

Antecedents of Sponsorship-Brand Purchase Intention in Esports Tournaments

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ABSTRAK



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The esports tournament industry is growing rapidly with an ever-increasing number of spectators and investors. This popularity opens up opportunities for brands to reach consumers through sponsorship. This study aims to identify the factors that affect the purchase intention of esports tournament fans toward sponsorship. This study uses a descriptive method with a quantitative approach. Data was collected through a questionnaire from 270 individuals who participated in or supported esports event tournaments. The results of the study show that esports fan identity, brand fan identity, Community and Sponsorship, satisfaction with the event, esports event attachment, and Attitude towards sponsorship affect Brand Purchase Intention.

INTRODUCTION

Esports, or *electronic sports*, is a fast-growing entertainment industry and has attracted the attention of millions of viewers and investors around the world. The industry started as an arcade space in the 1970s and has now grown rapidly with the advent of streaming platforms and advances in mobile technology. technology (DailySocial, 2021). This is reflected in its global market value, which reached US\$1.38 billion in 2022. This growth is predicted to continue, with a projected market value of US\$1.87 billion in 2023 (Rajagukguk, 2023). The growing popularity of esports is evidenced by the increasing number of esports tournaments held in Indonesia, as well as the rising number of players and viewers of *the online tournaments*. (Kurniawan, 2024). The pioneer figure of the introduction *of esports* in Indonesia is Eddy Lim, Chairman of the Indonesia Esports Association (IESPA), in 1999 (IESPA., 2021).

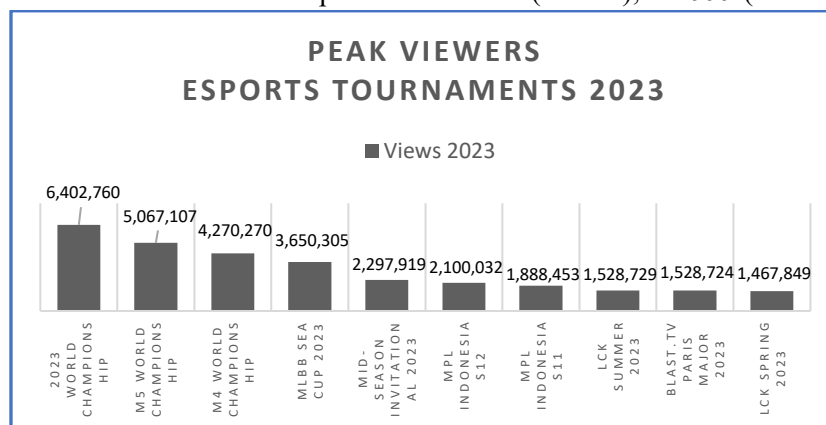


Figure 1. Most Popular Peak Viewers Esports Tournament 2023

Source: (Escharts, 2023)

Based on Figure 1, the *esports industry* recorded extraordinary achievements in 2023 by setting a new record for the highest number of viewers. In the 2023 World Championship for *League of Legends games*, the number of spectators reached 6,402,760 people (Escharts, 2023). This shows that the popularity of *esports* continues to increase, attracting great global interest. MPL Indonesia's 12th season made an extraordinary achievement with a total peak audience of more than 2.1 million. This figure places it as the fourth-highest attendance season in the history of the MLBB regional league in Indonesia. (Escharts, 2023). *Esports* is not just digital entertainment; it is also a way to promote brand *sponsorship*. In recent years, more and more companies have entered the industry to promote their products to a young audience. Moreover, the interest in *esports tournaments* is increasing. (Calapez et al., 2024). Some of these companies sponsor multiple games or entire series of *tournaments*, while others prefer more targeted work with teams, players, or streamers. This approach aims for brand awareness and recognition (Sufi Permatasari, 2024).

