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Impact of Perceived Behaviour Control on Hedonic Values of E-Sports on Generation Z

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ABSTRACT: The research aims to investigate how perceived behavior control (PBC) influences the hedonic values associated with e-sports among Generation Z, providing insights into the motivational factors driving their engagement in this digital activity. This study utilized a non-probability sampling method, incorporating both convenience and snowball sampling techniques. The focus on the 14-27 age group aligns with their active participation in online games. Therefore, a sample size of 432 was collected for the study. This study finds that perceived behavior control such as gaming autonomy, competency, peer influence, and career opportunities have a significant influence on the hedonic value of e-sports on Generation Z

The study's limitations may include potential biases in self-reported data and the generalizability of findings across diverse cultural contexts. Additionally, longitudinal research could provide deeper insights into the evolving dynamics between perceived behavior control and hedonic values in e-sports among Generation Z. This study helps the gaming industry to understand this relationship, it seeks to contribute to a deeper comprehension of the psychological mechanisms underlying Generation Z's participation in e-sports, thus informing strategies for promoting positive engagement and well-being in this demographic. This helps educational institutions and policymakers contribute to fostering healthier attitudes towards digital activities, promoting responsible gaming behaviors, and enhancing overall well-being among Generation Z. This research sheds light on an underexplored aspect of e-sports engagement among Generation Z, uncovering the nuanced relationship between perceived behavior control and hedonic values.

Keywords: *Perceived Behavior Control, Hedonic Values, Generation Z.*

INTRODUCTION:

In recent years, e-sports have emerged as a rapidly growing phenomenon, captivating millions of players and spectators worldwide. Particularly among Generation Z, individuals born in the mid-1990s to the early 2010s, e-sports have become a prominent form of digital entertainment and social interaction. This demographic's affinity for e-sports is evidenced by the proliferation of competitive gaming leagues, the rise of professional gaming careers, and the increasing integration of gaming culture into mainstream media and society.

However, while e-sports offer avenues for entertainment, socialization, and skill development, concerns have arisen regarding their potential impact on the well-being and behavior of young players, especially about hedonic values. Hedonic values refer to the pleasure and enjoyment derived from engaging in certain activities, which in the context of e-sports, may encompass the thrill of competition, the satisfaction of skill mastery, and the sense of belonging within gaming communities.

One significant factor inducing the hedonic values associated with e-sports among Generation Z is perceived behavior control, a concept derived from the Theory of Planned Behavior (TPB). Perceived behavior control reflects an individual's belief in their ability to perform a behavior and exert control over its outcomes. In the context of e-sports, perceived behavior control encompasses factors such as perceived skill level, gaming competence, access to gaming resources, and the perceived ease or difficulty of participating in gaming activities.

Despite the growing interest in e-sports and the relevance of perceived behavior control in shaping gaming experiences, limited research has specifically explored the relationship between perceived behavior control and hedonic values among Generation Z players. Understanding how perceived behavior control influences the hedonic values associated with e-

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sports engagement is crucial for elucidating the motivational mechanisms driving youth participation in gaming activities and informing interventions aimed at promoting responsible gaming behaviors and positive outcomes.

Therefore, this study seeks to address this gap by investigating the impact of perceived behavior control on the hedonic values of e-sports among Generation Z. By examining the behaviors of young gamers, this research aims to provide insights into the complex interplay between perceived behavior control and hedonic values in the context of e-sports, offering valuable implications for educators, parents, policymakers, and industry stakeholders concerned with youth well-being and digital activities.

LITERATURE REVIEW:

E-sports have become a prominent aspect of contemporary youth culture, particularly among Generation Z. This demographic, characterized by its digital nativity and affinity for technology, has embraced e-sports as a form of entertainment, socialization, and competition. Hamari and Sjoblom (2017) and Reitman and Waks (2020) have highlighted the growing popularity of e-sports among young people, emphasizing its appeal as a leisure activity that provides both enjoyment and opportunities for skill development.

Hedonic values play a central role in shaping the appeal of e-sports for Generation Z players. The pleasure and enjoyment derived from gaming experiences contribute to the hedonic value associated with e-sports participation. Johnson, Ermolova, and Wyatt (2019) have demonstrated that hedonic motivations, such as enjoyment and excitement, significantly influence the engagement levels of e-sports spectators and players.

