



FACTORS INFLUENCING THE BRANDED SPORTSWEAR PURCHASE INTENTION AMONG YOUNG CONSUMERS IN BANGKOK

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Abstract

*This study examines how brand attitude, brand image, perception, and subjective norm influence purchase intention toward branded sportswear among young consumers in Bangkok, Thailand. The purpose is to identify the most influential psychological and brand-related drivers of consumer **purchase intention** in a growing sportswear market. The study used a quantitative approach, gathering responses from 413 participants aged 18–35 through a structured survey. Data analysis was performed with Partial Least Squares Structural Equation Modeling (PLS-SEM) to test reliability, validity, and the proposed relationships. Results showed that all four variables had a significant influence on purchase intention. Among these, brand attitude demonstrated the strongest effect, followed by brand image, subjective norm, and perception. The model accounted for 74.1% of the variation in purchase intention, showing strong predictive capability. These results highlight that young consumers' decisions are not based solely on product quality or features but are shaped by positive emotions toward the brand and social influence from peers and family. The study concludes that sportswear companies should enhance brand attitude, strengthen brand image, and leverage social influence to build stronger connections with young consumers. The findings provide both theoretical contributions and practical guidance for the sportswear industry in Thailand.*



Keywords: *Purchase Intention, Brand Attitude, Brand Image, Perception, Subjective Norm*

1. Introduction

The sportswear market in Thailand has grown rapidly as young consumers increasingly adopt active lifestyles and fashionable sportswear. Activities such as gym workouts, yoga, and running have become popular among urban youth, leading to higher demand for products that combine comfort, performance, and style (Euromonitor International, 2024). In 2024, the Thai sportswear market expanded by 22 percent, reaching USD 67 million, showing strong recovery and potential for future growth (IndexBox, 2024). Young consumers are the main drivers of this market, motivated not only by functionality but also by brand image and social influence. According to the Ministry of Tourism and Sports, Thai people spend an average of THB 7,054 annually on sports-related products, reflecting their strong purchasing power (Nation Thailand, 2024).

Sportswear has evolved beyond functional use and is now closely tied to personal identity and social expression. For many young people in Bangkok, branded sportswear represents lifestyle choices, social image, and self-expression. Their purchase decisions are influenced by friends, family, and online communities, highlighting the importance of both psychological and social factors.

Despite the growing market, many sportswear companies still struggle to understand what truly drives young consumers' purchase intention. Local brands often compete mainly on price and overlook the need to build stronger consumer connections through positive brand associations and social engagement. This limitation has created a gap in understanding the deeper drivers of purchase decisions among young people in Bangkok.

Hence, this research investigates the key factors that drive young consumers in Bangkok to intend to purchase branded sportswear. By addressing this research gap, the study provides insights that can help companies design effective marketing strategies, enhance consumer engagement, and



remain competitive in a dynamic market.

1.1 Research Objectives

1. To investigate how brand attitude, brand image, perception, and subjective norm affect young consumers' intention to buy branded sportswear in Bangkok, Thailand.
2. To determine which factor plays the most significant role in shaping purchase intention.
3. To apply the research findings to provide recommendations for sportswear brands targeting young consumers in the Bangkok market.

2. Literature Review

2.1 Purchase Intention

Purchase intention describes the likelihood or intention of a consumer to make a purchase. Studies show that it is influenced by individual feelings and social support. Osman et al. (2023) found that students were more likely to buy branded sportswear when they had positive attitudes and encouragement from peers or family. Nam et al. (2017) noted that intention strengthens when products fit consumers' lifestyles and beliefs. Tan et al. (2023) added that Generation Z values product design and personal fit, showing that perception also plays a role. In short, purchase intention is shaped by product features, emotions, and social influence.

2.2 Brand Attitude

Brand attitude is the consumer's general assessment of a brand, usually shaped by emotions and past interactions with it. If consumers hold a positive view of a brand, they are more inclined to



intend to buy its products. As demonstrated by Osman et al. (2023), university students who perceived branded sportswear positively, based on visual appeal, brand message, or emotional relevance, exhibited a higher willingness to consider purchasing.

2.3 Brand Image

Brand image reflects how consumers perceive and emotionally respond to a brand. Widyastuti and Said (2020) found it strongly affects intention to buy sports shoes. Nam et al. (2017) confirmed that lifestyle alignment improves intention, while Gaurav, Ray, and Sahu (2020) highlighted product quality and recognition as key drivers.

