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Analysis of Brand Awareness, Brand Loyalty and Brand Reputation on Purchase Decisions

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Abstract:

This study aims to investigate the influence of Brand Awareness, Brand Loyalty, and Brand Reputation on Purchase Decisions for merchandise from the RRQ e-sports team. A quantitative descriptive methodology was employed, utilizing purposive sampling with specific criteria: respondents were required to have knowledge of and have purchased e-sports merchandise products directly from Rex Regum Qeon (RRQ) between March 2023 and March 2024. The study involved a sample of 100 respondents.Data analysis was conducted using Partial Least Square (PLS) methodology, processed through Smart PLS analysis software version 3.3.9. Data collection was facilitated through the distribution of a questionnaire via Google Forms to the selected respondents. The research findings indicate that Brand Awareness does not exert a significant influence on Purchase Decisions. Conversely, both Brand Loyalty and Brand Reputation were found to have significant impacts on Purchase Decisions. These results carry important managerial implications, suggesting that e-sports fans, beyond their role as loyal consumers of RRQ merchandise, can potentially serve as indirect marketing agents within the e-sports fan community. Consumer-driven promotions may contribute to increased product sales. Consequently, it is recommended that Rex Regum Qeon (RRQ) maintain robust engagement with consumers to encourage their willingness to promote the organization's merchandise products. This research contributes to the understanding of consumer behavior in the e-sports merchandise market, particularly regarding the relative importance of different brand-related factors in influencing purchase decisions. Future studies may benefit from exploring additional variables or employing longitudinal designs to capture potential temporal changes in these relationships.

Keywords: Brand Awareness; Brand Loyalty; Brand Reputation; Esports; Purchase Decision.

Introduction

In contemporary society, digital marketing has become a ubiquitous tool supporting diverse activities (Rabindranath & Singh, 2024; Ye et al., 2024). Alhalwachi et al. (2024) note that a significant proportion of entities are gradually transitioning from conventional marketing strategies to modern, digitally-oriented models. Digital technology facilitates the execution of marketing campaigns and international transactions with unprecedented temporal and spatial flexibility (Tuasikal et al., 2023). The proliferation of chat-based social media presents opportunities across numerous industries, including esports. Rustad et al. (2024) posit that digital marketing has emerged as a critical component in the rapid growth of the esports industry, serving as a conduit between teams and their expanding fan bases (O'Shea et al., 2023).

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Lefebvre et al. (2023) suggest that esports teams can cultivate a relevant and authentic image through widespread influencers on platforms such as Twitch and YouTube, while major sponsors demonstrate strategic investments in esports events and teams. The phenomenon of live streaming and direct fan interaction enhances engagement and augments opportunities for sponsored content (Qian & Seifried, 2023). Advanced digital merchandising and analytics tools enable esports teams to gain deeper insights into fan behavior and preferences, informing future marketing strategies. However, challenges such as intense competition and rapidly evolving trends necessitate ongoing creativity and responsiveness from esports teams, despite the sector's substantial potential (Nadya, 2016). Esports, or electronic sports, refers to organized video game competitions structured as tournaments (de Zoeten & Könecke, 2023). In the context of digital marketing, esports encompasses methods and tactics employed by brands, businesses, or individuals to promote products and services through esports-related platforms and events (Abbasi et al., 2023; Huettermann et al., 2023). The esports phenomenon has cultivated a large and actively engaged audience on social media platforms such as Twitch and YouTube Gaming (Kohls et al., 2023).

Hattingh et al. (2023) elucidate that the rapid growth of esports has prompted many brands to leverage it as a marketing tool targeting technologically-inclined young consumers. This approach includes sponsorship of esports events, advertising in live broadcasts, collaborations with esports players or teams, production of unique content, and other marketing strategies designed to capture attention and foster relationships within the esports community (Mohammadi et al., 2023). In essence, digital marketing in esports capitalizes on the marketing opportunities presented by the industry to reach target audiences and establish emotional connections with fans (Rhee & Kim, 2023). In the burgeoning esports industry, brand loyalty transcends mere support, embodying an emotional connection between fans and their preferred teams or players (Chen & Wu, 2024). Direct interactions via social media and streaming platforms serve to deepen these relationships (Bawack et al., 2023). However, team performance, consistency, and effective communication of achievements remain crucial factors in fostering loyalty (Ford et al., 2023). In the realm of sponsorship, astute digital marketing strategies and innovative content creation by teams can attract brand collaborations (Rizvanović et al., 2023). Through judicious partnerships, esports teams not only reinforce their image but also provide significant exposure for sponsors to a broader audience (Dube et al., 2023).