These *esports fans* play an important role in the *esports ecosystem*, with their active involvement in watching matches, following their favorite teams, and participating in *esports* community (Brown et al., 2018). *Esports fan identity* and *Brand fan identity* are two important concepts in understanding *esports fan behavior* (Calapez et al., 2024). *Esports fan identity* refers to how individuals perceive themselves as *esports* fans, while *esports brand identity* refers to how fans associate themselves with a particular *esports* team or brand (Calapez et al., 2024). *The esports community* and *sponsors* also play an important role in shaping the identity of *esports* fans. The *esports* community provides a space for fans to connect and share their love for *esports*. *Esports* sponsors provide financial resources and support for *esports* teams and *esports* events. *Satisfaction with events* and *Esport Event Attachment* are two important factors that can affect the behavior of *esports fans*. *Attitude* is an individual's judgment, emotional feelings, and tendency to act towards an idea or object. Attitudes put individuals in a mindset to like or dislike something, and to stay away from or approach something (Kotler et al., 2024). *Purchase intention* is a person's tendency to buy a particular product or service. In this context, purchase intent indicates how likely a person is to plan and make a purchase according to the product or service offered (Assael, 1998).

Identity Theory

This research is based on *Identity Theory* as the main theoretical framework. *Identity Theory* (IT) is widely used in *sports marketing* research. Some studies emphasize how this theory explains the meanings associated with social roles, such as that of *sports fans* (Biscaia et al., 2018). This identity emphasizes the importance of a person considering themselves a *fan* of an *esports team* (Wang et al., 2020). This study distinguishes between *fan identity* and *brand fan identity*; both are separate concepts and must be analyzed separately.

Theory of Planned Behavior

The theory of planned behavior (TPB) explains that a person's behavior is determined by their intention to act. TPB was developed from *the Theory of Reasoned Action* and is designed to understand and predict consumer behavior more specifically (Ajzen, 1991).

Esports Fan Identity

An esports fan is an individual who loves and understands *esports* (Juliano Suwandi & Puji Astuti, 2023). This is evidenced by their active involvement in the *esports* community, including following *esports* developments, discussing them, participating in *esports* events, and even becoming *esports* players. The dynamic nature of *esports* signifies that fans are not only passive spectators but are also actively engaged as players, content creators, and community members (Hedlund et al., 2020a). *Esports* fans are not only spectators; some are active as players, team managers in the community (Seo, 2016a). *Esports* fans express their identity in a variety of ways. The more a person identifies as *an esports fan*, the

more likely they are to show positive behavior related to *esports activities* (Xue et al., 2019). The identity of *an esports fan* is determined by the importance of considering the role of a fan. As a true fan, I consider this role important to be actively involved in *esports activities* (Trail & James, 2016).

Brand Fan Identity

Brand Fan Identity in *esports* refers to how fans of a particular esports team or brand perceive their relationship with it (Xue et al., 2019). The social structure in *the esports fan community* influences the type of role identity that emerges. Factors such as *tournaments* or *esports events* help determine the behavior that is considered appropriate for a fan (Stryker & Burke, 2010). This fan identity is shaped by past social experiences and is recognized by the social environment through behaviors and actions performed as fans. (Trail & James, 2016). Fans are not only interested in playing the game, but also enjoy watching competitions both live and through the media, learning about teams and events, and contributing to the development of community identity (Mu hlbacher et al., 2022).

Community and Sponsorship

The *esports ecosystem* is an interconnected network of various parties involved in the *esports industry*. These parties work together to support, develop, and promote *esports* to a broader audience (Hedlund et al., 2020a). Companies began to support *esports* with renewed interest in sponsorship, which could alter the company's identity (Besombes, 2016). As *fan identities* develop, new opportunities arise for fans to feel connected to *sponsorship*. This happens because identity is dynamic and can change depending on the situation (Mu hlbacher et al., 2022). When *sponsorships* engage with *the field of esports*, they change an individual's perception of their community and benefit from new, better associations (Janakiraman et al., 2016).

Satisfaction with the event

Satisfaction in the context of e-commerce refers to the level of pleasure and satisfaction that consumers feel after shopping online (Nugraha et al., 2022). Consumer satisfaction is often considered a key factor in a company's long-term success amid fierce competition. The positive experiences that consumers feel will influence their intention to return to shopping in the future and increase their trust in the company (Chen et al., 2021). *Satisfaction* at an *event* refers to the level of satisfaction felt by the participants during and after the event. A variety of factors can influence this (Calapez et al., 2024).

