

Strategic Factors that Influence the Decision to Purchase Running Sportswear in Indonesia

Daniel Joel Immanuel Kairupan

Universitas Ciputra, Indonesia

daniel.kairupan@ciputra.ac.id

Abstract

Based on the National Survey of the Central Statistics Agency (Susenas BPS), running is the majority sport preferred by 41.45% of respondents. Interest in running as a sporting activity continues to increase in society, creating an atmosphere supporting the running community's growth. Social aspects, health, and lifestyle trends are several factors that influence this development. Based on several previous studies, several of these things affect the decision to purchase running sportswear. So, this research examines the purchasing decision of running sportswear with a sample of running enthusiasts in Indonesia.

The respondents of this research are running enthusiasts in Indonesia. Data collection was carried out by distributing questionnaires online. The statistical tool used is Smart Partial Least Square (SmartPLS 3.0). The results show that purchase decisions are influenced by several factors, namely reference groups, lifestyle, and consumer preferences. The results obtained can be used by running sportswear companies to pay more attention to marketing strategies by always adapting to the dynamics of the times, including understanding market trends, changes in consumer behavior, and new technologies that may impact marketing strategies.

Keywords: fashion trends, reference groups, lifestyle, consumer preferences, purchase decisions

JEL : L83, M31

DOI : 10.24002/kinerja.v29i1.9740

Received : 08/14/2024

Reviewed: 01/11/2025

Final Version: 03/04/2025

1. INTRODUCTION

The development of sports in Indonesia has experienced various changes over time. Sports, once known as a necessity, have changed their purpose, and running has now become a lifestyle for most citizens. Indications of this can be seen from the excitement of various events in big cities in Indonesia in recent years. Based on the National Survey of the Central Statistics Agency (Susenas BPS) in 2021, running, cycling, gymnastics, football, badminton, and golf are the sport's most popular among

Indonesian people. However, running is the majority sport preferred by 41.45% of respondents (BPS, 2022).

The high level of public enthusiasm for running is due to several factors. First, the development of running communities everywhere. Second, the lack of land in urban areas has caused many running enthusiasts to appear. Third, there is a response that running is a relatively simple and cheap sport to do. The fourth factor that causes running to develop rapidly is public awareness of healthy living and the importance of an active lifestyle. The fifth factor is the influence of social media, which has an important role in promoting and motivating healthy lifestyles to other people. The sixth factor is the number of running events currently held in almost every city (Indraswari, 2022).

The running sportswear industry in Indonesia has experienced significant growth along with the increasing public interest in a healthy lifestyle and running. Local and international manufacturers compete to attract consumers with various strategies. Understanding the strategic factors that influence these purchasing decisions is essential for companies to win the competition and meet consumer needs (David & David, 2017).

Companies compete to understand consumer trends and preferences for running clothing as needs continue to grow by innovating through their product designs. In a statement via Mc. Kinsey, Amed et al. (2023) explain that the need for fashion in 2023 and beyond will continue to grow. For example, the Puma brand, which has been concerned with running sportswear, experienced an increase of 20% at the end of 2022, and New Balance experienced an expansion of product diversification in running clothing products. New models and trends continue to be created every year, influencing consumer fashion awareness and influencing the formation of consumer preferences. Nike products are currently also developing products specifically for women who wear the hijab.

The increasing interest in running sports influences the fashion industry to provide comfortable and fashionable running clothing. Companies compete to understand consumer trends and preferences for running clothing as needs continue to grow by innovating through their product designs. In a statement via McKinsey, Amed et al. (2023) explain that the need for fashion in 2023 and beyond will continue to grow. For example, the Puma brand, which has been concerned with running sportswear, experienced an increase of 20% at the end of 2022, and New Balance experienced an expansion of product diversification in running clothing products. Companies try to understand consumer preferences to offer products that fit market needs.

Fashion is a term known in everyday life as a basic human need for self-actualization. Tenaya (2021) states that fashion is a form of one's self-application of the clothing or accessories one wears and is a tool for measuring one's attitudes and feelings. Consumers are often inspired by the latest fashion trends they see on social media, which can encourage consumers to update their wardrobes. Consumers will create unique styles that may not fully follow current trends (Amed et al., 2023).

