

The background of the entire cover is an abstract, high-energy image. It features a blurred figure of a person, likely a runner, in motion. The figure is overlaid with vibrant, streaky light trails in shades of teal, blue, and orange, creating a sense of speed and dynamic movement. The overall composition is energetic and modern.

INTERNATIONAL GRADUATE COLLOQUIUM

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SPORTS AND PHYSICAL EXERCISE ASSEMBLY OF KNOWLEDGE SHARING

COLLOQUIUM PROCEEDINGS

## **EXTENDED ABSTRACT**

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# INVESTIGATING HOW SOCIAL MEDIA MARKETING DRIVES SUSTAINED FAN INVOLVEMENT AND LOYALTY AMONG MALAYSIAN FOOTBALL SUPPORTERS

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## I. INTRODUCTION

Social media marketing significantly influences fan engagement, particularly among football supporters like Ultras Melaka. This study identifies key social media marketing factors, fan engagement determinants, and examines their relationship. Addressing gaps in authenticity, consistency, and personalized interactions, it aims to enhance fan loyalty and long-term club support through effective social media strategies. [1,2,3]

## II. METHODS

This quantitative study utilized a survey distributed via Google Forms using a simple random sampling technique. A sample of 158 Ultras Melaka fans was determined using Krejcie and Morgan's method. Data were analyzed using correlation analysis with Jamovi to explore the relationship between social media marketing and fan engagement.

## III. RESULTS AND DISCUSSION

### A. Social Media Marketing

The descriptive analysis highlights three critical social media marketing factors: quality of content mean  $\pm$  SD of  $4.13 \pm 0.760$ , frequency of visit  $3.97 \pm 0.822$ , and user experience  $3.89 \pm 0.850$ , indicating consistent positive perceptions.

### B. Fan Engagement

Fan engagement factors show high involvement in consuming activities  $4.08 \pm 0.827$ , followed by contributing  $3.96 \pm 0.893$  and creating  $3.89 \pm 0.924$ , with moderate variability among fans.

### C. Relationship between Social Media Marketing and Fan Engagement

Correlation analysis reveals a strong, significant relationship ( $r = 0.821$ ,  $p = 0.001 < 0.05$ ) between social media marketing and fan engagement, emphasizing its importance in fostering meaningful fan interactions (Table 1).

TABLE I  
ANALYSIS OF RELATIONSHIP BETWEEN SOCIAL MEDIA MARKETING AND FAN ENGAGEMENT

Social Media Marketing	Fan Engagement	
	Pearson Correlation	0.821
	p-Value	<.001
	N	158

## IV. CONCLUSIONS

This study highlights the importance of quality content, user experience, and frequent engagement in social media marketing to enhance fan interactions. Consuming, contributing, and creating activities define fan engagement levels, with social media marketing showing a significant positive relationship with engagement. These findings emphasize the pivotal role of tailored social media strategies in fostering long-term fan loyalty and participation.

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