Esports Event Attachment

Esports Event Attachment refers to the emotional and psychological attachment that *fans* have to *esports events* (Smith et al., 2015). *Esports Event Attachment* is a psychological relationship involving cognitive, affective, and behavioral components that influence how individuals perceive, evaluate, and respond to *esports events* (Hamari & Sjöblom, 2017). Various factors can influence this attachment. The frequency of *esports fans* watching *esports tournaments*, attitudes, commitment to the game, and attachment points as a result of motivational factors (Besombes, 2016). Like *esports fans* who are eagerly looking forward to *big esports tournaments*, attending, dedicating hours to watching matches, and engaging in discussions about the sport (Hamari & Sjöblom, 2017).

Attitude towards sponsorship

Attitude is an individual's judgment, emotional feelings, and tendency to act towards an idea or object. Attitudes put individuals in a mindset to like or dislike something, and to stay away from or approach something (Kotler et al., 2024). *Attitude* refers to an individual's thoughts and feelings towards something that encourages consistent behavior. Attitudes reflect an individual's assessment of a particular type of behavior (Trivedi et al., 2023). Attitude can determine a person's actions, but it is not always

reflected in actual behavior (Zulfikar et al., 2023). *Attitude toward sponsorship in esports* is a person's assessment of sponsorship in *the world of esports*. This is like an overview of the sponsor (Calapez et al., 2024). This attitude is influenced by various things, such as what the person thinks, feels, and how the person acts towards *the esports* sponsor (Ramadhanty & Malau, 2020).

Brand Purchase Intention

Purchase intention is a person's tendency to buy a particular product or service. In this context, purchase intent indicates how likely a person is to plan and make a purchase according to the product or service offered (Assael, 1998). In making purchasing decisions, consumers are influenced by price, income, availability, product benefits, and other factors. Purchase intent does not always manifest itself in the actual act of purchase (Kotler et al., 2024). *Purchase Intention* reflects the expectation that consumers will consider purchasing the product or service in the future. Their belief in the product or service will encourage them to take appropriate action in the future (Wei et al., 2023). A positive attitude towards *sponsorship* and purchase intent is important for *esports tournament* organizers and *sponsors* (Calapez et al., 2024).

