Research Article

Influence of VIVO Mobile Brand Sponsorship of Sports Events on Consumer Purchase Intention

YinQi Zhang, and Daranee Pimchangtong*

Institute of Science Innovation and Culture, Rajamangala University of Technology Krungthep, Sathotn, Bangkok, 10120, Thailand

Abstract.
Effective sports sponsorship necessitates consideration of multiple factors. Previous scholars have primarily focused on the brand assets of sponsors and enhancement of the reputation that sponsoring brings to businesses. There has been limited exploration from the perspective of sports events themselves in terms of brand assets and the direct impact of these assets on sponsor audience purchase intention. This research aims to analyze the influences of VIVO mobile brand sponsorship including brand assets, brand fit, and audience engagement of sports events on consumer purchase intention. The research framework was laid on the stimulus-organism-response model. The sample size was 400 audience who attended the 22nd FIFA World Cup held in Guangzhou, China. Statistics used to analyze data were descriptive statistics including frequency, percentage, mean, and standard deviation; and inferential statistics including independent samples t-test, One-way ANOVA, LSD, simple linear regression, and multiple linear regression at the statistical significance level of 0.05. The results found that most of the respondents were male, married, aged 25-35 years old, educational level high school or vocational school, had monthly income of 5,000-10,000 yuan, and company employee. The hypotheses results found that age and occupation affect consumer purchase intention. Event brand assets including event brand image and event brand awareness has positive relation with consumer purchase intention with multiple correlation (R) = .566. The ability to predict the analytical equation is 31.70%. Brand fit and audience engagement influenced consumer purchase intention with correlation (R) = 0.485 and 0.469 accordingly.

Keywords: brand assets, brand fit, audience engagement, purchase intention, sports sponsorship

1. Introduction

In 2022, the hosting of the Winter Olympics brought Chinese sports to a new pinnacle. The Winter Olympic Games presented numerous opportunities and challenges for the Chinese sports industry, propelling its advancement and strengthening its capacity to host international sporting events [1]. The hosting of the Winter Olympics has fostered the growth of winter sports in China, encouraging more people to participate in cold-weather activities. Chinese athletes achieved commendable results in various events during the Winter Olympics, igniting enthusiasm among China's youth for winter sports and boosting their involvement in ice and snow activities. This, in turn, stimulated the development of the sports industry. The Winter Olympics provided substantial business opportunities, including sports equipment manufacturing, advertising sponsorship, and sports marketing, among other sectors. Many enterprises capitalized on the event to build their brand image and increase investment in the sports industry, further driving its growth. Additionally, the Winter Olympics raised awareness about physical fitness among the Chinese populace, fostering a culture of sports and fitness. This contributed to improving people's physical health and overall quality of life, promoting nationwide fitness initiatives [2].

Chinese consumers have evolved from having minimal brand awareness to recognizing the significance represented by brands. As socio-economic development continues to accelerate, various brands that impact consumers' choices and consumption attitudes in their daily lives have emerged. Brands with a long history and product reputations above the average are not only experiencing higher levels of recognition and loyalty among consumers but also generating substantial profits for businesses. China leads the world in the degree of attention paid to sports events by consumers. During sporting events, sports sponsorship can help companies enhance their brand value significantly. Therefore, sponsoring sports events has become a mainstream approach for companies to increase their brand value. When companies spend advertising expenses to increase brand awareness, choosing a more economical and efficient method of sports sponsorship for brand promotion has become the mainstream marketing approach. As a marketing tool, sports sponsorship has become one of the most popular methods for businesses and it can help companies establish connections with target markets, expand into new markets, and promote the internationalization of businesses.

In the past, scholars mainly focused on the brand assets of event sponsors and explored consumer behavior from various perspectives. However, there has been

limited research on the events themselves, and the impact of event brand assets on sponsoring companies has not been analyzed. Some scholars have focused on the perspective of brand assets and introduced new variables to explain the mechanism of interaction between variables. Combining with the Stimulus-Organism-Response theory, it can be observed that consumers' direct experiences significantly influence their consumption psychology, guiding their consumption behavior. This research explores the impact of demographic variables, brand assets, brand fit, and audience engagement on purchasing intention. Finally, based on empirical analysis results, recommendations are made to maximize the benefits of sports event sponsorship.

