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**INTERNATIONAL ACADEMIC MULTIDISCIPLINARY RESEARCH
CONFERENCE IN AMSTERDAM 2023**

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17-19 February 2023*

ICBTS 2023



Edited by Kai Heuer, Wismar University, Germany
Chayanan Kerdpitak, IBEST Conference & Publication, USA
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The concepts of create image in E-sport items

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Abstract

The purpose of this research are 1) to find the characteristics of the population who like e-sports games, 2) to find the concept of designing the image of equipment in e-sports games. 3) to find marketing communication strategies for purchasing equipment in e-sports games. The sample was chosen from the population who lives in Bangkok, Thailand.

Mixed research methods consist of two types of data sources: document type and person type. All 7 steps of data were gathered for presenting the research by the findings from the population survey. Design concepts are used in conjunction with marketing concepts for this research to have a combination of different sciences that can work together and applied to create benefits and can be applied in a concrete way by create image in E-sport items in the right direction.

The results of the research revealed that 1) The characteristics of the population who like E-sports games are creators as the highest proportion and followed by heroes then explorers in the last order. 2) Equipment image design in E-sports games using the principles of composition in graphic arts, the population prefer Harmony and followed by Unity then Balance at in the last order. 3) Marketing communication strategies for purchasing E-sports equipment, considering by the behaviours for selection of marketing promotion were advertising as the highest proportion and followed by Sales promotion, Activities public relations and direct marketing in the last order.

Keywords: Design, Marketing Communication Strategy, E-sports

Introduction

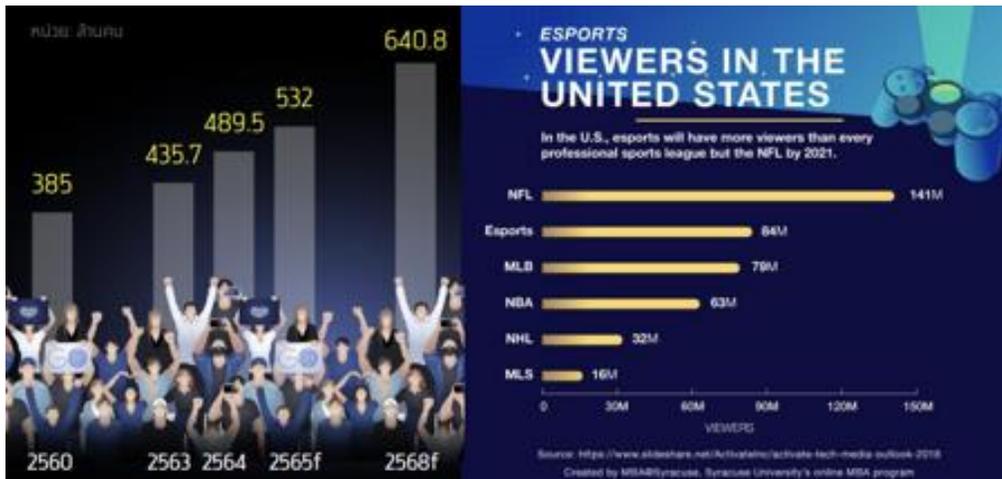
E-sports competitions are becoming more and more popular nowadays. As the number of viewers in 2021 reaching 489.5 million people worldwide and seem likely to continue growing to 640.8 million in 2025. According to Newz00, a global gaming market trends analyst, in 2021, the esports audience reached 489.5 million people worldwide.

Average annual growth of 6.2% over the past 5 years (2017 -2021), with a tendency to reach 532 million in 2022, growing 8.7% YOY before continuing to grow to 640.8 million in 2025 or almost 10% of the world's population, especially in The United States, the number of viewers is as high as 84 million, which is equal to the same number of viewers as popular American sports such as Major League Baseball (MLB) at 79 million and the National Basketball

Association (NBA) at 63 million. These result shows that E-sports is becoming a new popular sport with a significant number of viewers at this time.

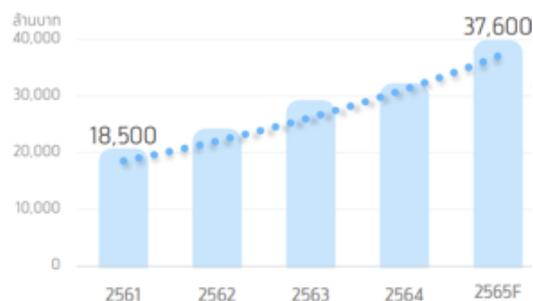
Figure 1: Numbers of E-sports viewers globally and in the U.S. compared to popular Traditional Sport viewership.