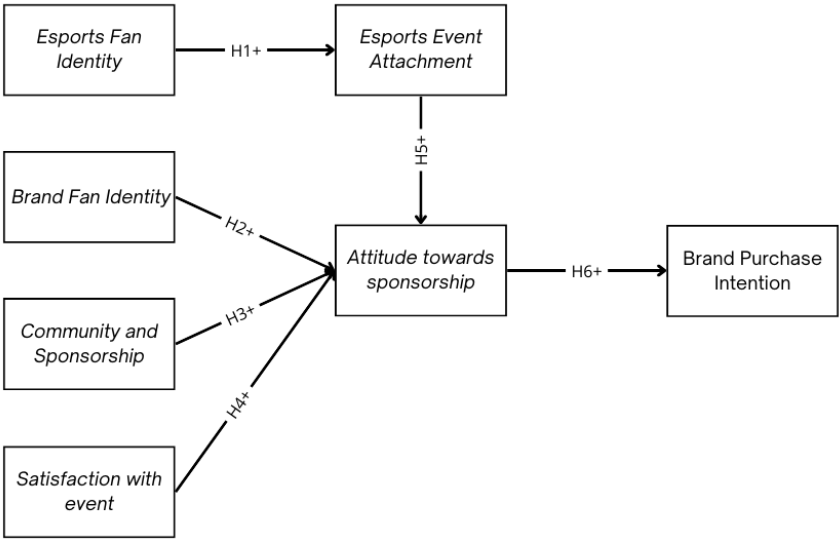


Figure 1. Research Framework

Source: Constructed author for this study, 2024

The dynamic nature of esports means that fans are not only spectators, but also players, content creators, and community activists (Hedlund et al., 2020b). Players take on different roles outside of activities as spectators because some of them are also team managers in the community (Seo, 2016b). Based on *identity theory*, individuals make choices about who they are as individuals or in a group environment (Stryker, 1968). One can assume multiple role identities, and each specific identity represents a set of beliefs about the importance of those roles to that person (Trail et al., 2017). Esports fans express their identity when watching events and socializing about games, events, and associated communities (Newman et al., 2022). Therefore, if a person identifies as a fan, they are more likely to exhibit good behavior related to *esports*. Previous research noted that fans who are firmly attached to a sport or team are more motivated to attend games (Calapez et al., 2024). However, the construct of attachment to the event is still relatively unexplored. Previous research in sports management has shown that fans can form a strong emotional connection with a particular event (Prayag et al., 2020). Esports fans who share the same interests come together, forming connections, friendships, and a sense of belonging at the events held (Thompson et al., 2022). This sense of community can deepen the emotional bond to the event and make it more meaningful. The idea that fans adopt action and identity characteristics can explain why they

have a role identity towards esports *events* (Brown et al., 2018). For example, fans can travel long distances, spend money on tickets and merchandise, and dedicate time and energy to attending the event (Obiegbu et al., 2019).

H₁: *There is a significant positive influence of esports fan identity on esports event attachment.*

Brand sponsors add *esports activities* to an organization's portfolio, representing a new interest that has the potential to redefine *brand identity* (Calapez et al., 2024). As this identity process progresses, new opportunities for fans to identify with a brand arise because identities can be fickle (Mühlbacher et al., 2022). The central pillar of *identity theory* is that individuals have role identities that are guided by past and future behaviors. When there are similarities in identity between *brands* and individuals, these similarities can lead to an intensification of role-based identities (Pan & Phua, 2020), which guides *favorable fan attitudes towards a brand*. In the case of *esports*, individuals have different roles based on the space and context in which fans are involved (Hedlund., 2020). Esports fans create and relate to different *gaming communities* through shared values and symbolic expressions associated with the subfield (Calapez et al., 2024). When fans expand their self-concept through social connections and interactions (Lock & Heere, 2017), in roles related to *esports* (player, spectator, or fan), these identities can reflect positive *attitudes* within the ecosystem (Wang et al., 2020). Following this concept, *brand identity* is thought to influence fan responses to *favorite esports sponsor brands*, events, or teams. (Tsordia et al., 2021). When events and *brands* demonstrate compatibility between identities, fan attitudes can change positively for the sponsoring organization. Thus, fans will have a positive attitude towards the sponsor brand if it is part of the community (Pradhan et al., 2020).

H₂: *There is a significant positive influence of brand fan identity on attitude towards sponsorship.*

The *esports* business has grown exponentially over the past two decades, mainly due to media coverage that has propelled professional *esports* into the international spotlight (Šerić & Ljubica, 2018). Arguably, the most important aspect of *esports* sponsorship is to create or increase awareness of an *event* or *brand*. It can be a handy tool to raise awareness quickly. In line with this, *esports* sponsorships can help penetrate the target market and reach fans with similar interests (Hunt & Hunt, 2022). Higher perception of fit (Gwinner & Eaton, 1999). Previous research results found that *event sponsorship, as one of the factors affecting sponsorship response, can measure fan attitudes and intentions* (Hutabarat & Gayatri, 2014). A good sponsorship response is driven by *event-sponsorship* compatibility, sponsorship sincerity, and *attitude* towards sponsorship (Kim & Kim, 2018). Thus, the company can gain a natural segment of fans through esports team sponsorship deals.

H₃: *There is a significant positive influence of community and sponsorship on attitude towards sponsorship.*

Satisfaction is a person's feeling of happiness or disappointment that results from a comparison between consumer perception of service performance and expectations (Parasuraman et al., 1985). *Satisfaction* is often described as a summary of cognitive and affective reactions related to service meetings (Oliver, 1997). The concept of *satisfaction* has attracted much attention in the *sports* literature for two main reasons. (Sousa et al., 2024). First, *satisfaction* comes from consumer perception, which is an important criterion for assessing service quality (Sousa et al., 2024). Second, *satisfaction* is often highlighted as an antecedent to *sports* and *esports events* (Zhang et al., 2020). Additionally, *fan satisfaction* plays an important role in driving repeat participation, as it is closely related to the perceived experience of the event (Dzulkefli et al., 2023).