Perceived behavior control, as defined by the Theory of Planned Behavior (TPB), encompasses individuals' beliefs regarding their ability to perform a behavior and exert control over its outcomes. In the context of gaming, perceived behavior control includes factors such as gaming competence, access to gaming resources, and the perceived ease or difficulty of participating in gaming activities. Ajzen (1991) and Fishbein and Ajzen (2010) have emphasized the importance of perceived behavior control in predicting behavioral intentions and outcomes across various domains.

Motivational factors play a significant role in driving e-sports engagement among Generation Z players. Beyond hedonic values, motivations such as achievement, social interaction, and escapism influence individuals' decisions to participate in gaming activities. Ryan, Rigby, and Przybylski (2006) have highlighted the importance of intrinsic motivations, such as autonomy and competence, in fostering sustained engagement and enjoyment in gaming contexts.

The Theory of Planned Behavior (TPB) provides a valuable framework for understanding the interplay between perceived behavior control and hedonic values in e-sports engagement among Generation Z. By examining the cognitive processes underlying individuals' decision-making and behavior, TPB offers insights into the factors that shape gaming experiences and outcomes. Additionally, Self-Determination Theory (SDT) offers a complementary perspective, emphasizing the role of intrinsic motivation and psychological needs satisfaction in promoting positive engagement and well-being in gaming contexts (Ryan & Deci, 2000).

Despite the positive aspects of e-sports engagement, concerns have been raised regarding its potential negative consequences, particularly among young players. Issues such as gaming addiction, excessive screen time, and social isolation have drawn attention from researchers, policymakers, and the public. It is essential to consider these challenges within the broader context of e-sports research and to develop strategies for promoting responsible gaming behaviors and mitigating potential risks (Griffiths et al., 2016).

Cultural and contextual factors shape the experiences and perceptions of e-sports among Generation Z players. Variations in gaming culture, societal norms, and access to gaming infrastructure influence individuals' attitudes towards e-sports and their engagement levels. Cross-cultural studies have highlighted the importance of considering these factors when examining the impact of perceived behavior control on hedonic values in e-sports engagement (Kaye et al., 2017).

While existing literature has provided valuable insights into the motivational factors driving e-sports engagement among Generation Z, there remains a need for further research to explore the specific mechanisms underlying the relationship between perceived behavior control and hedonic values. Longitudinal studies, cross-cultural comparisons, and qualitative

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investigations could deepen our understanding of these dynamics and inform interventions aimed at promoting positive gaming experiences and well-being among young players.

RESEARCH QUESTIONS:

RQ1: How does perceived behavior control influence the hedonic values associated with e-sports engagement among Generation Z?

RQ2: What specific factors of perceived behavior control most significantly impact the hedonic values derived from e-sports among Generation Z?

RESEARCH HYPOTHESIS:

H_1 – There is no positive impact of Gaming Autonomy on Hedonic Value while engaging in e-sports.

H_2 - There is no positive impact of Gaming Competence on Hedonic Value while engaging in e-sports.

H_3- There is no positive impact of the Gaming Environment on Hedonic Value while engaging in e-sports.

H_4 - There is no positive impact of the Gaming Support system on Hedonic Value while engaging in e-sports.

H_5 - There is no positive impact of Peer Influence on Hedonic Value while engaging in e-sports.

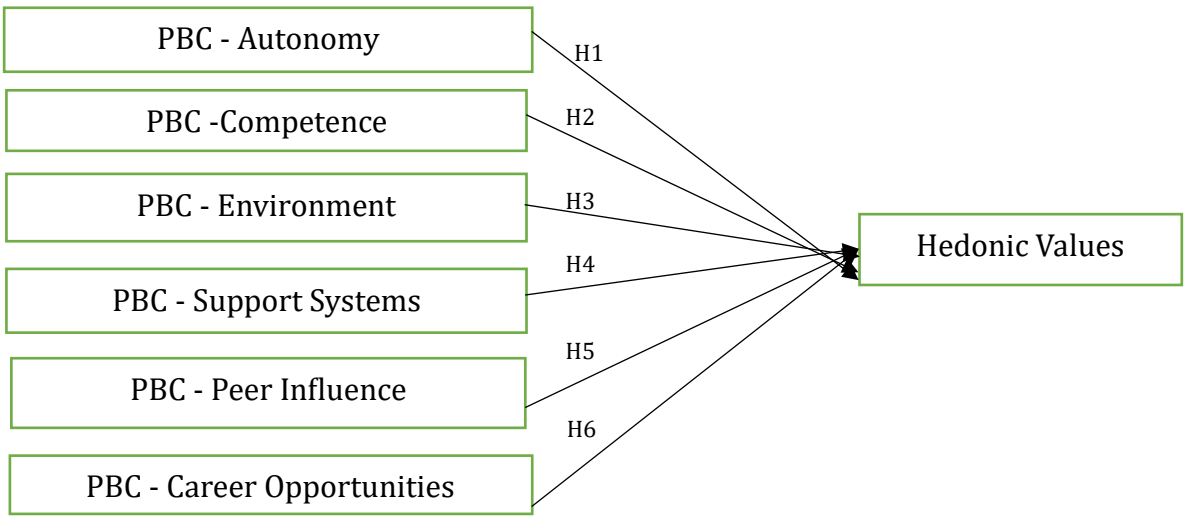
H_6 - There is no positive impact of Career Opportunities on Hedonic Value while engaging in e-sports.