A reference group is a collection of people who are considered to have a significant influence or impact on someone's purchasing decisions (Kotler et al., 2021). Reference groups, such as running communities, provide product

recommendations and reviews to members in three ways, namely introducing new things and someone's lifestyle, affecting their self-perception and attitudes, as well as putting them under pressure to be comfortable, which may affect the products they choose (Nugraha, 2019). Ghegreab & Heale (2023) state that although reference groups can influence consumer preferences, consumers must also have self-awareness and the ability to make decisions based on their personal preferences without being influenced by their reference group.

Genarsih (2021) states that lifestyle can make an individual always follow current developments in fashion styles, thereby forming preferences that tend to choose products and developments in fashion styles. Someone who likes running will look for running equipment that suits their needs. This is the gap in this study. Many studies explore individual factors that influence purchasing decisions (Indraswari, 2022; Genarsih, 2021; Sferianto et al., 2018), but this research examines the synergy between consumer preferences, fashion trends, reference groups, and lifestyle in one analytical framework by taking runner respondents. Therefore, the author wants to explain the relationship between fashion trends, brand awareness, reference groups, lifestyle, and consumer preferences for running sportswear.

2. LITERATURE REVIEW

This section will explain the theoretical basis, including consumer preferences, fashion trends, reference groups, lifestyle, and purchase decisions. Apart from that, it will also explain the research directions that have been studied.

2.1. Theory of Planned Behavior

One of the most important ideas for understanding human behavior is the Theory of Planned Behavior (TPB), which was created by Icek Ajzen in 1985. Numerous disciplines, including marketing, education, health, and the environment, have made extensive use of this notion. TPB is concerned with the ways in which attitudes, subjective norms, and perceived behavioral control impact a person's intention to behave, which in turn influences actual behavior.

The consumer's attitude to behavior is greatly influenced by personal preferences for the product. For example, if a consumer prefers eco-friendly or high-tech running clothing, they are likely to have a positive attitude toward purchasing the product. These preferences influence purchase intentions because the product is perceived to fit the individual's needs and wants.

The Theory of Planned Behavior has made significant contributions to understanding and predicting human behavior, especially those involving planned and rational decisions. However, the theory has also faced criticism, particularly in its ability to handle unplanned behavior, the role of emotions, and the complexity of social influence (Ajzen, I., 2011; 2019).

2.2. Competitive Advantages

Competitive Advantage or competitive advantage is a concept first popularized by Michael E. Porter (1985; 2019). This theory explains how companies can create more value for their consumers compared to their competitors through differentiation

and low-cost strategies (cost leadership). Competitive Advantage Theory provides a strong framework to analyze how strategic factors implemented by running sportswear companies in Indonesia can influence consumer purchasing decisions.

By understanding and implementing differentiation and cost leadership strategies effectively, companies can create greater value for consumers and strengthen their position in a competitive market (Chuchulayna, 2019). This study contains information about how brand value contributes to competitive advantage and strengthens the company's position in the market.

2.3. Consumer Preferences

Consumer preferences are choices or tendencies that individuals or groups have when choosing a product. The product selection is based on quality, price, style, and other factors (Shadrina et al., 2021). Preference is an independent subjective attitude under needs based on the individual's desires.

Consumer preferences can vary from one individual to another and can be influenced by several factors, including personal experience, education, culture, social group references, and the influence of certain advertising (Kotler & Armstrong, 2018).

The brand also added that product development is closely related to the benefits offered by the product, including several product attributes contained in it, for example, product quality, product features, and product design or appearance (Suryani et al., 2021).

2.4. Fashion Trends

Fashion has become a part of style and everyday life, and it involves language styles, certain clothing models, and even behavior. Fashion is the way people describe themselves, communicate, and express their identity through their own clothing choices (Haryanti & Nurdin, 2019). Amed et al. (2023) stated that fashion trends change from time to time and are often influenced by factors such as culture, economy, social environment, and various other behaviors. They also added that fashion is not only about physical appearance but also shows an individual's response to the values in society (Sumitha & Suganya, 2022).

Fashion trends can influence the personalities and preferences of very diverse consumers. These two relationships are very dynamic and influence each other (Abbas, 2022). He added that fashion trends can emerge because of consumer preferences that continue to develop and are a cycle that will repeat itself. Sari & Patrikha (2021), through their research, stated that fashion trend is a term that refers to aspects of the appearance and construction of fashion products related to a particular season.

