

The background of the entire cover is an abstract, high-energy image. It features a blurred figure of a person, likely a runner, in motion. The figure is overlaid with vibrant, streaky light trails in shades of teal, blue, and orange, creating a sense of speed and dynamic movement. The overall composition is energetic and modern.

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EXTENDED ABSTRACT

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THE RELATIONSHIP OF PERCEIVED VALUE ON PURCHASE INTENTION TOWARDS SPORTSWEAR AMONG FSR STUDENT UITM SEREMBAN

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I. INTRODUCTION

The study explores how perceived value affects sportswear purchase intention among Faculty of Sports Science and Recreation (FSR) students at Universiti Teknologi MARA (UiTM) Seremban, focusing on gender differences and their impact on consumer behavior. Existing literature highlights unclear relationships between gender [1] and purchase intention and the limited exploration of perceived value's role in purchase intention, creating a need for this research [2].

II. METHODS

This quantitative study utilized a survey method with a questionnaire distributed to 362 FSR students selected through probability sampling. Data were analyzed using Jamovi software to identify trends and relationships between perceived value and purchase intention, with a focus on gender differences.

III. RESULTS AND DISCUSSION

A. Factors Influencing Consumer to Spend on Sportswear

The study identified emotional value (mean = 4.89) as the most influential perceived value affecting sportswear purchase intention, followed by social value (mean = 4.84). Surprisingly, price value ranked lowest (mean = 4.65), indicating students prioritize emotional and social factors over cost considerations. This aligns with previous research, which indicates that youth prioritize emotional and social factors over price when making purchase decisions for sportswear [4].

B. The significant difference towards purchase intention on sportswear

The independent t-test results showed no significant gender differences in purchase intention ($t = 0.61, p = 0.54$), with slightly similar mean scores for females ($M = 4.80$) and males ($M = 4.77$). This contrasts with research on consumer decision-making, which suggests that women are more influenced by emotional factors, while men are more rational in their purchasing decisions [3]. Despite these differences, they do not impact purchase intention in this study.

C. Relationship Between Perceived Value and Purchase Intention

A positive relationship ($r = 0.817, p\text{-value} < 0.05$) was identified between perceived value and purchase intention, with emotional value exhibiting the strongest correlation (Figure 1). These findings align with existing theories, confirming the significant role of perceived value in shaping purchasing decisions [4].

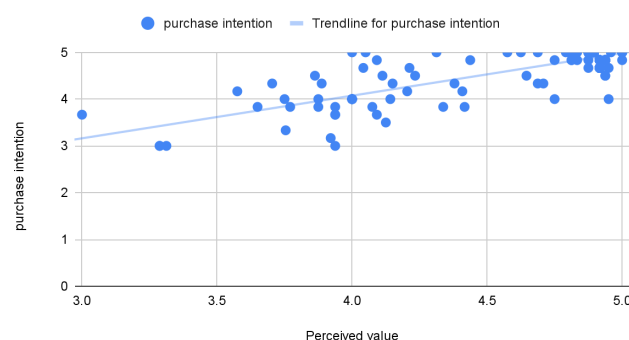


Fig. 1 Relationship between perceived value and purchase intention on sportswear.

IV. CONCLUSIONS

This study highlights emotional value as the primary driver of sportswear purchase intention among FSR students at UiTM Seremban, with no significant gender differences observed. A strong positive relationship between perceived value and purchase intention reinforces the critical role of emotional and social factors in consumer decision-making. These findings provide valuable insights for marketers targeting young consumers in sportswear.

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