

Online e-sports event viewers' intention to visit the destination

Toprak Kızıllırmak Pirci¹ and Ali Dalgıç²

¹Isparta University of Applied Sciences, Graduate Education Institute, Isparta, Türkiye. <https://orcid.org/0000-0002-4477-4169>

²Isparta University of Applied Sciences, Tourism Faculty, Isparta, Türkiye. <https://orcid.org/0000-0002-5575-4825>

Abstract

The main aim of this study is to elucidate the impact of hedonic motivations and habits of e-sports viewers on their intention to visit. The second one is to test the mediating role of individuals' attitudes on this stated impact. The data were collected through face-to-face and online between May 26, 2022, and November 15, 2023. At the end of the data collection process, 438 survey forms were obtained. As a result of the conducted analyses, it was found that hedonic motivation and habit variables have a significant and positive impact on attitude and the intention to visit. Moreover, attitudes mediate the relationship between the intention to visit and both hedonic motivation and habit. In the context of the obtained findings suggested to emphasize aspects that bring fun, pleasure, and enjoyment in e-sports activities. Another recommendation is to provide information to e-sports viewers, especially through individual or social media channels, about e-sports events and the destinations where the events are organized in promotional activities.

Keywords: Hedonic motivation, Habit, Attitude, Intention to visit, E-sport and tourism, SOR model

1. Introduction

Nowadays, technological advancements shape our lives in many areas and increase internet usage. Along with these developments, the tourism sector is also affected. Stakeholders in the tourism sector need to keep up with this progress. As people's interests change with new developments, different tourism areas are being explored according to these interests. In this context, a new type of tourism called e-sports tourism has begun to attract people's interest. E-sports is defined as "a new form of sport where digital games are played individually and/or as a team on any platform, online or offline" (Çavuş, 2020). E-sports events provide many individuals with a lifestyle and income source through prize pools in tournaments or corporate sponsorships. The e-sports industry is rapidly growing, with millions of online players and approximately 532 million virtual viewers worldwide (Statista, 2023). In addition to players, teams, and technical staff, spectators who want to meet players and others with similar interests and watch matches live also participate in e-sports events. This situation also highlights the connection between sports and tourism. In 2022, ticket revenue of \$107.9 million was generated from 14 major e-sports

events (Newzoo, 2022). These e-sports events have become a source of income in the destinations where they are held.

Due to the Covid-19 pandemic, many events have been conducted online, including e-sports events. During this period, tournaments in which world-renowned e-sports teams participated were broadcast live on online platforms. Promotional activities related to the destination were carried out before, during breaks, and after the broadcasts of these events held in a specific destination. In addition, in recent years, although such events have been actively held in a specific destination with physical attendance, they are also broadcast live on the internet, and individuals interested in e-sports follow these broadcasts. The hedonic motivations and habits of e-sports tournament viewers can further encourage individuals to participate in these events. Hedonic motivation involves individuals' intrinsic motivation, mainly related to pleasure and enjoyment (Goossens, 2000). The potential for an activity or event to provide individuals with entertainment, pleasure, and enjoyment or to fulfill such expectations can influence individuals' attitudes (Binkhorst & Den Dekker, 2009; Chen & Tsai, 2007; Kim & Ritchie, 2014) and behaviors (Linderberg & Steg, 2007; Miao &

*Corresponding author

E-mail: toprakpirci@gmail.com

Article info: Research Article

Received: 6 June 2024

Received in revised form: 14 July 2024

Accepted: 14 July 2024

Ethics committee approval:

* This study was carried out according to the decision of the Isparta University of Applied Sciences Ethics Committee, which met on 25.04.2022 and was numbered 104/01.

** This study is derived from the master's thesis titled "Online e-sports event viewers' intentions to visit the destination where the event is held" presented and accepted by Toprak Kızıllırmak Pirci at the Department of Tourism Management, The Institute of Graduate Education, Isparta University of Applied Sciences.

Wei, 2016). On the other hand, habit refers to individuals exhibiting similar behaviors at regular intervals and continuously. Habits also play a role in shaping individuals' attitudes and intentions to visit. (Hudson & Ritchie, 2006; Kock et al., 2016). Both hedonic motivation and habit are significant variables in shaping individuals' thoughts and behaviors.

Individuals experience specific emotions and thoughts in response to organized e-sports events. These emotions and thoughts are influenced by the conditions described as hedonic motivation or habit (Binkhorst & Den Dekker, 2009; Chen & Tsai, 2007; Hudson & Ritchie, 2006; Kock et al., 2016). These emotions and thoughts can become semi-standardized by being influenced by specific factors. It is possible to characterize these standardized emotions and thoughts as "attitudes." Attitude is described as the set of thoughts individuals have about a specific event, object, living being, or person. Positive attitudes can prompt individuals to act (Jang & Feng, 2007). If individuals have positive attitudes towards e-sports events, through these attitudes, they may desire to visit the venues where e-sports events are held. In other words, attitudes are one of the most important factors influencing the intention to visit (Petrick, 2004). The intention to visit is the final step before individuals take the action of visiting, following certain considerations. Planning to attend a specific event or destination can also be included within the intention to visit (Hunter, 2006).

Hedonic motivation and habit can predominantly motivate individuals internally to generate specific emotions and thoughts. In other words, they can shape individuals' attitudes. As attitudes form, it is natural for individuals to act. Attitudes can also influence visiting intention (Jang & Feng, 2007). These circumstances are based on the Stimulus-Organism-Response (SOR) Model. Hedonic motivation and habits, acting as stimuli, will affect individuals' internal evaluations or organisms. In other words, they will be significant in shaping individuals' attitudes. As an organism, attitude will influence the response, which we can describe as the intention to visit. This research will evaluate e-sports events, which have become increasingly popular in recent years and are expanding their market share daily, within the scope of the study. The main objective of the research is to demonstrate the impact of individuals' hedonic motivation and habits on their intention to visit the venue where the event will be held by shaping their attitudes. This research is important in filling existing gaps in the context of e-sports and tourism. Another significant aspect is that the model created for the research will be tested for the first time. The results obtained serve as a guide for both academics and practitioners.