2.4 Perception

Perception reflects how consumers judge product quality, design, and usefulness. Ming et al. (2022) showed that Generation Z emphasizes design and fit. Baek et al. (2017) found that global brand recognition increases purchase intention. Tran et al. (2022) noted that sustainability improves perception and intention. Gaurav et al. (2020) added that durability and quality shape favorable perceptions.

2.5 Subjective Norm

Subjective norm is social pressure from peers, family, or groups. Osman et al. (2023) found that encouragement from friends and family strengthened purchase intention, while Nam et al. (2017) also confirmed the role of social approval.

2.6 How Brand Attitude influence on Consumers' Purchase Intention

According to Osman et al. (2023), students who held positive attitudes toward a brand displayed



greater intention to purchase. Nam et al. (2017) confirmed that lifestyle alignment reinforces positive attitudes and intention.

2.7 How Brand Image influence on Consumers' Purchase Intention

Osman et al. (2023) observed that students who viewed a brand's image positively showed a stronger likelihood of making purchases. Widyastuti and Said (2020) confirmed that strong image motivates purchase, and Hafez and Hasan (2019) highlighted CSR as a factor that strengthens image and intention.

2.8 How Perception Influences on Consumers' Purchase Intention

Nam et al. (2017) showed that favorable perceptions of usefulness and fit increase intention. Ming et al. (2022) found that Generation Z values design and product match, while Tran et al. (2022) highlighted sustainability.

2.9 How Subjective Norm influences on Consumers' Purchase Intention

Osman et al. (2023) found that encouragement from peers and family members greatly enhanced consumers' intention to purchase. Nam et al. (2017) also confirmed that social approval is a key driver in consumer intention.

3. Research Methods and Materials

3.1 Research Framework

This study was guided by a framework linking four independent variables: brand attitude, brand image, perception, and subjective norm to purchase intention. The framework was based on the



Theory of Planned Behavior (Ajzen, 2002), the Customer-Based Brand Equity model (Keller, 2001), and the Stimulus-Organism-Response framework (Keller, 2001). Previous studies also support these relationships. Osman et al. (2023) confirmed that brand attitude and subjective norm influence purchase intention. Nam et al. (2017) and Widyastuti and Said (2020) emphasized the role of brand image, while Ming et al. (2022), Tran et al. (2022), and Putra et al. (2022) showed that perception including product design and sustainability predicts purchase intention. These results offer solid support for selecting the four independent variables used in the framework of this study.

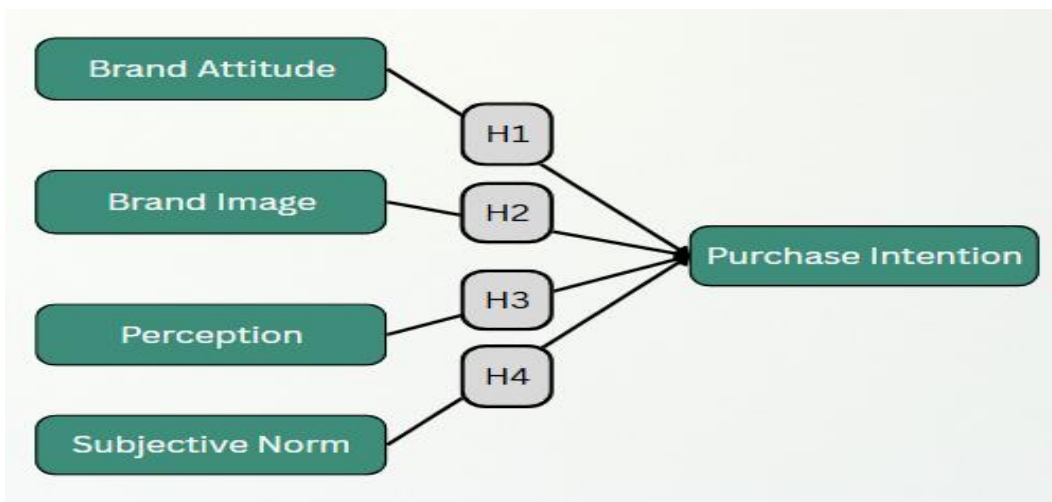


Figure 1: Conceptual Framework

Ho1: There is no significant relationship between brand attitude and purchase intention.