1.1. Research questions

The research questions are as follows:

1) How do demographic variables including gender, age, educational level, monthly income, and occupation affect consumers' purchase intention of sponsored products?

2) What is the extent of the impact of event brand assets on consumers' purchase intention of sponsored products?

3) To what extent does audience engagement influence consumers' purchase intention of sponsored products?

4) How does brand fit positively impact consumers' purchase intention of sponsored products?

1.2. Research objectives

1) To investigate the effects of demographic variables, including gender, age, educational level, monthly income and occupation, on consumers' purchasing intention of sponsored products.

2) To assess the extent of the positive impact of event brand assets on consumers' purchasing intention of sponsored products.

3) To examine the degree to which audience engagement influences consumers' purchasing intention of sponsored products.

4) To explore how brand fit influence consumers' purchasing intention of sponsored products.

5) To provide recommendations based on the findings to help businesses maximize the benefits of sports event sponsorship in shaping consumer purchasing intention.

2. Literature Review

2.1. Event brand assets

Event brand assets refer to the intangible and tangible elements associated with a sports or entertainment event that contribute to the event's overall brand image and value. Brand asset theory was proposed by Aaker [3]. It emphasizes the critical role of a brand in a company's value and market performance. This theory divides brand value into two main components: brand awareness and brand image. Brand awareness includes the recognition and awareness of a brand, i.e., whether consumers are aware of the brand's existence. Brand image encompasses the perceptions and attitudes consumers have towards the brand. Brand awareness and brand image can be established and shaped through means such as advertising, promotion, and sponsorship. Together, brand awareness and brand image constitute brand assets, which are crucial for a company's market performance and brand value. Papadimitriou et al. [4] points out that event brands not only reflect people's expectations and recognition of sports events but are also an indicator of whether sports events have value. This study, brand asset theory can be used to understand the role of the VIVO smartphone brand in sports event sponsorship. The research explores how brand assets influence consumer purchasing intention by analyzing consumer awareness and emotional responses to the VIVO smartphone brand. This theory helps to gain insights into how the VIVO smartphone brand enhances brand awareness and brand image through sponsoring sports events, thereby impacting consumer purchasing decisions.

2.2. Brand fit theory

Brand fit theory, proposed by Aaker [5], focuses on the impact of the fit between a brand and an event, individual, or product on consumer attitudes and behavior. When a brand aligns to some extent with an event or product, consumers are more likely to have a positive attitude toward the brand and be willing to purchase products related to it or participate in related events. The concept of brand fit has its roots in the concept of "typical extension" and was proposed by Loken and John [6] categorized customer fit

into three types: focus, interaction, and passion. While Gao et al. [7] centrally argued the relationship between brand fit and consumer attitudes toward the brand. The research can analyze consumers' perceptions of cognitive, emotional, and value fit between the VIVO smartphone brand and sports events and explore the impact of fit on purchasing intention. This will shed light on the mechanisms of brand fit in consumer purchasing decisions.

2.3. Audience engagement theory

Audience Engagement Theory [8], emphasizes the active participation and interaction of the audience in the media and communication processes. This theory suggests that communication is no longer one-way but rather interactive, with the audience actively participating and responding. Audience engagement can take various forms, including commenting, sharing, and interacting. The degree of audience engagement can affect their understanding of information, attitudes, and behavior. In this study, Audience Engagement Theory can help to understand how consumers engage and interact when VIVO smartphone brand sponsors sports events.

2.4. Emotional transfer theory

Emotional Transfer Theory was discussed in the previous study [9]. It primarily explores how emotions are transferred from media content such as TV programs and advertisements to the audience. When audiences consume media content, they experience emotions related to the content Emotional Transfer Theory can help to understand how audiences watching sports events sponsored by the VIVO smartphone brand generate emotional experiences from these events and transfer these emotions to their attitudes and purchasing behavior toward the VIVO smartphone brand. By analyzing emotional resonance among audiences during sports events, the research can explore the mechanisms and effects of emotional transfer in VIVO smartphone brand sponsorship.

2.5. Consumer purchase intention

Consumer intention has always been a central topic in the fields of marketing and consumer behavior research. Consumer intention refers to the inclination and intention of consumers before purchasing products or services, and it has a significant impact on

business decisions and the formulation of marketing strategies. Ajzen and Madden [10] investigated the relationship between consumer intention and behavior, especially in the context of situational factors within the purchase environment. Fishbein and Ajzen [11] collaborated on research regarding the formation of consumer intention and how attitudes and subjective norms can be altered to influence intention. Schiffman and Kanuk [12] extensively studied consumer behavior and purchase intention, particularly within the context of consumer decision-making processes.