The esports industry has emerged as a rapidly expanding global phenomenon, captivating millions of enthusiasts worldwide. Electronic sports, or esports, encompass professionally organized video game competitions across various genres, including fighting, strategy, and sports (Zhu et al., 2024). These events often rival traditional sports in terms of viewership, with major tournaments attracting millions of spectators both online and offline. Concomitant with this growth, esports brands have proliferated, offering a diverse array of merchandise integral to the fan experience (Lubis & Wandebori, 2024). From apparel to licensed items, these products have become emblematic of fan identity and loyalty on a global scale.Rex Regum Qeon (RRQ), an Indonesian esports organization with a substantial fan base, has established itself as a prominent brand within the industry. Founded in 2013, RRQ has ascended to become a major contender in Southeast Asian esports tournaments, as per their official website.

The team has garnered recognition for its achievements across various competitive titles, including popular leagues such as Dota 2, PUBG Mobile, and Mobile Legends: Bang Bang. Through these accomplishments, RRQ has cultivated a significant and mature fan base both domestically and internationally (Rex Regum Qeon, 2013). The present study aims to investigate the influence of Brand Awareness, Brand Loyalty, and Brand Reputation on merchandise purchasing decisions concerning the RRQ esports team. Brand awareness refers to consumers' recognition and recall of a brand's existence and identity, while brand loyalty reflects the degree of consumer attachment and fidelity to the brand. Brand reputation encompasses consumer perceptions of a brand's credibility, reliability, and quality, potentially exerting significant influence on purchasing preferences. Previous research has demonstrated that factors such as brand awareness, loyalty, and reputation significantly impact purchasing decisions across various industries (Pamungkas et al., 2024). However, within



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the esports context, there is a paucity of research specifically examining the relationship between these factors and merchandise purchasing decisions for esports teams.

This study seeks to address this knowledge gap and provide deeper insights into consumer behavior within the rapidly evolving esports industry. The research holds significant relevance for both marketing practitioners in the esports sector and academic researchers interested in consumer behavior and brand marketing strategies within this dynamic context. It is anticipated that the findings will not only offer novel insights into the determinants of purchasing decisions in the esports industry but also assist esports brands such as RRQ in strengthening their position within this increasingly competitive market.

Literature Review

Brand Awareness

Brand awareness, as defined by Singh et al. (2023), refers to the capacity of potential consumers to recognize and recall a brand within a specific product category. Yunpeng & Khan (2023) posit that brand awareness can facilitate the desired brand image, foster customer familiarity, and demonstrate brand commitment. The concept encompasses two dimensions: brand recognition, which denotes consumers' ability to identify previously encountered brands, and brand recall, which refers to consumers' capacity to retrieve a brand from memory when presented with a product category, need, or purchase situation (Evita & Farochi, 2017). Bergkvist & Taylor (2022) further elucidate that brand awareness reflects a potential buyer's ability to recognize or recall a brand as part of a specific product category.

Febriyantoro (2020) suggests that brand awareness exists on a continuum, ranging from brands unknown to the majority of consumers to those with high levels of recognition. As consumers begin to acknowledge and accept a brand, they progress to a level of brand acceptance (Saarikko et al., 2020). Subsequently, as consumer preference for the brand increases, brand loyalty begins to develop (Aljumah et al., 2021). Lee & Kim (2020) assert that at the highest level of brand awareness, consumers experience a sense of ownership and enjoyment, indicative of strong brand loyalty. A well-established and trusted brand represents an invaluable asset, playing a crucial strategic role in differentiating a company's offerings from those of competitors (Gupta et al., 2023).