RESEARCH DESIGN:

The study utilized a non-probability sampling method, incorporating both convenience and snowball sampling techniques. Samples were selected through a distributed structured questionnaire. The research targeted Indian citizens, particularly from Chennai, Tamil Nadu aged 14 to 27 who engage in online gaming. Therefore, the sample size collected is 432 for the study.

The study employs Correlation, Regression, and ANOVA, to analyze the relationship between perceived behavioral control and hedonic values.

RESEARCH MODEL:



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DATA ANALYSIS:

VALIDITY RELIABILITY TEST:

To assess the internal reliability of the construct utilized in the study, the Cronbach's alpha value was computed.

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
PBC - Autonomy	0.819	0.880	0.648
PBC -Competence	0.872	0.907	0.661
PBC - Environment	0.857	0.897	0.636
PBC - Support Systems	0.830	0.887	0.662
PBC - Peer Influence	0.856	0.897	0.636
PBC - Career Opportunities	0.901	0.912	0.594

HYPOTHESIS TESTING:

HYPOTHESIS 1:

H_10– There is no positive impact of Gaming Autonomy on Hedonic Value while engaging in e-sports.

H_11– There is a positive impact of Gaming Autonomy on Hedonic Value while engaging in e-sports.

Correlation - Gaming Autonomy

		Gaming_Autonomy	Hedonic_Value
Gaming_Autonomy	Pearson Correlation	1	.763**
	Sig. (2-tailed)		.000
	N	432	432
Hedonic_Value	Pearson Correlation	.763**	1
	Sig. (2-tailed)	.000	
	N	432	432

** *Correlation is significant at the 0.01 level (2-tailed).*

The above table shows that Gaming Autonomy and Hedonic Value are positively correlated (0.763). Since the p-value < 0.05, it indicates that the correlation between the variables is statistically significant.

Model summary - Gaming Autonomy

Model	R	R Square	Adjusted R^2	Std. Error
1	.763[a]	.582	.580	0.822

a. Predictors: (Constant), Gaming_Autonomy

ANOVA - Gaming Autonomy

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	271.116	1	271.116	401.000	.000[b]
	Residual	194.584	430	0.676		
	Total	465.701	431			

a. Dependent Variable: Hedonic Value
b. Predictors: (Constant), Gaming Autonomy

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Regression analysis - Gaming Autonomy

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		Beta	Std. Error	Beta		
1	(Constant)	2.967	0.656		4.522	.000
	Gaming_Autonomy	1.363	0.442	1.559	3.083	.000

a. Dependent Variable: Hedonic Value

The correlation coefficient (R) of Gaming Autonomy indicates that 58.2% (R square = 0.582) of the variation in the Hedonic Value is explained by Gaming Autonomy. The p-value of 0.000, less than 0.05, in Regression Analysis for unstandardized coefficients confirms the statistical significance of the regression model. The significance of the p-value (< 0.05) suggests the model is statistically significant, providing evidence to reject the null hypothesis. Consequently, it is concluded there is a positive impact of Gaming Autonomy on Hedonic Value while engaging in e-sports.

H2 - There is no positive impact of Gaming Competence on Hedonic Value while engaging in e-sports.

H2 - There is a positive impact of Gaming Competence on Hedonic Value while engaging in e-sports.

Correlation - Gaming Competence

		Gaming_Competence	Hedonic_Value
	Pearson Correlation	1	.638**
Gaming_Competence	Sig. (2-tailed)		.000
	N	432	432
	Pearson Correlation	.638**	1
Hedonic_Value	Sig. (2-tailed)	.000	
	N	432	432

** *Correlation is significant at the 0.01 level (2-tailed).*

The above table shows that Gaming Competence and Hedonic Value are positively correlated (0.638). Since the p-value < 0.05, it indicates that the correlation between the variables is statistically significant.

