

The Impact of Brand Trust and Perceived Value on Purchase Intention in the Football Boots Sector in Oman

Al Siyabi Issam

Sultan Qaboos university

Abstract

This paper examined the influence of brand trust and perceived value on purchase intention for football shoe brands. The method used for data collection was a questionnaire. A total of 233 respondents who play in the Amateur Football Player League took part in this study. The measurement used a 5-point Likert scale ranging from 1= “completely disagree” and 5= “completely agree”. The data analysis techniques are descriptive statistical analysis, data instrument tests, multiple linear regression, F, t, determination, and beta coefficient. The study's findings demonstrated that brand trust significantly positively influenced purchase intention. Furthermore, the results revealed that perceived value positively affected purchase intention.

Keywords: Purchase Intention, Perceived Value, Brand Trust, Football Shoe.

1 Introduction

One of the main subjects covered in the marketing literature is purchasing intention, which has piqued the interest of marketing academics who study how purchasing behavior influences purchase intention (1–6). Researchers have also studied purchase intention to predict new and current goods/services transactions. Purchase intention information could support practitioners in marketing decisions linked to new and current goods, promotion plans, and market segmentation (3). Accordingly, convincing consumers to buy commodities has become crucial for marketers as consumers now have more options in a competitive and dynamic market (7).

Due to the recognized importance of customer purchase intentions, academics and business practitioners are interested in understanding the factors that influence these intentions (8). One of the key predictors of customer purchase intentions in marketing literature is customer trust in various brands.(9). Furthermore, trust is one of the most critical components of long-term and reliable connections between individuals. Personal relationships and ties were frequently used as a reference when discussing the link between the buyer and the brand (10). According to this perspective, brand trust is vital in people relationships and in building a lasting connection between the brand and the customer (11). According to academics, brand trust is a precursor of brand preference and purchase intention (7,11,12).

However, not many scholars have examined the impact of perceived value and brand trust on purchase intention, especially in branded football shoes in Oman. Therefore, in this current empirical study, we analyze the influence of brand trust and perceived value on brand preference and purchase intention for football shoes brand in Oman.

2 Literature Review

2.1 Purchase Intention

Purchase intention is a personal, conscious effort to purchase a brand and a reflection of the purchase plan of the consumer (6). Purchase intention was considered the mix of consumers' worries and likelihood of purchasing the items. Purchase intention can be classified as one of the components of consumer cognitive behaviour on how an individual intends to buy a specific brand (13). According to Ibzan et al. (2016), repurchase intention is a natural behaviour that involves using or repurchasing the same brand. Prior studies recognized a strong correlation between purchase intention, brand or product choice, and attitude (15,16). An individual's perceptions and unforeseeable circumstances may also influence purchase intention. People's opinions on personal preferences and unanticipated events indicate the factors that alter a person's desire to buy (17). Moreover, other academics proposed that buying intention was defined as the tendency of the consumers to purchase the goods. The more a customer would like to buy goods, the higher the purchase intention (18).

2.2 Brand Trust

Current branding literature presents various concepts of brand trust (Shin et al., 2019). Brand trust in literature is viewed as a relationship between brands and consumers (20). According to (21), Brand Trust is the consumer's confidence in his expectations that align with what he gets from a brand. Trust refers to the confidence consumers have in the quality and reliability of products provided by sellers (22). Brand trust is the client's willingness to depend on the brand to fulfil its stated objectives (23). Brand trust reflects the belief that connecting with the brand depends on the assumption that it will remain reliable and fulfil the purchaser's needs (24). Trust decreases when buyers view products as unsafe, even if they can rely on a trusted brand (23). Brand trust can also be defined as a consumer's willingness to depend on a brand in the face of uncertainty, based on the expectation that the brand will deliver positive results (25).