2. Literature review

2.1. Hedonic motivation

Hedonic motivation entails consumption involving behaviors developed in relation to senses, perceptions, fantasies,

and emotions (Akturan, 2012). In other words, hedonic motivation is associated with entertainment and pleasure. Consumers may consume the same products or services for different purposes, such as hedonic purposes, or they may act to obtain benefits to achieve a higher-level goal (Botti & McGill, 2011). Examining consumer purchase and buying behavior based on geographical, demographic, behavioral, psychological variables, and motivation is an important role in hotel business segmentation. This is because tourists' purchasing decisions involve a variety of purposes such as holidays, health, sports, sightseeing, and experiencing new cultures. Therefore, tourists have specific expectations.

On the one hand, tourists have expectations such as satisfaction with tourism products or seeking luxury (Kozak, 2014); on the other hand, they are motivated by accessible hedonic and utilitarian outcomes (Chen & Schwartz, 2010). Motivated consumers may prefer brands or companies that meet consumer needs such as emotional pleasures, social status pursuit, and social needs, offering products and services that can be enjoyed through experiences (Baş & Sam-sunlu, 2015). One of the fundamental reasons for consumers to enjoy such shopping experiences is hedonic motivations (Eken & Yazıcı, 2015). Thus, products evaluated primarily based on hedonic consumption value serve as a means for consumers to control their mood (Spangenberg et al., 1997).

In tourism, hedonic motivation is primarily associated with factors related to pleasure, relaxation, and entertainment (Dolnicar et al., 2019). Dann (1977) and Goossens (2000) have examined motivational factors in the context of tourism as push and pull factors. Push motivation factors arise from individuals' internal motivating factors. Among these factors are elements such as the desire for relaxation, entertainment, escapism, and the search for novelty. On the other hand, pull factors emerge in the context of the abstract and concrete elements a destination possesses. Attractions such as facilities, activities, and amenities are evaluated within the scope of pull factors. Hedonic motivation, as it is mainly related to pleasure and enjoyment, is influenced by both push and pull motivational factors. Hedonic motivation is primarily associated with seeking pleasure and enjoyment, and when fulfilled, it can evoke emotional satisfaction. Individuals' feelings of pleasure and enjoyment after activities can also influence their attitudes (Binkhorst & Den Dekker, 2009). Pine and Gilmore (1998) have stated that in the experience economy, consumers increasingly seek pleasure and enjoyment, thus emphasizing the importance of hedonic motivation. Kim and Ritchie (2014) found in their studies examining the impact of hedonic motivation on tourists' attitudes that tourists who derive pleasure and enjoyment have a positive attitude towards the destination. Chen and Tsai (2007) noted that hedonic motivation affects tourist attitudes. It has been suggested that in entertainment-focused visits by tourists, experiencing entertainment will lead to a positive attitude. Individuals' enjoyment of activities will influence their attitudes and behaviors (Lindenberg & Steg, 2007; Miao & Wei, 2016).

2.2. *Habit*

According to Turkish Language Association (TDK, 2006), habit is defined as "conditioned behavior that occurs consistently due to internal and external influences." Güney (1998) defines habit as "attitudes or behaviors acquired by a living being as a result of repeated exposure to an effect and performed automatically." Based on these definitions, it is characterized as regular and repeated behaviors. In environments where competition is intense, firms need to gather information about consumers' purchasing habits before making decisions about products, prices, distribution channels, and sales promotion (Varinli & Çakır, 1999). Business and destination managers should know their customers' characteristics, desires, and expectations, as well as their holiday habits to determine appropriate marketing strategies for profit generation, competition, product positioning, and brand creation. In other words, segmenting the market and learning factors such as travel habits, consumption levels, and product preferences of target market consumers are important for obtaining a homogeneous market (Boz & Yıldırım Saçılık, 2018).

It is noted that through the curiosity aroused by destinations as a result of habits and the acquisition of information about the destination, a certain attitude forms, leading to the intention to visit the destination. The products and services offered in the context of individuals' habits can especially influence their intention to visit (Hudson & Ritchie, 2006). Anything that individuals regularly use, participate in, or engage with is a significant factor in determining subsequent behavior. Along with exploring destinations through habits, the intention to visit is also positively influenced (Bigne et al., 2001). Habits also influence the attitudes individuals hold. Habits are important in shaping semi-standardized thoughts about any object, individual, living being, or behavior. This factor will increase individuals' intention to visit by influencing their attitudes (Backman & Crompton, 1991; Kock et al., 2016).

2.3. *Attitude*

Attitude is described as the crystallized form of individuals' positive or negative evaluations towards an object, living being, person, or event. These evaluations lead individuals to cognitive, emotional, and behavioral responses (Eagly & Chaiken, 1993). In other words, individuals' knowledge, emotional approach, or behaviors towards any object, living being, person, or event can influence their behaviors. These patterns that influence behavior are characterized as attitudes (Hagger, 2019). Attitudes are phenomena characterized as crystallized patterns that are somewhat resistant to change. However, any situation individuals encounter in their daily lives (cognitive, emotional, and behavioral) can shape attitudes (Torabi et al., 2022). Factors such as attractiveness and entertainment are important in shaping attitudes. In this case, the perception of activities or events as enjoyable due to hedonic motivation shapes attitudes (Guadagno et al., 2013).

One of the fundamental factors influencing attitude is demographic characteristics. Features such as gender, educational level, age, and marital status impact attitude (Gursoy & McCleary, 2004). Perceived value and satisfaction are also important factors in shaping attitudes. If individuals perceive benefits from visiting a destination and are satisfied with their experience, their attitude is positively influenced (Petrick, 2004).

On the other hand, it has been noted in the relevant literature that destination image also affects attitude (Beerli & Martin, 2004). From a tourism perspective, it can be stated that individuals' attitudes can affect their spending, travel decisions, satisfaction levels, and intentions to revisit (Fodness & Murray, 1999). It can also be said that attitudes toward a destination influence the decision to choose or not choose that destination. The evaluations of the destination that emerge as positive or negative semi-standardized assessments can also affect the selection of the destination by influencing attitudes towards it (Jang & Feng, 2007). With the visitation of a destination, individuals' attitudes are reshaped.

2.4. *Intention to visit*

Intention is the individual's desire and effort to perform a behavior (Ajzen, 1991). According to another definition, intention measures a person's inclination to exhibit a specific behavior (Turan, 2011). Generally, intention is described as the final step before behavior occurs and as a fundamental factor influencing behavior (Hunter, 2006). Intention is shaped by individuals' attitudes toward the behavior (Wang & Ritchie, 2012). Individuals' awareness and knowledge shape attitudes. Similarly, the attitude towards a destination can also influence the intention to visit that destination (Shin & Jeong, 2022). The desire or likelihood of visiting a destination indicates the intention to visit (Luo & Ye, 2020). Additionally, planning to visit a destination in the future can also fall within the scope of visitation intention (Horng et al., 2012).

