

LA INFLUENCIA DEL JUGADOR DE ESPORTS SOBRE SU AUDIENCIA

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RESUMEN

Los esports, o deportes electrónicos, son un medio de entretenimiento en pleno auge, con millones de aficionados por todo el mundo. En este contexto, los jugadores profesionales de esports destacan como auténticas celebridades, influyendo en las ingentes cantidades de audiencia que tienen. Por ello, este trabajo estudia cómo pueden afectar las opiniones y recomendaciones de los jugadores en su público, puesto que las distintas marcas, pertenecientes o no a la industria, pueden conseguir atraer consumidores, a través de los jugadores. Así, se utilizan en este estudio las variables 'Fluidez', 'Entretenimiento', 'Honestidad', 'Experiencia', 'Valor percibido', 'Actitud', e 'Intención de compra', con el objetivo de explorar el proceso por el que las recomendaciones de los jugadores afectan a las intenciones de compra de sus seguidores. Los datos obtenidos a través de cuestionarios online, y posteriormente analizados con SmartPLS, permiten verificar la posición como influencers de los jugadores profesionales de esports.

Palabras clave:

esports, influencer marketing, patrocinio, intención de compra, branding.

ABSTRACT

Esports, or electronic sports, are a booming form of entertainment, with millions of fans around the world. In this context, professional esports players stand out as true celebrities, influencing the huge amounts of audience they have. This research aim is to study how esports players can affect the opinions and intentions of their audience through their recommendations, since brands belonging or not to the industry can manage to attract consumers through the players. Thus, the variables 'Flow', 'Entertainment', 'Honesty', 'Experience', 'Perceived value', Attitudes, and 'Purchase intention' are used in this study in order to explore the process by that the recommendations of the players affect the purchase intentions of their followers.

The data obtained through online questionnaires, and later analyzed with SmartPLS, allow verifying the position as influencers of professional esports players.

Keywords:

esports, influencer marketing, sponsorship, purchase intention, branding.

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