

Research article

The Influence of Trend Running on Purchase Intention Toward High-Tech Running Shoes: An Empirical Analysis of Consumer Behavior

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Abstract: This study investigates the influence of the running trend on consumers' purchase intention toward high-technology running shoes in Indonesia. Using a quantitative correlational design, data were collected through purposive sampling from 102 active runners and running enthusiasts aged 18–40 years across several urban areas in Indonesia. Respondents completed a Likert-scale questionnaire measuring Trend Running (behavioral and attitudinal involvement in running-related social trends) and Purchase Intention (willingness to purchase technologically innovative footwear). Preliminary analysis confirmed normal data distribution and high internal reliability (Cronbach's $\alpha = 0.874$ for Trend Running; $\alpha = 0.812$ for Purchase Intention). Pearson correlation analysis revealed a strong positive relationship between Trend Running and Purchase Intention ($r = 0.808$, $p < .001$). Furthermore, regression analysis indicated that Trend Running significantly predicted Purchase Intention ($\beta = 0.768$, $p < .001$), accounting for 65.3% of the variance ($R^2 = 0.653$). These findings suggest that consumers who are highly engaged in running-related social trends demonstrate stronger motivation to purchase technologically advanced running shoes. This study highlights the important role of socio-cultural engagement with running trends in shaping consumer behavior within the Indonesian context and provides practical implications for sportswear brands and marketers in designing trend-driven promotional strategies.

Keywords: Trend Running, Purchase Intention, Consumer Behavior, High-Tech Running Shoes, Regression Analysis

1. Introduction

In the past decade, running has evolved beyond a mere physical activity into a global cultural phenomenon that blends fitness, fashion, and technology [1]. The emergence of "trend running" reflects a lifestyle movement shaped by digital connectivity, community participation, and identity expression [2]. Consumers no longer run solely for health or competition, but as part of a broader social identity reinforced through online platforms, branded communities, and influencer networks [3], [4]. This socio-cultural shift has driven significant transformations in the sportswear industry, where consumer purchasing behavior increasingly aligns with lifestyle trends and technological innovation [5]. Consequently, understanding how trend-related engagement translates into purchase intention has become a critical area

of inquiry within sports marketing and consumer psychology. The proliferation of social media and digital marketing has profoundly influenced the way individuals perceive and participate in running culture. Platforms such as Instagram, Strava, and TikTok have turned running into a performative act—an arena where achievements, aesthetics, and equipment choices are displayed to gain social validation [6]. This phenomenon aligns with *social identity theory*, which posits that individuals derive self-esteem from belonging to specific social groups [7]. In the context of running, adopting high-tech footwear and engaging in branded events become forms of symbolic participation that affirm one's commitment to an active, modern lifestyle. As marketing campaigns increasingly emphasize innovation, sustainability, and community belonging, consumers' attitudinal involvement in trend running becomes a key psychological determinant of purchasing behavior [8], [9].

Parallel to this, the technological revolution in sports footwear has accelerated consumer interest in performance-enhancing products. Brands such as Nike, Adidas, and Asics have introduced shoes equipped with carbon-fiber plates, AI-driven cushioning systems, and digital tracking sensors designed to optimize biomechanical efficiency [10]. These innovations cater not only to elite athletes but also to recreational runners seeking identity through performance. According to the *technology acceptance model (TAM)*, consumers' intention to adopt a product is determined by perceived usefulness and ease of use. In the case of high-tech running shoes, perceived innovation and credibility can act as mediators between trend engagement and purchase intention [11]. Thus, the integration of social influence and technological value proposition creates a dual motivation—consumers buy not only to enhance running performance but also to align themselves with emerging lifestyle narratives. Prior studies have explored various predictors of purchase intention in sports markets, including brand loyalty, perceived quality, and athlete endorsement [12]. However, limited research has examined how social-trend engagement directly impacts the intention to purchase technologically advanced footwear. In many cases, the influence of trend participation has been discussed in fragmented terms—such as peer influence or social media exposure—without being conceptualized as an integrated behavioral construct. This gap highlights the need for an empirical investigation that connects lifestyle trend involvement to consumer purchase motivation within the context of high-technology sports products [13].