Factors influencing the intention to visit a destination have a complex structure. Factors such as attractions (man-made, natural formations, activities, etc.), motivation, and satisfaction are fundamental factors influencing the intention to visit (Crompton, 1979). On the other hand, cultural factors also significantly impact the intention to visit. Cultural characteristics can shape perceptions of the destination, thereby positively affecting the intention to visit (Gursoy & McCleary, 2004). In addition to these, destination image, destination awareness, perceived value, and similar aspects can shape the intention to visit (Wang & Hsu, 2010). One of the most important variables affecting the intention to visit is attitude. Various factors shape individuals' attitudes positively or negatively. As a result of this shaping, individuals may express an intention to visit a destination. A positively shaped attitude towards a destination will positively influence the intention to visit (Bieger et al., 2011; Chen & Tsai, 2007).

3. Model and hypotheses

3.1. SOR model/paradigm

The SOR paradigm was introduced by Mehrabian and Russell in 1974. According to this model, environmental stimuli and emotions influence individuals' behaviors. The model consists of three components: Stimulus, Organism, and Response. As Mehrabian and Russell (1974) described, the SOR model represents the Stimulus (S) component, which characterizes the informational load encompassing all sensory variables in a specific environment and the perceived objects and temporal relationships among them. The Organism (O) reflects individuals' internal structures and emotional responses to environmental stimuli, while the Response (R) represents approach or avoidance behaviors. The SOR paradigm, initially recognized as a psychological theory, has become widespread in consumer behavior rooted in psychology (Wu & Li, 2018:77). According to this paradigm, consumers planning to travel undergo a mental process triggered by specific stimuli, resulting in certain responses.

3.2. Development of hypotheses

The SOR model has been considered in the development of hypotheses (Mehrabian & Russell, 1974). In the SOR model, precursor variables represent stimuli. Considering the research model, these stimuli identified as "hedonic motivation" and "habituation" variables. Additionally, within the context of the organism influenced by stimuli, the variable of "attitude" can be identified. Finally, within the context of the outcome variable, influenced by stimuli and organism, the "intention to visit" variable is present. Furthermore, hypotheses have been developed considering the research findings in the literature.

3.2.1. Relationship between hedonic motivation and attitude

Motivation is one of the most significant factors in driving individuals towards achieving their goals. In tourism, motivation defined as the motivating factors that prompt individuals to act, stemming from both internal and external factors. In tourism, motivational factors are generally classified into push and pull motivational factors (Dann, 1977; Goossens, 2000). Push motivational factors encompass internal motivators such as escape, relaxation, novelty-seeking, and enjoyment. On the other hand, pull motivational factors include the attractions, facilities, and activities offered by the destination, both tangible and intangible (Dann, 1977; Goossens, 2000). Hedonic motivation pertains more to factors related to providing pleasure and entertainment to individuals. The satisfaction derived from activities undertaken can influence individuals' attitudes (Binkhorst & Den Dekker, 2009). Relevant research indicates that individuals whose expectations are met through pleasure and enjoyment tend to have positively influenced attitudes (Chen & Tsai, 2007; Kim & Ritchie, 2014; Lindenberg & Steg, 2007; Miao & Wei, 2016). When evaluated within the framework of the

SOR model, hedonic motivation as a stimulus can influence the attitude of the organism. Based on the SOR model and relevant research findings, the following hypothesis has been developed:

H₁: Hedonic motivation significantly and positively affects individuals' attitudes.

3.2.2. Relationship between habit and attitude

Habit is characterized as behaviors repeated regularly. Individuals who habitually engage in e-sports may become curious about destinations through events held in different locations and research those destinations (Backman & Crompton, 1991; Kock et al., 2016). Satisfying with activities performed at a certain frequency can positively influence individuals' attitudes (Backman & Crompton, 1991; Kock et al., 2016). Considering the SOR model, the habit variable, acting as a stimulus, may influence the attitude of the organism. Based on the SOR model and relevant research findings, the following hypothesis has been developed:

H₂: Habit significantly and positively affects individuals' attitudes.

3.2.3. Relationship between attitude and intention to visit

The relationship between attitude and visit intention was examined bidirectionally. Individuals' attitudes may be influenced by their expectations being met and their satisfaction after visiting a destination (Petrick, 2004). On the other hand, it has been indicated in research findings that positive or negative attitudes towards a destination can also affect the intention to visit that destination (Beerli & Martin, 2004; Fodness & Murray, 1999; Jang & Feng, 2007). Considering the SOR model, the attitude, categorized as the organism, may impact the intention to visit in the context of the outcome variable. Based on the SOR model and relevant research findings, the following hypothesis has been developed:

H₃: Individuals' attitudes significantly and positively affect their intention to visit.

3.2.4. Mediate role of attitude

Attitude is defined as the set of semi-permanent feelings and thoughts individuals possess (Eagly & Chaiken, 1993). It is common for individuals with an interest in e-sports to watch and participate in such events through their hedonic motivation and habits (Jang & Fen, 2007; Petrick, 2004). Individuals' enjoyment and pleasure from these activities are significant factors in their subsequent participation. Additionally, their habits may lead them to intermittently or continuously seek out such events. Curiosity about venues where e-sports events are held may arise from hedonic motivation and habit. Consequently, an intention to visit a specific event or destination may emerge. However, it should be noted that this effect could also be mediated by an intermediary variable, individuals' attitudes in the context of their emotions and

thoughts. Relevant research findings support this notion (Bieger et al., 2011; Chen & Tsai, 2007; Jang & Feng, 2007; Shin & Jeong, 2022). Furthermore, considering the SOR model, it is possible to evaluate hedonic motivation and habit variables as stimuli. In the organism context, attitude is assessed. Lastly, the response variable is the intention to visit. Based on the SOR model and relevant research findings, the following hypotheses have been developed:

H4: Attitude mediates the effect of hedonic motivation on individuals' intention to visit.

H5: Attitude mediates the effect of habit on individuals' intention to visit.

4. Methodology

This study was conducted “the decision of Isparta University of Applied Sciences Ethics Committee at its meeting dated 25.04.2022 and numbered 104/01.”