H₄: *There is a significant positive effect of satisfaction with events on attitude towards sponsorship.*

The relationship between fan identity, fan *attitude*, and behavior has become significant in *esports* environment (Macey et al., 2022). Fans express their identity by attending related events or supporting a *brand*, which helps them differentiate themselves from other fans (Mühlbacher et al., 2022). When fans express their own identity with sports, through attachment or association, they are more likely to show supportive actions towards the partnership (Calapez et al., 2024). At this point, the actions of sports fans express identity, suggesting that such interactions can represent the role of the fan (Biscaia et al., 2018). This means that various fan role-based identity processes can be transferred to products or related stakeholders (e.g., sponsors and *brands*). Thus, the individual identity that fans associate with the event or brand acquires a new aspect without altering the identity of the role (Calapez et al., 2024).

H₅: *There is a significant positive influence of esports event attachment on attitude towards sponsorship.*

Fan identity has become a determinant of positive behavior intentions, such as a good attitude towards *the sponsor brand* and purchase intent. (Calapez et al., 2024). In addition, the positive impact of fan identities on behavioral intentions (Lee & Hur, 2019), has been associated with the possibility of overlapping role-based identities (Heere et al., 2011), Which exerts an influence on individuals and fan actions on group identities (Calapez et al., 2024). This means that fans with overlapping levels fuse identities, leading to more stereotypical behaviors (purchase intent). Previous research has shown that identification is a sufficient factor to influence similarities between entities and *sponsoring brands*. (Tsordia et al., 2021). When events and sponsors are considered to have a corresponding relationship, fans' purchase intentions towards the sponsor's brand products or services will be positively affected. (Calapez et al., 2024). Thus, fans with a positive perception of *the sponsor's brand* are more likely to buy branded products related to their favorite clubs or events (Pradhan et al., 2020). This means that individuals with a high level of identification have a positive attitude towards sponsorship and, consequently, an intention to purchase a larger one (Calapez et al., 2024).

H₆: *There is a significant positive influence of attitude towards sponsorship on brand purchase intention.*

RESEARCH METHOD

The research used in this study is a hypothesis test because several hypotheses have been proposed and will be tested. The hypothesis testing in this study is a causal hypothesis. A causal hypothesis is a temporary conjecture related to the influence of predictive factors on response variables. The causal hypothesis tests whether a change in one variable can cause changes in another variable (Sekaran & Bougie, 2020). This hypothesis test aims to determine whether there is an influence between the variables studied—esports fan identity, brand fan identity, community and sponsorship, satisfaction with the event, and esports event attachment—and the *attitude toward sponsorship*. Finally, *the attitude towards sponsorship is the dependent variable, specifically brand purchase intention*. Based on the time period, the data used in the study is *cross-sectional*, collected once to answer the research questions (Sekaran & Bougie, 2020). This research involves a natural environment or *non-contrived setting*, occurring without the researcher's involvement in the research subject's activities (Sekaran & Bougie, 2020). The unit of analysis used in this study is individuals, specifically esports fans who have participated in at least one esports tournament event.

Eight variables will be studied: esports fan identity, brand fan identity, community and sponsorship, satisfaction with the *event*, *esports event attachment*, *attitude toward sponsorship*, and *brand purchase intention*. The scale used in measuring the indicators of each variable in this study is 5 5-point *Likert* scale, namely: Scale 1: STS (Strongly Disagree), Scale 2: TS (Disagree), Scale 3: CS (Strongly Agree), Scale 4: S (Agree), and Scale 5: SS (Strongly Agree). A population is the entire group of people, events, or objects that researchers want to investigate, while a sample is a subgroup thought to be representative of that population (Sekaran & Bougie, 2020). The population in this study is all fans, while the sample consists of some fans who meet the determined criteria. This study uses primary data,

specifically data obtained directly from the researcher by hand, to meet research objectives (Sekaran & Bougie, 2020). In this study, primary data were obtained by distributing questionnaires via Google Forms through *social media* to respondents who met the criteria. The instruments used in the research questionnaire were first tested for validity and reliability to ensure that the data collected were of high quality.

