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## Unlocking gamer loyalty: the power of Logitech's brand experience, trust, and eSports advertising

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**Abstract:** The growth of gaming and eSports in Indonesia is driven by technological advancements, impacting consumer behaviour towards Logitech gaming products (Logitech G). This study investigated how *Brand Experience* and *Brand Trust* influence user *Brand Loyalty* to Logitech G, focusing on the role of eSports advertising. Using quantitative research with 100 respondents aged 15-35 in Metropolitan Surabaya and applying partial least square-structural equation model (PLS-SEM), the study revealed that *Brand Experience* directly impacted *Brand Loyalty* and had an indirect effect through *Brand Trust*. eSports *Functional Advertising* significantly affected the relationship between *Brand Experience* and *Brand Loyalty*. However, it did not moderate the relationship between *Brand Trust* and *Brand Loyalty*. Gaming companies can enhance consumer loyalty by prioritizing strategic product development and effective eSports advertising. This research aligned with SDG 9 on Industry, Innovation, and Infrastructure. It provides a model applicable to technology-driven markets, offering practical implications for global consumer engagement and marketing strategies.

**Keywords:** brand experience; brand loyalty; brand trust; functional advertising; eSports; SDG 9.

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Should keywords follow the guidelines provided to make searching easier?

agile systems; agile management; brand experience; brand loyalty; brand trust; eSports; electronic sports; functional advertising; innovation; SDG 9; sustainable development goal

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## 1 Introduction

Technological advancements are now essential, with the internet being a crucial component seamlessly integrated into everyday life. The internet's presence can support various activities, including developing online gaming. The gaming world is gaining popularity and has evolved into a culture. It has led to the desire for digital games, shaping a new lifestyle. Gaming activities also drive the emergence of official sports tournaments, known as eSports. The popularity of eSports has recently surged, prompting gaming products and sports organisations to maintain their digital strategies to stay competitive. eSports require players to have the support of technological devices to run the game effectively. Some game players require supporting hardware such as a mouse, keyboard, headset, speakers, monitor, and CPU. Product development companies need to consider various factors to ensure smooth operation and sales, including brand recognition and delivering a superior gaming experience.

The significant impact of technological advances and the eSports industry alleviates socio-economic problems. It is for this reason that in recent years, the United Nations has focused on sustainable development (SDGs) (Allen et al., 2018). The significant economic contribution and rapid expansion of the eSports market in Indonesia highlight the industry's influence on industrialisation, continuous innovation, and the development of a robust technological infrastructure. The alignment between sustainable consumption patterns and increased innovation aligns with the fundamental goals set out in SDG 9 (Indicators, 2020). Therefore, the demand for superior-quality gaming products and long

lifespans is enormous. Logitech's adoption of a strategic marketing approach, technological advances, and industry standards contributes to the academic discourse on brand management in the digital economy. In the eSports sector, it draws attention to the wider consequences of promoting sustainability.

The Indonesian eSports market brought in about \$9.73 million in 2023, a significant rise over the \$5.62 million it brought in the year before (Nurhayati-Wolff, 2024c). This economic growth reflects the efficient management and agile strategies that have enabled the eSports industry to capitalise on technological advancements and reach new heights. The development of eSports aligns with SDG 9, fostering inclusive environments where community members can actively participate in competitive eSports tournaments and events. The success of the Indonesian eSports team at the 32nd SEA Games in May 2023 in Phnom Penh, where they secured three gold and two silver medals, is a testament to the industry's ability to promote inclusivity and community engagement (Nurhayati-Wolff, 2024a). These achievements underscore the importance of a robust management system in organising and coordinating eSports events, thereby contributing to achieving SDG 9. In addition, the SDGs partnership idea is the cooperation of governmental bodies, sports leagues, and the eSports sector. These partnerships are aimed at achieving sustainable development. A central historical turning point for the business was reached in August 2020 when the Indonesian Ministry of Youth and Sports formally recognised eSports as a legitimate sport (Nurhayati-Wolff, 2024b). This official acknowledgement has opened the door to more cooperation and assistance, facilitating the establishment of global standards-compliant management systems and helping to achieve the SDGs.

Numerous scholars have studied sports and brands in the past few years (Akoglu and Özbek, 2022; Chung and Welty Peachey, 2022; Cuesta-Valiño et al., 2022; González-Moreno et al., 2022; Pan and Phua, 2021; Rincón et al., 2023; Popović, 2023). *Brand Experience* manifests as a consumer's perception when interacting with a brand (Nysveen and Pedersen, 2014), in this case, a gaming product. Consumers' gaming experience can influence decisions, affecting consumer perception, beliefs, and future actions (Bae and Kim, 2023). It leads to *Brand Trust* from the company's perspective as an accomplishment in creating a user experience that resonates with consumers. Existing products are expected to meet users' needs, creating acceptance during interactions to foster future customer loyalty. *Brand Loyalty* represents the bond between customers and a brand. Intense competition in the gaming industry encourages consumers to choose devices that can support their activities and provide comfort in using the product (Chang et al., 2024). In addition to brand development, companies also need to venture into eSports to increase the value of product sales. However, it is insufficient for a company to engage solely in advertising activities to enhance product sales value, especially considering the associated high costs. Company owners must proactively invest in advertising through additional communication efforts to achieve sales values surpassing advertising agreements' cost. Most importantly, the similarities between the brands established form the foundation for building a solid brand image and enhancing the gaming experience (Habachi et al., 2024).

