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ABSTRACT

Digital Media has fundamentally altered the way communication is cnducted. Therefore, in order to raise awareness of their businesses and promote them, marketers are turning to user-generated content (UGC). Few researches have studied the Impact of digital media on the brand purchasing intentions of the sports apparel. In the investigation study, brand exposure serves as the prediction variable; the outcome variable is brand purchase intention; mediating variables like brand attitude and brand familiarity forms the conceptual model. The findings from the article add to the theory in the fast-expanding subject of e-marketing, which is a contribution to both academic literatures and business situations. Practically speaking, it will give marketers knowledge of the efficiency of user-integrated content as a platform for advertising. The majority of manufacturing industries of sports apparel brands like to share and drive sales towards the direction of the most lucrative industries, which is the sporting field. The current research study is the analytical investigation on impact of digital media access and user integrated content on brand purchasing intentions for the sports apparel.

Keywords: Digital Media, Brand Purchasing, Sports apparel, User Integrated Content

I. INTRODUCTION

Organizations can differentiate from other competitors according to their brand value and quality. It is more significant for the companies to encourage the loyalty among the consumer. Through Brands, companies benefit in greater way by developing business plan, which gives more profit through the firm marketing. Brand building can enable the identity development by enabling a brand to differentiate from the other brands. The identity of the brand includes business model, name and logo. Consumers look for qualities in a brand, which cater to their requirements and wants, a factor that helps to achieve a positive

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consumer response. In future, consumers would pick other items under the same umbrella brand, if the brand addressed their requirements and wants with one product line.

Physical inspection is frequently required when purchasing clothing apparels. As a result, buying the sports apparels products carries risk when buying it on online and there are multiple variables, which mitigate various hazards affecting online purchase intents. The impact of product images and the online store images of the brand are the two risk reducing factors in purchasing clothes online. In specific categories under this study, the intermediate variables and brand purchasing intention for purchasing of sports apparel are examined. The findings demonstrate how decreasing various risk perceptions has a direct and indirect impact on customers' online buying inclinations. Lowering store images online and perception of risk, indirectly influences buying intentions. The study's findings offer new understanding of the product images of the brand and images of online store affect several types of perceived risks related to the brand purchase (Aghekyan-Siminian et al., 2012).

Many factors are examined to bring out the sportswear brand according to the perception of consumer. Brand managers may achieve significant objectives like brand devaluation, following the social media, premium price and brand advocacy by putting in place methods geared at fostering brand passion. Unidimensional theory of brand passion is employed in the study for the prediction of brand loyalty as the outcome of the study findings. Additionally, it investigates the brand loyalty as the mediating role, which eliminates the crucial concept connection between the brand loyalty and brand fashion in the sports apparel brands context in the developing economy (Porazad et al., 2019).

The number of internet users worldwide is increasing quickly, which undoubtedly has a significant impact on many aspects of life, including how we live. We must recognize that these are essentially the effects of technology growth. The digital era has forced most businesses to explore digital efforts when introducing their goods and services; some of them even offer specific goods and services only through digital mode (Direct to consumer brands). Nowadays, people are preferring internet shopping because it takes up less time and energy, and we may buy what we need while still completing other tasks. Social media has grown to be an essential part of daily life. One such widely known social media platform is YouTube, a well-known video-sharing website, established in February 2005. It has a large number of content management systems that can handle video inputs and enables its users to own and control their own video pages. Many businesses, which want to extensively promote

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their goods or services, prefer to work with YouTube artists than traditional television artists because the cost of a YouTuber is less than that of a Celebrity. This is especially so if the target market matches the teenagers and young adults with an average age of 15 to 30 years that YouTube considers as its target population (Nugraha & Setyanto., 2018).

In recent years, many consumer brands have turned more and more frequently to consumer-to-consumer marketing strategies due to the rising global popularity of social media. The tactical and strategic management of the user integrated content for brand relations forming the goals of that brand, is known as user-integrated branding. Indicators of user generated branding (UGB) potential advantages include cost efficiency, the capacity to track consumers, and the ability to receive quick feedback on a brand and its goods or services. It is hypothesized that UGB could be useful in fostering closer ties between brands and customers and encouraging more active participation from customers on social media (Geurin & Burch., 2017).