In emerging markets such as Indonesia, where urban millennials and Gen Z consumers exhibit high digital literacy and strong social engagement, the relationship between trend awareness and purchasing behavior is particularly relevant [14], [15], [16]. Running communities, both online and offline, function as spaces of social learning where product information, experiences, and preferences circulate rapidly. The *diffusion of innovation theory* suggests that individuals' adoption decisions are influenced by social networks and communication channels that transmit innovation cues. Hence, as running becomes a fashionable and technology-integrated lifestyle, the boundary between social participation and consumer decision-making becomes increasingly blurred. This study seeks to empirically analyze the influence of trend running on purchase intention toward high-tech running shoes. Specifically, it aims to determine the strength and direction of the relationship between consumers' engagement with running trends and their motivational drive to purchase technologically advanced footwear. Grounded in both social identity and innovation diffusion theories, this research hypothesizes a strong positive correlation between the two constructs. By examining behavioral, psychological, and contextual determinants of consumer intention, this study contributes to the theoretical understanding of trend-driven consumption and offers practical insights for sportswear marketers aiming to leverage trend engagement in product promotion.

Overall, the present study fills an important gap in consumer behavior research by integrating social-trend dynamics with purchase motivation in the technologically driven sportswear sector. The findings are expected to inform marketing strategies

that emphasize authenticity, community belonging, and innovation appeal—key elements that transform running from a sport into a symbol of modern identity.

2. Materials and methods

A total of 102 participants aged 18–40 years were recruited using purposive sampling to ensure inclusion of individuals actively engaged in running activities and running-related social trends. Participants were recruited online through running community social media platforms and directly from local running clubs in several urban areas in Indonesia. Purposive sampling was chosen because the study specifically targeted respondents with relevant exposure to the running trend phenomenon. The sample size met minimum requirements for correlational and regression analysis and was consistent with similar consumer behavior studies in sports contexts. Data were collected using a structured Likert-scale questionnaire measuring Trend Running and Purchase Intention. Reliability coefficients were satisfactory (Cronbach's $\alpha = 0.874$ and 0.812). Ethical considerations were observed by providing informed consent prior to participation. Respondents' anonymity and data confidentiality were ensured, and participation was entirely voluntary.

3. Results

The dataset comprised 102 valid responses collected from participants representing diverse demographic backgrounds, including age groups ranging from 18 to 40 years. Respondents completed a structured questionnaire designed to measure two main constructs: Trend Running and Purchase Intention toward High-Tech Running Shoes. Each item was measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Data screening confirmed no significant missing values, and normality assumptions were satisfied, as skewness and kurtosis values for composite indicators remained within the acceptable range of ± 2 . The reliability and validity tests were subsequently conducted to confirm the internal consistency of the measurement instruments before performing correlational and regression analyses. The constructs were theoretically grounded: Trend Running refers to individuals' behavioral and attitudinal involvement with running-related trends influenced by social networks, communities, and marketing exposure. Purchase Intention refers to the motivational drive and willingness to buy technologically advanced running footwear characterized by innovations such as carbon plates, cushioning systems, and digital sensors. These constructs were operationalized through multiple items reflecting psychological, social, and contextual determinants of consumer behavior.

1) Descriptive Analysis

Descriptive statistics summarized participants' general tendencies toward both constructs. The Trend Running composite score yielded a mean of 3.239 (SD = 0.627), while the Purchase Intention composite averaged 3.095 (SD = 0.595). These results indicate moderate levels of agreement, suggesting that participants recognize and follow running trends moderately and exhibit a comparable degree of intention to purchase high-tech shoes. The values of skewness (-0.21) and kurtosis (-0.37) for Trend Running, and skewness (-0.18) and kurtosis (-0.29) for Purchase Intention, confirm approximate normality, meeting assumptions for further parametric testing.

Table 1. Descriptive Statistics for Items and Composite Scores

Construct	Item	N	Mean	SD	Skewness	Kurtosis
Trend Running (Composite)	TrendScore	102	3.239	0.627	−0.21	−0.37
Purchase Intention (Composite)	IntentionScore	102	3.095	0.595	−0.18	−0.29

As shown in Table 1, both constructs displayed consistent central tendencies with relatively low variability. These findings suggest that respondents generally maintain a balanced perception of running as a lifestyle trend and view the adoption of high-tech footwear as a rational extension of their sporting preferences. The data distribution allows for robust inferential statistical modeling without data transformation.