Model summary - Gaming Competence

Model	R	R Square	Adjusted R^2	Std. Error
1	.638[a]	.407	.405	0.744

b. Predictors: (Constant), Gaming Competence

ANOVA - Gaming Competence

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	221.786	1	221.786	401.030	.000[b]
	Residual	323.084	430	0.553		
	Total	544.870	431			

a. Dependent Variable: Hedonic Value
b. Predictors: (Constant), Gaming Competence

Regression analysis - Gaming Competence

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		Beta	Std. Error	Beta		
1	(Constant)	3.778	0.453		8.339	.000
	Gaming Competence	1.163	0.358	1.412	3.248	.000

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a. Dependent Variable: Hedonic Value

The correlation coefficient (R) of Gaming Competence indicates that 40.7% (R square = 0.407) of the variation in the Hedonic Value is explained by Gaming Competence. The p-value of 0.000, less than 0.05, in Regression Analysis for unstandardized coefficients confirms the statistical significance of the regression model. The significance of the p-value (< 0.05) suggests the model is statistically significant, providing evidence to reject the null hypothesis. Consequently, it is concluded there is a positive impact of Gaming Competence on Hedonic Value while engaging in e-sports.

H_30- There is no positive impact of the Gaming Environment on Hedonic Value while engaging in e-sports.

H_31- There is a positive impact of the Gaming Environment on Hedonic Value while engaging in e-sports.

Correlation - Gaming Environment

		Gaming_Environment	Hedonic_Value
Gaming_Environment	Pearson Correlation	1	.254
	Sig. (2-tailed)		.287
	N	432	432
Hedonic_Value	Pearson Correlation	.254	1
	Sig. (2-tailed)	.287	
	N	432	432

** *Correlation is significant at the 0.01 level (2-tailed).*

The above table shows that Gaming Environment and Hedonic Value are positively correlated (0.254). Since the p-value 0.287 > 0.05, it indicates that the correlation between the variables is statistically insignificant.

Model summary - Gaming Environment

Model	R	R Square	Adjusted R^2	Std. Error
1	.254[a]	.065	.061	0.249

c. Predictors: (Constant), Gaming Environment

ANOVA - Gaming Environment

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	24.801	1	24.801	401.300	.069[b]
	Residual	359.609	430	0.553		
	Total	384.410	431			

a. Dependent Variable: Hedonic Value
b. Predictors: (Constant), Gaming Environment

Regression analysis - Gaming Environment

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	Beta	Std. Error	Beta		
1 (Constant)	6.765	0.833		8.121	.078
Gaming Environment	-1.776	0.476	-1.663	-3.731	.069

a. Dependent Variable: Hedonic Value

The correlation coefficient (R) of the Gaming Environment indicates that 6.5% (R square = 0.065) of the variation in the Hedonic Value is explained by the Gaming Environment. The p-value of 0.069, greater than 0.05, in Regression Analysis for unstandardized coefficients, confirms the statistical insignificance of the regression model. The significance of the p-value (> 0.05) suggests the model is statistically significant, providing evidence to reject the alternate hypothesis.

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Consequently, it is concluded that there is no positive impact of the Gaming Environment on Hedonic Value while engaging in e-sports.

H_40 - There is no positive impact of the Gaming Support system on Hedonic Value while engaging in e-sports.

H_41 - There is a positive impact of the Gaming Support system on Hedonic Value while engaging in e-sports.

Correlation - Gaming Support system

		Support_system	Hedonic Value
	Pearson Correlation	1	.411
Support_system	Sig. (2-tailed)		.677
	N	432	432
	Pearson Correlation	.411	1
Hedonic_Value	Sig. (2-tailed)	.677	
	N	432	432

** *Correlation is significant at the 0.01 level (2-tailed).*

The above table shows that Gaming Support system and Hedonic Value are positively correlated (0.411). Since the p-value 0.677 > 0.05, it indicates that the correlation between the variables is statistically insignificant.

