

Influence of Esports Marketing Strategies on Consumer Behavior: A Case Study of Valorant

Authors : Alex Arghya Adhikari

Abstract : Gaming and esports industry is one of the biggest and fastest growing industries in the world. Globally people have started investing more in this industry since now people believe just like traditional sports, esports can also sustain their future. Last year in the month of December, the Indian government also recognised esports as an official sport but there has not been any positive initiative by the government in encouraging people to enter esports. This is a problem which cannot be overlooked since we are already in the digital age and gaming and esports is the future industry. There is a need for multiple effective marketing strategies by the game publishers to stabilize the esports in the country. Purpose: To observe the marketing-communication strategies that are implemented by Riot Games' Valorant and how those strategies influence the consumer behavior and the esports of the game. Methodology: Activities over the internet related to the game like livestreams, discord chats, Instagram posts and YouTube videos over a period of two months have been collected through the Digital Ethnography. To support and validate the observations of the data collected, in-depth online interviews have been conducted which includes streamers, journalists, LAN experienced players and casual players. Findings: The game publisher through its Dynamic Competitive Gaming Experience and Community-Engaged Ecosystem succeeded in making the game a Recreational activity and a Community which goes beyond the In-game experiences which helped in understanding the impact of audience engagement on esports and the loopholes and setbacks of Indian esports. Conclusion: The study provides a comprehensive analysis of how Valorant's successful marketing and community engagement strategies have contributed to its global popularity and competitive esports environment. It highlights the various strategies employed by Riot Games to keep players engaged and connected, and also the challenges in the Indian esports landscape which differentiates it from the global competition.

Keywords : esports, valorant, marketing, consumer behaviour

Conference Title : ICJMC 2024 : International Conference on Journalism and Mass Communication

Conference Location : Mumbai, India

Conference Dates : February 12-13, 2024