Source: Newzoo



For Thailand, it is estimated that the E-sports market is worth up to 37,600 million baht in 2022 and keep expanding almost 20% per year over the past 5 years (2018-2022), with the Thai E-sports market continually increasing in value from 18,500 million in 2018 to 22,000 and 27,000 million in 2020-2021 before reaching 37,600 million in 2022. The reason that the E-sports market can grow steadily by more than 20% per year, even during the pandemic of COVID-19 is due to 1.) Over the years, old and new game streamers are growing to play more games and encouraging many people to play games until it became trendy and growing by new game steamers and support by new audiences for E-sports. 2.) E-sports competitions are organised in a digital format, allowing Thai people to play games and watch game matches through online platforms without being affected by COVID-19 pandemic. Also support by 3.) Various game companies turning to gather more E-sports market because E-sports games have a longer life cycle than normal games, it usually lasts about 2-3 years before losing its popularity. According to the popular E-sports games like RoV and Free Fire that have been well known in Thailand for over 6 years and 5 years respectively.

Figure 2: Thai Esports Market Value
Source: Statista and assessed by Krungthai COMPASS



Advancement of technology, especially in terms of improving the graphics quality of the game will provide the new experience of playing games and meet the expectation of players even more. From the survey results of The Entertainment Software Association or ESA, which is an association about entertainment software of the United States. In a research study on the factors that affect players' purchasing and playing decisions showed 67% of players consider the quality of in-game graphics as an important factor in their purchasing and playing decisions because good graphics will help their vision to be more realistic and more enjoyable experience. In addition, according to the National Innovation Agency, AR (Augmented Reality) and VR (Virtual Reality) technologies will effective in the future by help shaping the style and experience games to be more realistic.

Moreover, Garena has organized a skin design contest RoV Design Contest "Thai pattern skin" "Hunter of Siam" for the characters within the game in Thailand. It is an exhibition to show the design skills and the most importantly, it represents Thai culture. It has also released the production work to take place in the form of a RoV characters as well.