Brand Loyalty

Brand loyalty, as conceptualized by Holmes et al. (2020), represents a form of steadfast customer behavior characterized by resistance to brand switching. It serves as a measure of consumer fidelity to a brand and constitutes the core of brand equity, a central tenet in marketing that quantifies customer-brand relationships (Gong, 2020). Ebrahim (2020) positions brand loyalty as a more advanced stage beyond brand awareness. Akoglu & Özbek (2021) emphasize the significant influence of brand loyalty and interest on consumer behavior, noting that loyal consumers consistently purchase preferred brands and exhibit reduced propensity for brand switching. Trinh & Dawes (2020) define brand loyalty as a metric of customer-brand connection, providing insight into the likelihood of customers transitioning to competitor brands, particularly in response to changes in price or other attributes (Jamaludin & Sumarni, 2023). Brand loyalty comprises two dimensions: behavioral and attitudinal. Behavioral brand loyalty manifests as a firm commitment to consistently repurchase a preferred service, despite situational influences or marketing efforts that might potentially disrupt such behavior. Attitudinal brand loyalty encompasses repurchase intention, willingness to pay premium prices, and propensity to engage in positive word-of-mouth communication about the brand (Pandiangan et al., 2021).

Brand Reputation

Brand reputation plays a crucial role in reinforcing consumers' perceived social status and wealth, while also enhancing their social actualization through the use of highly reputed products (Ali & Dahana, 2021). The selection of a brand with high reputation can lead to elevated perceptions of an individual's social or life status by others (Zhang et al., 2021). A brand's reputation is formed based on public or consumer opinion following use or interaction with the brand (Breberina et al., 2022). Cowan & Guzman (2020) further elaborate on this concept, emphasizing its importance in consumer decision-making processes, Brand reputation a multifaceted construct, is significantly influenced by product quality and performance. Purchase intention, defined as an individual's readiness and

willingness to acquire a specific product or service, serves as a predictor of future purchasing behavior. Li et al. (2021) posit that the intention to buy a product is a key mechanism in consumer cognitive behavior. Khoshtaria et al. (2020) conceptualize brand reputation as consumers' perceptions of a brand's quality, suggesting that it functions as a differentiating factor among companies, potentially conferring competitive advantages and fostering consumer trust and confidence. In the context of industrial marketing, Salam and Jahed (2023) demonstrate that brand reputation exerts a strong influence on consumer trust. Moreover, Yang and Wibowo (2022) argue that from a consumer perspective, company reputation is frequently considered a salient factor in evaluating organizational trustworthiness and assessing products or services.

Purchase Decision

Machin et al. (2020) conceptualize purchasing decisions as the selection process between two or more alternative consumer choices. Matarazzo et al. (2021) characterize online purchasing decisions as a dynamic, multi-stage process. The traditional model of purchasing decision-making encompasses five distinct stages: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Anwar and Mujito (2021) posit that the purchasing process is initiated when the buyer becomes cognizant of a problem or need, triggered by internal or external stimuli. Pina and Dias (2021) argue that brand equity is a significant factor in consumer purchasing decisions due to its capacity to generate positive brand image, thereby enhancing decision-making processes. Lawson et al. (2021) suggest that consumer freedom is often manifested through product choice variety. Huang et al. (2020) demonstrate through experimental consumer research that offering perceived choice, even in the absence of genuine alternatives, can be an effective business strategy, potentially leading to substantial increases in sales. Driscoll et al. (2022) conceptualize decision-making as a system comprising input, process, and output components. Luoma and Martela (2021) characterize decision-making as a cognitive process that integrates memory, thinking, information processing, and evaluative judgments. Hanaysha (2022) posits that consumer purchasing decisions generally favor the most preferred brand, but notes that intervening factors can create discrepancies between purchase intentions and actual decisions. Minton et al. (2022) argue that consumer decisions are influenced by core values, which form the belief system underlying consumer attitudes and behavior. Ramdhan et al. (2023) emphasize that consumers typically engage in pre-purchase information gathering, as they are influenced by information and recommendations from others, which serve as critical considerations in their purchasing decisions.

The formulation of the research hypothesis is presented as follows.

H1 = Brand awareness influences purchase decisions

Several previous studies that focus on brand awareness show that there is a positive relationship between brand awareness and purchasing decisions (Ngoc Khuong & Tram, 2015;Novansa & Ali, 2017; Jung & Kyoung Seock, 2016;Kumar & Gupta, 2016)stated that increasing the level of brand awareness will increase the likelihood of considering the brand when making purchasing decisions. Simply put, the higher the level of awareness of a brand, the higher the likelihood that the brand will be purchased.