In recent years, the gaming industry has witnessed exponential growth globally, with Indonesia emerging as a significant market fuelled by the increasing popularity of eSports. For businesses such as Logitech, it is critical to comprehend the complex interplay among *Brand Experience*, *Brand Loyalty*, and the mediating function of *Brand Trust* in this ever-changing market. Furthermore, the efficacy of *Functional Advertising* in shaping consumer perceptions and behaviours within the e-sports domain presents an

intriguing avenue for investigation. The purpose of this study is to investigate these occurrences and provide insights into how Logitech may best utilise the mediating power of *Brand Trust* and the moderating influence of *Functional Advertising* in its marketing tactics to strengthen *Brand Loyalty* among Indonesian gamers. Through an in-depth analysis, this research seeks to contribute to both theoretical advancements in brand management and practical implications for companies operating in the gaming peripherals industry.

Previous studies examined the positive correlation between *Brand Experience* and *Brand Loyalty*, which was mediated by *Brand Trust* (Akoglu and Özbek, 2022; Huang, 2017; Sahin et al., 2011). Akoglu and Özbek (2022) and Sahin et al. (2011) tested the direct relationship between *Brand Experience* and *Brand Loyalty*, while (Huang, 2017) did not test it. This research extended the framework (Akoglu and Özbek, 2022; Sahin et al., 2011) by adding the moderating variable of *Functional Advertising* as a research gap. This research explores *Brand Experience* and its impact on consumer trust and loyalty towards related brands. This research investigates the brand relationship between eSports and advertising from a *Brand Experience* perspective. Does *Brand Trust* have a moderating effect on *Brand Loyalty* through *Functional Advertising*, and does it moderate the link between *Brand Experience* and *Brand Loyalty*? In other words, this study sheds light on interactions with and without advertising.

## 2 Literature review

### 2.1 Brand experience through brand trust and brand loyalty

Customers using gaming products can develop a *Brand Experience* based on their gaming experiences and product usage. The significance of this experience cannot be understated, as it serves as a reference point that aids other customers in making decisions regarding the gaming products they wish to purchase. In practice, customers have varying levels of existing information sources through which they can form *Brand Loyalty* due to positive product experiences (Akoglu and Özbek, 2022). Hence, their research also asserts that an individual's brand usage experience constitutes the primary source of brand knowledge. More specifically, these experiences arise from cues customers encounter during gaming activities, which can vary depending on the context. Therefore, companies must deliver products that yield excellent gaming experiences to establish a robust *Brand Experience* (Dechawatanapaisal, 2018). Customer experience is crucial for developing robust customer connections, especially in establishing *Brand Trust* (Akoglu and Özbek, 2022; Khan et al., 2020; Mostafa and Kasamani, 2021; Sahin et al., 2011; Shukla and Mathur, 2020) and *Brand Loyalty* (Akoglu and Özbek, 2022; Bae and Kim, 2023; Khan et al., 2020; Sahin et al., 2011). According to Maksi et al. (2024), customer experiences can determine whether the features and performance that a company promises through advertising match what customers expect. Consequently, customers relationships with *Brand Experience* must be nurtured and developed gradually. Building upon this, the researcher has formulated the following hypotheses.

*H1: Brand Experience impact on Brand Loyalty.*

*H2: Brand Experience impact on Brand Trust.*

*Brand Trust* plays a critical role in establishing long-term relationships between customers and providers of goods/services, and it carries substantial risks (Ozdemir et al., 2020). Specifically, *Brand Trust* is instrumental in fostering customer commitment to a brand, thereby facilitating customer loyalty. Attention to various aspects and variables bolstering *Brand Trust* as a mediator between user experience and loyalty is essential (Akoglu and Özbek, 2022; Sahin et al., 2011). This research observed that *Brand Trust* positively mediated between *Brand Experience* and *Brand Loyalty* (Akoglu and Özbek, 2022; Atulkar, 2020; Cuong, 2020a, 2020b; Kim et al., 2021; Kwon et al., 2021; Nguyen et al., 2023; Sahin et al., 2011; Samarah et al., 2022; Tiep Le et al., 2023), with partial mediation results. *Brand Experience* could positively influence *Brand Loyalty* with or without mediation by *Brand Trust*. In alignment with this research, it also contends that *Brand Trust* directly influences consumer *Brand Loyalty* toward the company and its products (Atulkar, 2020). It provides empirical evidence for the connection between *Brand Loyalty* and *Brand Trust* in the gaming products sector. As a result, the researcher puts forth the subsequent theories.