The indicators of fashion trends are 1) Accepted style, 2) Majority Group, 3) Time Cycle, and 4) Opinion Leaders (Kotler & Armstrong, 2018). They added that trends influence consumer preferences, which are also closely related to product development.

H1: Fashion Trends have a positive influence on Consumer Preferences.

2.5. Reference Group

Reference groups are groups of individuals who influence a person's behavior. Either direct influence with individuals such as family or close friends or those that do not have direct interaction with individuals, such as influence on certain groups (Pransopon & Hoonsoyon, 2019). Reference groups can influence the formation of consumer preferences if they can provide a good picture and the right way to influence an individual's view of a particular product or brand (Hawkins & Mothersbaugh, 2019).

The reference group has three indicators including normative influence, value expression influence, and information influence (Christianti & Remiasa, 2018). Normative explains the influence of a reference group on a person through social norms that must be obeyed and followed. Value expressions explain reference groups that will influence a person through their function as bearers of value expressions. Meanwhile, the influence of information explaining the reference group will influence other people. They are trusted because they have better knowledge and information.

H2: Reference groups have a positive influence on consumer preferences.

2.6. Lifestyle

Lifestyle has a definition regarding the way individuals carry out their daily habits. How do these individuals carry out their activities, interact with other groups, and make decisions that suit themselves? According to Kotler & Armstrong (2018), lifestyle can include many things, namely clothing style, shopping patterns, eating habits, physical activity, social interaction, use of technology, and hobbies or recreation. Kotler et al. (2021) added that lifestyle is a person's lifestyle, which is reflected in activities, interests, and opinions. Lifestyle changes can influence consumers' preferences or choices of products to buy. By understanding consumer lifestyles, marketers can predict consumer living habits.

Shadrina et al. (2021) According to their studies, lifestyle is influenced by both internal and external variables. Attitudes, observations and experiences, personality, self-concept, motivations, and perceptions are examples of internal variables. In the meantime, socioeconomic status, culture, and familial reference groups are examples of external variables.

H3: Lifestyle has a positive influence on consumer preferences.

2.7. Purchase Decision

Purchase decision refers to the process or steps taken by consumers to choose or buy a particular product. Dawn et al. (2023) explain that purchase decisions are influenced by several processes, namely the first stage of paying attention (attention), the second stage of interest (interest), the third stage of desire (desire), the fourth stage of deciding to buy (action), the fifth stage of satisfaction (satisfaction).

According to Sferianto et al. (2018), there are eight factors that influence purchasing decisions: perceived utility and ease of use, perceived affordability, the experience of the purchase, compatibility (with values, norms, and beliefs),

interpersonal and external influences, facilitating circumstances, and self-efficacy (knowing how to conduct an internet search). In addition, they stated that the choice to buy a product is the result of a number of steps, beginning with the need or want stage, followed by research and the assessment of other possibilities, and concluding with the decision to buy the product.

H4: Consumer preferences have a positive influence on purchase decisions.

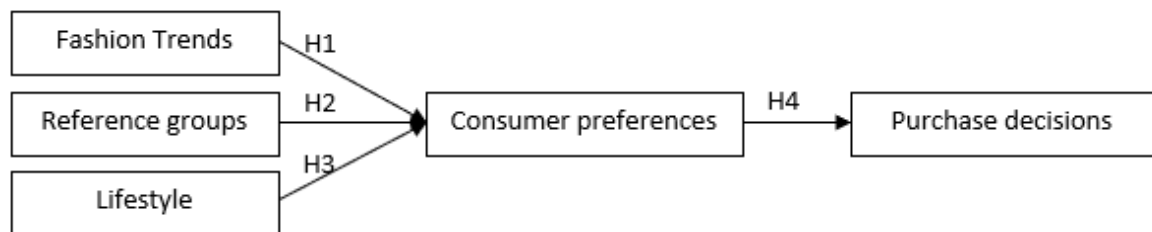


Figure 1. Research Framework

3. METHODOLOGY

This section will explain the research methods used, such as sample, operating definitions of research variables and indicators, and analysis methods.