Andreani et al. (2021)conducted research with promotional case studies by Social Media Influencers in promoting restaurants and cafes. It was found that brand awareness does not significantly influence purchase decisions. Even though consumers do not always have brand awareness of restaurants or cafes promoted by Social Media Influencers, purchasing decisions are significant. This can happen for several reasons. One of them is the fact that consumers do not have strong brand awareness which can influence them to purchase products or services promoted by Social Media Influencers.

H2 = Brand Loyalty influences purchase decisions

Research byChristivany & Iskamto (2023)shows that brand promotion through social media can increase consumer loyalty. Survey results of 300 individuals in Bangladesh show that business promotions on social media platforms increase consumer loyalty. Brand loyalty also has a significant influence on Brand Love. Positive characteristics of consumer behavior, such as greater desire and sacrifice, are at the core of brand loyalty (Fikri et al., 2020). When products are marketed in a way that appeals to consumers' wants and needs, brand loyalty tends to increase.

Brand loyalty influences purchasing decisions partially or separately. Brand loyalty has a positive and significant effect on purchasing decisions. The results show that customers who are loyal to a brand tend to be more confident in the choices they make. In addition, brand loyalty to the market or e-commerce can influence online purchasing decisions. Customers feel a bond with the brand, thereby increasing their confidence in making purchasing decisions(Supiyandi et al., 2022).

H3 = Brand Reputation influences purchase decisions

Based on the results of hypothesis testing, it proves that brand reputation has a positive and significant influence on purchase intention. Research byPermana & Hidayat (2024)explains that a positive brand reputation has an influence on purchase intentions. The results of this hypothesis imply that the more positive the Kahf brand reputation is in the eyes of consumers, the more likely consumers are to have purchase intentions towards its products. Brand reputation can influence consumer perceptions of quality, value and trust in products. Consumers who feel confident in a brand are more likely to choose that product. In addition, a good reputation can help a company to introduce new products or product variants that are more easily accepted by consumers. Consumers who already have trust in a brand tend to be more open to trying new products from the same brand.

Customers' purchasing intentions are unaffected by a brand's reputation, whether it is positive or negative(Sabila et al., 2024). A vendor or business can thrive in the face of escalating competition if they have a solid reputation. This is due to the fact that a company's or seller's reputation is one of the benefits that customers receive as a result of the services they receive that satisfy their needs.

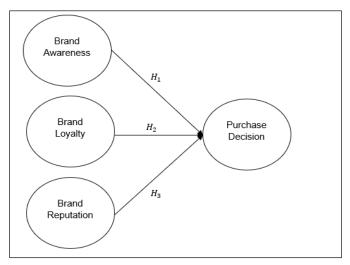


Figure 1. Research Model

Research Method

Juliana (2020)explained that the research design explains the research flow that will be studied by the author. This research uses quantitative descriptive methods. Purposive sampling was used in this research with the criteria that the respondent involved in this research was someone who knew and had purchased e-sports merchandise products directly at Rex Regum Qeon (RRQ) with a purchase range of March 2023 - March 2024. A total of 100 respondents were involved in the research This. Partial Least Square is used as data analysis in research and processed using the Smart PLS analysis tool version 3.3.9. A questionnaire in the form of a Google Form was distributed to respondents using a scale range of 1-4 with the criteria of strongly disagree, disagree, agree and strongly agree. The questionnaire in the research uses a closed statement form in all parts, except for the first part of the questionnaire. Closed questions were put forward byMustikasari et al. (2022)is a question where the answers have been limited so that the answer is more structured.

Results and Discussion

Research Demographics

The study's participants comprised Indonesian residents aged 15-45 years who demonstrated familiarity with various e-sports club products, particularly RRQ e-sports merchandise. Data collection was conducted via Google Forms, yielding a sample of 100 respondents. Demographic characteristics analyzed included gender, age,

educational background, product expenditure, domicile, occupation, and the source of awareness regarding RRQ e-sports merchandise. Of the 100 respondents, the dominant 72 respondents came from Jabodetabek. 13 respondents came from Java, 12 respondents came from Sumatra, 2 people came from Maluku, 1 person came from Papua. The largest age demographic was 83 people aged 15-25 years, 14 people aged 26-35 years, 2 people aged 36-45 years and 1 person aged 45 years and over. In this study, gender demographics were dominated by 80 male respondents and 20 female respondents. Based on educational background, the respondents who dominated were 48 D4/S1 graduates, followed by 44 high school graduates, 4 Masters, 3 D3 and only 1 PhD. Based on the type of work, respondents were dominated by 68 respondents who were students, followed by 12 respondents who worked as private employees, 9 as freelancers, 7 as entrepreneurs, 3 respondents who did not work and 1 as a civil servant.