Ha1: There is significant relationship between Brand Attitude and purchase intention.

Ho2: There is no significant relationship between brand image and purchase intention.

Ha2: There is significant relationship between brand image and purchase intention.

Ho3: There is no significant between perception and purchase intention.

Ha3: There is significant relationship between perception and purchase intention.



Ho4: There is no significant between subjective norm and purchase intention.

Ha4: There is significant between subjective norm and purchase intention.

3.2 Research Methodology

This research applied a quantitative design and employed non-probability sampling, combining purposive and convenience methods. The target population was young consumers aged 18–35 in Bangkok interested in branded sportswear.

The questionnaire was divided into three sections. The initial section included a screening item to confirm that participants were prospective buyers of branded sportswear. The second section collected demographic details including gender, age, education level, and monthly income. The final section covered measurement items related to brand attitude, brand image, perception, subjective norm, and purchase intention, which were adapted from established studies to maintain content validity.

A pilot survey of 30 participants confirmed reliability, with Cronbach's alpha values exceeding the 0.70 threshold. The final survey yielded 413 valid responses through Google Forms. Data collection was conducted both online and offline; in addition, I visited Assumption University's Bangna campus to distribute the Google Form directly to students. Data were analyzed using SmartPLS 4. Reliability and validity were assessed through the measurement model, while the structural model was evaluated using path coefficients, R^2 , and bootstrapping with 5,000 samples.

4. Result and Discussion

4.1 Pilot Test Result

A pilot study was carried out with 30 participants before the main survey to evaluate the reliability



of the questionnaire. Reliability was measured using Cronbach’s alpha, where scores higher than 0.70 indicate satisfactory consistency (Hair et al., 2017). The analysis revealed that all constructs met this requirement, with alpha values ranging from 0.820 to 0.949. These results confirm the internal consistency of the measurement items, showing that the questionnaire was suitable for full-scale data collection.

Table 1 - Pre-testing Result by SMART PLS Software (N =30)

Variables	Cronbach’s Alpha	Number of Item	Strength of Association
Independent Variables			
Brand Attitude	0.936	5	Excellent
Brand Image	0.820	5	Good
Perception	0.925	5	Excellent
Subjective Norm	0.869	5	Good
Dependent Variable			
Purchase Intention	0.949	5	Excellent

Source: Created by Author

4.2 Demographic Information

As shown in Table 2, A total of 413 valid responses were collected from young consumers in Bangkok.

For gender, the sample included 231 females (55.9%), 144 males (34.9%), and 38 respondents (9.2%) who preferred not to state. This suggests that women form a key market segment for



branded sportswear.

Regarding occupation, most respondents were employees (168; 40.7%), followed by students (152; 36.8%) and self-employed individuals (92; 22.3%), with only 1 respondent (0.2%) working as a freelancer. This indicates a balanced mix of working professionals and students.

For education level, the largest group had completed a bachelor's degree (128; 31.0%), followed by high school graduates (120; 29.1%), master's degree holders (73; 17.7%), and diploma holders (65; 15.7%). A smaller proportion held a PhD (25; 6.1%) or other qualifications (2; 0.4%). This demonstrates a diverse educational background.

In terms of monthly income, 161 respondents (39.0%) earned less than 15,000 THB, 125 respondents (30.3%) earned between 15,000 and 30,000 THB, 93 respondents (22.5%) earned between 30,000 and 50,000 THB, and 34 respondents (8.2%) reported incomes of more than 50,000 THB.

This distribution shows that a large proportion of the sample had modest to mid-level income, which is an important factor when considering affordability in sportswear purchases.

Table 2 - The summary of Frequency and Percentage of Demographic Factors

Demographic Factors	Frequency	Percentage
Gender		
Male	231	55.9
Female	144	34.9
Prefer not to say	38	9.2
Total	413	100



Occupation		
Employee	168	40.7
Freelance	1	0.2
Self-employed	92	22.3
Student	152	36.8
Total	413	100
Education		
Bachelor's Degree	128	31
Diploma	65	15.7
High School	120	29.1
Master's Degree	73	17.7
PhD	25	6.1
Other	2	0.4
Total	413	100
Monthly Income		
15,000-30,000 THB	125	30.3
30,001-50,000 THB	93	22.5
More than 50,000 THB	34	8.2
Less than 15,000 THB	161	39
Total	413	100

Source: Created by Author

4.3 Reliability and Validity

The measurement model was evaluated through factor loadings, Cronbach's alpha, composite reliability (CR), and the average variance extracted (AVE). A loading value of 0.70 or higher was considered acceptable (Hair et al., 2017), indicating strong relationships between constructs and their indicators. Cronbach's alpha values above 0.70 suggest satisfactory internal consistency (George & Mallery, 2003), while CR values above 0.70 and AVE above 0.50 confirm convergent validity (Fornell & Larcker, 1981). The results are summarized in Table 3.