The population of the study consists of individuals who follow online e-sports tournaments. The population is defined as a set from which data collected for the research is generalized through specific analyses (Büyüköztürk et al., 2012). The population is a group that is easy to define but difficult to reach (Karasar, 2014). Therefore, reaching all individuals who watch e-sports tournaments online is nearly impossible. In this context, sampling and sampling method selection processes have been conducted. The sample is described as a subgroup representing the identified population (Sekaran & Bougie, 2013). The study sample consists of individuals who have actively or passively participated in e-sports tournaments physically. This sample is representative of the population.

Although there is no specific number of participants for this sample, these individuals are assumed to be 100,000 or more. According to the approach stated by Sekaran and Bougie (2013), reaching 384 participants may be sufficient for generalization. The study data were collected through convenience sampling between May 26, 2022, and November 15, 2023. Convenience sampling is one of the non-probability sampling methods. Convenience sampling is described as a method where anyone who wants to participate in the survey in the determined sample is included until the researcher reaches the desired sample size (Altunışık et al., 2007). As a result of the data collection process, 438 survey forms were obtained. The data were collected through face-to-face and online contact methods (online survey form, email, social media channels, etc.).

4.1. Measures

The survey form for collecting data for the research consists of two parts. The first part includes categorical and open-ended questions to reveal the participants' demographic characteristics. The second part comprises scales related to the variables of the research purpose. The Hedonic Motivation Scale, adapted from the study by Jang (2020), is

included in the survey form. The reliability coefficient of this scale, formed in three expression forms by Jang (2020), was found to be 0.78 by the author. Similarly, the Habit Scale, adapted from the research conducted by Jang (2020), is included in the survey form. The reliability coefficient of this scale, determined by Jang (2020), is 0.85. The Attitude Scale was created based on the study by Bozkurt and Avcıkurt (2019). These researchers reported the reliability coefficient of this scale, consisting of seven statements, as 0.85. Lastly, the Intention to Visit Scale was also developed based on the research by Bozkurt and Avcıkurt (2019). The reliability coefficient of this scale, determined by Bozkurt and Avcıkurt (2019), is 0.86. Response categories for the scales are established in a 5-point Likert rating format (1=Strongly Disagree; 5=Strongly Agree).

4.2. Data analysis

The obtained data was primarily transferred to the SPSS analysis program. After the data transfer, missing data analysis was conducted. In the Hedonic Motivation Scale, three data points, in the Habit Scale, seven data points, in the Attitude Scale, six data points, and in the Intention to Visit Scale, five data points were filled by assigning the averages of the relevant statements. The mean imputation method is among the most preferred social sciences methods (Şencan, 2005). Following the imputation of missing data, outlier and multicollinearity analyses were conducted. As a result of these analyses, 30 data points were removed from the analysis. Consequently, the analysis continued with 408 data points. The participants' demographic characteristics, descriptive statistics of the statements, exploratory factor analyses, correlation analysis, and other relevant aspects were analyzed using the SPSS analysis program. Additionally, confirmatory factor analysis, discriminant validity analysis, hypothesis testing, and other relevant aspects were analyzed using the LISREL package program and presented to the readers.

5. Results

According to the findings presented in Table 1, when examining the distribution of genders among the participants, it is observed that 85.3% are male and 14.7% are female. Regarding age distribution, it is noted that 22.6% are 19 years old or younger, 41.6% are in the 20-24 age range, 27.4% are in the 25-30 age range, 5.6% are in the 31-35 age range, and 2.3% are 36 years old or older. As for the educational backgrounds of the participants, 0.2% have completed primary education, 16.9% have completed high school, 25.2% have completed associate degrees, 47.3% have completed undergraduate degrees, and 10.3% have completed graduate degrees. When examining the income status, it is observed that 21% have incomes of 5,000₺ or less, 11.8% have incomes between 5,001 - 10,000 ₺, 5% have incomes between 10,001 - 15,000₺, 6.6% have incomes between 15,001 - 20,000 ₺, and 27.9% have incomes of 20,001 ₺ and above. Finally, in terms of the frequency of watching online e-sports events,

32% watch once a month, 25.9% watch 2-3 times a month, 30.8% watch 4-5 times a month, and 11.3% watch six times or more per month.

Table 1. Demographic characteristics of the participants

Gender (n=408)	n	%
Female	60	14.7
Male	348	85.3
Age (n=407)	n	%
19 and below	92	22.6
20-24 years old	170	41.6
25-30 years old	112	27.4
31-35 years old	23	5.6
36 and above	10	2.3
Education (n=408)	n	%
Primary School	1	0.2
High School	69	16.9
College	103	25.2
University	193	47.3
Master & PhD	42	10.3
Income per month (n=293)	n	%
5.000 TL and below	85	29
5.001 - 10.000 TL	48	16.4
10.001 - 15.000 TL	19	6.5
15.001 - 20.000 TL	27	9.2
20.001 TL and above	114	38.9
Watching Frequencies (n= 406)	n	%
One time per month	130	32
Two or three times per month	105	25.9
Four or five times per month	125	30.8
Six or more per month	46	11.3

Exploratory factor analysis was conducted on the scales. Factor analysis is defined as “a multivariate analysis technique that reduces a large number of variables to a smaller number of variables based on relationships between variables” (İslamoğlu and Almaçık, 2014:395). When determining the number of factors, it was decided that “the eigenvalue should be greater than one and the corresponding factor loading should be at least 0.50 (Hair et al., 2010), the factor should consist of at least three items, the difference in loadings between two factors in case of overlap should be at least 0.10 (Büyüköztürk, 2002), and Varimax rotation should be applied”. Table 2 presents the results of the exploratory factor analysis for the Hedonic Motivation Scale. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy for the Hedonic Motivation Scale is 0.737, and Bartlett's Test of Sphericity indicates statistical significance ($\chi^2=731.203$; $p<0.001$). These results suggest that the overall structure of the Hedonic Motivation Scale is suitable for factor analysis.

The eigenvalue of the single-factor structure emerging for the hedonic motivation of e-sports spectators is 2.470. The explained variance ratio, which is considered the adequacy of scale explanation, is 82.333%, and the reliability coefficient Cronbach's Alpha is 0.892. This single dimension formed by the items in the scale is named "Hedonic Motivation." Table 3 presents the results of the exploratory

factor analysis for the Habit Scale. The KMO value for the Habit Scale is 0.738, and Bartlett's test of sphericity is significant ($\chi^2=725.748$; $p<0.001$), indicating that the data are suitable for factor analysis. The eigenvalue of the single-factor structure that emerged for the habits of e-sports spectators' habits is 2.470. The explained variance ratio, which represents the adequacy of scale explanation, is 82.346%, and the reliability coefficient Cronbach's Alpha is 0.903. This single dimension is formed by the items in the "Habit" scale.

