The results of the interviews showed that the 3 key informants were consistent in terms of products regarding the standard of an e-sports arena, in terms of prices regarding setting fair prices, in terms of place regarding convenient transportation, in terms of marketing promotion regarding the party, and in terms of the external environment regarding political issues.

**Keywords:** Factor Related, Behavior Consumer, E-Sports

## INTRODUCTION

### 1. Introduction

In today's society, the use of online media is crucial. As a result, fast change is a phenomenon that will always exist. There are many different technologies, communication tools, and simpler methods to use them, but time and expense increase. Today's gaming industry has entirely changed, becoming a very valuable industry with a very high growth rate, making it an

appealing emerging market for investors and ensuring a continuous growth rate of the gaming market. This is in addition to the age of children who use media, which is rapidly declining. Electronic sports, sometimes known as "e-sports," can be either individual or team activities. It is recognized by the Department of Sports as a component of a video game-related sport and includes contests centered on the genre of video games, like games of combat strategy. First-person shooters, fighting games, and Moba There are three levels of competition: amateur, semi-professional, and professional.

Electronic sports, also known as "e-sports," are well-liked all around the world. Utilize computers and other technology as a playing arena and the internet as a arena for competitions, commonly known as "the digital arena," for sports that call for strategy. The e-sports sector has expanded greatly both internationally and within Thailand, and athletes' talents and dedication to training are no different from those of other sorts of athletes. Keep in mind that both the number of players and the prize money are growing. Several new games have been developed to host e-sports events in Thailand. When you consider that it was first played at homes, it evolved into a gathering until there was enough competition to create enough prizes to be enjoyable, even in the 2000s, into the era of computers that created games to let players compete online. The Internet and multiplayer gaming have created a gaming store, which has since developed into an e-sports event. Blizzard Entertainment's first game was the initial spark.

The E-sports situation in Thailand started around 2005 when a private company organized a game book competition for prize money and the Thai E-sports Association was first established in 2013. As a result, the trend of the gaming market is growing rapidly. On October 17, 2017, Mrs. Kobkan Wattanavarangkul, Minister of tourism and sports at the time, approved e-sports as a type of sport that can be registered as a sports association under the Sports Authority of Thailand 2015, and then on December 15, 2017, it was approved as a sports association under the Sports Authority of Thailand and changed its name to "Thailand E-Sports Federation : TESF" with Mr. Santi Lothong as President of E-sports Association of Thailand E-Sports is gaining popularity nowadays because it has no gender restrictions. Age, strength are involved, but brain skills are more common (TGP League, 2017). There are approximately 27 million gamers in Thailand on all platforms (Matichon Online, 2021).

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### **1.1 Objective**

To study consumer behavior in the e-sports arena. Market mix factors and the external environment of consumers in the e-sports arena are studied, as are the relationships between

personal factors, the marketing mix, the external environment, consumer behavior in the e-sports arena, and the market management of the e-sports arena in Thailand.