Model summary - Gaming Support system

Model	R	R Square	Adjusted R^2	Std. Error
1	.411[a]	.169	.166	0.542

d. Predictors: (Constant), Support_system

ANOVA - Gaming Support system

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	117.958	1	117.958	401.090	.087[b]
	Residual	580.342	430	0.294		
	Total	698.300	431			

a. Dependent Variable: Hedonic Value
b. Predictors: (Constant), Support_system

Regression analysis - Gaming Support system

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		Beta	Std. Error	Beta		
1	(Constant)	7.843	0.543		14.443	.165
	Support_system	0.564	0.432	0.759	1.305	.087

a. Dependent Variable: Hedonic Value

The correlation coefficient (R) of the Gaming Support system indicates that 16.9% (R square = 0.169) of the variation in the Hedonic Value is explained by Support system. The p-value of 0.087, greater than 0.05, in Regression Analysis for unstandardized coefficients confirms the statistical insignificance of the regression model. The significance of the p-value (> 0.05) suggests the model is statistically significant, providing evidence to reject the alternate hypothesis. Consequently, it is concluded that there is no positive impact of the Gaming Support system on Hedonic Value while engaging in e-sports.

H_50 - There is no positive impact of Peer Influence on Hedonic Value while engaging in e-sports.

H_51 - There is a positive impact of Peer Influence on Hedonic Value while engaging in e-sports.

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Correlation - Peer Influence

		Peer_Influence	Hedonic_Value
	Pearson Correlation	1	.807**
Peer_Influence	Sig. (2-tailed)		.000
	N	432	432
	Pearson Correlation	.807**	1
Hedonic_Value	Sig. (2-tailed)	.000	
	N	432	432

** *Correlation is significant at the 0.01 level (2-tailed).*

The above table shows that Peer Influence and Hedonic Value are positively correlated (0.807). Since the p-value 0.00 < 0.05, it indicates that the correlation between the variables is statistically significant.

Model summary – Peer Influence

Model	R	R Square	Adjusted R^2	Std. Error
1	.807[a]	.651	.649	0.958

e. Predictors: (Constant), Peer_Influence

ANOVA – Peer Influence

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	367.832	1	367.832	401.061	.000[b]
	Residual	196.978	430	0.294		
	Total	564.810	431			

a. Dependent Variable: Hedonic Value
b. Predictors: (Constant), Peer_Influence

Regression analysis – Peer Influence

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	Beta	Std. Error	Beta		
1 (Constant)	7.546	0.443		17.033	.000
Peer_Influence	0.987	0.218	0.965	4.527	.000

a. Dependent Variable: Hedonic Value

The correlation coefficient (R) of the Peer Influence indicates that 65.1% (R square = 0.651) of the variation in the Hedonic Value is explained by Peer Influence. The p-value of 0.000, lesser than 0.05, in Regression Analysis for unstandardized coefficients, confirms the statistical significance of the regression model. The significance of the p-value (< 0.05) suggests the model is statistically significant, providing evidence to reject the null hypothesis. Consequently, it is concluded that there is a positive impact of Peer Influence on Hedonic Value while engaging in e-sports.

H_60- There is no positive impact of Career Opportunities on Hedonic Value while engaging in e-sports.

H_61 - There is a positive impact of Career Opportunities on Hedonic Value while engaging in e-sports.

Correlation - Career Opportunities

		Career_Opportunities	Hedonic_Value
	Pearson Correlation	1	.731**
Career_Opportunities	Sig. (2-tailed)		.000
	N	432	432
	Pearson Correlation	.731**	1

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Hedonic_Value	Sig. (2-tailed)	.000	
	N	432	432

** *Correlation is significant at the 0.01 level (2-tailed).*

The above table shows that Career Opportunities and Hedonic Value are positively correlated (0.731). Since the p-value 0.00 < 0.05, it indicates that the correlation between the variables is statistically significant.

Model summary – Career Opportunities

Model	R	R Square	Adjusted R^2	Std. Error
1	.731[a]	.534	.529	0.804

f. Predictors: (Constant), Career_Opportunities

ANOVA – Career Opportunities

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	259.183	1	259.183	401.690	.000[b]
	Residual	225.850	430	0.646		
	Total	485.033	431			

a. Dependent Variable: Hedonic Value
b. Predictors: (Constant), Career_Opportunities

Regression analysis – Career Opportunities

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	Beta	Std. Error	Beta		
1 (Constant)	3.675	0.664		5.534	.000
Career_Opportunities	0.874	0.453	0.913	1.929	.000

a. Dependent Variable: Hedonic Value

The correlation coefficient (R) of the Career Opportunities indicates that 53.4% (R square = 0.534) of the variation in the Hedonic Value is explained by Career Opportunities. The p-value of 0.000, lesser than 0.05, in Regression Analysis for unstandardized coefficients, confirms the statistical significance of the regression model. The significance of the p-value (< 0.05) suggests the model is statistically significant, providing evidence to reject the null hypothesis. Consequently, it is concluded that there is a positive impact of Career Opportunities on Hedonic Value while engaging in e-sports.