Some academics have noted that when consumers develop greater trust in a specific brand, they are more likely to repurchase it, beginning with a preference (26). Previous research has shown that brand trust predicts preference (12,26). Furthermore, a relationship exists between brand trust and purchase intention, suggesting that as brand trust develops, the likelihood of purchase intention increases (11,27). Previous studies have confirmed that brand trust positively influences purchase intention (11,27). Therefore, we propose the following hypotheses:

H1: Brand trust has a significant influence on purchase intention

2.3 Perceived Value

Perceived value is a concept that has attracted the attention of researchers (28). It has been examined from four different perspectives. First, perceived value can be equated with price, meaning that value is the same as the amount one pays. Second, value can be understood as the benefits received from what was paid. Third, it is viewed as a trade-off between the quality of the goods and their price. These latter two definitions highlight the fundamental role of value in the exchange process, emphasizing the trade-off between cost and benefit. Finally, perceived value can be understood as an overall evaluation involving subjective judgment and consideration of specific criteria (29).

Perceived value is defined as the balance between benefits and costs. It reflects the consumer's overall assessment of the utility of a product or service based on what is received and what is given (13). According to Nazri et al. (2016), the perceived value is the consumer's complete provision of the utility of products or services based on perceptions of what will be accepted and given. Moreover, perceived value is the overall value consumers provide to products that will build their perception later. Perceived value can predict consumer behaviour, and industries can use that recognized value to achieve sustainable competitive advantage (31). Other academics have noted that perceived value, in its simplest form, refers to the price paid for a product or service. More broadly, perceived value encompasses the total costs purchasers incur to benefit from using the product or service (17). Additionally, perceived value can be defined as consumers' overall assessment of a product's benefits about the time and money they invest in acquiring it (32).

Previous research has shown that perceived value is a critical factor influencing brand preference. It has been found to have a positive impact on brand preference (32–34). Additionally, other studies have indicated that perceived value serves as a precursor to purchase intention. Empirical evidence further supports that perceived value positively affects purchase intention (1,35). Based on these insights, we propose the following hypotheses:

H2: Perceived value has a significant impact on purchase intention

Figure 1 shows the conceptual framework for this study, which is based on the research, literature review, and hypotheses development.

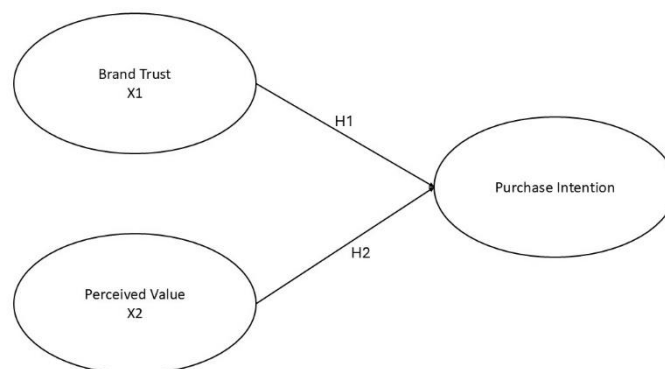


Figure 1 Conceptual Framework

3 Research Methodology

3.1 Method

This research is causal research investigating the effect of brand trust and perceived value on football players' purchase intention. According to (36), “causal research tests whether or not one event causes another” (p,160). More precisely, a causal relationship means a change in one event brings about a corresponding change in another.

3.2 Sample

This study was conducted in Oman. The population in this study was 233 players who played in the Amateur Football Player League. All participants in this research are male, with 6.4% being less than 18 years old, 42.1% between 18-26 years old, 35.2% from 27-35 years old, and 16.3% over 34 years old.

3.3 Measurements

The measurement items of the constructions from previous research were reviewed and adapted to suit the study circumstance. A 5-point Likert scale ranging from “1 = completely disagree” to “5 = completely agree” was performed. In this present research, we adapted the questionnaire from (9).

3.4 Analytical Method

The data analysis techniques are descriptive statistical analysis, data instrument tests, multiple linear regression, F, t, determination, and beta coefficient by using SPSS.