The novelty of the proposed research study is in analyzing the impact of digital media access and user integrated content on brand purchasing intentions for sports apparel.

II.   REVIEW OF LITERATURE

Beig & Khan., (2018) both academics and marketers are interested in the significant and developing field of digital media. Marketing using social media has been the subject of research into how it affects several factors, including brand attitudes, purchase intentions and user-based brand equity. The amount of research that have looked into how Social Media Marketing affects brand experience is negligible. In this study, interaction and content sharing, were found to be two crucial marketing practices used by businesses in online communities. The primary goal of this study is to ascertain how sharing and interacting with material affects the 4 dimensions of brand experiences like intellectual, behavioral, effective and sensory.

Cooley & Parks-Yancy., (2019) According to studies, celebrities, social media influencers, and real-life friends can have an impact on millennial customers' purchase decisions. The study explores about the individuals, influencers and celebrities affecting customers experience with different sports apparel brands through digital medium. The study discusses about the influencing elements, which are believed by the people. The authors discovered that Instagram was most frequently used for information about clothing while YouTube was most

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useful for information about hair and cosmetic items. However, they still believed that information from people they knew personally was more reliable than information from other sources. Although data indicates that social media influencers and celebrities help spread product awareness, marketers are aware that the customers still prioritize personal individual recommendations during the purchases. Relying on famous people and social media influencers to promote goods does not replace the focused marketing initiatives aimed at winning over customers' confidence.

Saydan & Dulek., (2019) the increasing use of social media effectively and the continued development in the Internet, has made possible for the brands to sell themselves in a more sociable way which is enjoyable and fun for the customers. This study examines how brand loyalty, brand attitude, brand image and brand awareness are impacted by social media advertising awareness. SEM is used for the research model for solving the hypothesis created for investigation. Analysis and findings indicated that social media advertisements influences brand awareness, which in turn influences brand image, which influences brand attitude, which influences brand loyalty.

Qin., (2020) More and more businesses are utilizing the algorithm for inserting the brand related content in the profile of social media by targeting the audience. The study purpose is to examine the reasons for customers to use digital media, which possibly affect consumer brand integration content, and the consequent results in branding. The research showed that certain social media-related motivations, such as information seeking and self-identity, might promote brand-consumer interactions, as well as content consumption and contribution intents. According to this study, customers' good sentiments regarding a brand's social media sites were significantly correlated with their behaviour in terms of consuming content. However, their behaviour in terms of contributing content does not have a similar correlation.

Dulek & Aydin., (2020) Social media can be used anytime, and mobile devices' simple accessibility of social media gives marketers several options to reach customers through social media. It is unquestionably significant how social media affects consumer intention to buy online, through word of mouth and brand loyalty. This study intends to explore relationship between the electronic word of mouth (E-WOM) and brand loyalty and the brand purchase intention as well as impact of social media marketing on these variables. The data so obtained was examined using SEM. According to the studies, brand loyalty as well as E-WOM were positively impacted by social media marketing, but purchase intention was not

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positively affected. Brand loyalty was positively impacted by intention, but E-WOM had no beneficial impact. The results show that social media marketing will improve purchase intention indirectly since it has a good impact on brand loyalty, even though it does not directly alter the desire to buy. The results show that social media marketing is crucial for businesses.

Chae et al., (2020) the structural relationship between the brand purchase intention, brand trust and perceived value were supported by the study's analysis of the Limited-Edition Shoes (LES) product attributes. It also checked to see if different kinds of one-off and recurring scarcity notifications exist. The findings demonstrated that the distinctiveness, self-expression, and investment qualities of the LES are related. Brand purchase intention brand trust and perceived value were all impacted by the attributes. Depending on the strength and type of the sports apparel, the structural relationship is impacted. Due to the special qualities of LES, shoe manufacturers should consider the consumer's needs. Additionally, the consumer's preferred release type should be taken into account since this can affect the consumer's desire to buy.