The sample extraction design used in this study is *non-probability sampling*, where not all elements in the population have the same opportunity to be the subject of the study (Sekaran & Bougie, 2020). The sampling technique used is *purposive sampling*, which involves explicitly collecting necessary information from a specific target or group of people based on predetermined criteria (Sekaran & Bougie, 2020). The respondent criteria in this study are *esports* fans who have participated in an *esports tournament event* at least 1 time. The number of samples used to conduct the research using the SEM method was at least 250 respondents (Hair et al., 2019). Because the minimum sample size for SEM is 250 respondents, this study uses a sample of 270 people.

Validity is a measure of the extent to which an indicator accurately measures the variable to be measured (Sugiyono, 2019). The validity tested in this study is *content validity*, using an analysis tool called factor analysis. Before deciding whether an indicator is valid, it is necessary to determine the value of the factor loading used as the basis for decision-making. The number of samples used in the study will affect the value of *factor loading*, which is used as the basis for decision-making whether an *indicator* is declared valid or invalid (Hair et al., 2019). In this study, the method used to test reliability is *the internal consistency reliability* method by examining *Cronbach's alpha* value, which aims to measure consistency between items or indicators in measuring similar concepts, showing that statement items have homogeneity in the measurement of variables in accordance with (Sekaran & Bougie, 2020). The use of this method allows researchers to test the reliability of the instrument used with only one measurement, as described by (Hair et al., 2019). *Cronbach's high alpha* value indicates that the indicators used are homogeneous, meaning they consistently measure the same variable. In accordance with (Sekaran & Bougie, 2020) An instrument will be declared reliable if it produces a *Cronbach's alpha* value ≥ 0.60 and will be declared unreliable if the value produced is < 0.60 .

Descriptive statistics are a type of statistics used to present basic information from a data set, including frequency, *mean values*, and standard deviations (Sekaran & Bougie, 2020). These statistics play a role in describing the characteristics of the data collected in empirical studies (Sugiyono, 2019). In the context of this study, the descriptive statistics chosen include mean and standard deviation. *Mean* provides an overview of the average value of respondents' answers to the variables under study, while standard deviation describes how widely the respondents' answers varied.

The hypothesis in this study will be reviewed using *the Structural Equation Modeling* (SEM) method, which is a *multivariate* statistical technique that combines factor analysis with multiple regression analysis (Hair et al., 2019). SEM was selected for its practical ability to manage latent variables measured through various indicators and to address complex conceptual frameworks, including stimuli, organisms, and responses. Data analysis will be carried out using *Analysis of Moment Structure* (AMOS) software, and decisions about the hypothesis will be made by comparing the *p-value* to the error limit, which is the alpha level of 5%. In determining the results of the hypothesis test:

1. H_0 is rejected or the hypothesis is supported if the $p\text{-value} \leq \alpha 0.05$.
2. H_0 is accepted or the hypothesis is not supported if the $p\text{-value} > \alpha 0.05$.

Before conducting hypothesis testing, it is important to assess the model's goodness to determine whether the research model is adequate. According to (Hair et al., 2019), There are several criteria for measuring model feasibility, namely:

1. *Absolute fit measure*: This measure evaluates the overall suitability of the model, from structural models to measurements, showing the extent to which the theoretical model fits into the existing

data. This can be seen through the *p-value*, *expected cross-validation index* (ECVI), and *root mean square error of approximation* (RMSEA).

2. *Incremental fit measure*: Measures how well the proposed model compares to alternative baseline models, by comparing the model to criteria for improvement of fit such as *incremental fit index* (IFI), *normed-fit index* (NFI), *Tucker-Lewis's index* (TLI), *comparative fit index* (CFI), and *relative fit index* (RFI).
3. *Parsimonious fit measure*: Assesses the efficiency of the model in adjusting the fit to a smaller number of *estimated coefficients*. These criteria can be evaluated through *chi-square normed values* (CMIN/DF) and AIC.