## 1.2 Conceptual framework

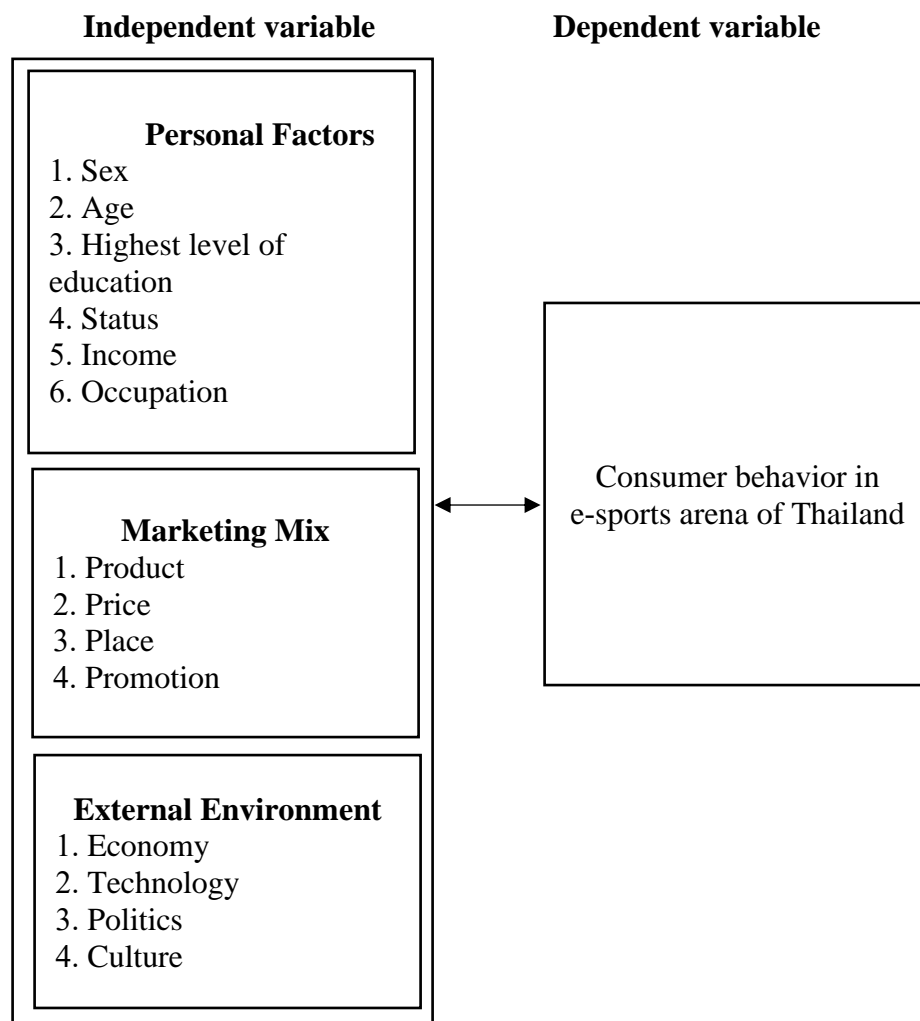


Figure 1: Conceptual Framework

## RESEARCH METHODOLOGY

### 2. Research methodology

#### 2.1 Research design

This study is a mix of qualitative and quantitative research that using online questionnaires.

#### 2.2 Population and samples

Thai e-sports athletes participating in the tournament calculated the sample size according to the recommendations for using a model that required a large sample (Hair et al., 1998) that was proposed to set a sample size of 10-20 people per parameter estimate of 400 people.

#### 2.3 Instrumentation

In-depth interviews were conducted by three people involved in e-sports arena in Thailand, namely arena managers, arena officer and arena staff, and the survey was conducted to explore

factors related to consumer behavior and marketing management of e-sports arena in Thailand. Using online questionnaires with Google Forms.

## 2.4 Testing quality of research instrument

### 2.4.1 Content validity

Researcher take a complete questionnaire and try it out with a sample that resembles the actual sample to be studied, totaling 30 samples, and use the questionnaire to analyze the reliability of the instrument using the coefficient alpha test according to the model (Cronbach).

Table 1: Questionnaire of validity

(n = 30)

Marketing	IOC	Reliability
Consumer behavior	.67 – 1.00	.79
Marketing Mix		
Product	.67 – 1.00	.68
Price	.67 – 1.00	.83
Place	.67 – 1.00	.76
Promotion	.67 – 1.00	.73
External Environment	1.00	.85

## RESULTS AND FINDINGS

### 3. Results and Findings

#### 3.1 General information

According to the demographic survey of the informants, there were 400 respondents, 93.5% male and 6.5% female, with an average age of 27 years, most of whom had a bachelor's degree or higher. 86.5% were married. 86.8% had a student career, and 53.0% were e-sports athletes. 20.3% and 20.0% of employees of private companies have an average income of 20,110 baht, with more than half earning less than 10,000 baht, 53.0%, and 10,001-50,000 baht, 40.3%.