Kim et al., (2020) In a fashion retail store, the consumer decision-making process may be impacted by the digital environment. Consumer decision-making regarding the purchase of fashion products has been transformed by the widespread use of digital devices and services in retail fashion stores, digital signs and digital screens. This study uses Attention- Interest- Desire- Search- Action- Share (AIDSAS) model to examine how the digital environment affects customers' purchasing habits. According to the results, attention is a crucial precondition for desire, interest as well as behavioural reactions (sharing, action and share) brought on by the digital environment. The results also imply that customers' use of the digital environment in two categories of luxury stores, sports and fashion retail, has a considerable favourable impact on their purchase habits. In contrast to luxury retail establishments, we discover that these beneficial impacts are stronger in retail stores for sports. By using the AIDSAS model, this study helps to explain consumer behaviour in relation to the digital environment of fashion retail stores and reveals the linkages between the attention for the decide or interested store environment and the behaviour reaction of products.

Ahmad et al., (2019) In the 21st century, the marketing and advertising through use of young celebrities by companies influence the brand image on the consumers. To appeal to younger

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consumers, companies and brands recruit youthful celebrities to endorse their products. This study looks into how young celebrities' endorsements in social media ads and brand perception affect young customers' propensity to buy. According to the TEARS (Trustworthiness – Expertise – Attractiveness – Respect- Similarity) model, respect and similarity has the influence on celebrity in the social media but trustworthiness, physical attractiveness and expertise do not have much influence on the celebrity endorsement. In digital media, celebrity endorsement and brand reputation are identified as important predictors of purchase intention. These findings will give marketers for companies' new information about what makes young celebrity endorsements in social media ads appealing to a younger audience. Businesses today invest in advertising to create their brand image, particularly social media advertising and celebrity endorsements.

Mayrhofer et al., (2020) the branded material is promoted by the companies actively on Instagram and Facebook which is encouraged by the consumers for doing the same type of promotion. Thus, messages can blend into the content stream which makes it difficult for the users to identify and cope up with the advertising content. The research study confronts the users for the disclosed brand, user generated post and advertisements that allows the effects on effective reaction, purchase intention and persuasion knowledge. The attention of the viewers are directed by the post in several ways. The user integrated content, as opposed to the advertisements which reveal the brand, led to increase in the brand purchase intention. Surprisingly, the participants of brand purchase responded to the advertisement less negatively for the post of brands due to the attentiveness increase.

III. METHODOLOGY

3.1 User Integrated content

User integrated content, also known as consumer-generated media for describing new media that is developed outside of the constraints of the workplace, displays some degree of creative effort, and is made publicly available online. The audience for user-generated material is always expanding, and it is self-sustaining. Consumer generated content is a vital tool for allowing users to express themselves and connect with others online. It is both the subject of social interaction and the output of that interaction. Negative writing can have detrimental effects on establishing and maintaining the equity of the brand since the consumers has more trust in the content.

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3.1.1 Advantages of user integrated content (UIC)

UIC typically enables users to resolve product-related issues for free, thereby lowering service costs and improving quality for users. Social networking websites provide the perfect platform

for users to share content related to brand and free production inside the existing social network. Businesses now use Social networking websites to ask users to make their own adverts for them. This type of user-generated content is growing in popularity as a method for businesses to connect with their customers and get some inventive advertising at a reasonable price.