RESULTS AND DISCUSSION

Table 1. Respondent Characteristics

E-Sports Tournament	Number of Respondents	Percentage (%)
VALORANT CHallengers Indonesia	50	21.9
PUBG Mobile Pro League	49	21.5
MPL Indonesia	91	39.9
Free Fire Indonesia Master	38	16.7
Man	135	59.2
Woman	93	40.8
< 20 Years	71	31.1
21 - 30 Years	135	59.2
40 Years	19	8.3
> 41 years old	3	1.3
Student/Student	109	47.8
SOE Employees	12	5.3
Private Employees	59	25.9
Entrepreneurial	40	17.5
PNS	8	3.5
< Rp. 4,000,000	117	51.3
> IDR 4,000,001 - IDR 8,000,000	60	26.3
> Rp. 8,000,001 - Rp. 12,000,000	44	19.3
> Rp. 12.000.001	7	3.1
SMA	76	33.3
Diploma	48	21.1
Bachelor	95	41.7
Graduate	9	3.9
Total:	228	100%

Table 2. Factor Loading Based on Sample

Factor loading	Sample Size
0.30	350
0.35	250
0.40	200
0.45	150
0.50	120
0.55	100
0.60	85
0.65	70
0.70	60
0.75	50

Source: (Hair et al., 2019)

In this study, 310 respondents were used, so the basis for making decisions about the validity test is as follows:

- a) The indicator is declared valid if the *resulting loading factor* value ≥ 0.35 .
- b) The indicator is declared invalid if the *resulting loading factor* value < 0.35 .

Table 3. Validity and Reliability Test Results

Validity Testing		Reliability Testing	
Factor Loading	Conclusion	Cronbach Alpha	Conclusion
Esports Fan Identity			
EF11	0.653	0.681	Reliabel
EF12	0.793		
EF13	0.786		
EF14	0.775		
Brand Fan Identity			
BF11	0.641	0.632	Reliabel
BF12	0.713		
BF13	0.784		
BF14	0.744		
Community and Sponsorship			
CS1	0.605	0.637	Reliabel
CS2	0.768		
CS3	0.768		
Satisfaction with Event			
SAT1	0.473	0.603	Reliabel
SAT2	0.812		
SAT3	0.751		
SAT4	0.833		
SAT5	0.768		
Esports Event Attachment			
EEA1	0.821	0.705	Reliabel
EEA2	0.776		
EEA3	0.674		
EEA4	0.820		
Attitude towards sponsorship			
ATT1	0.590	0.613	Reliabel
ATT2	0.665		
ATT3	0.690		
ATT4	0.788		
Purchase Intention			
PI1	0.751	0.614	Reliabel
PI2	0.680		
PI3	0.759		

Table 4. Goodness of Fit Test Results

Measurement	Measurement	Fit Model Results	Processed Results	Results
<i>Absolute fit measure</i>	ECVI	Closer to Saturated than independent	1227.06	Model Fit
	RMSEA	$\leq 0,1$	0,109	Marginal Fit
	YOUTH	$\geq 0,90$	0,764	Marginal Fit
	NFI	$\geq 0,90$	0,653	Poor Fit
<i>Incremental fit measure</i>	TLI	$\geq 0,90$	0,740	Marginal Fit
	CFI	$\geq 0,90$	0,761	Marginal Fit
	RFI	$\geq 0,90$	0,622	Poor Fit
<i>Parsimonius fit measure</i>	CMIN/DF	Lower limit 1, upper limit 5	2.378	Model Fit
	AIC	Closer to Saturated than independent	1385.206	Model Fit