#### 3.2 Results

The results of the study are shown in Table 2-4 as follows:

Table 2: Average and standard deviation of consumer behavior

(n = 400)

Consumer behavior in e-sports arena of Thailand	$\bar{X}$	S.D.	Opinions' level	Ranking
1. Frequency of use of arena services/month	3.31	0.96	Moderate	14
2. Using the arena as a gathering place Using the arena as a gathering place	3.38	1.03	Moderate	12
3. Using the arena that creates social networks	3.34	1.00	Moderate	13
4. The use of the arena as a recreational place.	3.54	1.15	High	10
5. Number of arena purchases	3.53	1.12	High	11
6. The use of the arena because of the satisfaction with the service.	3.99	0.85	High	5
7. The use of the arena because of product satisfaction.	4.02	0.90	High	4
8. The use of the arena because of modernity.	3.82	0.91	High	8
9. The use of the arena because the arena is known.	3.95	0.82	High	6

10 The use of the arena because of goods and services.	3.85	0.91	High	7
11. The use of the arena as recommended by the people around it.	3.78	0.94	High	9
12. Using the arena because the service time is right.	4.03	0.93	High	3
13. The use of the arena because the price of goods and services is reasonable.	3.95	0.91	High	6
14. The opportunity to come back and buy arena products and services in the future.	4.04	0.85	High	2
15. Introducing people around you to the service	4.12	0.80	High	1
<b>Total</b>	<b>3.77</b>	<b>0.71</b>	<b>High</b>	-

Table 2 It shows that total consumer behavior in the e-sports arena in Thailand is high ( $\bar{X} = 3.77$ ). On a case-by-case basis, consumer behavior in the arena is large. In terms of recommending people around to use the service, the average is the highest ( $\bar{X} = 4.12$ ). The second is the opportunity to return to buy arena goods and services in the future ( $\bar{X} = 4.04$ ). The frequency of arena visits per month is the lowest average ( $\bar{X} = 3.31$ ). Market mix factors in the arena are as follows: Overall, the product level is very high ( $\bar{X} = 4.13$ ). On a case-by-case basis, it was found that it was at the high and highest level. The staff is skilled and able to provide advice. It has the highest average ( $\bar{X} = 4.30$ ). The second is the standard arena ( $\bar{X} = 4.22$ ). As for the variety of training grounds, they have the lowest average ( $\bar{X} = 3.90$ ). In terms of price, the overall level is the highest ( $\bar{X} = 4.21$ ). On a case-by-case basis, it was found that it was at the high and highest level. In terms of having a clear price tag and a clear service price tag, such as the 1-year membership price and the 5-year membership fee, the average is the highest ( $\bar{X} = 4.22$ ). The standard of service charges is the lowest average ( $\bar{X} = 4.20$ ). In terms of place, overall, it's a high level ( $\bar{X} = 4.02$ ). On a case-by-case basis, it was found that there were many other issues as well. There is enough parking space for visitors and convenient transportation, such as clear signage. It has the highest average ( $\bar{X} = 4.11$ ). There are various ways to contact the arena to book it, such as through web-boards by phone. Emails have the lowest average ( $\bar{X} = 3.86$ ). In terms of marketing promotion, the overall level is very high ( $\bar{X} = 3.95$ ). When considered on a case-by-case basis, it was found that there are many other issues as well. It has the highest average ( $\bar{X} = 4.10$ ). This is followed by the condition of compensation for service charges when the premises and equipment are not available and new news about the service is provided to the user ( $\bar{X} = 4.00$ ). Having multiple payment methods, such as credit cards, has the lowest average ( $\bar{X} = 3.85$ ). External environmental factors associated with overall arena consumer behavior are considerable ( $\bar{X} = 3.99$ ). On a case-by-case basis, it was found that there were many other issues as well. Mobile phones help you access service providers. It has the highest average ( $\bar{X} = 4.02$ ). Followed by the people around them, they are supportive of/creating a positive attitude towards the use of the arena ( $\bar{X} = 4.01$ ). Economic conditions, such as economic downturns, have the lowest average ( $\bar{X} = 3.94$ ).