*H3: Brand Loyalty and Brand Trust.*

*H4: The relationship between Brand Loyalty and Brand Experience is mediated by Brand Trust.*

## 2.2 The moderating effect of functional advertising on brand loyalty

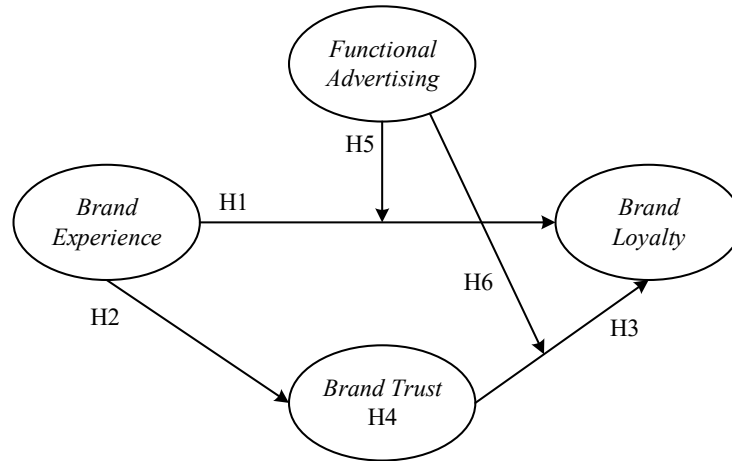
The overall impact of *Brand Experience* on gaming products is not the sole determinant. It is exemplified by the role of other variables that can exert influence, considering that eSports and gaming activities extend beyond individual gaming experiences (Jang et al., 2021). The gaming environment also significantly influences players, including functional products introduced during eSports activities or tournaments. *Functional Advertising* in various related activities can sway consumer purchasing decisions (Krey et al., 2019; Zhang et al., 2016), especially regarding product knowledge and advantages. In this context, eSports events as a form of advertising encourage gamers to observe gameplay or walkthroughs and familiarise themselves with gaming attributes and products.

Furthermore, an effective advertising process can enhance the desired reputation, motivating consumers to become loyal (McAlister et al., 2016), encompassing product usage experiences and consumer trust. The characters and values associated with a brand play a more significant role than the values and branding established by the respective company or other functional aspects (Bapat, 2020). Therefore, the researchers conclude that contextual factors of gaming activities, such as *Functional Advertising* or support for eSports events, can moderate the relative importance of various brand attributes or gaming products. Consequently, the author formulates hypotheses related to the moderating variable as follows.

*H5: The association between Brand Loyalty and Trust is moderated by Functional Advertising.*

*H6: The association between Brand Experience and Brand Loyalty is moderated by Functional Advertising.*

The theoretical framework is shown in Figure 1 and is based on all the hypotheses that have been developed.

**Figure 1** Conceptual model

The literature review reveals that *Brand Experience* is a critical determinant of *Brand Loyalty* and Trust among gaming product users. It demonstrates that customers' interactions with gaming products significantly shape their perception and decision-making. *Brand Trust* is highlighted as a critical mediator that strengthens the relationship between *Brand Experience* and Loyalty, suggesting its importance for long-term customer relationships. Furthermore, *Functional Advertising* is shown to moderate these relationships, particularly within eSports contexts, by influencing consumer purchasing choices and reinforcing brand reputation. The reviewed studies culminate in a conceptual model that maps out the direct and mediated influences of *Brand Experience* and Trust on Loyalty, with *Functional Advertising* as a significant moderating factor.

### 3 Methodology

#### 3.1 Data collection and sample

In this research, the study population consisted of users of Logitech G who had direct gaming experience and spectators of eSports activities in Surabaya. The standard sample for this research was drawn from the formulated population, specifically comprising users of gaming device products who had direct gaming experience and spectators of eSports activities aged between 14 and 35 years. The sampling method employed in this research is non-probability sampling, combining purposive (judgement) sampling techniques with the snowball technique to augment the sample size. This study uses the individual respondent as the unit of analysis. Because the population size is uncertain, the sample size was estimated using a heuristic based on the maximum number of structural pathways for the dependent variable (*Brand Loyalty*) multiplied by 10 (Hair et al., 2021). The highest number of arrows directed at the dependent variable is four, so the minimum sample size calculation is 40 samples. Google Forms was used to distribute the Likert scale questionnaires, ranging from 1 to 5.

### 3.2 Operational definition of variables

The conceptual model for this study is displayed in Figure 1. Each variable and indicator has the following explanation. In the context of gaming products, *Brand Experience* (BE) is the independent variable, *Brand Trust* (BT) is the mediating variable, and *Brand Loyalty* (BL) is the dependent variable. Moreover, the moderator variable is eSports' *Functional Advertising* (M).

*Brand Experience* refers (BE) to customers' lasting impression of a brand after using or encountering a specific product or service. This experience shapes consumer behaviour and choices (Akoglu and Özbek, 2022; Chung and Welty Peachey, 2022; Mostafa and Kasamani, 2021). *Brand Experience* primarily focuses on behavioural customers, with several vital indicators (Chung and Welty Peachey, 2022) as follows.

- good experience with the products used (BE1)
- satisfaction with the products used while gaming (BE2)
- profound familiarity with the product attributes (BE3)
- ability to control interactions with games through the products used (BE4)
- attraction to use the product (BE5)
- captivation of user interest through product innovation (BE6).