3.5 Validity and Reliability

Table 1

Validity Test

	Brand Trust	Correlation
1	I trust my favourite football shoe brand.	.658
2	I feel that I can trust my favourite football shoe brand.	.903
3	I can rely on my favourite football shoe brand.	.575
4	This brand is secure when I buy this football shoe brand.	.787
	Perceived Value	Correlation
1	This football shoe brand appears to be a good value for the price.	.713
2	The price is given that this football shoe brand is very acceptable.	.708
3	This football shoe brand is supposed to be an excellent financial deal.	.709
4	The price of this football shoe brand is competitive.	.719
	Purchase Intention	Correlation
1	I would intend to buy my favourite football shoe brand in the future.	.974
2	When I need new shoes, I would certainly purchase this football shoe brand.	.819
3	I would first consider buying my favourite football shoe brand.	.884
4	I will buy my favourite football shoe brand repeatedly.	.674

Table 1 shows that the correlation index is more significant than 0.3 and below the significance level of 5%; therefore, the data is considered valid. It shows that the variable Brand Trust in statement 1 is 0.658, statement 2 is 0.903, and statement 3 is 0.575, statement 4 is 0.787. Perceived Value in statement 1 is 0.713, statement 2 is 0.708, and statement 3 is 0.709, statement 4 is 0.719. Purchase Intention in statement 1 is 0.974, statement 2 is 0.819, and statement 3 is 0.884, statement 4 is 0.674.

Table 2

Reliability Test

Variables	Cronbach's Alpha	N of Items
Brand Trust	0.764	4
Perceived Value	0.733	4
Purchase Intention	0.781	4

In this study shows that Alpha Cronbach for Brand Trust is 0.764, Perceived Value is 0.733, and Purchase Intention is 0.781, which means that value of Alpha Cronbach is higher than the acceptance limit of 0.6 and it indicates that the data is acceptable or indicates good internal consistency. Therefore, the research instrument is reliable.

4 Results and Discussion

4.1 Descriptive Statistics

Table 3

Descriptive Statistics (brand trust)

	N	Mean	Std. Deviation
I trust my favourite football shoe brand.	233	4.3348	.59411
I feel that I can trust my favourite football shoe brand.	233	3.8627	1.24846
I can rely on my favourite football shoe brand.	233	3.8455	1.07567
This brand is secure when I buy this football shoe brand.	233	4.3090	.80876
Overall_ Brand_ Trust	233	4.0880	.49435

Table 3 shows the mean answer of the football players on the brand trust of football shoes, which is 4,08. This means that football players agree on the importance of brand trust in football shoes because brand trust, reliance on, and security are essential for a football player.

Table 4

Descriptive Statistics (Perceived Value)

	N	Mean	Std. Deviation
This football shoe brand appears to be good value for the price.	233	3.6781	1.13877

The price is given that this football shoe brand is very acceptable.	233	4.2661	.84461
This football shoe brand is supposed to be an excellent financial deal.	233	4.0987	.97098
The price of this football shoe brand is competitive.	233	3.2146	1.34111
Overall Perceived Value	233	3.8144	.62941

Table 4 shows the mean answer of football players on the Perceived Value of football shoes, which is 3,81, which means football players agree that a very acceptable price, an excellent financial deal, and the price is competitive will improve the brand's perceived value,

Table 5

Descriptive Statistics (Purchase Intention)

	N	Mean	Std. Deviation
I would intend to buy my favourite football shoe brand in the future.	233	3.6137	1.15078
When I need new shoes, I would certainly purchase this football shoe brand.	233	4.2661	.84461
I would first consider buying my favourite football shoe brand.	232	4.2457	.77570
I will buy my favourite football shoe brand repeatedly.	233	4.2275	.88800
Overall Purchase Intention	233	4.0883	.52051

Table 5 shows that the mean answer of football players regarding brand preference for football shoes is 4,08, which means that the football players agree with the Purchase Intention for specific shoe brands. They prioritise their favourite brand when purchasing and seek to repurchase in the future because of their love and preference for this brand more than others.