From the study of the relationship between personal factors. The mix of marketing, the external environment, and consumer behavior in the arena revealed that gender correlates with consumer behavior in the e-sports arena at a statistically significant level of 0.05. There is no correlation between consumer behavior in the e-sports arena and age. The highest level of education has no relation to consumer behavior in the e-sports arena. The status has no relation to

consumer behavior in the e-sports arena. The average monthly income is correlated with consumer behavior in the e-sports arena at a statistically significant level of 0.05. Occupations correlate with consumer behavior in the e-sports arena at a statistically significant level of 0.05.

*Table 3: The relationship between marketing mix and consumer behavior in e-sports arena.*

(n = 400)

Variable	Product	Price	Place	Promotion	consumer behavior in e-sports arena
Product	1.00				
Price	.82*	1.00			
Place	.77*	.80*	1.00		
Promotion	.68*	.74*	.83*	1.00	
consumer behavior in e-sports arena	.60*	.58*	.65*	.64*	1.00

\* Statistically significant .05

Table 3 shows that all market mix factors were statistically significantly correlated with consumer behavior in the arena at a level of 0.05 with correlation coefficients between 0.58 and 0.65, with places having the highest correlation with consumer behavior in the three-hump shooting range ( $r = 0.65$ ), followed by marketing promotion ( $r = 0.64$ ), products ( $r = 0.60$ ), and price ( $r = 0.58$ ), respectively.

*Table 4: The relationship between external environmental factors and consumer behavior in the e-sports arena.*

(n = 400)

Variable	Economy	Technology	Politics	Culture	consumer behavior in e-sports arena
Economy	1.00				
Technology	.81*	1.00			
Politics	.69	.67*	1.00		
Culture	.48	.43*	.66*	1.00	
consumer behavior in e-sports arena	.56*	.58*	.60*	.43*	1.00

\* Statistically significant .05

Table 4 shows that all external environmental factors were statistically significantly correlated with consumer behavior in the e-sports arena at a level of 0.05 with correlation coefficients between 0.43 and 0.60, with politics having the highest correlation with consumer behavior in the e-sports arena ( $r = 0.60$ ), followed by technology ( $r = 0.58$ ), the economy ( $r = 0.56$ ), and culture ( $r = 0.43$ ), respectively.

## CONCLUSION

### 4. Conclusion

#### 4.1 General information

Demographic characteristics of the informant groups in this study A total of 400 people were sampled, 93.5 percent of whom were male and 6.5 percent female, with an average age of 27 years. 86.5% were married. 86.8% had a student career, and 53.0% were e-sports athletes. 20.3%

and 20.0% of employees of private companies earned an average income of 20,110 baht, with more than half earning less than 10,000 baht, 53.0%, and 10,001-50,000 baht, 40.3%.

## **4.2 Consumer behavior in e-sports arena Market and environmental mix factors related to consumer behavior in e-sports arena**

### **4.2.1 Consumer behavior in e-sports arena**

Overall, it's at a high level ( $\bar{X}=3.77$ ). On a case-by-case basis, consumer behavior at most e-sports arena is high. In terms of recommending people around them to use the service, the average is the highest ( $\bar{X}=4.12$ ). The second is the opportunity to come back and buy arena products and services in the future ( $\bar{X}=4.04$ ). The frequency of arena visits per month is the lowest average ( $\bar{X}=3.31$ ).

### **4.2.2 Product Marketing Mix Factors**

Overall, it's at a high level. ( $\bar{X}=4.13$ ) On a case-by-case basis, it was found that it was at the high and highest level. The staff is skilled and able to provide advice, which has the highest average. ( $\bar{X}=4.30$ ). The second is the standard arena ( $\bar{X}=4.22$ ). As for the variety of pitches, the lowest average ( $\bar{X}=3.90$ ).

### **4.2.3 Price market mix factors**

Overall, it is at the highest level ( $\bar{X}=4.21$ ). When considering it on an aspect basis, it was found to be at the high and highest level, with a clear price tag and a clear service fee label. It has the highest average ( $\bar{X}=4.22$ ). The standard of service charges is the lowest average ( $\bar{X}=4.20$ ).