3.1. Sample

The sampling criteria used in this research were people who had a running hobby and had experience participating in race events for at least 1 year. The minimum sample size is 100 respondents (Hair et al., 2018). Researchers used g-form media, which was distributed via the running community WhatsApp group. The sampling technique used purposive sampling, selecting intentionally based on certain criteria or objectives.

3.2 Operational Definitions of Research Variables and Indicators

Operational definitions of research variables and indicators are important in ensuring research clarity, consistency, and replication. The following are the indicators and operational definitions of the variables in this research.

Table 1. Operational Definitions of Research Variables and Indicators

No	Variable	Definition	Indicators
1	Consumer Preferences (CP)	Consumer preferences are defined as whether a person likes or dislikes the goods or services consumed (Kotler & Keller, 2018).	1. Brand awareness refers to consumers' understanding of a product that they believe has the quality that meets their expectations. 2. The brand image includes perceptions or assessments formed by consumers before

No	Variable	Definition	Indicators
			<p>carrying out the purchasing process.</p> <p>3. Brand loyalty includes consumer loyalty to certain products.</p> <p>4. Brand quality refers to consumer confidence in the product based on previous experience.</p> <p>5. Brand personality includes the emotional connection between consumers and a particular brand, which is based on the values or characteristics of that brand.</p> <p style="text-align: right;">Kotler & Keller (2018)</p>
2	Fashion Trends (FT)	Fashion trends reflect social or economic status, which can explain popularity (Sari & Patrikha, 2021)	<p>1. Accepted style refers to certain choices that become popular in a certain period.</p> <p>2. Majority Group refers to the style or choice of clothing followed by the majority of people or groups of society.</p> <p>3. Time Cycle refers to the natural pattern of continuously changing dynamics in the fashion industry.</p> <p>4. Opinion Leaders refer to individuals or groups who have a significant influence on shaping and directing the preferences of other individuals in the fashion industry.</p> <p style="text-align: right;">Kotler & Armstrong (2018)</p>
3	Group (GR)	References Individuals or groups that encourage customers to buy a particular product consist of normative reference groups, including friends and family, comparative reference groups, including educational community leaders and multiple reference groups (Kotler & Armstrong, 2018).	<p>1. Informational influence occurs when an individual uses group members' behavior and opinions.</p> <p>2. Normative influence, which refers to utilitarian influences, occurs when an individual fulfills group expectations for immediate reward to avoid sanctions.</p> <p>3. Identification influence occurs when an individual has internalized group values and norms.</p> <p style="text-align: right;">Kotler & Armstrong (2018)</p>

No	Variable	Definition	Indicators
4	Lifestyle (LS)	Lifestyle is a person's pattern in the world as expressed in their activities, interests, and opinions. Lifestyle describes the consumer's whole self as it interacts with the environment (Priansa, 2017).	<ol style="list-style-type: none"> 1. Activities, refer to individual activities regarding a product because of a need. 2. Interest leads to an individual's choice of a product according to their respective characteristics. 3. Opinions refer to insights received by individuals from outside parties about certain products. <p>Priansa (2017).</p>
5	Purchase Decision (PD)	Purchase decisions are not only influenced by rational factors, which are related to the influence of the purchasing decision process, market segmentation, to psychological and social factors (Kotler et al., 2022).	<ol style="list-style-type: none"> 1. Perceived ease of use and usefulness refers to the ease with which consumers buy a product. 2. Perceived low cost refers to consumers' ability to purchase products at affordable prices. 3. Purchase experience refers to the consumer's experience when purchasing a product. 4. Compatibility (with values, norms, and beliefs) refers to the extent to which a product can meet consumer expectations or needs. 5. Interpersonal influence refers to the process of interaction and the role of other people in the process of deciding to purchase a product. 6. External influence refers to the extent to which current dynamics or trends influence the product purchasing process. 7. Facilitating conditions refers to the situation where consumers are interested in purchasing due to the presence of facilities (for example, technology) that meet the consumer's needs or desires. 8. Self-efficacy (familiarity with internet search) refers to an

No	Variable	Definition	Indicators
			individual's ability to purchase the desired product.
			Kotler et al. (2022)

Source: Author (2024).