4.2 Hypothesis Testing

Multiple Linier Regression Analysis

The Multiple Linear Regression model assesses the impact of several independent variables on a dependent variable. The calculations were performed using SPSS 23 software enhancing the accuracy of the analysis. Based on the results presented in the table above, the model is defined as follows:

$$Y = 1.790 + 0.222X_1 + 0.365X_2$$

Table 6

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.790	.226		7.914	.000
1	Brand_Trust	.222	.080	.211	2.774	.006
	Perceived_Value	.365	.063	.441	5.804	.000

a. Dependent Variable: Purchase_Intention

Table 7

Result of R and R²

Model Summary

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.612 ^a	.374	.369	.41355

a. Predictors: (Constant), Perceived_Value, Brand_Trust

The value of R is 0.612, indicating a strong positive relationship between the independent and dependent variables. The value of R² is 0.374 or 37.4%, which means that Perceived Value and Trust as dependent variables can influence Purchase Intention as much as 37.4%. The remaining 62.6% are other factors not included in this research.

For every equation made, the first step that must be done is having an overall significance test in a regression equation based on a hypotheses test. The F test will be used to test whether the regression product design can indeed be used to predict Y. The result of the F test fit the SPSS calculation can be seen in Table 8.

F-test is any statistical test intended to determine whether the independent variables simultaneously influence the dependent variable. This test is done by comparing the Fcount with Ftable. If Fcount > Ftable as the confidence level of 95% $\alpha=0.05$).

Table 8

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	23.520	2	11.760	68.764	.000 ^b
1	Residual	39.335	230	.171		
	Total	62.855	232			

a. Dependent Variable: Purchase_Intention

b. Predictors: (Constant), Perceived_Value, Brand_Trust

The current research results show that the two hypotheses were supported. The study results illustrate that brand trust positively impacted purchase intention. Previous empirical studies have confirmed the results of this research (9,11,27,37–41). Based on Kawet et al. (2017), explained brand trust has a significant partial effect on purchase intention. However, some results have been against our study like (4,6,42)

Likewise, the study results also pointed out that perceived value positively impacted purchase intention. The prior empirical studies reinforced the results of this research (1,9,35,38,39,41,42). In addition, the result of Hansopaheluwakan et al. (2020) shows that Perceived Value strongly impacts the Purchase Intention of local brand sports shoes. According to Kawet et al. (2017), perceived value has a significant partial effect on purchase intention. Although Chinomona, Okoumba, et al. (2013) was one of the few that contradicted our findings, it demonstrated that perceived value has no effect on purchase intention.

5 Conclusions and limitations

This study documents the influence of brand trust and perceived value on purchase intention for branded football shoes. Thus, practitioners should focus on strategies to increase purchase intention to improve the consumer's perception of brand trust and perceived value. The research will help football shoe brand managers recognize the significance of brand trust on purchase intention. Therefore, managers should build strategies to increase customers' brand trust. If players trust the product brand, they have expressed a positive tendency toward purchase intention. Likewise, the findings demonstrated that perceived value affected purchase intention. The research will help practitioners to understand the importance of perceived value on purchase intention. Therefore, shoe brand managers should build strong strategies to increase customer perceived value, such as to improve great value for the price in the context of price competition. If players' perceived value increases, players will increase purchase intention.

Despite its significant contribution to literature and practice, the current study has many limitations. First, it may not be generalizable to all other sports industries, so future research should focus on different sectors, such as clothes, sports equipment, etc. Second, future research should focus on significant characteristics like brand love, brand awareness, etc., as this study only examines the impact of perceived value and brand trust on purchase intention for branded football shoes.