3.2 Brand Exposure

Brand exposure refers to the possible audience that a brand's message or that of its customers can potentially reach. In specific, reach of the specific brand of sports apparel that touched the customers when they thought of buying a product is the brand exposure. Social networking sites either feature brand-based exposure or user-generated material when it comes to brand exposure. Customers might approach and choose a brand with an exposure advantage more frequently. According to earlier studies, (Kirkpatrick & Eason., 2019; Asada & Arai., 2020) the research develops a more favourable attitude toward a stimulus as they are exposed to it more frequently. However, significantly more trust placed by the customers for advertisers and marketers when consumer search for the brand name.
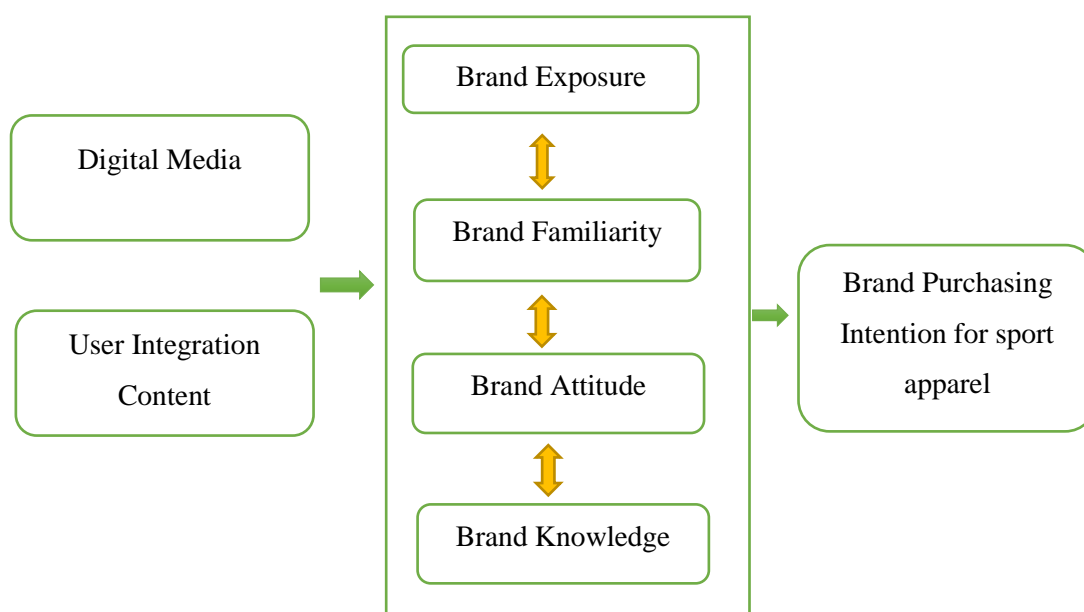

Figure 3.1 Framework of brand purchase intention

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3.3 Brand familiarity

Brand familiarity measures the way a consumer has interacted directly and indirectly with the purchasing brand. The documents of the association related to the brand are stored in the customer's mind. The brand familiarity degree can influence the user to make a purchase in a favourable or negative way. According to earlier studies, a person's familiarity with the brand influences the overall confidence level with the brand. Higher purchase intentions may also result from a buyer expressing more confidence in a brand. In order to build customer familiarity with the brand, marketers who offer consumer's information related to the product or enable direct experience, facilitate increased potential confidence and consumer purchase intentions. Because of this, it's critical for marketers to determine how familiar consumers are with a given brand. Consumers who are already well familiar with a brand are less interested in it's advertisements compared to new / more recent brands (Liang & Fu., 2021).

3.4 Brand Attitude

The latent tendency for consistently acting unfavourably or favourably towards certain items is referred to as brand attitude. Brand attitude is significant to marketers because it reveals both the favourable and unfavourable comments that customers have about a brand. Marketing professionals can therefore assess, which specific branding goals were achieved and which were not, by measuring brand attitude.

3.5 Brand Knowledge

Brand knowledge is referred to the strategic resources that consists of the capabilities and skills which is used for solving the problem. The insights of consumer play significant role in making decision in the field of marketing. The brand knowledge about a specific sports apparel that is registered in the minds of consumer influences the brand purchase intention.

3.6 Data Collection and Descriptive Analytics

The data is collected for the research study from the respondents of age group 18 years to 35 years. A total of 100 students were taken for the study which consists of males and females. Using the questionnaires, the data is collected in the fair method and it is used for research purpose. The data collected were kept confidential for the sake of respondents and research. The respondent profile comprised of 35% male and 65% female whereas 90% of respondents between 18 years to 23 years and 10% respondents are between 25 years to 35 years. Then

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the data is statistically analysed for the brand purchase intention based on digital media and user integrated content.

