

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.

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SPORTS AND PHYSICAL EXERCISE ASSEMBLY OF KNOWLEDGE SHARING

COLLOQUIUM PROCEEDINGS

EXTENDED ABSTRACT

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INVESTIGATING FAN INTERACTION, INFLUENCER ENDORSEMENTS, AND QUALITY CONTENT AS DETERMINANTS OF BRAND LOYALTY IN MALAYSIAN E-SPORTS

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I. INTRODUCTION

Social media marketing plays a pivotal role in shaping brand equity, yet its impact within the esports industry remains underexplored. This study examines the relationship between social media marketing and brand equity [1], focusing on Gamesbond Malaysia. Addressing gaps in Malaysian esports research, it provides critical insights into consumer perceptions and brand-building strategies.

II. METHODS

A quantitative survey was conducted with 235 respondents to examine social media marketing's influence on brand equity among Gamesbond consumers. Respondents, predominantly young adults were selected to represent diverse demographics. Descriptive statistics, Spearman correlation and regression analysis were used to analyze collected data, focusing on the effect of strategic marketing factors towards brand equity dimensions by using Jamovi Software.

III. RESULTS AND DISCUSSION

A. Social Media Marketing

Gamesbond Malaysia demonstrates moderate effectiveness in social media marketing, with fan interaction scoring the highest (mean = 3.94). The balanced gender and age demographics highlight diverse consumer perceptions and positive perceptions emphasize the importance of engaging audiences [2]. This resulted in the delivering of high-quality content, and leveraging influencers to enhance brand presence [3].

B. Brand Equity

TABLE I
RESULT OF DESCRIPTIVE ANALYSIS FOR BRAND EQUITY

Variables	Mean	Std. Deviation
Brand Association	3.97	0.759
Perceived Quality	3.92	0.865
Brand Loyalty	3.90	0.908

Brand association emerged as the most influential factor in brand equity (mean = 3.97), alongside brand loyalty and perceived quality. These aspects collectively enhance consumer engagement, loyalty, and sponsor interest,

underlining their importance for growth in esports branding (Table 1).

C. Social Media Marketing towards Brand Equity

Social media marketing significantly impacts brand loyalty [4], with $r^2 = 0.798$. Strategies such as fan interaction, influencer involvement, and quality content drive visibility and credibility. These findings provide valuable insights into effective brand-building strategies in Malaysia's esports landscape. Figure 1 shows a strong positive relationship between social media marketing and brand equity.

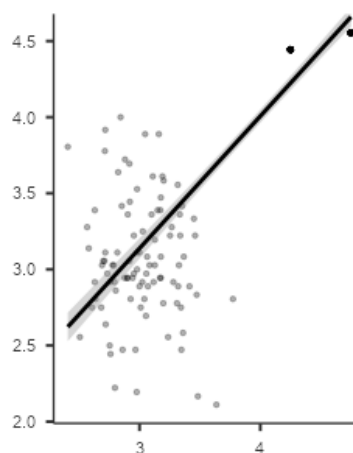


Fig. 1 A sample plot that shows a strong positive relationship between social media marketing and brand equity.

IV. CONCLUSIONS

This study highlights the significant role of social media marketing in enhancing brand equity within the Malaysian esports industry. Fan interaction, influencer involvement, and quality content were key drivers of brand loyalty and association. By optimizing social media strategies, esports organizations can strengthen consumer engagement and secure sustainable growth in an increasingly competitive market.

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