Table 4 presents the results of the exploratory factor analysis for the Attitude Scale. The KMO value for the Attitude Scale is 0.868, and Bartlett's Test of Sphericity is significant ($\chi^2=1335.556$; $p<0.001$), indicating that the data are suitable for factor analysis. However, two items were removed from the analysis because their factor loadings were less than 0.500. The eigenvalue of the single-factor structure that emerged for e-sports spectators' attitudes is 3.687. The explained variance ratio, which represents the adequacy of scale explanation, is 73.748%, and the reliability coefficient Cronbach's Alpha is 0.906. This single dimension is formed by the items in the "Attitude" scale.

Table 2. Exploratory factor analysis results of hedonic motivation scale

Hedonic motivation scale	FL	Mean	SD	EV	Ei
		4.33	.760	82.333	2.470
I would be happy to watch e-sports tournaments.	.925	4.30	.733		
Watching e-sports tournaments gives me pleasure.	.913	4.46	.773		
I feel excitement while watching e-sports tournaments.	.883	4.23	.776		
KMO Value: 0.737; Bartlett's Test of Sphericity: 731.203; Total Explained Variance: 82,333%; Cronbach's Alpha: 0.892 FL: Factor Loadings; SD: Standard Deviation; EV: Explained Variance; Ei: Eigenvalues					

Table 3. Exploratory factor analysis results of habit scale

Habit scale	FL	Mean	SD	EV	Ei
		3.78	1.092	82.346	2.470
Watching e-sports tournaments has become routine/natural for me.	.928	3.65	1.129		
Watching e-sports tournaments is one of my first choices in my spare time.	.898	3.89	1.138		
I make special time to watch e-sports tournaments.	.896	3.79	1.007		
KMO Value: 0.738; Bartlett's Test of Sphericity: 725.748; Total Explained Variance: 82.346%; Cronbach's Alpha: 0.903 FL: Factor Loadings; SD: Standard Deviation; EV: Explained Variance; Ei: Eigenvalues					

Table 4. Exploratory factor analysis results of attitude scale

Attitude scale	FL	Mean	SD	EV	Ei
	3.96	.929	73.748	3.687	
I think e-sports tournaments are amazing to watch.	.873	4.05	1.056		
I think it is useful to watch e-sports tournaments.	.871	3.89	.848		
I think it is good to watch e-sports tournaments.	.870	4.27	.799		
I think it makes sense to watch e-sports tournaments.	.849	3.98	.878		
I think it is necessary to watch e-sports tournaments.	.830	3.62	1.065		
KMO Value: 0.868; Bartlett's Test of Sphericity: 1335.556; Total Explained Variance: 73.748%; Cronbach's Alpha: 0.906 FL: Factor Loadings; SD: Standard Deviation; EV: Explained Variance; Ei: Eigenvalues					

Table 5. Exploratory factor analysis results of intention to visit scale

Intention to visit scale	FL	Mean	SD	EV	Ei
	3.52	1.175	83.960	2.519	
I intend to travel to destinations where e-sports tournaments are held.	.938	3.39	1.136		
I plan to travel to destinations where e-sports tournaments are held.	.916	3.41	1.251		
I hope to travel to destinations where e-sports tournaments are held.	.895	3.75	1.139		
KMO Value: 0.737; Bartlett's Test of Sphericity: 808.006; Total Explained Variance: 83.960%; Cronbach's Alpha: 0.903 FL: Factor Loadings; SD: Standard Deviation; EV: Explained Variance; Ei: Eigenvalues					

Table 5 presents the results of the exploratory factor analysis for the Intention to Visit Scale. The KMO value for the Intention to Visit Scale is 0.737, and Bartlett's test of sphericity is significant ($\chi^2=808.006$; $p<0.001$), indicating that the data are suitable for factor analysis. The eigenvalue of the single-factor structure emerged that for the intention of e-sports spectators to visit destinations is 2.519. The explained variance ratio, which represents the adequacy of scale explanation, is 83.960%, and the reliability coefficient Cronbach's Alpha is 0.903. This single dimension formed by the items in the scale is named "Intention to Visit."

Table 6 displays the results of the confirmatory factor analysis for the variables. In the confirmatory factor analysis, "standardized factor loadings above 0.50 and t-values

greater than 1.96 were considered" (Fornell & Larcker, 1981; Jöreskog & Sörbom, 1993). Additionally, the criteria of "Average Variance Extracted (AVE) greater than 0.50 and Composite Reliability (CR) greater than 0.70 were considered" (Fornell & Larcker, 1981; Hair et al., 2010). Furthermore, the goodness-of-fit indices indicated satisfactory fit as they fall within the reference values ("*Normalized Chi-Square: 2.99; RMSEA: 0.073; AGFI: 0.91; GFI: 0.96; CFI: 0.98; NFI: 0.97; SRMR: 0.034*") (Wheaton, 1987; Hair et al., 2010; Kline, 1998; Zikmund, 2003).

Table 6. Results of the confirmatory factor analysis

Items	SL	t	ME	AVE	α / CR
<i>Hedonic motivation</i>				0.68	0.89/0.89
HM1	0.80	18.14	0.35		
HM2	0.90	21.08	0.19		
HM3	0.78	17.17	0.40		
Habit				0.70	0.89/0.89
HBT1	0.89	21.90	0.21		
HBT2	0.78	17.85	0.39		
HBT3	0.85	20.46	0.27		
<i>Attitude</i>				0.67	0.90/0.90
ATT1	0.85	20.84	0.27		
ATT3	0.83	19.76	0.31		
ATT5	0.84	20.04	0.29		
ATT6	0.80	19.07	0.36		
ATT7	0.78	18.13	0.40		
<i>Intention to visit</i>				0.76	0.90/0.90
IV1	0.94	24.29	0.12		
IV2	0.87	21.33	0.25		
IV3	0.81	19.34	0.34		
SL: Standardized Loadings; AVE Average Variance Extracted; ME: Margins of Error					

Table 7. Correlation analysis

	Hedonic motivation	Habit	Attitude	Intention to visit
Hedonic motivation	(1)			
Habit	.622**	(1)		
Attitude	.575**	.679**	(1)	
Intention to visit	.384**	.513**	.501**	(1)

**p<0.01

Table 7 presents the correlation values between the variables. Significant and positive relationships were found between hedonic motivation and habit ($r = 0.622$; $p < 0.01$), attitude ($r = 0.575$; $p < 0.01$), and visit intention ($r = 0.384$; $p < 0.01$). There were significant and positive relationships between habit and attitude ($r = 0.679$; $p < 0.01$) as well as visit intention ($r = 0.513$; $p < 0.01$). Finally, a significant and

positive relationship was observed between attitude and visit intention ($r = 0.501$; $p < 0.01$).