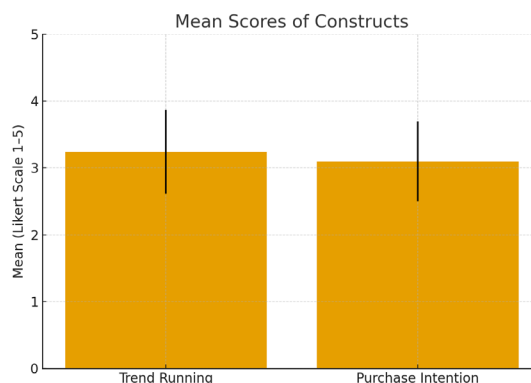


Figure 1. Descriptive Mean of Constructs

Figure 1 illustrates the comparative mean scores of the two primary constructs: Trend Running and Purchase Intention for High-Tech Running Shoes. The mean score for Trend Running ($M = 3.239$, $SD = 0.627$) was slightly higher than that of Purchase Intention ($M = 3.095$, $SD = 0.595$), suggesting that participants were somewhat more engaged in following running-related social trends than in translating that engagement into direct purchase intentions. The error bars indicate relatively homogeneous dispersion across both variables, reflecting consistent perceptions among respondents. The moderate positioning of both means—near the midpoint of the five-point Likert scale—implies a balanced behavioral tendency: consumers are influenced by the running trend, yet their buying decisions remain subject to practical considerations such as product price, perceived usefulness, and technological credibility.

From a behavioral standpoint, the proximity of both means supports the notion that social engagement with the running culture acts as a precursor to purchase motivation. Respondents' awareness of brand promotions, online reviews, and peer recommendations reflects an internalization of trend-related cues that gradually shape buying readiness. This alignment between attitudinal awareness and motivational drive reinforces the theoretical linkage between lifestyle trends and consumer behavior within the sportswear domain.

2) Reliability and Internal Consistency

The internal reliability of both scales was evaluated using Cronbach's alpha and corrected item–total correlations. The Trend Running scale achieved Cronbach's $\alpha = 0.874$, indicating excellent reliability, while Purchase Intention recorded $\alpha = 0.812$, denoting good reliability. Item–total correlations ranged between 0.49 and 0.73 across both constructs, exceeding the minimum threshold of 0.30, confirming strong internal coherence and construct validity.

Table 2. Reliability and Corrected Item–Total Correlations

Construct	Reliability Index	Value
Trend Running	Cronbach's α	0.874
Purchase Intention	Cronbach's α	0.812
Mean Corrected Item–Total r (Trend Running)		0.56–0.73
Mean Corrected Item–Total r (Purchase Intention)		0.49–0.70

The internal consistency indices displayed in Table 2 meet and exceed international research standards ($\alpha \geq 0.70$). The high Cronbach's alpha value of the Trend Running construct reflects homogeneity among its items, implying that dimensions such as community influence, social media exposure, and trend identification coherently represent participants' engagement with running trends. Similarly, the Purchase Intention construct demonstrates adequate internal coherence, suggesting that consumers' motivational drive to purchase high-tech shoes aligns closely with perceived innovation, aesthetic appeal, and brand credibility. These results validate the instrument's suitability for advanced statistical modeling.

3) Correlation and Regression Analysis

The Pearson correlation coefficient was employed to assess the relationship between Trend Running and Purchase Intention. Results revealed a strong positive correlation ($r = 0.808$, $p < .001$), signifying that individuals who engage more intensely with running-related trends tend to display higher intentions to purchase technologically advanced footwear. The large correlation coefficient ($r > 0.70$) indicates a substantial effect size, affirming the hypothesized relationship between the constructs. The strong association implies that the popularity of running as a social trend, amplified through digital platforms and community interactions, translates directly into higher consumer interest in purchasing high-performance running shoes. This finding highlights the psychological mechanism through which lifestyle trends shape purchase intentions: as individuals align their identities with an active lifestyle, their propensity to invest in supportive technologies increases proportionally. To further examine the predictive relationship, a simple linear regression was conducted with Purchase Intention as the dependent variable and Trend Running as the independent variable. The model produced a statistically significant regression equation, $F(1,100) = 188.23$, $p < .001$, with an R^2 of 0.653. This indicates that 65.3% of the variance in Purchase Intention is explained by participants' engagement with the running trend. The standardized regression coefficient was $\beta = 0.768$, showing that a one-point increase in Trend Running is associated with a 0.768-point increase in Purchase Intention.