3. Methodology

This study aims to investigate the influences of different factors on the customer purchase intention in sponsored products. Participants in the study will be individuals from various gender, age, educational backgrounds, monthly income, and occupation. Data will be collected in the form of online survey questionnaires.

The research primarily focuses on the audience attending the 22nd FIFA World Cup held in Guangzhou, China. According to data from the National Bureau of Statistics of China (2022), this event attracted a total of 7,372,000 spectators. The sample size was determined using Yamane table and data were collected from 400 samples by using convenience sampling method through "SurveyStar"online survey distribution platform.

3.1. Hypotheses

H_1: The differences in demographic factors including gender, age, educational level, monthly income, occupation affect consumer purchase intention in sponsored products differently

H_2: Event brand assets has influenced on consumer purchase intention in sponsored products.

H_3: Brand fit has influenced on consumer purchase intention in sponsored products.

H_4: Audience engagement has influenced on consumer purchase intention in sponsored products.

Statistics used to analyze data were descriptive statistics including Frequency, Percentage, Mean, and Standard Deviation; and inferential statistics including Independent Samples t-test, One-way ANOVA, LSD, Simple Linear Regression, and Multiple Linear Regression.
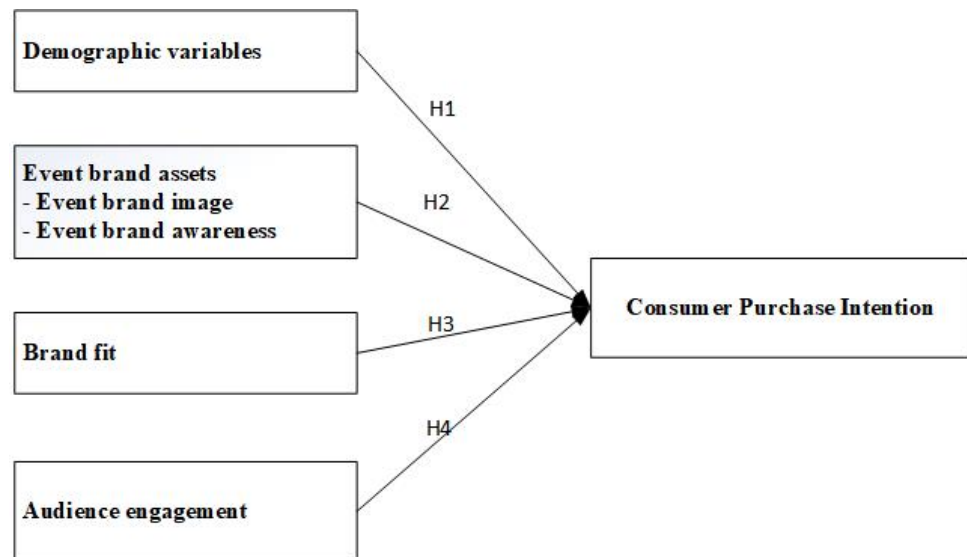
3.2. Research framework

Figure 1: Research framework.

4. Results

4.1. Descriptive statistics

Demographic data including: gender, marital status, age, educational level, monthly income, and occupation were analyzed using frequencies and percentage. The analysis result found that most of the respondents were males (52.3%), married (82.0%), age 25-34 years old (39.8%), and in the high school or vocational school group of education (55.5%), monthly income of 3,000 - 5,000 yuan (35.8%).

Lastly, the participants come from various occupations, with a notable presence of company employees (28.7%). The sample's diversity across these depict factors provides a well-rounded basis for the research.

4.2. Inferential statistics

4.2.1. Hypothesis 1: The differences in demographic factors affect consumer purchase intention differently

In this survey, gender is two-point discrete variable. Therefore, Independent sample t-test was used to analyze data. For age, educational level, monthly income, and occupation are more-than-three discrete variables, one way ANOVA was used to analyze data to test the difference of mean values among more than 2 groups of data. All data analysis was test at the statistical significant level of 0.05. Table 1 show the summary of demographic data that affect consumer purchase intention at the statistical significant level of 0.05. The results indicate that the difference in age and occupation affect consumer purchase intention differently with the significant value of .019 and .017 accordingly.