### **4.2.4 Place marketing mix factors**

Overall, it's very level ( $\bar{X}=4.02$ ). On a case-by-case basis, it was found that there were many other issues, such as adequate parking available to visitors and convenient transportation, such as clear road signs. It has the highest average ( $\bar{X}=4.11$ ). As for having a variety of channels to contact the use of the arena, such as by web-board or phone. Emails have the lowest average ( $\bar{X}=3.86$ ).

### **4.2.5 Marketing mix factors in marketing promotion**

Overall, it's very level ( $\bar{X}=3.95$ ). When considering each side, it was found that they are at a very high level on all issues as well. It has the highest average ( $\bar{X}=4.10$ ). This is followed by the condition of compensation for service charges when the premises and equipment are not available and new information about the service is provided to the user ( $\bar{X}=4.00$ ). Having multiple payment methods, such as credit cards, has the lowest average ( $\bar{X}=3.85$ ).

### **4.2.6 External environment factors related to consumer behavior in e-sports arena**

Overall, it's very level ( $\bar{X}=3.99$ ). On a case-by-case basis, it was found that there were many other issues as well. Mobile phones help you access service providers. It has the highest average ( $\bar{X}=4.02$ ). Followed by the people around you. Support/build a positive attitude towards the use of the arena. ( $\bar{X}=4.01$ ) Economic conditions, such as economic downturns, have the lowest average ( $\bar{X}=3.94$ ).

4.3 Consumer behavior in the e-sports arena, market and environmental mix factors related to consumer behavior in the e-sports arena was found that gender correlates with consumer behavior in the e-sports arena at a statistically significant level of 0.05. There is no correlation

between consumer behavior in the e-sports arena and age. The highest level of education has no relation to consumer behavior in the e-sports arena. The status has no relation to consumer behavior in the e-sports arena. The average monthly income is correlated with consumer behavior in the e-sports arena at a statistically significant level of 0.05. Occupations correlate with consumer behavior in the e-sports arena at a statistically significant level of 0.05.

## **DISCUSSION**

### **5. Discussion**

A study of consumer behavior in Thailand's e-sports arena indicates that, overall, consumer service behavior in the e-sports arena is considerable. The market mix and external environment related to consumer behavior in the e-sports arena are at the highest level, with product at the highest level, price at the highest level, place at a large level, marketing promotion at a large level, and the external environment related to consumer behavior in the e-sports arena as a whole at a very high level, in line with Kotler (2003). Post-purchase and trial behavior consumers will experience satisfaction or dissatisfaction with the product, and how they feel about the product purchased. It's important for marketers to know. This is due to the fact that it will influence the next repurchase, as Thaweesak Kusolthamarat (2004) product means in the modern market management process. After the marketer has analyzed and selected the target market, the next job is marketing mix strategy planning To be in line with the target market, it can be said that the product is the heart of the marketing mix and the starting point for the development of the marketing mix. Because it will develop products and consider its position in that market as well. Somdee Hongpaisanwiwat (2004) mentioned the value of prices in times of crisis and market uncertainty. The price focus should be on fair prices because consumers are paying higher prices than the general market for rare and valuable natural resources. Up in order, and the cost is higher. Trading at a reasonable price is essential. for the organization. There is enough money for further research and development of valuable products and services without damaging the environment. Chatyaphon Samerjai (2006) mentioned that the place must be able to build confidence and provide convenience to those with whom it comes into contact. Chakrin Chantrakul (2004) talks about marketing promotion as one of the important tools in communicating with service users with the purpose of informing or persuading, resulting in attitudes and behaviors in service use, and as the key to relationship marketing, and Kotler and Armstrong (1990) mention other stimuli. It is a stimulus outside the organization. Marketers are out of control with these stimuli.