IV.   RESULTS AND DISCUSSION

The strategic resources which comprised the abilities as well as skills that teams, people and organizations utilize to solve problems is known as knowledge. Insights from consumer research have always been crucial for making managerial decisions in numerous marketing-related fields. It is crucial because information sticks with customers long after a business relationship has ended. According to prior study, cognitive representation of particular brand and the consumer knowledge on specific brand are related. The brand knowledge of the consumer is totally evaluated and descriptive of the information about the particular brand, which is meaningfully retained in the consumer memory. The brand associations a consumer has in their mind reflect the brand image (their rational or intuitive opinions on the brand). According to cognitive psychology, the process of forming an impression involves the interaction between incoming stimulus information and the person's prior knowledge. Consumers' existing knowledge of a retailer can affect the pieces of information about the shop in the context of retail (Venter et al., 2016).

Table 4.1 Correlation matrix

	BE	BK	BA	BF	Digital Media	BPI
BE	1					
BK	0.162	1				
BA	0.266	0.499	1			
BF	0.163	0.652	0.423	1		
Digital Media	0.371	0.698	0.488	0.645	1	
BPI	0.425	0.743	0.586	0.712	0.806	1

Whereas, BE is Brand Exposure; BK is Brand Knowledge; BA is Brand attitude; BF is Brand Familiarity and BPI is Brand Purchase Intention.

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Table 4.2 Analysis using Structural Equation Model

Relationship Hypothesis	PATH COEFFICIENT	P VALUE Correlation Coefficient	POSITIVE / NEGATIVE IMPACT
Brand Familiarity and Brand Purchase Intention	0.56	0.012	Positive
Brand Exposure and Brand Purchase Intention	0.21	0.014	Positive
Brand Attitude and Brand Purchasing Intention	0.40	0.011	Negative
Brand Knowledge and Brand Purchase Intention	0.11	0.074	Negative
Digital Marketing Impact on Brand Purchase Intention	0.95	0.05	High Impact
User integrated Content on Brand Purchase Intention	0.93	0.05	High Impact

Seasonal weather and frequent shifts in consumer preferences are some of the difficulties this industry is currently facing. Consumer preferences for clothing goods may be influenced by both price and product characteristics like brand, quality, and style. Marketing is used in the garment business to close the gap between what a company can provide and what the market or customers are looking for. The sports apparel brand is examined in this article in relation to the brand purchase intention based upon the user integrated content. The key theoretical ideas that underlie the present study were covered in the aforementioned part, together with the setting of the research. Theoretically, the terms "consumer purchase intention" and "brand exposure, familiarity, preference, attitude, and knowledge" were defined. A summary of user integrated content and digital media for the sector was given.

Attempts for improving effectiveness of the engagement with the consumers is addressed by apparel companies through giving information about the product levels or sustainable activities As a first stop, the sustainability level perceived of the items offered by the sports apparel brand is investigated in the study. A total of 316 questionnaires from a consumer survey of people in age group 20-30 years was done online and were included for the

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analysis. The sustainability level perceived favourable for the impact of brand purchase intention and the perceived scepticism for negative impact according to the SEM study using the model AMOS. Additionally, it was demonstrated that perceived scepticism has detrimental impact on the brand purchase intention. The perceived scepticism impact and effect on the brand purchase and the perceived sustainability influence level for the purchasing intention varies between the groups with low brand and high brand reputation. It has substantiated by confirming the moderating effect of reputation of the perceived brand. When the reputation of brand is considered to be more effective, the sustainability perceived level has a great direct impact on the brand purchase intention comparatively when the reputation of brand is perceived to be very less. The influence of indirect perceived scepticism is a significant factor in consumers' decisions to buy sustainable clothing (Kim & Oh., 2020).

V.   CONCLUSION

The findings offer useful implications for academics and practitioners due to social media's quickly expanding prominence, particularly among young people in emerging countries. By studying the impact of user integrated content on consumers' purchase intentions for sports apparel, this article provides a substantial scholarly contribution for the digital marketing realm and literature related to brand management. The research presented here supports the idea of brand attitude, brand preference and brand familiarity as the mediating factors between the brand exposure and brand purchasing intention with exposure to the digital media impact and user integrated content for creating the purchase intention of sports apparel. This article adds to the body of knowledge in the academic fields of integrated marketing communications, consumer behaviour, and the sports apparel impact made by digital media and user integrated content on creating brand purchase intention.

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