Summary of Hypothesis:

H_0	**Hypothesis**	**Accepted/Rejected**
H_10	There is no positive impact of Gaming Autonomy on Hedonic Value while engaging in e-sports.	Rejected
H_20	There is no positive impact of Gaming Competence on Hedonic Value while engaging in e-sports.	Rejected
H_30	There is no positive impact of the Gaming Environment on Hedonic Value while engaging in e-sports.	**Accepted**
H_40	There is no positive impact of the Gaming Support system on Hedonic Value while engaging in e-sports.	**Accepted**
H_50	There is no positive impact of Peer Influence on Hedonic Value while engaging in e-sports.	Rejected
H_60	There is no positive impact of Career Opportunities on Hedonic Value while engaging in e-sports.	Rejected

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Conclusion:

The study's findings carry significant implications, contributing to a deeper understanding of Gaming autonomy (R2 - 0.582) allows players in e-sports to make independent decisions, fostering a sense of control and agency over their gaming experience. This empowerment leads to increased enjoyment and satisfaction, as players can tailor their gameplay to align with their preferences and interests. Consequently, the autonomy afforded in e-sports enhances hedonic value by amplifying the pleasure derived from the freedom to pursue personalized gaming experiences, contributing to overall engagement and well-being in the gaming community.

Gaming competency (R2 - 0.407) enables players to effectively navigate the challenges of e-sports, leading to a sense of mastery and achievement. This mastery enhances the enjoyment and satisfaction derived from gameplay experiences. Additionally, higher gaming competency allows players to fully immerse themselves in the competitive atmosphere, amplifying the thrill and excitement of e-sports participation. As a result, gaming competency positively influences hedonic value by enriching the overall gaming experience and fostering a deeper sense of fulfillment and enjoyment.

Gaming environment (R2 - 0.065), such as the physical setting or equipment used, may not directly influence the hedonic value in e-sports. The enjoyment and satisfaction derived from e-sports primarily stem from the gameplay experience itself, rather than external factors. While a comfortable and conducive gaming environment may enhance overall comfort and convenience, it typically does not significantly impact the intrinsic enjoyment or satisfaction derived from e-sports engagement. Thus, the gaming environment may not directly contribute to the hedonic value experienced during e-sports participation.

Gaming support systems (R2 - 0.169), such as social support or mentorship, may not directly influence hedonic value in e-sports. While supportive relationships can enhance overall well-being and enjoyment, the intrinsic satisfaction derived from gameplay remains primarily individual. The enjoyment of e-sports is largely dependent on personal skill development, competition, and immersion in the gaming experience, rather than external support systems. Therefore, while supportive networks may contribute to general satisfaction, they may not directly impact the hedonic value experienced during e-sports engagement.

Peer influence (R2 - 0.651) can positively impact hedonic value in e-sports by fostering a sense of camaraderie and belonging within gaming communities. Interactions with peers can enhance the social aspect of gaming, increasing enjoyment and satisfaction. Additionally, peer encouragement and competition can elevate the excitement and engagement levels during gameplay. Ultimately, the shared experiences and connections formed through peer influence contribute to a more enriching and enjoyable e-sports experience, thereby enhancing hedonic value.

Career opportunities (R2 - 0.534) in e-sports can positively impact hedonic value by providing a sense of purpose and accomplishment to players. The prospect of turning gaming into a profession adds depth and significance to the gaming experience. Additionally, pursuing a career in e-sports may amplify the excitement and motivation to excel, enhancing the overall enjoyment and satisfaction derived from gameplay. Ultimately, the potential for career advancement in e-sports contributes to a more fulfilling and rewarding gaming experience, thereby increasing hedonic value.

Corporates and educational institutions can capitalize on hedonic value in e-sports by leveraging the popularity and appeal of gaming culture. Offering branded merchandise, sponsoring e-sports teams, and hosting corporate-sponsored events can enhance brand visibility and engagement among gaming communities. Moreover, integrating e-sports into educational programs and offering courses or certifications in gaming-related fields can attract students and professionals seeking to capitalize on the growing e-sports industry. By strategically aligning their initiatives with the hedonic value associated with e-sports, corporates, and educational institutions can maximize opportunities for brand promotion, revenue generation, and talent development in the thriving e-sports ecosystem.

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