

The Influence of Quality Value and Social Value on Intention to Purchase Sportswear Among Youth in Perlis, Malaysia

Abstract

The market for sportswear continues to be one of the most competitive in the fashion industry. Sales of sportswear in both developed and developing countries have been increasing. People today are more health- and style-conscious than ever before, therefore sportswear is often considered appropriate for use both on and off the pitch. Although there is a sizable market for sportswear, not much is known about how consumers' values affect their decisions to buy athletic apparel. In order to better understand how quality and social value affect young people's propensity to buy sportswear in Perlis, Malaysia, this study sets out to do just that. Descriptive Analysis, Reliability Analysis, the results of a survey administered to 254 students at secondary schools in and around Perlis were analysed using Factor Analysis and Regression Analysis. According to the data, young people in Perlis don't consider price or quality while making purchases of athletic gear. For sportswear, however, social value plays a much larger role in determining purchase intent. As a result, the findings encourage sportswear fashion marketers to develop campaigns that emphasise social value above quality value in order to boost the purchase intention of young customers in Malaysia.