3.3 Analysis Method

Factor analysis is used in this study to assess validity. Factor analysis with a standardized loading of at least 0.5 or, ideally, 0.7 will be employed to evaluate construct validity. This study used Cronbach's coefficient alpha to determine reliability. If an instrument's dependability coefficient is around 1.0, it might be considered good. Cronbach's coefficient alpha is regarded as high if it is over 0.8 and acceptable if it is between 0.7 and 0.8. (Bougie & Sekaran, 2019).

A Likert scale with five possible responses—1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, and 5 for strongly agree—was employed in this study. Software called Smart Partial Least Square (SmartPLS) 3.0 is used to process the data for this study. The structural equation model (SEM) is the analytical model employed in this study. Using R-Square as a suitable metric, PLS maximizes the amount of variation explained by the predictor variable to the dependent variable (Hair et al., 2018).

4. RESULT AND DISCUSSION

4.1. Respondents' Characteristics

All respondents are running enthusiasts who are members of the running community. Data was collected from November 2023 until January 2024. The data shows that most respondents have liked running and have been involved in the running community for more than 1 year. These characteristics will help in answering questions regarding the influence of group references on consumer preferences and purchase decisions.

Table 2. Respondents by Gender

Gender	Total	%
Man	87	44.39
Woman	109	55.61
Total	196	100

Source: Data processed (2024).

Table 3. Respondents based on length of time joining the running community

Time	Total	%
<1 year	52	26.53
>1 year	144	73.47
Total	196	100

Source: Data processed (2024).

4.2. The Measurement Model

The first step is to carry out validity and reliability tests to ensure the adequacy and accuracy of the data for analysis. Table 4 shows no strong relationship between variables, as indicated by the absence of any intervariable correlation coefficient values above 0.80.

Table 4. Validity Test Results

	FT	RG	LS	CP	PD	Information
FT1	0.901					Valid
FT2	0.913					Valid
FT3	0.915					Valid
FT4	0.920					Valid
RG1		0.782				Valid
RG2		0.877				Valid
RG3		0.873				Valid
LS1			0.910			Valid
LS2			0.917			Valid
LS3			0.935			Valid
CP1				0.805		Valid
CP2				0.824		Valid
CP3				0.800		Valid
CP4				0.837		Valid
CP5				0.881		Valid
PD1					0.890	Valid
PD2					0.916	Valid
PD3					0.923	Valid
PD4					0.905	Valid
PD5					0.924	Valid
PD6					0.901	Valid
PD7					0.898	Valid
PD8					0.878	Valid

Source: Questionnaire data processed (2024).

4.3. Reliability Test

The composite test findings and Cronbach's Alpha values of every variable examined in this study were deemed trustworthy, according to the reliability test in Table 5. This is because the study data is deemed dependent as all variables have Composite Reliability and Cronbach's Alpha values greater than 0.7.

Table 5. Composite Reliability Test Results and Cronbach's Alpha

	Composite Reliability	Cronbach's Alpha	Information
FT	0.875	0.812	Reliable
GR	0.889	0.829	Reliable
LS	0.955	0.891	Reliable
CP	0.912	0.875	Reliable
PD	0.913	0.892	Reliable

Source: Questionnaire data processed (2024).

4.4. Model Feasibility Test

The model's viability was tested using the Goodness of Fit (GoF) index value technique. The GoF index value in this study is the sum of the AVE values for each latent variable and the R2 value for the dependent variable.

Table 6. Model Feasibility Test Results

Latent Variable	Number of Indicators	AVE	Weighted Amount	R2	GoF
Fashion Trends	4	0.824	3.296		
Group References	3	0.779	2.337		
Lifestyle	3	0.790	2.37		
Consumer Preferences	5	0.887	4.435		
Purchase Decision	8	0.891	7.128		
Total	23		19.566	0.781	
Average					0.6701

Source: Questionnaire data processed (2024).

According to the findings of the model feasibility test, the GoF value is 0.6701. According to these findings, 67.01% of the model variance can be explained by the sample data used in this investigation. The fashion trend, group references, lifestyle, and consumer preferences variables can all have a 78.1% impact on the purchase choice variable, according to the R2 value of 0.781. However, factors not included in the study model account for 21.9%.