The study of the relationship between personal factors, the marketing mix, and the external environment and consumer behavior in the e-sports arena. Personal factors showed that gender correlated with consumer behavior in the e-sports arena at a statistically significant level of 0.05. There is no correlation between consumer behavior in the e-sports arena and age. The highest level of education has no relation to consumer behavior in the e-sports arena. The status has no relation to consumer behavior in the e-sports arena. The average monthly income is correlated with consumer behavior in the e-sports arena at a statistically significant level of 0.05. Occupations correlate with consumer behavior in the e-sports arena at a statistically significant level of 0.05, which is consistent with the research of Pornthep Chawala (1999), who conducted a study on factors influencing the demand for firearms purchases in Chiang Mai's Muang district. It was found that gender and occupation were associated with the possession of various brands of carbine



firearms. Pimonwan Nukaew (2007) studied the behavior of exercise workers' decisions to buy running shoes in a sports center in Bangkok. It was found that age differences were not correlated with the decision-making behavior of running shoes. Wannipa Ketsomjai (2002) studied factors influencing consumer behavior when visiting golf courses in Bangkok. It was found that different levels of education and status were not correlated with consumer behavior when visiting the golf course. As for the marketing mix, it was found that all market mix factors were statistically significantly correlated with consumer behavior in the e-sports arena at a level of 0.05 with a correlation coefficient ( $r$ ) between 0.58 and 0.65, with arena having the highest correlation with consumer behavior in the e-sports arena ( $r=0.65$ ), followed by marketing promotion ( $r=0.64$ ), products ( $r=0.60$ ), and price ( $r=0.58$ ), respectively. Kotler (2003) may refer to: The consumer behavior model is a study of consumer incentives that trigger the decision to buy a product. The stimulus passes into the buyer's mind, which is influenced by the buyer's characteristics and then the buyer's response or decision. External environmental factors were found that all external environment factors were statistically significantly correlated with consumer behavior in the e-sports arena at a level of 0.05 with a correlation coefficient ( $r$ ) between 0.43 and 0.60, with politics having the highest correlation with consumer behavior in the e-sports arena ( $r=0.60$ ), technology ( $r=0.58$ ), economy ( $r=0.56$ ) and culture ( $r=0.43$ ) respectively, as discussed by Kotler (2003) discussed the consumer behavior model. It is a study of the motivation of consumers that causes the decision to buy a product, starting from the stimulus that causes the need for the stimulus through the feelings of the buyer, who will be influenced by various characteristics of the buyer, then there will be a response or decision of the buyer as well as Sitthiwarongchai, C. et al. (2017) studied the relationship between organizational change and human resource management. The organization defined and found that people, or human resources, play a role and are an important factor in driving the organization to achieve its goals through change.

## **SUGGESTIONS**

### **6. Suggestions**

1. Data analysis of opinions and factors associated with consumer behavior in the shooting range led the researchers to It was found that the market mix factor is an important factor that makes users choose to use the shooting range service, but there are also weaknesses in the service that should require the development of various services to lead to greater demand for the services of service users. In terms of products, e-sports arena should focus on increasing the variety of e-sports arenas. To increase convenience and meet the needs of members who want to use the service. The price of using the service or entering the competition should be the standard price. The place side should focus on the contact channel side, and the marketing promotion should increase the payment channel. Whether it is cash payment or payment by electronic card, either is sufficient to meet the needs of customers.

2. Strategize marketing in terms of the 4Cs. This should look at what the customer wants to see about the kinds of products needed by today's customers or how they look. To meet the needs of customers clearly and to the point. Set a price that consumers will accept while accounting for the cost of goods to achieve a lower cost. In order to be able to provide products at the price that customers want, entrepreneurs can also profit from providing services, and the products provided must be of quality. Convenience in buying is one of the top priorities of service users' choices. The more convenient the customer is, the more satisfied the customer will be.

Communication: Public relations and informing users are important to keep customers informed. They want to keep up with their favorite news at all times. If the product is advertised on multiple channels, it can build confidence in the service provider as well.

3. As consumer behavior is constantly changing, the next research should study the needs of consumer behavior in the e-sports arena. The way the service users want the arena operators to use what they want to achieve satisfaction in using the service.

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