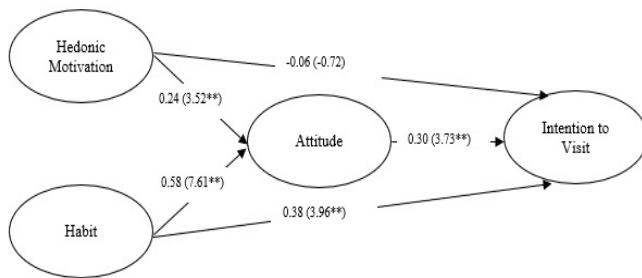
Table 8. Direct effect results

		β	t
Hedonic motivation	→ Attitude	.67	19.56**
Habit	→ Attitude	.76	27.84**
Hedonic motivation	→ Intention to visit	.43	9.21**
Habit	→ Intention to visit	.57	14.59**
Attitude	→ Intention to visit	.56	14.35**

** $p < 0,01$

The results of the direct effects between variables are detailed in Table 8. It was found that the hedonic motivation variable has a significant and positive effect on attitude ($\beta = 0.67$; $p < 0.01$). Similarly, the habit variable is seen to have a significant and positive effect on attitude ($\beta = 0.76$; $p < 0.01$). Regarding the intention to visit, hedonic motivation ($\beta = 0.43$; $p < 0.01$), habit ($\beta = 0.57$; $p < 0.01$), and attitude ($\beta = 0.56$; $p < 0.01$) were found to have significant and positive effects. In this context, Hypotheses H1, H2, and H3 are supported.

Figure 1. The mediating role



In Figure 1, the test results for the mediating role are observed. Before examining the mediating role, the requirements suggested by Baron and Kenny (1986) were checked. As there were “significant relationships between the independent and dependent variables, between the independent and mediating variables, and between the mediating and dependent variables, a test for mediation role was conducted”. Since the interaction of the effect value between hedonic motivation and attitude, and the effect value between attitude and intention to visit is greater than the effect between hedonic motivation and intention to visit, a mediation role is inferred ($|0.24 * 0.30| > |-0.06|$). Considering the insignificant effect of hedonic motivation and intention to visit, the first mediation role is interpreted as complete mediation. On the other hand, since the interaction of the effect value between habit and attitude, and the effect value between attitude and intention to visit is smaller than the effect between habit and intention to visit, a partial mediation role is suggested ($|0.58 * 0.30| < |0.38|$). Furthermore, considering the significant effect between habit and intention to visit, it is stated as a partial mediation role. In this context, H4 is

supported due to the mediation role, while H5 is partially supported due to the partial mediation role.

6. Conclusion

This study's findings exhibit similarities with research results in the relevant literature. Hedonic motivation predominantly emerges as a concept related to individuals' pleasure and enjoyment sensations (Goossens, 2000). Relevant research findings have indicated that hedonic motivation, which internally motivates individuals, also influences their attitudes (Binkhorst & Den Dekker, 2009; Kim & Ritchie, 2014). The engagement of individuals in watching e-sports events is shaped not only by their interests but also by pleasure and enjoyment. Individuals derive pleasure and enjoyment from such activities, so their attitudes toward e-sports events will become more positive (Binkhorst & Den Dekker, 2009; Kim & Ritchie, 2014). In other words, in line with the SOR model, as indicated in this study's results, hedonic motivation is a significant stimulant for attitude. Consequently, individuals' enjoyment and pleasure from their activities will affect their organismic attitude state.

In addition to pleasure and enjoyment, individuals' habits, whether intermittent or continuous, can also influence their attitudes. This study has found that habits can have a positive impact on attitudes. This finding aligns with research results in the relevant literature (Hudson & Ritchie, 2006; Kock et al., 2016). Individuals' habits of watching e-sports events emerge as a factor that can affect their attitudes. Therefore, any situation affecting individuals' habit levels can significantly affect their emotions and thoughts. As these emotions and thoughts shape, individuals are more easily motivated to act (Jang & Feng, 2007). The impact of habits on attitudes, as found in this study, can also be considered within the context of the SOR model. When considering individuals' habits in the context of stimulation, they can potentially influence attitudes at the organismic level.

When considering stimuli, both hedonic motivation and habit can also be variables that may affect the intention to visit. Another finding of this study is the positive impact of both variables on the intention to visit. Therefore, in the context of a new area or destination to be visited for the first time, conveying situations such as pleasure, enjoyment, and fun to individuals can increase their intentions (Lindenberg & Steg, 2007; Miao & Wei, 2016). On the other hand, intermittent or continuous activities are also important for the intention to visit (Backman & Crompton, 1991; Kock et al., 2016). When considered within the SOR model, hedonic motivation and habit variables are evaluated as stimuli. However, in this case, it should be noted that individuals' emotional and cognitive state as mediator variables will also be important. Therefore, it is evident that both hedonic motivation and habit can shape the intention to visit through attitude (Jang & Feng, 2007; Petrick, 2004). With the evaluation of attitude as the organismic component, the intention to visit, which is considered as a response, is positively or negatively influenced. In this context, whether attitude plays

a mediating role has been tested. Attitude fully mediates the effect of hedonic motivation on the intention to visit. This finding suggests that individuals will have a positive attitude toward visiting, influenced by meeting their needs such as entertainment, pleasure, and enjoyment through such events, and this positive attitude can positively affect the intention to visit. Therefore, highlighting elements of entertainment and pleasure, especially in e-sports events, may influence individuals to act by overshadowing other factors. On the other hand, habit alone may be insufficient to prompt action through such events. Apart from attitude, which was found to be a partial mediator between habit and the intention to visit, different factors may also be effective.

This study's findings have important theoretical implications. Additionally, it is important to provide recommendations to practitioners based on the results. Here are some suggestions for practitioners:

- When organizing events related to e-sports, particular attention should be paid to the "entertainment" factor. If the entertainment factor provides pleasure and enjoyment to individuals, shaping their emotions and thoughts positively towards the event, it can facilitate their engagement.