TABLE 1: Summary of demographic data affects consumer purchase intention.

Demographic	Consumer Purchase Intention	
Gender	$t(2,b398) = 0.127$, $p = .068$	-
Age	$F(4, 395) = 2.974$, $p = .019^*$	✓
Educational level	$F(3, 396) = 0.429$, $p = .732$	-
Monthly income	$F(4, 395) = 0.099$, $p = .983$	-
Occupation	$F(9, 390) = 2.275$, $p = .017^*$	✓

- no different effects at the statistical significant of 0.05
✓ have different effects at the statistical significant of 0.05

The analysis of multiple comparison of different age and occupation group using LSD were analyzed. The results indicate that 1) the audiences in the age group less than 25 years old has higher mean than the other groups with the significant value equal to .001, .029, .025 and .008 accordingly, and 2) among nine occupation groups of audiences including student, worker, government employee, public institution employee, company employee, service industry employee, self-employed, retired, freelancer, and others. The mean value of student group is higher than the other groups with the significant value of .041, .010, .043, .000, and .017.

4.2.2. Hypothesis 2: Event brand assets has influenced on consumer purchase intention in sponsored products.

Table 2 provide the results from using the multiple linear regression to analyze data and developed the forecasting equation at the confidence level of 95%.

TABLE 2: Regression analysis to predict the influence of event brand assets on consumer purchase intention.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Dubin-Watson
	.566[a]	.320	.317	.823	2.055

From Table 2, the analysis results show that event brand assets including event brand image and event brand awareness has positive relation with consumer purchase intention with multiple correlation (R) = .566. Table 3 provide the coefficients to develop the forecasting equation. This analysis consists of 2 predictor variables including event brand image, and event brand awareness, which developed prediction equation as follows.

$$\hat{Y}_T = 1.008 + 0.335X_1 + 0.310X_2$$

The equation can explain the coefficient of the event brand image, and event brand awareness. R square is equal 0.320, adjusted R square is equal to 31.70%, and the independent variables are not related to each other.

TABLE 3: The multiple linear regression coefficients for the influence of evant brand assets on consumer purchase intention.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearlity Statistics	
	B	Std. Error	Beta			Torelence	VIF
(Constant)	1.008	.139		7.271	.000		
Brand Image	.335	.049	.333	6.800	.000	.712	1.405
Brand Awareness	.310	.049	.312	6.363	.000	.712	1.405

4.2.3. Hypothesis 3: Brand fit has influenced on consumer purchase intention in sponsored products.

Table 4 provide the results from using the Simple Regression Analysis is applied with the brand fit as an independent variable and consumer purchase intention as the dependent variable at the confidence level of 95%.

TABLE 4: Simple regression analysis to predict the influence of brand fit on consumer purchase intention.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.485[a]	.210	.208	.886

Table 4 demonstrate that consumer purchase intention correlate with brand fit with correlation coefficient of 0.485. The ability to predict customer purchase intention is 20.80%. The standard error of the estimation is $\pm$ 0.886. Table 5 provides the coefficient to develop the forecasting equation for customer purchase intention when knowing brand fit is as follows.

$$\hat{Y}_T = 1.577 + 0.446X_1$$

TABLE 5: Simple linear regression coefficients for the impact of brand fit on consumer purchase intention.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.577	.129		12.262	.000
Brand Fit	.446	.043	.458	10.277	.000

Predictors: (Constant), brand fit
Dependent Variable: Consumer Purchase Intention

4.2.4. Hypothesis 4: Audience engagement has influenced on consumer purchase intention in sponsored products.

Table 6 provide the results from using the Simple Regression Analysis is applied with the audience engagement as an independent variable and consumer purchase intention as the dependent variable at the confidence level of 95%.

TABLE 6: Simple regression analysis to predict the influence of audience engagement on consumer purchase intention.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.469[a]	.220	.218	.881

Table 6 demonstrate that consumer purchase intention correlate with audience engagement with correlation coefficient of 0.469. The ability to predict customer purchase intention is 21.80% at the statistical significant level of 0.05. The standard error of the estimation is $\pm$ 0.881. From Table 7, the forecasting equation for customer purchase intention when knowing audience engagement is as follows.

$$\hat{Y}_T = 1.514 + 0.483X_1$$

TABLE 7: Simple linear regression coefficients for the influence of audience engagement on consumer purchase intention.