Figure 3: RoV Design Contest "Hunters of Siam"
Source: Garena RoV Thailand



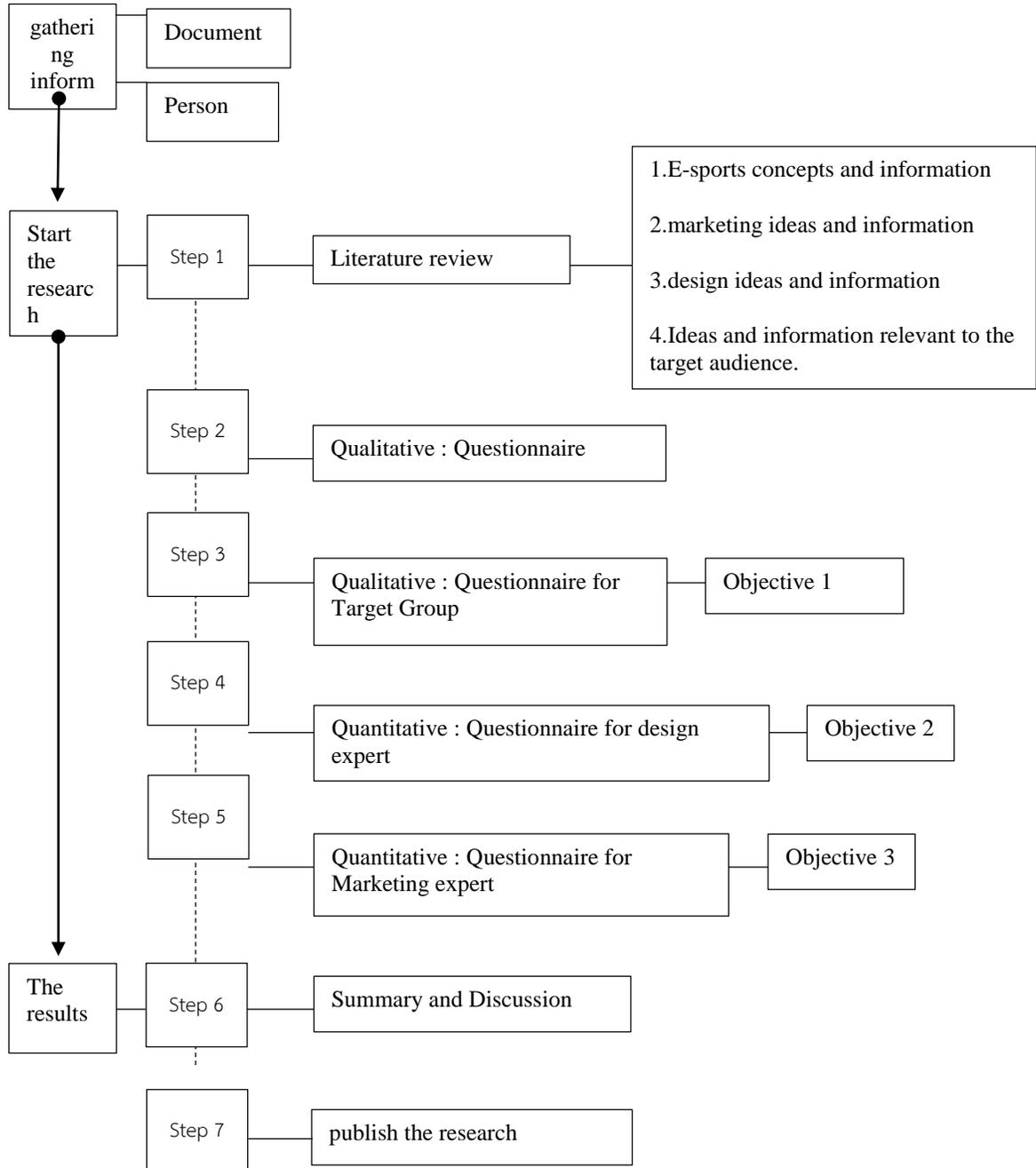
E-sports' target audience represents people aged 25-39 (according to research by the Mindshare team), with the most majority of those in this group are parents, and over 38% of E-sports fans are women. By having both women and men as a target audience, the brand has the opportunity to reach different groups of consumers. Especially, when they have purchasing power and it is easy to reach this target audience through the contents they like. The marketing opportunities can be arrange from team sponsorships or competitions by doing giveaways campaign or product placement and display organising activities for people to participate including the sale of souvenirs with social networks as the main communication platform. Especially, gaming influencers who usually communicate with their fans through social media platforms on a regular basis.

As a result, the researcher could see a possibility for an image of E-sports gaming equipment design according to the principles of graphical elements by using marketing communication strategy. It is a combination of different design that can work together to be applied to create benefits and can be used in a concrete way causing the design of the image of equipment in e-sports games in the right direction.

Objective

- 1.) To find out the characteristics of the population who like E-sports games
- 2.) To find the ideas for designing the image of equipment in E-sports games using the principles of composition in graphic arts.
- 3.) To find marketing communication strategies to make a decision to buy equipment for E-sports games by the sample of the population who living in Bangkok, Thailand.

Conceptual Framework



Population and sample

1. The study focuses only on the information content of the population aged 25-35 years (Millennials and Gen Y) in Thailand only.
2. Scope of the population and study sample analysed from people who live in Bangkok only.

Research tools collecting information and data analysis

Information used in this article consists of two types of data sources as following;

1. document paper information
2. personal information

Document type information

Esports and marketing concepts and information

1. Background and importance
2. E-sports marketing growth
3. Marketing promotion

Design ideas and information

1. Brand Archetypes
2. Principles of composition in graphic art
3. Colour Theory Image Scale by Kobayashi

Ideas and information relevant to the target audience

1. Information about Millennials and Gen Y audiences
2. The preference of E-sports community

Personal information

Step 1: Review relevant literature.

Step 2: A survey of the population by focus group discussions who like e-sports games, 30 people to reinforce the basic context of the population.

Step 3: Survey the opinions of the population by using quantitative data collection methods. By using people aged 25-35 years, 60 persons to find the characteristics of the population who like E-sports games.

Step 4: Survey the opinions of the population by using quantitative data collection methods. By using people aged 25-35 years, 60 persons to find the ideas for designing the image of equipment in E-sports games by the principles of composition in graphic arts.

