LIST OF FIGURES

Figure 1.1 The most popular mobile E-sports games
Figure 1.2 BLACKPINK co-branding official poster with PUBG Mobile Game6
Figure 2.2 Framework
Figure 4.2 Characteristics of Respondents Based on Gender
Figure 4.3 Characteristics of Respondents Based on Age
Figure 4.4 Characteristics of Respondents Based on Activeness as a Gamers43
Figure 4.5 Characteristics of Respondents Based on the Length of time the Respondents Has
Played PUBG Mobile44
Figure 4.6 Continuum Line of Percentage of Respondents' Responses to Reputation Sub-
Variable Indicator45
Figure 4.7 Continuum Line of Percentage of Respondents' Responses to Product Fit Sub-
Variable Indicator46
Figure 4.8 Continuum Line of Percentage of Respondents' Responses to Trust Sub-Variable
Indicator48
Figure 4.9 Continuum Line of Percentage of Respondents' Responses to Attitude Towards Co-
Branding Sub-Variable Indicator
Figure 4.10 Continuum Line of Percentage of Respondents' Responses to Familiarity Sub-
Variable Indicator
Figure 4.11 Continuum Line of Respondents' Responses to Overall Co-Branding55
Figure 4.12 Continuum Line of Percentage of Respondents' Responses to Strength of Brand
Association Sub-Variable Indicator
Figure 4.13 Continuum Line of Percentage of Respondents' Responses to Favorability of Brand
Association Sub-Variable Indicator
Figure 4.14 Continuum Line of Percentage of Respondents' Responses to Uniqueness of Brand
Association Sub-Variable Indicator
Figure 4.15 Continuum Line of Respondents' Responses to Overall Brand Image62