*Brand Trust* (BT) is a sentiment rooted in the perception that the brand is trusted and committed to safeguarding consumers' interests and well-being (Akoglu and Özbek, 2022; Khan et al., 2020). From the perspective of gaming products, as cited before, *Brand Trust* is evaluated through several key indicators as follows.

- I believe I can fully trust the brand (BT1)
- the brand demonstrates commitment by offering services/products to consumers as a foundation for services/product development (BT2)
- the brand implements sustainable services/product updates (BT3)
- the brand prioritises consumer needs (BT4).

*Brand Loyalty* (BL) is a strong link between consumers and a brand that influences their purchasing decisions and deters them from switching to competing brands (Akoglu and Özbek, 2022; Bae and Kim, 2023; Chuenban et al., 2021). As cited in the research, consumers who exhibit loyalty to a brand, especially from a gaming product perspective (Akoglu and Özbek, 2022; Mostafa and Kasamani, 2021; Onurlubaş and Öztürk, 2020), exhibit the following indicators.

- feeling better when using the product (BL1)
- feeling more excited compared to using other brands (BL2)
- always choosing that brand's product (BL3)
- becoming the top choice when purchasing a gaming device product (BL4)
- I have a strong desire to continue using products from that brand (BL5)
- recommend the product to the others (BL6).

*Functional Advertising* (FA) is a business communication strategy companies use to enhance brand recognition and improve their corporate image (Krey et al., 2019; Zhang et al., 2016). Careful planning is essential to achieving company goals in advertising events. *Functional Advertising* in eSports is assessed through various indicators (Zhang et al., 2016) as follows.

- eSports advertising emphasises the gaming device products' superiority (FA1)
- eSports advertising provides comprehensive information about its product attributes (FA2)
- eSports advertising elicited positive responses (FA3)
- eSports advertising highlights the enhancement of gaming products (FA4)
- eSports advertising highlights the convincing competencies of gaming products (FA5).

### 3.3 *Data analysis technique*

The research employed analytical techniques, specifically descriptive analysis and structural equation model (SEM). Descriptive analysis provided an overview of the research respondents. It also calculated the means and standard deviations for the indicators of each research variable. SEM is a multivariate analysis method that blends regression and factor analysis. Testing the relationships between variables in a model is its primary goal (Hair et al., 2021). SEM includes testing the relationships between indicators, their corresponding constructs, and between constructs. This research used the partial least square-structural equation model (PLS-SEM) analysis method to analyse and evaluate the outer and inner models. The outer model evaluation focused on the measurement model's validity and reliability, ensuring the accuracy of the indicator used to measure the research variables. The questionnaire items are tested for both convergent and discriminant validity. The criteria for determining convergent validity are outer loading  $> 0.708$  and Average Variance Extracted (AVE)  $\geq 0.5$ , while the criteria for discriminant validity are the Fornell-Lacker criteria. Reliability is tested using Composite Reliability (CR), where values  $> 0.6$  indicate reliability. If indicators do not meet these criteria, the indicator with the lowest outer loading is removed and retested.

Furthermore, inner model evaluation tested the research framework's collinearity, prediction accuracy, predictive relevance, and path coefficient (Hair et al., 2021). Collinearity assessment requires variance inflation factor (VIF) values  $< 5$ . Model prediction accuracy is determined by  $R^2$ , where higher values indicate better accuracy, typically interpreted as substantial (0.75), moderate (0.50), or weak (0.25) in consumer behaviour studies. Predictive relevance is gauged by  $Q^2$ , where values  $> 0$  indicate the significance of independent variables in predicting dependent ones. The path coefficient evaluates the impact of independent variables on dependent ones, with values ranging from  $-1$  to  $+1$ . In addition, the study employed different thresholds to assess the significance of a hypothesis, depending on the confidence level, i.e.,

- 1 90% confidence, *t-value* exceeding 1.65 and *p-value* below 0.1
- 2 95% confidence, *t-value* exceeding 2.58 or *p-value* below 0.01
- 3 99% confidence, *t-value* exceeding 1.96 and *p-value* less than 0.05.



#### 4 Data analysis

The research employed the Snowball Technique for questionnaire distribution via a Google Form link. Initially, 118 responses were gathered, with 18 respondents requiring further screening to meet the set criteria. Consequently, data from 100 accepted respondents who met the criteria were included. Table 1 displays the respondents' demographic profile. Men comprised 80% of the sample, while women comprised 20%. Most respondents, accounting for 68%, were students, aligning with the age group primarily falling between 18–23 years old.