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.514	.131		11.581	.000
Audience Engagement	.483	.046	.469	10.585	.000

Dependent Variable: Consumer Purchase Intention

5. Discussion

The analysis of demographic factors in this study reveals that age and occupation group have different effects on consumers' purchase intentions, implying that these two factors are crucial determinants of consumer behavior. The findings indicate that the age group of less than 25 years old and students have the highest purchase intention among all groups [13]. These results are significant for businesses to formulate marketing strategies more accurately and develop appropriate advertising and promotional strategies for those interested in sports events. Schiffman and Kanuk [12] emphasize the importance of understanding market needs and preferences to create effective marketing strategies. Kotler and Armstrong [14] highlights the significance of brand equity in consumer decision-making. Recent studies have further explored the impact of demographic factors on consumer behavior. For instance Kim and Kwon [15] found that gender also plays a significant role in consumers' purchase intentions for sports events, with female consumers showing higher intentions than male consumers. This suggests that businesses need to consider both age and gender when developing marketing strategies for sports events. Additionally Li et al. [16] investigated the influence of educational level on consumers' purchase intentions and found that individuals with higher levels of education were more likely to purchase tickets for sports events. This highlights the importance of targeting specific educational groups when promoting sports events. Overall, these recent studies provide further evidence for the significance of demographic factors in shaping consumer behavior and highlight the need for businesses to tailor their marketing strategies accordingly.

The research findings highlight the importance of event branding in shaping consumer behavior and purchase intentions. Event brand assets such as image and awareness have a significant impact on consumers' decision-making process, particularly when it comes to purchasing products related to major events like the FIFA World Cup.

This suggests that event marketers should focus on building strong event brands that resonate with consumers' emotions and perceptions. One possible explanation for this phenomenon is the concept of "event-related marketing" (ERM), which refers to the use of events as a platform for promoting products or services [16]. ERM has gained popularity in recent years due to its ability to create unique and memorable experiences for consumers, which can lead to increased brand loyalty and positive word-of-mouth [17]. Another relevant study by Kotler and Armstrong [14] found that event participation can enhance consumers' perceived value and satisfaction, which in turn can positively influence their purchase intentions. This highlights the importance of not only creating strong event brands but also providing engaging and enjoyable experiences for attendees. In conclusion, the research results suggest that event branding plays a crucial role in shaping consumer behavior and purchase intentions. By building strong event brands and providing engaging experiences, marketers can effectively leverage major events to promote their products or services and increase consumer interest and loyalty.

The study's findings highlight the importance of brand fit in shaping consumer behavior and purchase intentions. When a brand's image aligns with that of an event, such as the FIFA World Cup, consumers are more likely to choose products from that brand. This can be achieved through various means, including matching the brand's core values with those of the event or through strategic collaborations between the two entities. Several studies have supported this notion since 2015. For instance, a study by Kania et al. [18] found that brand fit has a significant positive impact on consumers' attitudes towards a brand and their intention to purchase its products. The authors argued that when a brand is perceived as fitting well with an event, it enhances consumers' perceptions of the brand and its products, leading to increased purchase intentions. Similarly, a study by Wallace et al. [19] examined the effects of brand fit on consumers' willingness to pay a premium for a product. The researchers found that when a brand was perceived as fitting well with an event, consumers were more willing to pay a higher price for the product, indicating that brand fit can also influence consumers' price sensitivity. They found that when a brand's image aligned with that of an event, consumers were more likely to engage with the brand on social media platforms, which can lead to increased brand awareness and positive word-of-mouth. Overall, these studies provide strong support for the idea that brand fit plays a crucial role in shaping consumer behavior and purchase intentions. By aligning their brands with major events like the FIFA World Cup, companies can enhance their appeal to consumers and increase their chances of success in the marketplace.