4.5. Hypothesis Testing Results

Table 7. t Testing Results

Hypothesis	Original Sample	St. Dev	t-statistics	p-values	Results
Fashion Trends-Consumer Preferences (H1)	0.175	0.078	2.214	0.063	Positive, not significant
Group References-Consumer Preferences (H2)	0.127	0.101	2.106	0.001	Positive, significant
Lifestyle-Consumer Preferences (H3)	0.201	0.176	2.467	0.000	Positive, significant
Consumer Preferences - Purchase decision (H4)	0.219	0.197	1.780	0.000	Positive, significant

Source: Questionnaire data processed, 2024

From Table 7, there is 1 hypothesis that is rejected, namely fashion trends on consumer preferences. Meanwhile, hypotheses 2 to hypothesis 4 were accepted with p-values below 0.05.

4.6. Discussion

The first hypothesis is not accepted because the p-values are above 0.05. The results of this research are based on the opinions of Abbas (2022) and Sari & Patrikha (2021), who state that fashion trends are the result of consumer preferences that continue to develop and are a cycle that will repeat itself. Both are increasingly influential due to the influence of the media and shifts in social culture, which are continuously promoted by the mass media.

The second hypothesis is accepted because the p-values are also below 0.05. Reference groups can influence the formation of consumer preferences because they can provide a good picture and the right way to influence an individual's view of a particular product (Hawkins & Mothersbaugh, 2019). This opinion is also supported by Pransopon & Hoonson (2019) and Allen (2020), who added that everyone has a lifestyle that comes from their assumptions that they are part of society in general, including when they join a community or group.

The third hypothesis is accepted with p-values of 0.00 (below 0.05). This is the opinion of Kotler & Armstrong (2018), where lifestyles have strong interactions with other groups and will make decisions that suit themselves. Shadrina et al. (2021) also added that lifestyle includes the way individuals live their daily lives, including activities, habits, values, and preferences. Consumer preferences, on the other hand, include the choices made by consumers regarding the products, brands, or services they choose. Nur et al. (2023) add that lifestyle can also reflect social status and income level. Consumer preferences can be influenced by financial capabilities and aspirations to reflect the desired social status. Consumers may choose products or brands that reflect their values and lifestyle to form a desired self-image (Patty & Kairupan, 2022).

The fourth hypothesis is accepted because the p-values are below 0.05. This is because consumer preferences include preferences for products, brands, features, prices, and various other aspects that can influence purchasing decisions (Pangestu, 2017). This is also supported by Fitria & Mahfudz (2018), who state that consumer preferences greatly influence purchase decisions. So, companies that can understand and respond to consumer preferences will have a greater opportunity to influence consumer purchasing decisions positively. This can include developing products that suit market needs, appropriate marketing strategies, and maintaining a good brand reputation.

5. CONCLUSION

The objectives of this have been achieved, namely, to find out what factors influence consumer purchasing. This study reveals that differentiation, branding, digital marketing, pricing, and distribution strategies play a key role in influencing consumer purchasing decisions for running sportswear products in Indonesia.

Brands that can implement these strategies effectively will have a competitive advantage in attracting consumers and increasing market share.

Consumer purchasing decisions are not driven by a single factor but rather are the result of complex interactions between various elements of business strategy. Therefore, companies must adopt a holistic approach to developing their marketing and operational strategies. By combining product innovation, effective brand communication, and competitive pricing strategies, local running sportswear companies can better compete with international brands and strengthen their position in the dynamic Indonesian market.

By leveraging the findings of this study, managers can make more informed and strategic decisions, which will ultimately support sustainable business growth and long-term success in the sports apparel industry.