Step 5: Survey the opinions of the population using quantitative data collection methods. By using people aged 25-35 years, 60 persons to find marketing communication strategies of the decision making to purchase E-sports equipment.

Step 6 Summary and Discussion

Step 7: Publish the research

Research results

Step 2 The results concluded that

- Population 25-35 years old (Millennials and Gen Y)
- Education level: Bachelor's degree
- Live in Bangkok
- Company employee career
- Salary average per month 35,000-45,000 baht
- Living alone with spouse
- Have a passion for technology

- Interested in online social media
- Follow the trend
- Not obsessed with the brand

Step 3 The results concluded that

The population has the theoretical opinion of Carl Gustav Jung, a Swiss psychotherapist and psychiatrist. The theory has divided the brand prototype that reflects the personality that is linked to the characteristics of the person into 12 types, the first 3 of which match the most as following;

No. 1: Creator is a personality who likes to think new things, creative and thinking outside the box.

No. 2: Hero is a personality with courage, decisiveness and competition.

No. 3: Explorer is a personality that likes challenges, Prefer to go on adventure and face the world.

Step 4 The results concluded that

The population has opinions that matched to the principles of graphical composition. By giving importance to harmony is the most proportion and followed by Unity then Balance, which is the least.

1. Unity : Dynamic unity is an emphasis on feeling the movement.
2. Balance: Balance of interesting point is the balance resulting from the point of interest. It can be counterbalanced with a shape or a shape that looks ordinary but could see as a larger scale.
3. Harmony: proportions, surface and direction.
4. Contrast: Colour, Weight and Proportion.
5. Proportion: Individual proportion that can relation to other things. For example, the golden ratio is 1:1.618.
6. Rhythm: An increasing or decreasing tempo (Gradation or Progression) is a change for increase or decrease to reduce size or weight.
7. Emphasis: Emphasis by contrast is where things that are different from other parts of the work will be the center of attention.
8. Shape: Natural shape (Organic)
9. Line: A vertical straight line is to give a feeling of stability and strength.
10. Color: Dynamic ,Gorgeous ,Ethnic and Modern.

Table 1
Principles of composition in graphic art

Attention level	1	2	3	4	5
1) Unity	✓				
2) Balance					✓
3) Harmony					✓
4) Contrast		✓			
5) Proportion			✓		
6) Rhythm			✓		
7) Emphasis				✓	
8) Shape				✓	

9) Line		✓			
10)Color					✓

Step 5 The results concluded that

The population has the choosing behaviour according to the order of interest by advertising as the highest proportion followed by sales promotion and public relations activities then direct marketing in the last place.

Table 2
Marketing Promotion

Attention level	1	2	3	4	5
1. Advertising					✓
2. public relations		✓			
3. sales promotion				✓	
4. direct marketing	✓				
5. Activities			✓		

Step 6 Summary and Discussion

The researcher has provided the results of the research to summarise the information in a table for those who interested to use as a graphic designer or those who are interested. This research can bring out to expanding the idea in terms of creative works such as the used for the understanding to achieve the set objectives and to create sales advertising media by increasing the strategy of designing in terms of marketing promotion. Moreover, the use of knowledge to apply to create works design process and encourage the interesting creative design, easy to remember, different, and clearly show the identity with the format as provided.

The finding is consistent with Yotpanya and Waijitragum ,2019 study which indicates that The colorin the character design, with content that is easy to understand, fun, colorful, easy to reach consumers.

The finding is consistent with Suksamer ,2022 study which indicates that commission an Influencer makes purchasing decisions easier and faster.

Suggestion

The results of this research is only for a guideline to help graphic designers, marketers, or those who are interested in designing to help shaping creative works to be more efficiently because nowadays, the population has many stimulator causing the opportunity to change all the time, especially the population groups that prefer to following the trend.

However, the use of this research results as a design guideline must take into account many factors. The researcher proposes guidelines that may be useful in research and design as following;

- 1.) This research covers the population aged 25-35 years (Millennials and Gen Y) in Thailand only. If the population group that wants to apply is similar or match those who are interested, this research can be effective.
- 2.) This research is an approach that may work well for the scope of the population and study sample who live in Bangkok because each area has a different perception of culture, so it should take into account for the perception of the target group.
- 3.) This research can be extended to others or applied as designers or marketers are interested.

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