**Table 1** Demographic profile

<i>Variable</i>	<i>Description</i>	<i>Presented (%)</i>
Gender	Man	80
	Woman	20
Age	<15	1
	15–18	8
	18–23	62
	23–30	24
	>30	5
Profession	Freelance	4
	Employee	20
	Student	68
	Self-employed	3
	Other	5
Logitech G utilised	Headphone/Headset	15
	Keyboard	38
	Mouse	87
	Mousepad	22
	Gaming Chair	1
Logitech G usage duration	Less than six months	9
	6–12 months	13
	From one to three years	45
	More than three years	33
Platform Gaming	Mobile	26
	Desktop	74
Average spending on Logitech G	Less than IDR 200,000	26
	Between IDR 200,000 and 500,000	37
	Between IDR 500,000 and 1,000,000	29
	More than one million IDR	8

Regarding gaming products, most respondents indicated using a Logitech mouse as their primary choice on the desktop gaming platform. Notably, some respondents utilise a

combination of products such as keyboards, mousepads, headsets, or gaming chairs. In addition, respondents tend to have varying degrees of experience with Logitech products. The majority have been Logitech customers for one to three years, while a minority are relatively new users, having used Logitech products for less than six months. A significant portion of respondents, approximately 74%, identify as desktop gamers, while the remaining respondents primarily use mobile gaming platforms. Regarding spending habits, most respondents fall within IDR 200,000 to IDR 500,000 when purchasing Logitech G. Fewer respondents reported spending more than IDR 1,000,000 on Logitech products.

First, the framework's outer model was assessed to test the construct's validity and reliability. The evaluation of convergent validity looked at AVE, outer loadings, and discriminant validity. Table 2 displays the AVE of variable values and the outer loading indication based on the outcomes of computations performed with SmartPLS. The AVE values of all the variables are more than 0.5. In general, the values of all outer loading index variables exceed 0.708. As an exception, the BE5's outer loading is merely 0.692. However, if the AVE values satisfy the standards, outer loading values between 0.40 and 0.708 are still admissible in social science studies (Hair et al., 2021). Table 2 demonstrates that the variables are dependable since the CR values are higher than 0.7. In addition, each mean indication has a range of 3.28–4.23. Table 3 displays the discriminant value results. According to the evaluation results, the AVE solution for every variable is higher than the correlation with other factors. According to the tests above, all the variables and indicators were valid and reliable in measuring the linked variables.

Second, the inner model for hypothesis testing was evaluated utilising PLS-SEM calculated for collinearity assessment through VIF, coefficient of determination, predictive relevance, and path coefficient. All the VIF values, which fell between 1.548 and 4.705, were less than 5, indicating the lack of multicollinearity. The VIF of FA4 was the greatest. According to the  $R^2$ , *Brand Experience* and *Brand Trust* predicted *Brand Loyalty* with a moderate accuracy of 61.8% (moderate); factors not included in this study's analysis account for the remaining 38.2%. In addition, *Brand Experience* predicted *Brand Trust* accuracy by 57.4% (moderate), with the remaining influenced by unexamined variables (42.6%). Based on  $Q^2$ , *Brand Trust* and *Brand Experience* predicted *Brand Loyalty* at 45%, and *Brand Experience* predicted *Brand Trust* at 38%.  $Q^2$  was more significant than zero, indicating that the independent variables were relevant in predicting the dependent variable. The error tests demonstrated that *Brand Experience*, *Brand Trust*, *Brand Loyalty*, and *Functional Advertising* were suitable for application.

Finally, the results in Table 4 present the assessment of path coefficients. A  $p$ -value of 0.0279 strongly supports the idea that *Brand Experience* significantly influences *Brand Loyalty*, indicating that higher levels of positive *Brand Experience* correlate with increased *Brand Loyalty* among consumers. Positive *Brand Experiences* are also strongly and statistically significantly correlated with *Brand Trust*, as evidenced by the remarkably low  $p$ -value of 0.0001, which shows how crucial positive *Brand Experiences* are in building consumer trust. Additionally, the analysis reveals a significant impact of *Brand Trust* on *Brand Loyalty* ( $p$ -value = 0.0149), indicating that higher levels of customer trust in the brand are linked with greater loyalty. At a 90% confidence level and  $p$ -value of 0.0711, *Functional Advertising* moderates the relationship between *Brand Experience* and *Brand Loyalty*, indicating that *Functional Advertising* strengthens the link between the two. However, *Functional Advertising* does not affect the relationship

between *Brand Trust* and *Brand Loyalty*. These findings offer valuable insights for brand managers and marketers to comprehend and enhance the intricate dynamics among branding, customer trust, and customer loyalty.

**Table 2** Descriptive and measurement model of latent variables

<i>Variable</i>	<i>Indicator</i>	<i>Mean</i>	<i>SD</i>	<i>Outer loadings</i>	<i>Cronbach's <math>\alpha</math></i>	<i>CR</i>	<i>AVE</i>
Brand experience					0.881	0.910	0.629
	BE1	4.16	0.83	0.796			
	BE2	4.17	0.75	0.818			
	BE3	4.12	0.88	0.855			
	BE4	3.86	0.94	0.787			
	BE5	3.90	0.91	0.692			
Brand trust	BE6	4.10	0.93	0.800	0.857	0.903	0.700
	BT1	4.23	0.86	0.859			
	BT2	4.23	0.98	0.853			
	BT3	4.16	0.84	0.853			
	BT4	4.16	0.79	0.778			
Brand loyalty					0.927	0.943	0.735
	BL1	3.97	1.00	0.877			
	BL2	4.06	1.00	0.780			
	BL3	3.48	1.30	0.898			
	BL4	3.28	1.28	0.888			
	BL5	3.55	1.22	0.910			
Functional advertising	BL6	3.40	1.28	0.782	0.907	0.931	0.730
	FA1	3.48	0.93	0.817			
	FA2	3.83	0.99	0.856			
	FA3	3.77	1.08	0.877			
	FA4	3.91	1.05	0.871			
	FA5	3.71	1.02	0.849			