REFERENCES

- Abbas, M., 2022. Preferences of customers in selecting clothing as a brand: A quantitative analysis on the Bonanza. *Journal of Contemporary Issues in Business and Government*, 1, pp.1-15.
- Allen, P., 2020. *Leadership & Management*. Fortune Publishing.
- Ajzen, I., 1991. The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), pp.179-211.
- Badan Pusat Statistik, 2022. *Badan Pusat Statistik*. Available at: <https://www.bps.go.id/>
- Baharuddin, M.F. and Martini, E., 2019. Pengaruh Brand Image Terhadap Proses Keputusan Pembelian Sepatu Adidas (studi Pada Pembeli Sepatu Adidas Di Indonesia). *eProceedings of Management*, 6(2), p.2348.
- Bougie, R. and Sekaran, U., 2019. *Research Methods for Business: A Skill Building Approach*. 8th ed. Danvers: John Wiley & Sons.
- Calvindo, W., 2020. *Faktor yang Mempengaruhi Preferensi Konsumen antara Hotel Independen dan Hotel Chain di Kota Batam* (Doctoral dissertation, Universitas Internasional Batam).
- Capistran, R.P., 2018. Pengaruh brand image terhadap customer preference pada Brodo Footwear. *Repository Universitas Padjadjaran*.
- Celia and Meadows, S., 2013. *Why would anyone wear that?* United Kingdom: Intellect Books.
- Christianti, A. and Remiasa, M., 2018. Analisa pengaruh kelompok referensi, gaya hidup, dan sikap konsumen terhadap keputusan pembelian konsumen pada restoran Asian King Surabaya. *Jurnal Hospitality dan Manajemen Jasa*, 6(2), pp.485-494.
- Chuchulayna, R.Y., 2019. Competitive advantages and competitive strategies of small and medium-sized enterprises. *Economics and Management*, 16(1).

- David, F.R. and David, F.R., 2017. *Strategic management: A competitive advantage approach, concepts, and cases*. 16th ed. Harlow: Pearson Education Limited.
- Fajar, M.R., Suhud, U. and Febrilia, I., 2023. Analisis variabel-variabel yang memengaruhi keputusan pembelian konsumen di Pameran Sepatu Jakarta Sneaker Day. *Sinomika Jurnal*, 1(5), pp.1249-1270.
- Fatmala, I.A. and Wijaya, N.H., 2019. Anteseden keputusan pembelian irasional: Studi pada penggemar K-Pop di Indonesia. *Jurnal Akuntansi dan Manajemen*, 30(3), pp.157-167.
- Fitria, F.D. and Mahfudz, 2018. Pengaruh citra merek, preferensi konsumen, word of mouth, kepercayaan, dan persepsi harga terhadap keputusan pembelian jasa Go-Ride (Studi pada mahasiswa Universitas Diponegoro). *Diponegoro Journal of Management*, 7(2), pp.1-13.
- Genarsih, T., 2021. Pengaruh tingkat pendapatan dan jumlah anggota keluarga terhadap konsumsi gas elpiji pada sektor rumah tangga. *Journal of Islamic Economics*, 1(1).
- Ghegreab, S. and Heale, S., 2023. *Responsible fashion business in practice: Sustainable concepts and cases across the fashion industry*. London: Routledge.
- Hair Jr, J.F., Babin, J.B., Black, W.C. and Anderson, R.E., 2018. *Multivariate data analysis*. 8th ed. Cengage India.
- Haryanti, I. and Nurdin, H., 2019. Fashion trends and hedonic lifestyle on decisions purchase of hijab dresses in Bima. *Li Falah Jurnal Studi Ekonomi dan Bisnis Islam*, 4(2), pp.163-174.
- Haryanto, B., Febrianto, A. and Cahyono, E., 2019. Lifestyle and consumer preference in choosing local or foreign brands: A study of consumer behavior in Surakarta - Indonesia. *Jurnal Manajemen dan Kewirausahaan*, 21(1), pp.74-88.
- Hawkins, D.I. and Mothersbaugh, D.L., 2019. *Consumer behavior: Building marketing strategy*. 11th ed. Singapore: McGraw-Hill Irwin.
- Hines, T. and Bruce, M., 2007. *Fashion marketing: Contemporary issues*. 2nd ed. Oxford: Elsevier Ltd.
- Indraswari, D.L., 2022. *Menyambut Bangkitnya Wisata Olahraga Lari*. Kompas. Available at: <https://www.kompas.id/baca/riset/2022/10/08/menyambut-bangkitnya-wisata-olahraga-lari>
- Keller, K.L. and Swaminathan, V., 2020. *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. 5th ed. United Kingdom: Pearson Education.
- Kotler, P. and Armstrong, G., 2018. *Principles of Marketing*. 17th ed. Harlow: Pearson Education Limited.
- Kotler, P., Keller, K.L. and Chernev, A., 2022. *Marketing Management*. 16th ed. Harlow: Pearson Education.