All constructs achieved Cronbach’s alpha values greater than 0.86, composite reliability values exceeding 0.90, and AVE values above 0.65, satisfying the suggested cut-off levels. These findings confirm that the measurement items for brand attitude, brand image, perception, subjective norm, and purchase intention demonstrate strong reliability and convergent validity, and are suitable for further structural model analysis.

Table 3: Construct reliability and validity

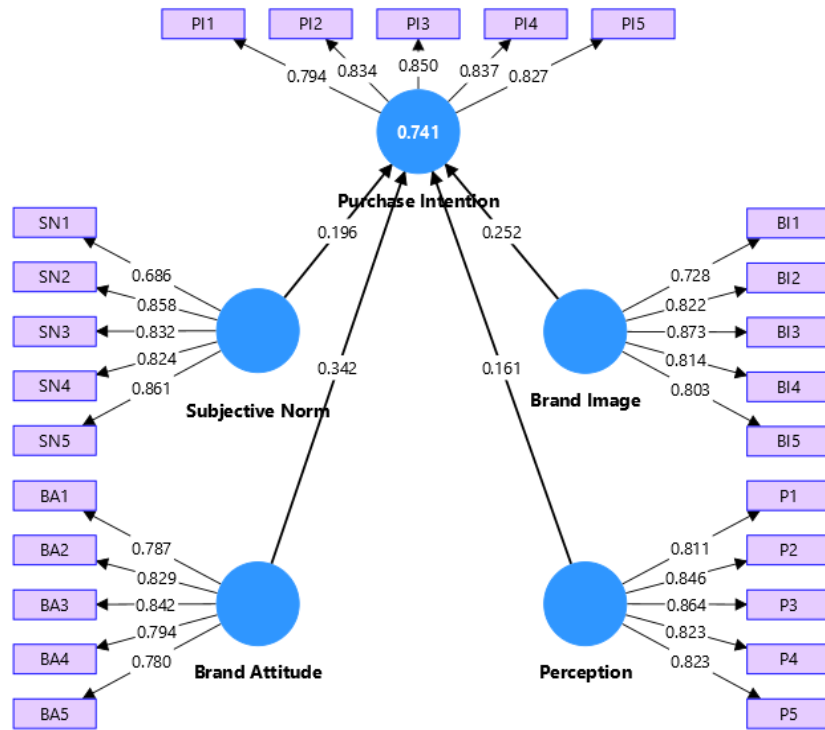
	Factor Loading	Cronbach’s Reliability Coefficient	Composite reliability (ρ_a)	Composite reliability (ρ_c)	Mean variance extracted (AVE)
Brand Attitude					
BA 1	0.787	0.866	0.867	0.903	0.651
BA 2	0.829				
BA 3	0.842				
BA 4	0.794				
BA 5	0.780				
Brand Image					
BI 1	0.728	0.867	0.871	0.904	0.655
BI 2	0.822				
BI 3	0.873				
BI 4	0.814				
BI 5	0.803				
Perception					
P 1	0.811				
P 2	0.846				



P 3	0.864	0.890	0.893	0.919	0.695
P 4	0.823				
P 5	0.823				
Purchase Intention					
PI 1	0.794	0.886	0.886	0.916	0.686
PI 2	0.834				
PI 3	0.850				
PI 4	0.837				
PI 5	0.827				
Subjective Norm					
SN 1	0.686	0.872	0.883	0.908	0.664
SN 2	0.858				
SN 3	0.832				
SN 4	0.824				
SN 5	0.861				

Source: Created by Author

Figure 2: PLS-SEM Results of the Sportswear Purchase Intention Model



Source: Created by Author

4.4 Discriminant Validity

Discriminant validity was tested following the Fornell and Larcker (1981) method, and the results are shown in Table 4. The evaluation revealed that for every construct, the square root of AVE exceeded its correlations with other constructs. This outcome suggests that the constructs are distinct from one another and account for unique variance. Moreover, the measurement items were verified to accurately capture their intended variables. Overall, the findings confirm that the model satisfies both convergent and discriminant validity requirements, making it suitable for subsequent structural analysis.