Source: Data processing using AMOS

Table 5. Descriptive Statistical Table of Research Variables

Indicator	Mean	Hours of deviation
Esports Fan Identity		
EFI1	4.26	0.72
EFI2	4.17	0.87
EFI3	3.89	0.96
EFI4	4.11	0.88
Average	4.10	
Brand Fan Identity		
BFI1	4.21	0.71
BFI2	4.20	0.81
BFI3	4.09	0.86
BFI4	3.94	0.95
Average	4.11	
Community and Sponsorship		
CS1	4.31	0.66
CS2	4.31	0.61
CS3	4.27	0.68
Average	4.29	
Satisfaction with Event		
SAT1	4.36	0.63
SAT2	4.14	0.75
SAT3	4.14	0.80
SAT4	4.20	0.74
SAT5	4.15	0.82
Average	4.20	
Esports Event Attachment		
EEA1	4.27	0.77
EEA2	4.16	0.83
EEA3	4.18	0.81
EEA4	4.12	0.81
Average	4.18	
Attitude Towards Sponsorship		
ATT1	4.33	0.61
ATT2	4.18	0.77
ATT3	4.13	0.78
ATT4	4.07	0.93
Average	4.17	
Purchase Intention		
PI1	4.23	0.77
PI2	4.17	0.72
PI3	4.25	0.70
Average	3.669	

Source: Data processed using SPSS (attached)

Table 6. Direct Hypothesis Test Results

Hipotesis	Estimate	P-Value	Conclusion
H1: Fan Identity Esports has a positive effect on Esports Event Attachment	1.54	0.00	H1 supported
H2: Brand Fan Identity has a positive effect on Attitude Towards Sponsorship	0.04	0.70	H2 is not supported.
H3: Community and Sponsorship have a positive effect on Attitude Towards Sponsorship	0.27	0.00	H3 supported
H4: Satisfaction with the Event has a positive effect on Attitude Towards Sponsorship	0.32	0.00	H4 supported
H5: Esports Event Attachment has a positive effect on Attitude Towards Sponsorship	0.03	0.71	H5 not supported
H6: Attitude Towards Sponsorship has a positive effect on Brand Purchase Intention	1.60	0.00	H6 supported

Source: Data processing using AMOS

CONCLUSION

Esports Fan Identity has a positive influence on Esports Event Attachment. Individuals with strong Esports fan identities are more likely to feel connected to Esports events, view them as part of their identity, and want to continue following and supporting these events. This shows that Esports Fan Identity is an important factor in increasing Esports fan engagement and loyalty to Esports events. Community and Sponsorship have a positive influence on Attitude Towards Sponsorship. People view sponsorship as important and beneficial for brands, communities, and the economy. Sponsorship can increase brand

awareness, build a positive brand image, establish relationships with target audiences, support the development of the creative industry, and encourage economic growth. Therefore, companies need to consider sponsorship as an effective marketing strategy to achieve their business goals.

Satisfaction with the Event has a positive influence on Attitude Towards Sponsorship. Participants who are satisfied with the event are more likely to have a positive attitude towards the event sponsor. This is because consumers associate sponsors with positive experiences and view sponsorships as part of those experiences. Sponsors need to focus on organizing quality events and providing a positive experience for participants to increase positive attitudes towards the brand. The effectiveness of Satisfaction with the Event on Attitude Towards Sponsorship depends on various factors, such as the quality of the event, participants' expectations, and their experiences at other events. Sponsors need to conduct market research to understand participants' expectations and ensure that their event meets those expectations. Attitude Towards Sponsorship has a positive influence on Brand Purchase Intention. Participants who have a positive attitude towards sponsors are more likely to have a high Brand Purchase Intention. This is because they like the brand, have a better view of it, and feel more positive about its products. Sponsors need to focus on building a positive attitude towards their brand through sponsorship and ensuring that their sponsorship is associated with a positive experience for participants.

This study used a questionnaire method with 270 participants involved in or supporting esports event tournaments. The sample may not be representative of the overall esports fan population, which may limit the generalization of the findings. This study only focuses on a few variables that affect Brand Purchase Intention. Other factors, such as personal values, social norms, and situational factors, can also affect Brand Purchase Intention and need to be considered in future research. The Media Engagement variable, which measures the level of fan participation in social media, online forums, and other esports communities, can be assessed to determine its impact on *Brand Purchase Intention*. Given the importance of social media in the *esports* industry, future research could explore how fan interaction and engagement on social media influences *attitudes towards sponsorship* and *brand purchase intention*. Future research may explore how external factors such as industry trends, government regulations, and technological developments affect *sponsorship* and *purchase intention* in the *esports* industry.

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