**Table 3** Discriminant validity

	<i>BE</i>	<i>BL</i>	<i>BT</i>	<i>FA</i>
BE	<b>0.793</b>			
BL	0.719	<b>0.858</b>		
BT	0.761	0.704	<b>0.837</b>	
FA	0.712	0.692	0.624	<b>0.8541</b>

**Table 4** Direct effect value

<i>Variable</i>	<i>Path coefficient</i>	<i>t-value</i>	<i>p-value</i>	<i>Result</i>
H1: Brand Experience → Brand Loyalty	0.2973	2.2047	0.0279**	Supported
H2: Brand Experience → Brand Trust	0.7608	16.3290	0.0001***	Supported
H3: Brand Trust → Brand Loyalty	0.2883	2.4427	0.0149**	Supported
H5: Brand Experience × Functional Advertising → Brand Loyalty	0.1841	1.8086	0.0711*	Supported
H6: Brand Trust × Functional Advertising → Brand Loyalty	-0.1196	1.1973	0.2318	Not Supported

\*\*\* $p$ -value < 0.01, \*\*  $p$ -value < 0.05, \*  $p$ -value < 0.1.

According to the measurement results, a variance that explained the value of 0.575 showed that *Brand Trust* mediated both *Brand Experience* and *Brand Loyalty*. This value fell within the range of 0.2–0.8, signifying partial mediation. In this context, *Brand Experience* could directly influence *Brand Loyalty* or through the mediation of the *Brand Trust* with a  $p$ -value of 0.0164, as shown in Table 5. The trust consumers place in Logitech products can enhance consumer loyalty based on their experiences with Logitech products. The experiences consumers gain can foster trust, ultimately increasing loyalty towards Logitech products.

**Table 5** Indirect effect value

<i>Variable</i>	<i>Path coefficient</i>	<i>t-value</i>	<i>p-value</i>	<i>Result</i>
H4: Brand Experience → Brand Trust → Brand Loyalty	0.2194	2.4091	0.0164**	Supported

\*\* $p$ -value < 0.05.

## 5 Discussion

Research supports the inclusion of teenagers aged 15–17 in studies about gaming behaviour, as they are highly engaged in gaming activities and contribute significantly to gaming culture (Anderson and Dill, 2000; Griffiths, 2010). These studies have consistently shown that individuals in this age group participate in online gaming to develop social connections and explore digital environments, making them an essential demographic for understanding gaming behaviour and product loyalty. Additionally, (Sjöblom and Hamari, 2017) highlighted how younger users are increasingly involved in gaming and related content, further emphasising the importance of including this demographic in gaming research. Based on Statista Consumer Insights Global (Statista, 2024), respondents who use home entertainment in Indonesia were 24.6% aged 18–24 years, and the highest age percentage was 35.0% aged 25–34 years. In this study, the age range of respondents was 18–30 years, 86%.

### 5.1 *The influence of brand experience and brand loyalty*

The positive emotional impact and overall pleasant gaming experience encourage consumers to trust and loyalty, making the product their primary choice when playing games (Xie and Lou, 2024). The two most descriptive indicators of *Brand Experience*, customer satisfaction during gaming (BE2) and product familiarity (BE3), effectively capture the user experience with Logitech G, emphasising the importance of experiential factors in driving *Brand Loyalty*. The positive emotional impact and overall satisfaction derived from the gaming experience greatly influence consumers to select these products as their primary choice (Akoglu and Özbek, 2022) for gaming (BL3). Moreover, as the primary choice of gaming, consumers tend to continue using Logitech in the future, contributing to SDG 9 by fostering technological innovation and infrastructure development (BL5). This finding aligns with the research that demonstrated that the *Brand Experience* received by customers positively affects *Brand Loyalty* (Akoglu and Özbek, 2022; Bae and Kim, 2023; Khan et al., 2020; Sahin et al., 2011). Through the findings of this study, it becomes evident that the *Brand Experience* that Logitech product users gain, in terms of usability, features, and user-friendliness, attracts interest and enhances *Brand Loyalty* toward Logitech G. In line with this research, they also stated that *Brand Experience* directly influences *Brand Loyalty* (Mostafa and Kasamani, 2021). Consumers are drawn to Logitech products because they offer a comfortable user experience and feature sets that support gaming activities. It implies that consumers with positive experiences with Logitech products will likely exhibit greater *Brand Loyalty*.