Table 4: Discriminant validity

	Brand Attitude	Brand Image	Perception	Purchase Intention	Subjective Norm
Brand Attitude					
Brand Image	0.885				
Perception	0.897	0.874			
Purchase Intention	0.923	0.891	0.845		
Subjective Norm	0.866	0.841	0.745	0.844	

Source: Created by Author

4.5 Model Fit

The model’s overall fit was assessed using several indices, including SRMR, d_ULS, d_G, Chi-square, and NFI, as shown in Table 5. In this research, the SRMR was 0.053, indicating satisfactory fit. In this study, the SRMR value was 0.053, supporting satisfactory fit. The values of d_ULS (0.921) and d_G (0.433) also confirmed model reliability (Henseler et al., 2014). Although the Chi-square value was relatively high (1025.615), such results are common in studies with large sample sizes and do not necessarily suggest poor fit (Kline, 2015). Furthermore, the NFI value of 0.863 exceeded the minimum recommended level of 0.80 (Bentler & Bonett, 1980), confirming that the model is adequate.

Overall, these indices verify that the model fits the data well and is appropriate for further structural testing. The results are displayed in Table 5.



Table 5: Model Fit

	<i>Saturated model</i>	<i>Estimated model</i>
<i>SRMR</i>	<i>0.053</i>	<i>0.053</i>
<i>d_ULS</i>	<i>0.921</i>	<i>0.921</i>
<i>d_G</i>	<i>0.433</i>	<i>0.433</i>
<i>Chi-square</i>	<i>1025.615</i>	<i>1025.615</i>
<i>NFI</i>	<i>0.863</i>	<i>0.863</i>

Source: Created by Author

4.5 Adjusted R Square

The explanatory strength of the model was measured using both R-square and Adjusted R-square, as shown in Table 6.

The R-square result of 0.741 suggests that 74.1% of the variation in purchase intention is accounted for by the independent variables in the model, indicating strong predictive ability.

The adjusted R-square value of 0.739 is almost identical, confirming model stability and showing that the results are not affected by overfitting. These findings suggest that the predictors consistently explain purchase intention and provide a reliable model for interpretation.



Table 6: Adjusted R Square

	R-square	R-square adjusted
Purchase Intention	0.741	0.739

Source: Created by Author

4.6 Hypothesis Testing Results

Table 7 shows the path coefficients and statistical results obtained from PLS-SEM. All four hypotheses were supported, as the path coefficients were significant ($p < 0.05$).

H1: Brand Attitude also showed a significant relationship with Purchase Intention, with a standardized coefficient of 0.342 ($t = 5.609$, $p < 0.001$). This finding aligns with Osman et al. (2023), who reported that students with favorable attitudes toward sportswear were more likely to intend to purchase.

H2: Brand Image also showed a significant relationship with Purchase Intention, with a standardized coefficient of 0.252 ($t = 3.612$, $p < 0.001$). This result is consistent with Nam et al. (2017) and Widyastuti & Said (2020), highlighting that a strong and positive image motivates consumers' purchasing behavior.

H3: Perception also showed a significant relationship with Purchase Intention, with a standardized coefficient of 0.161 ($t = 2.505$, $p = 0.012$). This outcome supports the work of Ming et al. (2022) and Tran et al. (2022), which emphasized the role of product design, comfort, and sustainability in shaping consumer intentions.



H4: Subjective Norm also showed a significant relationship with Purchase Intention, with a standardized coefficient of 0.196 ($t = 3.727$, $p < 0.001$). This finding is in line with Osman et al. (2023) who found that social influence from peers and family plays a significant role in consumers' purchasing decisions.

Table 7: Hypothesis Testing Results (PLS-SEM Path Coefficients)

Hypotheses	Original Sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	Pvalues	Support
BA-> PI	0.342	0.340	0.061	5.609	0.000	No
BI-> PI	0.252	0.253	0.070	3.612	0.000	No
P-> PI	0.161	0.162	0.064	2.505	0.012	No
SN->PI	0.196	0.196	0.052	3.727	0.000	No

Source: Constructed by author

Note: BA= Brand Attitude, BI= Brand Image, P= Perception, SN= Subjective Norm, PI= Purchase Intention

5 Conclusion and Recommendation

5.1 Conclusion and Discussion



This research investigated how brand attitude, brand image, perception, and subjective norm affect the purchase intention of young consumers in Bangkok toward branded sportswear. The results revealed that all four factors significantly influenced purchase intention, accounting for 74.1% of its variance. Among these predictors, brand attitude had the greatest impact, followed by brand image, subjective norm, and perception.