From the demographic results of research involving 100 respondents, it can be observed that spending patterns for purchasing RRQ e-sports merchandise products. A total of 32 respondents spent between IDR 100,000 - IDR 200,000 to obtain this product, while 27 other respondents spent between IDR 50,000 - IDR 100,000. A total of 23 respondents allocated more than IDR 300,000 to purchase this product, while 18 respondents spent between IDR 200,000 - IDR 300,000. In terms of information sources, the majority of respondents, namely 81 people, got to know RRQ E-Sport products (merchandise) through social media. Meanwhile, 18 respondents got this information from friends, and only one respondent found out about it through television.

Validity, Hypothesis and Reliability Test Results

Validity Test Results

In this study, validity tests, hypothesis tests, and reliability tests were conducted for the variables Brand Awareness (BA), Brand Loyalty (BL), Brand Reputation (BR), and Purchase Decision (PD). Utoyo et al. (2023) emphasize the necessity of validity testing to ascertain the questionnaire's validity for each variable. Convergent validity testing is employed to examine measures that exhibit positive correlations from similar constructs using alternative measures (Justiana & Yuliana, 2024). The values of external loads and Average Variance Extracted (AVE) are requisite criteria for meeting this validity threshold (Sherlyta et al., 2024).

Table 1. Validity Test

Indicators	Loading Factor
BA1	0.835
BA2	0.831
BA3	0.839
BA4	0.818
BA5	0.842
BL1	0.926
BL2	0.905
BL3	0.921
BL4	0.910
BL5	0.822
BR1	0.881
BR2	0.817
BR3	0.842
BR4	0.858
BR5	0.900
BR6	0.929
BR7	0.876
BR8	0.869
BR9	0.882
WW1	0.874
WW2	0.892
PD3	0.879

Source: Processed data (2024)



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The highest value for the outer loading of a construct may indicate substantial similarities among related indicators (Saputri et al., 2024). Furthermore, a substantial explanation of each variant indicator by latent variables is expected to reach a minimum of 5% (Khoiroh et al., 2023). Consequently, the expected standard value of outer loading is 0.5 or greater, with an ideal value of 0.7 or higher (Fauzan et al., 2023). Table 1 demonstrates that all indicators meet the feasibility aspect of research variables, with all outer loadings exceeding 0.7, thus providing a robust foundation for research information. Average Variance Extracted (AVE) represents the grand average value of the squared indicator loadings related to a construct, with a minimum expected value of 0.50 (Yuliana et al., 2023). This threshold indicates that the construct can effectively explain more than half of the variance of its indicators (Yuliana et al., 2023). Based on the obtained AVE values, the Brand Awareness, Brand Loyalty, Brand Reputation, and Purchase Decision variables all exceed 0.5, thereby establishing their validity. The highest AVE value is observed in the Brand Loyalty variable (0.806), while the lowest is found in the Brand Awareness variable (0.694).

Reliability Test Results

The next test involves the use of SmartPLS 3.3.9 and the PL-Algorithm procedure. The results of the Cronbach Alpha and composite reliability values are used to test the reliability of each variable, as listed in Table 2.

Table 2. Reliability Test and AVE

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Brand Awareness	0.89	0.896	0.919	0.694
Brand Loyalty	0.939	0.941	0.954	0.806
Brand Reputation	0.961	0.962	0.967	0.762
Purchase Decision	0.857	0.857	0.913	0.777

Source: Processed data (2024)

The reliability test results show that the Composite Reliability value exceeds the basic value set at 0.7. This proves that all statements in the variable questionnaire are reliable because the consistency of the answers given by the respondents has been proven.