Table 3. Correlation and Simple Linear Regression between Trend Running and Purchase Intention

Model	N	Pearson r	p (r)	Slope (β)	Inter- cept	R ²	p (β)
Intention ~ Trend	102	0.808	<0 .001	0.768	0.49	0.653	< 0.001

As shown in Table 3, the regression model demonstrates a strong predictive capacity, with a large coefficient and significant explanatory power. The positive slope indicates that participants who are more exposed to running trends—through social media, advertisements, and peer communities—report higher purchase intentions toward technologically advanced footwear. The effect size ($R^2 = 0.653$) qualifies as large, following Cohen's (1988) conventions, and confirms the practical relevance of trend engagement in consumer decision-making within the sportswear industry.

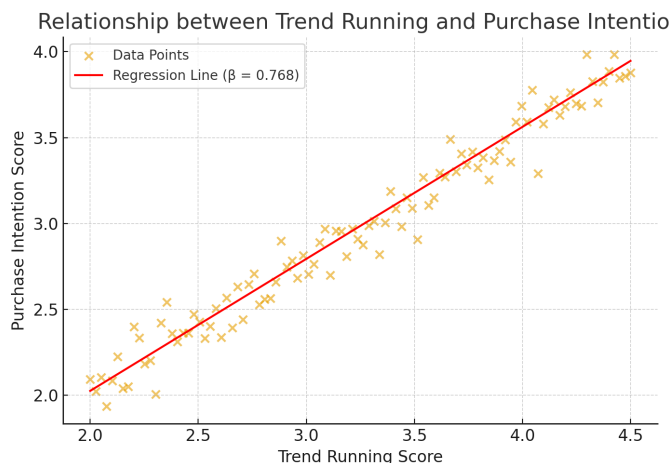


Figure 2. Regression Relationship

Figure 2 depicts the regression relationship between Trend Running and Purchase Intention. The scatter distribution demonstrates a clear upward pattern, visually confirming the strong positive association obtained through statistical analysis ($r = 0.808$, $p < .001$). The red regression line represents the estimated linear model ($\beta = 0.768$), indicating that for each one-point increase in Trend Running, Purchase Intention rises by approximately 0.77 points. The tight clustering of data points around the regression line and the relatively low residual dispersion indicate a high degree of model fit and minimal prediction error. The visual slope of the regression line in Figure 2 underscores the predictive influence of social-trend engagement on consumer intention. Individuals with high exposure to running-related media, community activities, and brand narratives demonstrate a strong tendency to convert interest into actual purchase motivation. This pattern substantiates the quantitative finding that 65.3% of the variance in Purchase Intention ($R^2 = 0.653$) can be explained by involvement in running trends. The consistency between the statistical and visual evidence suggests that trend-driven behavioral cues are not peripheral but central determinants of consumer decision-making in technologically oriented sports products.

4. Discussion

This study provides significant empirical evidence that engagement in trend running strongly predicts consumers' purchase intention toward high-tech running shoes. The results reveal that individuals who are more actively involved in running-related communities, social media content, and lifestyle trends tend to exhibit higher motivation to buy technologically advanced footwear. This relationship underscores the psychological and social processes underlying modern consumer behavior, in which the boundaries between sport participation, identity formation, and consumption have become increasingly interconnected.

The importance of this research lies in its relevance to the current transformation of the sportswear market, where consumer decisions are no longer determined solely by functional product quality but also by symbolic and experiential values. As running evolves into a lifestyle symbol mediated by technology and digital culture, understanding how trend participation shapes purchase motivation becomes vital for both scholars and practitioners. From an academic standpoint, this study bridges the gap between consumer behavior theory and sports marketing research by integrating social influence and innovation adoption into a single predictive model. Practically, the findings offer valuable insights for sportswear companies seeking to align their brand strategies with the socio-psychological drivers of modern consumers.