The research findings highlight the importance of audience engagement in driving consumer purchase intention, particularly in relation to major events like the FIFA World Cup. By actively engaging with audiences and encouraging their participation during the event, brands can increase their appeal and influence consumers' purchasing decisions. This highlights the need for companies to adopt a more interactive and participatory approach to brand marketing, particularly when collaborating with major events. Several studies have supported this notion since 2015. For instance, a study by Ellitan et al. [20] found that social media engagement has a significant positive impact on consumers' purchase intentions. The authors argued that social media platforms provide an effective means of engaging with audiences and creating a sense of community around a brand or event, which can lead to increased consumer interest and loyalty. Similarly, a study by Geng and Chen [21] examined the effects of user-generated content (UGC) on consumer purchase intention. The researchers found that UGC can enhance consumers' perceptions of a brand's authenticity and credibility, leading to increased purchase intention. This suggests that brands can leverage UGC as a means of engaging with audiences and building trust with consumers. In another study, Yazıcı et al. [22] explored the role of experiential marketing in shaping consumer behavior. They found that experiential marketing campaigns that engage audiences through interactive and immersive experiences can significantly enhance consumers' attitudes towards a brand and their purchase intentions. This highlights the potential of experiential marketing as a means of engaging with audiences and creating memorable brand experiences. Overall, these studies provide strong support for the idea that audience engagement is critical in driving consumer purchase intention, particularly in relation to major events like the FIFA World Cup. By adopting a more interactive and participatory approach to brand marketing, companies can enhance their appeal to consumers and increase their chances of success in the marketplace.

6. Conclusions

The model developed for this study consists of three independent variables including event brand assets, brand fit, and audience engagement. The dependent variable is consumer purchase intention. The analysis results found that the average opinion level of event brand assets, brand fit, audience engagement and customer purchase intention are in the moderate level. However, the audience opinions are highest average on the even brand assets.

In term of influential analysis, the results found that age and occupation affects consumer's purchase intention. For additional details, the group of audiences who are less than 25 years old and in the student occupation group has highest average values. The event brand assets, brand fit and audience engagement influence consumer's purchase intention. The finding results can be elaborated in details as follows.

1) How do demographic variables including gender, marital status, age, educational level, monthly income, and occupation affect consumers purchase intention of sponsored products?

Based on the analysis of demographic factors, the following conclusions can be drawn: the differences in age and occupation group have different effects on consumers' purchase intentions. It implies that age and occupation are important determinants of consumer purchase intention. The age group of less than 25 years old and in the student group has the highest purchase intention among the other groups. These findings are crucial for the formulation of marketing strategies, helping businesses to target their audiences more accurately and develop appropriate advertising and promotional strategies for those who are interested in sport event.

2) How does event brand assets influence on consumers' purchasing intention of sponsored products?

The research results unequivocally demonstrate that event brand assets including event brand image and event brand awareness influence on consumer purchase intentions. In simpler terms, this implies that when a brand establishes a strong event brand image and event brand assets associated with major events like the FIFA World Cup, consumers are more likely to lean towards purchasing products related to that event. This can be explained by consumers' tendency to translate their positive emotions and perceptions about a particular event into actual purchasing intention.

3) How does brand fit influence consumers' purchasing intention of sponsored products?

The study also reveals that brand fit similarly has a significantly positive impact on consumer purchase intentions. This means that when an event brand image closely aligns with that of the FIFA World Cup, consumers are more inclined to choose products from that brand. This alignment can be based on the brand's core values matching the event's values or through strategic collaborations between the brand and the event.

4) To what extent does audience engagement influence consumers' purchasing behavior of sponsored products?

Lastly, the research findings indicate that audience engagement related to the FIFA World Cup have a significant positive impact on increasing consumer purchase intention. This implies that brands can enhance purchase intention by actively engaging with the audience level and encouraging their participation during the event. It also underscores the critical role of social media and online platforms in brand marketing, particularly when collaborating with major events.

7. Recommendation

The economic value of sports events is intricately linked to the development of intangible assets. In the realm of sports events, the audience and potential consumers are pivotal factors in enhancing the economic value of these events. To cultivate a stable and long-term audience, sports event organizers should adopt a multifaceted approach to enhance event brand asset construction while focusing on exploring the quality and substance of the event.

In the lead-up to hosting a sports event, establishing a rational and scientific institutional framework and having a substantial grassroots base are essential prerequisites for a smooth event execution and achieving the expected benefits. For event sponsors, the challenge lies in how to directly transfer audience loyalty to the brand and further facilitate emotional transfer among the audience. After becoming sponsors, direct profit generation is often not immediate, and sponsors typically need to employ leverage activities to motivate audience participation in the brand.

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