The findings emphasize that purchase intention is shaped not only by product features but also by psychological evaluations and social influences. A positive brand attitude strengthens willingness to buy, consistent with Osman et al. (2023), who found that students with favorable attitudes toward branded sportswear showed higher purchase intention. Brand image was also a critical factor, supporting previous research by Nam et al. (2017) and Widyastuti and Said (2020), which highlighted that a strong image increases consumer trust and motivation to purchase. Subjective norm further demonstrated significant impact, aligning with Osman et al. (2023), who showed that peer and family influence enhances consumer confidence in buying sportswear. Although perception had the weakest effect, it remained significant, in line with Ming et al. (2022) and Tran et al. (2022), who noted that product design, comfort, and sustainability play an important role in shaping consumer evaluations.

Overall, this study reinforces the theoretical understanding that purchase intention in the sportswear market of Bangkok is driven by both internal attitudes and external social pressures. By linking the results to prior studies, it provides empirical evidence that psychological and social variables jointly determine purchase intention in this context.

5.2 Recommendation

The findings provide several directions for sportswear companies to increase purchase intention. First, consumers value products that match their style, look attractive, and remain durable with consistent quality. Firms should therefore invest in innovation, design, and quality control to



ensure their products meet these expectations.

Second, as consumers hold favorable attitudes toward branded sportswear, companies should reinforce brand attitude through emotional branding, loyalty programs, and campaigns that highlight authenticity and benefits. Strengthening this emotional connection will deepen customer trust and commitment.

Third, peer and family influence strongly affect purchase decisions. Brands should leverage social influence by working with influencers, encouraging peer-to-peer sharing, and building online communities that make products more socially accepted.

Finally, brand image remains a critical driver. Companies must maintain a consistent identity, promote recognizable logos and features, and differentiate themselves through clear communication. Sustaining this image, together with innovative and reliable products, will help brands secure consumer confidence and long-term loyalty in the competitive Bangkok sportswear market.

5.3 Research limitations and practical implications

Although this study provides valuable insights, some limitations should be acknowledged. First, the data were collected only from young consumers in Bangkok, which reduces the ability to generalize the findings to other age groups or regions. Different outcomes might appear if future research includes broader demographics or covers different locations. Second, the study examined only four independent variables: brand attitude, brand image, perception, and subjective norm. Other relevant factors such as brand loyalty, digital marketing, or price perception were not included, which restricts a full understanding of all potential drivers of purchase intention. Third, this study was based on a cross-sectional approach, meaning that the relationships were measured at only one point in time, and therefore could not reflect changes in



consumer behavior across longer periods.

From a practical perspective, these limitations imply that companies should be cautious when generalizing the results to all consumers. However, the findings still provide useful implications for marketing managers. By improving brand attitude, image, and perception, and by leveraging social influence, firms can enhance purchase intention. Managers should also recognize that these factors may vary across consumer groups and industries, and adapt their strategies accordingly.

5.4 Further Study

Future research can build on this study in several directions. The sample should be broadened to include consumers from different age groups and regions, as this would strengthen the generalizability of findings and highlight variations across demographic groups. Researchers could also extend the scope of variables beyond those tested here by considering brand loyalty, digital marketing exposure, corporate social responsibility, and price perception, which may offer additional insights into purchase intention.

Longitudinal research is recommended to capture how consumer behavior develops over time, especially in response to lifestyle changes, fashion trends, and sustainability practices. This approach would provide a deeper understanding of long-term purchase intention compared to a single time study. Scholars may also consider applying other theoretical perspectives beyond TPB, CBBE, and S-O-R. Models such as the Technology Acceptance Model and UTAUT could be particularly relevant in digital or technology-driven retail contexts.

Finally, qualitative or mixed-method approaches, such as interviews and focus groups, could complement quantitative findings by revealing consumer motivations, emotions, and cultural influences in greater depth. Pursuing these directions would give future research a more holistic



view of the drivers of purchase intention in the sportswear industry.

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