- Kotler, P., Keller, K.L. and Chernev, A., 2021. *Marketing Management*. Global Edition. Harlow: Pearson.
- Matli, C.M., Tlapana, T. and Mofokeng, R.H., 2021. The influence of brand image on the selection and preference of universities of technology. *Eureka: Social and Humanities*, 6, pp.3-13.
- Megananda, F.S. and Sanaji, S., 2021. Pengaruh gaya hidup sehat dan citra merek terhadap preferensi konsumen minuman Ready to Drink (RTD). *Jurnal Ilmu Manajemen*, 9(4), pp.1613-1622.
- Nugraha, A. M., 2019. The influence of lifestyle, reference group, and brand image towards brand loyalty on Nike shoes. *Jurnal Ilmiah Mahasiswa FEB*, 8(1).
- Nur, R.A., Kartawinata, B.R., Kairupan, D.J., Sukendri, N., Rachman, F.S., Dahliana, D., Mulatsih, L.S., Hasmy, Z.A., Veronika, T., Arham, S. and Febrianto, R., 2023. *Psikologi Keuangan*. Bandung: Widina Media Utama.
- Pangestu, P., 2017. Pengaruh preferensi konsumen terhadap keputusan pembelian pada Kantin Halalan Thayyiban Universitas Brawijaya Malang. *Scientific Journal Department of Economics FEB University of Brawijaya*, pp.1-13.
- Patty, A.D. and Kairupan, D.J., 2022. Pengaruh promosi melalui aplikasi online, pengalaman konsumen, variasi produk, dan kualitas pelayanan terhadap minat beli kembali produk Mixue Yogyakarta. *Jurnal Akuntansi dan Manajemen*, 33(3), pp.187-198.
- Pransopon, P. and Hoonsopon, D., 2019. The impact of reference groups on the purchase intentions of sporting products: The case for spectatorship and participation. *Asian Academy of Management Journal*, 24(1), pp.1-23.
- Priansa, D.J., 2017. *Perilaku Konsumen dalam Persaingan Bisnis Kontemporer*. Bandung: Alfabeta.
- Porter, M., 1985. *Competitive strategy: Techniques for analyzing industries and competitors*. New York: The Free Press.
- Putri, M.T., Hatta, A.J. and Indraswono, C., 2023. Analisis persepsi kemanfaatan, persepsi kemudahan, kepercayaan, gaya hidup, literasi keuangan, dan risiko terhadap penggunaan QRIS sebagai alat pembayaran digital pada mahasiswa di Yogyakarta. *Jurnal Ekonomi dan Bisnis*, 17(3), pp.215-228.
- Sari, I.D. and Patrikha, F.D., 2021. Pengaruh e-gaya hidup, tren fashion, dan customer experience terhadap impulsive buying produk fashion konsumen. *Akuntanbel*, 18(4), pp.683-690.
- Sferianto, Wang, G., Sawlani, D.K. and Tariga, R.E., 2018. The use of quality, security, and trust factors to improve the online purchase decision. *Journal of Theoretical and Applied Information Technology*, 96(5), pp.1436-1445.
- Shadrina, A.N., Fathoni, M.A. and Handayani, T., 2021. Pengaruh tren fashion, gaya hidup, dan brand image terhadap preferensi fashion hijab. *Journal of Islamic Economics*, pp.48-71.

- Sumitha, P. and Suganya, R., 2020. Trends in the fashion industry and their influence in consumer buying decisions. *International Journal of Scientific Engineering and Research*, pp.38-42.
- Suryani, N.K., Riswandi, P., Hasbi, I., Rochmi, A., Kairupan, D.J., Hasan, M., Setiorini, H., Sudirman, A., Muftiasa, A., Yanti, N.N.S.A. and Yuniarti, R., 2021. *Pengantar Manajemen dan Bisnis*. Bandung: Widina Media Utama.
- Tenaya, A., 2021. Hegemoni fashion Barat pada busana bangsawan di Bali Utara (1800-1940). *Mudra Jurnal Seni Budaya*, 36(2), pp.245-253.
- Yuniarti, K., and Somad, A., 2018. Pengaruh reference groups dalam pengambilan keputusan membeli konsumen produk kecantikan. *Journal of Management and Business Review*, 15(1), pp.136-149.