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EXTENDED ABSTRACT

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Exploring The Relationship Between Perceived Value and Purchase Intention of Sports Product Among FSR Students in UiTM Seremban

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I. Introduction

The sports product market in Malaysia has grown alongside rising interest in active lifestyles and athletic apparel. Understanding how perceived value (price, quality, social, emotional) shapes purchase intention among university students helps brands tailor product, pricing, and marketing strategies to increase sales and loyalty.The sports product industry has experienced substantial growth, particularly in emerging markets such as Malaysia, where rising consumer interest in active lifestyles and fashion-forward athletic wear has driven demand

II. Methods

This study employed a quantitative research method using a Google Form survey administered to 362 students FSR at UiTM Campus Seremban. Data were analysed using descriptive statistics and inferential statistics, including Pearson Correlation, to find the strong relationship between perceived value and purchase intention.

III. Results and Discussion

A. Perceived Value

The results indicate the perceived-value dimensions scored highly (*means* = 4.10 – 4.21). Social value recorded the highest mean (4.21), followed by Price value (4.13), with Quality and Emotional value both at 4.10.

Table I
Mean and Sd

Perceive Value Dimension	Mean	Standard Deviation (SD)
Social Value	4.21	0.72
Price Value	4.13	0.74
Quality Value	4.10	0.68
Emotional Value	4.10	0.68

B. Purchase Intention

The results of the overall level of purchase intention of sports product among FSR students at UiTM Campus Seremban showed a mean score of 4.16 (*SD* = 0.71). The findings may demonstrate that users have a strong of purchase the sports product.

C. The Relationship Between Perceived Value and the Purchase Intention of Sports Products Among FSR Students in UiTM Seremban

The results of the relationship between perceived value and purchase intention indicates a strong, positive, and statistically significant relationship between perceived value and purchase intention (r = 0.85, $p < 0.05$). The findings confirm that perceived value has a significant relationship with purchase intention among FSR students in UiTM Seremban. Therefore, the research objective to examine the significant relationship between perceived value and purchase intention is successfully achieved.

Table II
Correlation between Perceived value and Purchase Intention

		Purchase Intention
Perceived Value	Pearson's r	0.85**
	Sig. (2-tailed)	< 0.05
	N	362

Note. * $p < 0.05$, ** $p < 0.01$

IV. Conclusions

In conclusion, the perceived value is a key determinant of purchase intention for sports products among FSR students. Practical implications for manufacturers and retailers include prioritizing product quality, maintaining competitive pricing, and leveraging social-value cues (brand image, community, endorsements) in marketing. These strategies are likely to strengthen purchase intention and foster customer loyalty in the university segment.

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