References

1. Calvo-Porrall C, Lévy-Mangin JP. Store brands' purchase intention: Examining the role of perceived quality. *European Research on Management and Business Economics*. 2017 May 1;23(2):90–5.
2. Sankar D, George B. COBRAs And Purchase Intention Towards Passenger Cars. *Journal of Positive School Psychology* [Internet]. 2022;2022(2):4008–14. Available from: <http://journalppw.com>
3. Tsiotsou R. The role of perceived product quality and overall satisfaction on purchase intentions. *Int J Consum Stud*. 2006;30(2):207–17.
4. Lien CH, Wen MJ, Huang LC, Wu KL. Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*. 2015 Dec 1;20(4):210–8.
5. Chang HH, Liu YM. The impact of brand equity on brand preference and purchase intentions in the service industries. *Service Industries Journal*. 2009;29(12):1687–706.
6. Chae H, Kim S, Lee J, Park K. Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention; focused on the scarcity message frequency. *J Bus Res*. 2020 Nov 1;120:398–406.
7. Choi NH, Qiao X, Wang L. Effects of multisensory cues, self-enhancing imagery and self goal-achievement emotion on purchase intention. *Journal of Asian Finance, Economics and Business*. 2020 Jan 1;7(1):141–51.
8. Chinomona R, Okoumba L, Poee D. The impact of product quality on perceived value, trust and students' intention to purchase electronic gadgets. *Mediterr J Soc Sci*. 2013;4(14):463–72.
9. Dam TC. Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention. *Journal of Asian Finance, Economics and Business*. 2020;7(10):939–47.
10. Fournier S. Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*. 1998;24(4):343–73.
11. Aydin G, Akdeniz A, Taşkin Ç, Üniversitesi B, İibf B, Bölümü İ, et al. The Role Of Brand Trust On Parents' Purchasing Intentions Of Baby-Care Products. *Doğuş Üniversitesi Dergisi* [Internet]. 2014;15(2):165–80. Available from: <http://www.cbmeturkey.com>
12. Afsar B. Effect of perceived price, brand image, perceived quality and trust on consumer's buying preferences. *Journal of Economics and Business Research*. 2014;20(1):7-20.
13. Kawet O, Pangemanan SS, Tumiwa J. Analyzing the effect of perceived value and trust on purchase intention. *Jurnal EMBA*. 2017;5(2):773–83.
14. Ibzan E, Balarabe F, Jakada B. Consumer Satisfaction and Repurchase Intentions. *Developing Country Studies* [Internet]. 2016;6(2). Available from: www.iiste.org
15. Martín-Consuegra D, Faraoni M, Díaz E, Ranfagni S. Exploring relationships among brand credibility, purchase intention and social media for fashion brands: A conditional mediation model. *Journal of Global Fashion Marketing*. 2018 Jul 3;9(3):237–51.
16. Kim AJ, Ko E. Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *J Bus Res*. 2012 Oct;65(10):1480–6.
17. Kotler P, KK. *Marketing Management*. New Jersey, United States: Pearson Education; 2006.
18. Schiffman L, Kanuk L. *Consumer Behaviour*. Vol. 8. New Jersey: Prentice Hall.; 2004.