### 5.2 *The influence of brand experience and brand trust*

The two most important indicators of *Brand Experience* encompass the user's trust in the product design and functionality. For instance, the Logitech brand encompasses gaming series, keyboard sets, and product performance to satisfaction during gaming (BE2) and product familiarity (BE3). This experience can impact the gaming product market and influence consumer trust in the Logitech brand (Akroun and Nagy, 2018). Findings related to the highest indicator in *Brand Trust* clarify that by trusting Logitech's gaming products, consumers trust their gaming products to Logitech (BT2) and continuous product updates (BT3). With a good gaming experience, consumers can rely on Logitech products for all their gaming uses.

Suppose they know the product's utility and perceived benefits. In that case, consumers will tend to look forward to new products that will be released, contributing to the advancement of SDG 9. Moreover, the indicators of consumer trust in Logitech and the company's commitment to ongoing product improvements motivate consumers to choose Logitech G as their primary choice for gaming, fostering sustainable consumption patterns. Following the findings of this research, they have affirmed the positive relationship between *Brand Experience* and *Brand Trust* (Akoglu and Özbek, 2022; Khan et al., 2020; Mostafa and Kasamani, 2021; Sahin et al., 2011; Shukla and Mathur, 2020). It underscores the idea that the experiences consumers gain from a brand play a pivotal role in shaping their confidence in using Logitech products, thereby contributing to sustainable urban lifestyles. In gaming products, particularly the Logitech brand, the user experience, visual appeal, and product performance are the primary factors influencing consumer trust in the Logitech brand, aligning with the goals of SDG 9 by promoting sustainable consumption and production practices.

### 5.3 The influence of brand trust and brand loyalty

The hypothesis testing results indicated that the relationship between *Brand Trust* and *Brand Loyalty* was statistically significant with  $p\text{-value} = 0.0149$ . It emphasises how much *Brand Loyalty* is shaped by consumer trust in the company, especially regarding sustainability. Businesses may greatly aid in achieving sustainable development goals, such as inclusive, safe, and sustainable urban and settlement development, by cultivating consumer trust and loyalty, mainly through sustainable practices SDG 9. Therefore, to support efforts towards more inclusive and safe sustainable development and ensure the long-term success of businesses in today's competitive landscape, academics and industry practitioners must thoroughly understand the relationship between sustainability (BT3) and loyalty (BL5). This result is consistent with (Akoglu and Özbek, 2022; Atulkar, 2020; Cuong, 2020a, 2020b; Kim et al., 2021; Kwon et al., 2021; Nguyen et al., 2023; Sahin et al., 2011; Samarah et al., 2022; Tiep Le et al., 2023).

#### 5.3.1 The mediating role of brand trust

Through the findings of this study, users can develop a sense of trust when using Logitech products. In addition to the product's strong reputation, the *Brand Trust* through consumers' trust in Logitech G (BT2) and continuous product updates (BT3) is bolstered by a positive gaming experience related to *Brand Experience* and *Brand Loyalty*, contributing to the advancement of SDG 9. Consumer trust in the Logitech brand grows as they gain experience with Logitech products, leading to increased *Brand Loyalty*. In the gaming product market, especially with the Logitech brand, visual appeal, performance, and user experience, which generate satisfaction in gaming (BE2) and product familiarity (BE3), are the primary factors that build consumer trust. As a result, consumer trust in the Logitech brand significantly contributes to fostering *Brand Loyalty*, including primary choice for gaming (BL3) and continuing use of Logitech in the future (BL5). It is consistent with studies on the association between *Brand Experience* and *Brand Trust*, as well as the function that *Brand Trust* plays as a mediator in the interaction between *Brand Experience* and *Brand Loyalty* (Akoglu and Özbek, 2022; Sahin et al., 2011).

In this brand-centric approach, the products offered by Logitech, including gaming series and keyboard sets, play a significant role, as do their overall performance and aesthetics. A brand that instills strong trust in consumers would likely foster *Brand Loyalty*. The trust that consumers develop after experiencing Logitech's products can enhance consumer loyalty to the Logitech brand. In gaming products, especially within the Logitech brand, user experience, visual appeal, and performance are the key factors that measure consumer trust in the Logitech brand. Therefore, consumer trust in the Logitech brand significantly contributes to the formation of consumer loyalty. This research demonstrates that experience is pivotal in gaming products, influencing consumer trust and loyalty. Based on these results, the study concluded that *Brand Experience* directly influenced *Brand Trust* for the Logitech brand. *Brand Trust*, in turn, mediated the relationship between *Brand Experience* and *Brand Loyalty* for products bearing the Logitech brand.

### 5.3.2 The moderating role of functional advertising in eSports

The better the *Brand Experience* consumers perceive, the more likely they will remain brand loyal (Akoglu and Özbek, 2022; Sahin et al., 2011). However, the significance of the relationship between *Brand Experience* and *Brand Loyalty* decreased when moderated by *Functional Advertising*. It meant that *Functional Advertising* was meaningful and more important. In the context of moderation by *Functional Advertising*, ads highlighting gaming product enhancement play a crucial role in strengthening the relationship between profound *Brand Experiences* and *Brand Loyalty*. The study results aligned with the research that advertising could influence consumers' emotions regarding a particular product (Han et al., 2019). These could motivate users to enhance their gaming experience, including discovering previously unknown features (Karjaluoto et al., 2016). *Functional Advertising* suggested that effective advertising could be a factor in reinforcing the relationship between *Brand Experience* and consumer loyalty behaviour, which contributes to achieving SDG 9.