Hypothesis Test Results

Based on the hypothesis results contained in table 3, it states that the Brand Awareness hypothesis on Purchase Decisions is rejected, while Brand Loyalty on Purchase Decisions and Brand Reputation on Purchase Decisions are accepted. A detailed discussion of each hypothesis based on the table above is explained as follows:

Table 3. Hypothesis Testing

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	Original	Sample	Standard						
	Sample	Mean	Deviation	T Statistics	Р				
	(O)	(M)	(STDEV)	(O/STDEV)	Values	Hypothesis			
Brand Awareness -> Purchase Decision	0.082	0.077	0.117	0.702	0.483	rejected			
Brand Loyalty -> Purchase Decision	0.249	0.25	0.114	2,177	0.03	accepted			
Brand Reputation -> Purchase Decision	0.618	0.623	0.125	4,939	0	accepted			

Source: Processed data (2024)

Brand Awareness has a positive relationship to Purchase Decision (β =0.082) but is rejected because it can be seen from the P value of 0.483 > 0.05 (5%), which means there is no significant relationship between brand awareness and purchase decision based on the results of the statistical tests above. However, this research also shows that the Brand Loyalty variable has a positive effect on Purchase Decision and is significant (β =0.249; p=0.03), as well as Brand Reputation has a positive effect on Purchase Decision and is significant (β =618; p=0), explanation This shows that Hypotheses 2 and 3 are supported.

Discussion

The first hypothesis reveals that Brand Awareness does not significantly influence Purchasing Decisions, corroborating the findings of Andreani et al. (2021) while contrasting with studies by Ngoc Khuong & Tram (2015),

Novansa & Ali (2017), Jung & Kyoung Seock (2016), and Kumar & Gupta (2016). This discrepancy may be attributed to consumers' lack of brand recognition, potentially leading to diminished purchase intent. Consumers often make purchasing decisions without considering brand representation or associated figures. Brand Awareness, conceptualized as a potential buyer's ability to recognize or recall a brand within a specific product category, appears to have limited impact in this context. Despite accessible pricing, consumers prioritize product benefits and the brand's capacity to confer prestige. Rex Regum Qeon (RRQ), established in October 2013, originated from an aggregation of renowned Indonesian DotA players. While primarily focused on e-sports, RRQ has diversified into merchandise production and sales. However, limited awareness of RRQ's e-sports merchandise among fans may explain the observed consumer lag in acquisition.

The second hypothesis demonstrates that Brand Loyalty significantly influences purchasing decisions, aligning with research by Christivany & Iskamto (2023) and Fikri et al. (2020). Brand loyalty is characterized by positive consumer behaviors, including increased willingness and sacrifice. Consumer attachment to marketed brands is a critical consideration for brand owners, necessitating strategies to foster brand affinity and stimulate automatic purchases without intensive promotional efforts. Loyal e-sports enthusiasts demonstrate their allegiance through the acquisition of multiple merchandise products marketed by Rex Regum Qeon (RRQ), a trusted sales agent in the e-sports community. These consumers exhibit a propensity for direct purchases from RRQ, ranging from small to large quantities.

The third hypothesis indicates that Brand Reputation significantly influences purchasing decisions, consistent with findings by Permana & Hidayat (2024), who posit that positive brand reputation influences purchase intentions. This implies that an enhanced brand reputation correlates with increased consumer purchase intentions. Brand reputation can modulate consumer perceptions of quality, value, and product trust. Product nomenclature and quality serve as primary determinants in consumer purchasing decisions. E-sports enthusiasts often seek community affiliation, with the possession of Rex Regum Qeon (RRQ) merchandise serving as a tangible expression of e-sports pride. The proliferation of RRQ products in the market, driven by e-sports fan support, is expected to further enhance the brand's reputation.

Conclusion

The research findings yield several noteworthy conclusions. Firstly, Brand Awareness demonstrates no significant influence on purchasing decisions. Secondly, Brand Loyalty exhibits a substantial impact on Purchasing Decisions. Lastly, Brand Reputation emerges as a significant determinant of Purchasing Decisions. These findings carry important managerial implications, particularly for the e-sports merchandise sector. E-sports enthusiasts, beyond their role as loyal consumers of Rex Regum Qeon (RRQ) merchandise, possess the potential to function as indirect marketing agents within the E-sports fan community. Consumer-driven promotions may contribute significantly to product sales augmentation. Consequently, it is imperative for Rex Regum Qeon (RRQ) to maintain robust consumer engagement, thereby fostering an environment where consumers are inclined to promote RRQ's merchandise products. This strategy may enhance both brand loyalty and overall sales performance. However, it is essential to acknowledge the limitations of this study. Future research endeavors could benefit from the incorporation of brand love variables and an examination of product repurchase decisions within similar case studies, potentially providing a more comprehensive understanding of consumer behavior in the e-sports merchandise market.

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