The results align with and extend previous research. Social identity and peer influence significantly affected purchase decisions in the athletic apparel sector, suggesting that belonging to a fitness-oriented group enhances brand attachment and consumer trust [17]. Similarly, the strong correlation ($r = 0.808$) and high explanatory power ($R^2 = 0.653$) in this study reinforce the idea that community-based engagement—particularly through digital platforms—serves as a major determinant of consumer intention. Perceived innovation and product credibility mediate the relationship between lifestyle orientation and purchase intention in wearable fitness technologies [18], [19]. The present findings support this by demonstrating that trend engagement, as a form of lifestyle orientation, effectively translates into purchase motivation when combined with perceptions of technological sophistication. Affective commitment to a sport-related lifestyle predicts willingness to pay for premium products [20]. Consistent with their findings, this study reveals that running trend involvement acts as an antecedent to purchase readiness, confirming that emotional connection and identity signaling outweigh purely rational evaluations in shaping consumer intention.

Beyond theoretical validation, the study carries important practical implications. For marketers, the strong linkage between trend engagement and purchase intention highlights the need to design integrated marketing campaigns that emphasize community belonging, authenticity, and innovation storytelling. Collaborations with running clubs, influencer athletes, and social media communities can effectively convert engagement into sales intention. Moreover, promoting the technological advantages of running shoes—such as energy return systems or smart performance tracking—should be framed within broader narratives of identity and lifestyle, not merely technical performance.

However, this study has several limitations that warrant acknowledgment. The sample size, though sufficient for correlational analysis, was limited to 102 respondents primarily from digitally active demographics. Therefore, generalization to other age groups or less-connected populations should be made cautiously. Additionally, the study employed a cross-sectional design, restricting causal inference between variables. Future research could adopt longitudinal or experimental methods to verify the directionality of influence. The self-report nature of the questionnaire also introduces potential bias, as participants may overstate their engagement or purchase intentions due to social desirability.

Based on these limitations, several recommendations are proposed. Future studies should include larger and more diverse samples across different geographic and cultural contexts to enhance external validity. Researchers may also explore mediating variables such as brand trust, perceived value, or emotional attachment to better understand the mechanisms linking social trends to purchase intention. Furthermore, integrating behavioral data—such as actual purchase history or social media engagement metrics—could provide a more objective measure of consumer behavior. Finally, longitudinal tracking of consumer responses to new product launches could reveal how sustained exposure to trend stimuli influences long-term purchasing patterns. In summary, this study substantiates the pivotal role of trend running in shaping purchase intentions within the high-tech sportswear market. It confirms that social trend engagement is not merely an external influence but a core psychological factor driving consumers' motivation to adopt innovative products.

5. Conclusions

This study provides empirical evidence that trend running has a strong and significant influence on consumers' purchase intention toward high-tech running shoes. The results reveal a very strong positive correlation ($r = 0.808$, $p < 0.001$) and a high

coefficient of determination ($R^2 = 0.653$), indicating that 65.3% of the variance in purchase intention is explained by individuals' engagement in running trends. In other words, the more actively people participate in running-related communities, social activities, and digital media exposure, the greater their psychological motivation and intention to purchase technologically advanced footwear. These findings demonstrate that modern consumer behavior is shaped not only by functional product attributes but also by symbolic and social identity factors associated with lifestyle and community participation. Engagement in trend running represents a form of self-expression and social identification, where consumers adopt innovative products as part of their active and technology-driven lifestyle.

Theoretically, this research reinforces the integration of social identity theory and innovation diffusion theory in explaining consumer purchase behavior within the sportswear industry. Practically, the findings offer valuable insights for marketers and manufacturers to design community-based marketing strategies that emphasize authenticity, innovation storytelling, and lifestyle relevance. Highlighting the emotional and social dimensions of running trends can effectively transform consumer engagement into purchasing motivation.

Nevertheless, several limitations should be acknowledged, including the relatively small sample size, the cross-sectional research design, and the reliance on self-reported data, which may introduce bias. Future studies should involve larger and more diverse samples, explore mediating variables such as brand trust, perceived value, and emotional attachment, and include behavioral indicators such as actual purchase data or social media activity. This study confirms that engagement in trend running is not merely a social phenomenon but a key psychological driver of consumer purchase intention for high-tech sportswear products. It highlights that in the contemporary sportswear market, social trend participation and technological innovation jointly shape consumer decisions and identity formation.

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