*Functional Advertising* offered thorough information and elicited favourable reactions that could drastically change the previously negative relationship between *Brand Loyalty* and trust. *Functional Advertising* suggests that although consumer trust in the brand may increase, its impact on loyalty may decrease due to the dominant influence of *Functional Advertising*. This moderation also affected consumer perceptions of the brand, even if trust in the brand was high. If advertisements are ineffective, consumers may reduce their loyalty. *Functional Advertising* greatly affected consumer perceptions and *Brand Loyalty*, as evidenced by its strong negative moderating influence on the link between *Brand Trust* and *Brand Loyalty*. This finding aligned with Menidjel et al. (2017), who stated that the relationship between trust and loyalty became insignificant after moderation.

### 5.3.3 Generalising brand dynamics beyond eSports

Although the focus of this research was on eSports, the findings regarding the interconnectedness of *Brand Experience*, *Trust*, and *Loyalty* (Akoglu and Özbek, 2022; Sahin et al., 2011) are pertinent to a wide range of sectors in which consumer engagement is vital. In industries where product design, functionality, and innovation are of the utmost importance, such as retail, hospitality, and consumer electronics, the study's fundamental principles can guide customer retention strategies. Moreover, the mediation role of *Brand Trust* highlights the cross-sector significance of a reputable brand in fostering consumer loyalty, which applies to industries ranging from finance to fashion (Desveaud et al., 2024). The multifaceted function of *Functional Advertising* underscores the significance of marketing strategies that stimulate consumer interest and knowledge by highlighting the practicality and advantages of the product. The information presented in this study provides a valuable framework for brand strategists seeking to strengthen customer connections and attain a competitive advantage across various industries, as it outlines a strategic approach to improving consumer loyalty and relationships. Logitech can refine its eSports strategy to meet broader business goals by performing sector analysis to grasp Logitech G's global market trends, evaluate industry rivals, consider regulatory aspects, study worldwide consumer habits, and pinpoint potential strategic alliances. The aim is to sustain Logitech's position as the top earner in gaming product revenue worldwide from 2018 to 2023 (Statista, 2023).

## 6 Conclusions and recommendations

The research findings demonstrate that *Brand Experience* directly influences *Brand Loyalty* and *Brand Trust* in Logitech brand products. It implies that the better the experience consumers receive, the higher their intention to trust and remain loyal to Logitech brand products. Additionally, *Brand Trust* directly influences *Brand Loyalty* and serves as a mediating variable for Logitech brand products. It indicates that the higher the *Brand Trust* among consumers, the greater they intend to remain loyal to Logitech products. Logitech's efforts to integrate sustainability principles to support agile systems and management (SDG 9) can further strengthen the connection between the brand, consumer trust, and loyalty.

The study also looks at the moderating factor, assessing how *Functional Advertising* affects the relationship between *Brand Experience* and *Brand Loyalty* and *Brand Trust* and *Brand Loyalty* in eSports, which aligns with agile systems and management. The research findings reveal that *Functional Advertising* on eSports moderated the relationship between *Brand Experience* and *Brand Loyalty*. However, *Functional Advertising* eSports did not moderate the relationship between *Brand Trust* and *Brand Loyalty*. It suggests that consumer trust in fostering loyalty to Logitech products remains consistent, even in the presence of *Functional Advertising*.

The limitations of this research are associated with the respondents, who comprise Logitech brand users primarily focused on gaming activities in Surabaya, the second biggest city in Indonesia. Logitech brand products are utilised for gaming and daily and professional activities. The choice of Logitech and the respondent from Surabaya may impact the overall validity of findings regarding eSports in Indonesia. Additionally, societal changes and developments may impact various aspects of consumers, potentially expanding the dimensions of *Brand Experience*. From a gaming perspective, companies can prioritise product quality to enhance the user's gaming experience. Companies can also emphasise the practicality of their products, further instilling confidence in consumers' product choices in tandem with a positive gaming experience.

Some recommendations for gaming product development businesses emerge from the study's analysis and respondent questionnaires. Expand respondent's age, brand, and demographic range to emphasise inclusivity and diversity. It leads to more significant theory contributions and generalisability of research findings across multiple cities or countries. The findings reveal several factors that drive a product's popularity among consumers, including the quality of the gaming experience, trust in the brand, the perceived utility of the product, and continuous innovation. Companies should prioritise product quality to enhance the gaming experience, ensuring users have a positive playing experience. This approach fosters trust and loyalty among users, making the product their preferred choice for gaming. Companies should continuously innovate their products, providing updates to keep users engaged and meet evolving gaming needs. From a *Functional Advertising* perspective, companies can emphasise the practical utility of their promoted products, brand reputation, and brand communication. Moreover, mixing qualitative insights with quantitative data in eSports *Brand Loyalty* research enriches understanding of consumer psychology and behaviour, enhancing comprehension of *Brand Loyalty* dynamics.



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