- In the online organization of such events, especially attention should be given to the "entertainment" element in the program. Before the event starts, interactive "chat" areas where participants can engage should be active, experienced individuals can share insights along with visuals from previous events, during the event, information about the venue and destination should be provided along with elements that can evoke "entertainment" during breaks in the program, and gifts, raffles, etc., should be included in the event program. Also, post-event programs that can entertain participants should be offered. Paying attention to these aspects can positively influence the attitudes and intentions of individuals.

- It is important to turn watching such events into a habit for individuals. For this purpose, practitioners may need to focus on reminder and encouragement activities to encourage individuals to participate. Especially through social media channels, announcements are made, visuals, videos, etc., from past events and the venue are shared, and situations like interviews and statements of popular e-sports players are utilized.

- Attitudes of individuals are important factors that prompt action. Therefore, practitioners should highlight elements that can influence individuals' emotions and thoughts in promotional activities. Particularly, sharing positive aspects by leveraging past events is an effective solution. This can make it easier to prompt individuals to act.

- Practitioners should highlight the attractions, facilities, and activities done in the destination where the event is held. This will increase individuals' intentions to visit the destination.

References

- Ajzen, I., (1991). The theory of planned behaviour. *Organization Behaviour and Human Decision Process*, 50, 179-211.
- Akturan, U. (2012). Hedonik tüketim eğilimin plansız satın alma eğilimi üzerindeki etkisinin belirlenmesi. *Öneri Dergisi*, 9(33), 109-116.
- Altunışık, R., Coşkun, R., Bayraktaroğlu, S., & Yıldırım, E. (2007). *Sosyal bilimlerde araştırma yöntemleri*. Sakarya: Sakarya Yayıncılık.
- Backman, S. J., & Crompton, J. L. (1991). The usefulness of selected variables for predicting activity loyalty. *Leisure Sciences*, 13(3), 205-220.
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173.
- Baş, M., & Samsunlu, G. (2015). Starbucks coffee tüketicilerinin demografik özelliklerinden biri olan cinsiyete göre hedonik tüketim nedenlerinden etkilenme tutumlarının belirlenmesi. *Gazi Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 17 (1), 14-34.
- Beerli, A., & Martín, J. D. (2004). Tourists' characteristics and the perceived image of tourist destinations: a quantitative analysis—a case study of Lanzarote, Spain. *Tourism Management*, 25(5), 623-636.
- Bieger, T., Laesser, C., Wittmer, A., & Wittmer, A. (2011). Modeling choice in tourism: A state of the art. *Tourism Management*, 32(2), 207-216.
- Bigne, J. E., Sanchez, M. I., & Sanchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism Management*, 22(6), 607-616.
- Binkhorst, E., & Den Dekker, D. T. (2009). Agenda for co-creation tourism experience research. *Journal of Hospitality Marketing & Management*, 18(2/3): 311–327
- Botti, S., & McGill, A. L. (2011). The locus of choice: Personal causality and satisfaction with hedonic and utilitarian decisions. *Journal of Consumer Research*, 37(6), 1065-1078.
- Boz, M., & Yıldırım Saçılık, M. (2018). Kırsal turizm gelişiminde turist tipolojisinin seyahat alışkanlıkları açısından belirlenmesi: Çeşitli turist grupları üzerine karşılaştırmalı bir araştırma. *International Journal of Social and Economic Sciences*, 8(1), 60-74.
- Bozkurt, A. K., & Avcıkurt, C. (2019). Planlanmış davranış teorisi ile yerli Y kuşağı turistlerin destinasyon tercih etme niyetlerinin belirlenmesi. *Afyon Kocatepe Üniversitesi Sosyal Bilimler Dergisi*, 21(4), 1294-1307.
- Büyüköztürk, Ş. (2002). Faktör analizi: Temel kavramlar ve ölçek geliştirmede kullanımı. *Kuram ve Uygulamada Eğitim Yönetimi*, Güz(32): 470-483.
- Büyüköztürk, S., Çakmak, E., Akgün, Ö. E., Karadeniz, S., & Demirel, F. (2012). *Bilimsel araştırma yöntemleri (18. bs.)*. Ankara: Pegem Akademi Yayıncılık.
- Çavuş, C. Z. (2020). *An alternative field in tourism geography: ES-sports tourism*. İçinde Critical Studies in Social Sciences and Humanities (Ed. Sarioğlan, M., & Bağlama, S. H.) 232-252. Livre de Lyon Publishing, Lyon.
- Chen, C. C., & Schwartz, Z. (2010). The impact of hedonic and utilitarian motivations on the hotel customers' risk perception. *Emerging Issues and Trends in Hospitality and Tourism Research, Ceasers Harrah Hospitality Research Summit*. Las Vegas, NV: June, Paper 5, 9-11.
- Chen, C. F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28(4), 1115-1122.

- Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408-424.
- Dann, G. M. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, 4(4), 184-194.
- Dolnicar, S., Knezevic Cvelbar, L., & Grün, B. (2019). A sharing-based approach to enticing tourists to behave more environmentally friendly. *Journal of Travel Research*, 58(2), 241-252.
- Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Harcourt brace Jovanovich college publishers.
- Eken, İ., & Yazıcı, M. (2015). Hedonizmin satın alma davranışına etkileri: Çevrimiçi alışverişlerde kadın akademisyenler. *İstanbul Üniversitesi İletişim Fakültesi Dergisi*, 48, 67-90.
- Fodness, D., & Murray, B. (1999). A model of tourist information search behavior. *Journal of Travel Research*, 37(3), 220-230.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 39-50.
- Goossens, C. (2000). Tourism information and pleasure motivation. *Annals of Tourism Research*, 27(2), 301-321.
- Guadagno, R. E., Rempala, D. M., Murphy, S., & Okdie, B. M. (2013). What makes a video go viral? An analysis of emotional contagion and Internet memes. *Computers in Human Behavior*, 29(6), 2312-2319.
- Güney, S. (1998). *Davranış bilimleri ve yönetim psikolojisi terimler sözlüğü*. Ocak Yayınları, Ankara.
- Gursoy, D., & McCleary, K. W. (2004). An integrative model of tourists' information search behavior. *Annals of Tourism Research*, 31(2), 353-373.
- Hagger, M. S. (2019). Habit and physical activity: Theoretical advances, practical implications, and agenda for future research. *Psychology of Sport and Exercise*, 42, 118-129.
- Hair, J. F. Jr., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis (7th ed.)*. Upper Saddle River, NJ: Prentice Hall.
- Hornig, J. S., Liu, C. H., Chou, H. Y., & Tsai, C. Y. (2012). Understanding the impact of culinary brand equity and destination familiarity on travel intentions. *Tourism Management*, 33(4), 815-824.
- Hudson, S., & Ritchie, J. B. (2006). Promoting destinations via film tourism: An empirical identification of supporting marketing initiatives. *Journal of Travel Research*, 44(4), 387-396.
- Hunter, G. L. (2006). The role of anticipated emotion, desire, and intention in the relationship between image and shopping center visits. *International Journal of Retail & Distribution Management*, 34(10), 709-721.
- İslamoğlu, H., & Alınacı, Ü. (2014). *Sosyal bilimlerde araştırma yöntemleri*: Beta Yayınları.
- Jang, S. S., & Feng, R. (2007). Temporal destination revisit intention: The effects of novelty seeking and satisfaction. *Tourism Management*, 28(2), 580-590.
- Jang, W. Y. (2020). Integrated model for esports consumption behavior. Indiana University (Doktora Tezi).
- Jöreskog, K. G., & Sörbom, D. (1993). *LISREL 8: Structural equation modeling with the SIMPLIS command language*. Scientific software international.
- Karasar, N. (2014). *Bilimsel araştırma yöntemi (26. bs.)*. Ankara: Nobel Yayın.
- Kim, J. H., & Ritchie, J. B. (2014). Cross-cultural validation of a memorable tourism experience scale (MTES). *Journal of Travel Research*, 53(3), 323-335.
- Kline, R. B. (1998). *Principles and practice of structural equation modeling*. New York, NY: The Guilford Press.
- Kock, F., Josiassen, A., & Assaf, A. G. (2016). Advancing destination image: The destination content model. *Annals of Tourism Research*, 61, 28-44.
- Kozak, N. (2014). *Turizm Pazarlaması. 6. Baskı*, Ankara: Detay Yayıncılık.
- Lindenberg, S., & Steg, L. (2007). Normative, gain and hedonic goal frames guiding environmental behavior. *Journal of Social Issues*, 63(1), 117-137.
- Luo, J. M., & Ye, B. H. (2020). Role of generativity on tourists' experience expectation, motivation and visit intention in museums. *Journal of Hospitality and Tourism Management*, 43, 120-126.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. The MIT Press.
- Miao, L., & Wei, W. (2016). Consumers' pro-environmental behavior and its determinants in the lodging segment. *Journal of Hospitality & Tourism Research*, 40(3), 319-338.
- Newzoo (2022). Global esports & live streaming market report. [https://resources.newzoo.com/hubfs/Reports/Esports/2022_Newzoo_Free_Global_Esports_Live_Streaming_Market_Report.pdf]. Access Date: 09.08.2023.
- Petrick, J. F. (2004). The roles of quality, value, and satisfaction in predicting cruise passengers' behavioral intentions. *Journal of Travel Research*, 42(4), 397-407.
- Pine, B. J., & Gilmore, J. H. (1998). The experience economy. *Harvard Business Review*, 76(6), 18-23.
- Sekaran, U., & Bougie, R. (2013). *Research methods for business: A skill-building approach (Six Edition)*. New York: John Wiley & Sons Inc.
- Şencan, H. (2005). *Sosyal ve davranışsal ölçümlerde güvenilirlik ve geçerlilik*. Ankara: Seçkin Yayıncılık.
- Shin, H. H., & Jeong, M. (2022). Does a virtual trip evoke travelers' nostalgia and derive intentions to visit the destination, a similar destination, and share?: Nostalgia-motivated tourism. *Journal of Travel & Tourism Marketing*, 39(1), 1-17.
- Spangenberg, E. R., Voss, K. E., & Crowley, A. E. (1997). *Measuring the hedonic and utilitarian dimensions of attitude: A generally applicable scale*. ACR North American Advances.
- Statista (2023). eSports audience size worldwide from 2020 to 2025. [https://www.statista.com/statistics/1109956/global-esports-audience/]. Access Date: 14.06.2023.
- Torabi, Z. A., Shalbfafian, A. A., Allam, Z., Ghaderi, Z., Murgante, B., & Khavarian-Garmsir, A. R. (2022). Enhancing memorable experiences, tourist satisfaction, and revisit intention through smart tourism technologies. *Sustainability*, 14(5), 2721.
- Turan, B. (2011). Bilgi ve iletişim teknolojileri kullanımının teknoloji kabul modeli ile incelenmesi ve sınıf öğretmenleri üzerinde bir uygulama (Master's thesis, Bilecik Üniversitesi, Sosyal Bilimler Enstitüsü).
- Türk Dil Kurumu (2006). [https://sozluk.gov.tr/]. Access Date: 14.06.2023.
- Varinli, İ., & Çakır, E., (1999). Tüketicilerin satın alma davranışlarını etkileyen faktörler ve çamaşır deterjanı üzerine bir uygulama. *Erciyes Üniversitesi İ.İ.B.F. Dergisi*, Sayı 14.
- Wang, C. Y., & Hsu, M. K. (2010). The relationships of destination image, satisfaction, and behavioral intentions: An integrated model. *Journal of Travel & Tourism Marketing*, 27(8), 829-843.
- Wang, J., & Ritchie, B. W. (2012). Understanding accommodation managers' crisis planning intention: An application of the theory of planned behaviour. *Tourism Management*, 33(5), 1057-1067.

- Wheaton, B. (1987). Assessment of fit in over identified models with latent variables. *Sociological Methods and Research*, 16(1), 118–154.
- Wu, Y. L., & Li, E. Y. (2018). Marketing mix, customer value, and customer loyalty in social commerce: A stimulus-organism-response perspective. *Internet Research*, 28(1), 74- 104.
- Zikmund, W. G. (2003). *Business research methods (7th ed.)*. Mason, OH: Thomson/South-Western.

Acknowledgment

This study is derived from the master's thesis titled "Online e-sports event viewers' intentions to visit the destination where the event is held" presented and accepted by Toprak Kızıllırmak Pirci at the Department of Tourism Management, The Institute of Graduate Education, Isparta University of Applied Sciences.

Author contributions

The authors contributed equally to the research design and implementation, analysis, and the manuscript's writing.

Disclosure statement

The authors reported no potential competing interest.

Ethics committee approval

This study was carried out according to the decision of the Isparta University of Applied Sciences Ethics Committee, which met on 25.04.2022 and was numbered 104/01.