19. Kwan Soo Shin S, Amenuvor FE, Basilisco R, Owusu-Antwi K. Brand Trust and Brand Loyalty: A Moderation and Mediation Perspective. *Current Journal of Applied Science and Technology*. 2019 Nov 11;1–17.
20. Zehir C, Şahin A, Kitapçı H, Özçahin M. The effects of brand communication and service quality in building brand loyalty through brand trust; the empirical research on global brands. In: *Procedia - Social and Behavioral Sciences*. 2011. p. 1218–31.
21. Gefen D. E-commerce: the role of familiarity and trust. *Omega (Westport)* [Internet]. 2000;28(6):725-737. Available from: www.elsevier.com/locate/dsw
22. Garbarino E, Johnson MS. The different roles of satisfaction, trust, and commitment in customer relationships. *J Mark*. 1999;63(2):70-87.
23. Chaudhuri A, Holbrook MB. The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *J Mark*. 2001;65(2):81-93.
24. Delgado-Ballester E. Development and validation of a brand trust scale. *International journal of market research*. 2003;45(1):35-54.
25. Lau GT, Lee SH, Manager M. Consumers' Trust in a Brand and the Link to Brand Loyalty. *Journal of Market Focused Management*. 1999;4:341–70.
26. Chinomona R, Mahlangu D, Poole D. Brand service quality, satisfaction, trust and preference as predictors of consumer brand loyalty in the retailing industry. *Mediterr J Soc Sci*. 2013;4(14):181–90.
27. Sanny L, Arina AN, Maulidya RT, Pertiwi RP. Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*. 2020;2139–46.
28. Hanaysha JR. Customer retention and the mediating role of perceived value in retail industry. *World Journal of Entrepreneurship, Management and Sustainable Development*. 2018 Feb 12;14(1):2–24.
29. Pan H, Kang MS. Comparative Analysis of Galaxy and Xiaomi on Switching Intention Process of Smartphone Using Structural Equation Modeling. *International Journal of Multimedia and Ubiquitous Engineering*. 2017 Feb 28;12(2):13–28.
30. Nazri M, Raji A, Zainal A. The effect of customer perceived value on customer satisfaction: A case study of Malay upscale restaurants. *Geografia*. 2016;12(3).
31. Wang EST. Effect of food service-brand equity on consumer-perceived food value, physical risk, and brand preference. *British Food Journal*. 2015 Feb 2;117(2):553–64.
32. Hellier PK, Geursen GM, Carr RA, Rickard JA. Customer repurchase intention: A general structural equation model. *Eur J Mark*. 2003 Dec 1;37(11–12):1762–800.
33. Ebrahim R, Ghoneim A, Irani Z, Fan Y. A brand preference and repurchase intention model: the role of consumer experience. *Journal of Marketing Management*. 2016 Sep 1;32(13–14):1230–59.
34. Muzakir M, Damrus D. Analysis of customer perceived value and its impact on customer brand preference and future purchase intention. *Jurnal Bisnis Dan Kajian Strategi Manajemen*, [Internet]. 2018;2(1). Available from: <http://jurnal.utu.ac.id/jbkan>
35. Hu Y. Linking Perceived Value, Customer Satisfaction, and Purchase Intention in E-Commerce Settings. In *Advances in computer science, intelligent system and environment*. 2011;623–8.
36. Hair JF, Money A, Samouel P, Page M. *Research methods for business*. Chichester: John Wiley & Sons Ltd. ; 2007.

37. Hulu P, Ruswanti E, Unggul UE. Influence of product quality, promotion, brand image, consumer trust towards purchase intention. Universitas Esa Unggul. 2018;1(13).
38. Chen H. The influence of perceived value and trust on online buying intention. J Comput (Taipei). 2012;7(7):1655–62.
39. Bonsón Ponte E, Carvajal-Trujillo E, Escobar-Rodríguez T. Influence of trust and perceived value on the intention to purchase travel online: Integrating the effects of assurance on trust antecedents. Tour Manag. 2015 Apr 1;47:286–302.
40. Akinbode M, Adegbuyi O, Agboola M. Assessing the influence of consumer perceived value, trust and attitude on purchase intention of online shopping. In: ACM International Conference Proceeding Series. Association for Computing Machinery; 2018. p. 40–7.
41. Konuk FA. The role of store image, perceived quality, trust and perceived value in predicting consumers' purchase intentions towards organic private label food. Journal of Retailing and Consumer Services. 2018 Jul 1;43:304–10.
42. Watanabe EA de M, Alfinito S, Curvelo ICG, Hamza KM. Perceived value, trust and purchase intention of organic food: a study with Brazilian consumers. British Food Journal. 2020 Mar 31;122(4):1070–184.
43. Hansopaheluwakan S, PJR, KJ, Prabowo H, Hamsal M, Lukmanto B. The Influence Of Social Media Marketing, Website Quality, E-wom, And Perceived Value On The Purchase Intention. Case Study: PT. Vita Nova Atletik's Local Brand Sports Shoes. In: n 2020 International Conference on Information Management and Technology. IEEE; 2020. p. 916–21.