

Abstract

Research Title : Motivation in Applying for Electronic Sports (E-sports) Players

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This research aims to study the growing tendency of sports Electronic Sports (E-Sports) and opportunities of doing business associated with the sport's Electronics, and also as a guide to decision making. The sample consisted of two groups: those taking part in the sponsors and the participate in sports . The population does not know how to choose a specific sample (Purposive Sampling) included a total of 50 people using traditional research methods, qualitative research, using in-depth interviews.

The results showed that: 1) In Current they are support Industry games 2) children and youth that gaming is a sport. It is also committed to play the game to be an athlete's Electronics. Motivation in sport electronics are the money of the tournament to overcome The flow of play, athlete's Electronics also affect the Sports Marketing, which marks another Electronic Sports make step of the business growth of the Industry games of Thailand