

THE EFFECTS OF UTILITARIAN AND HEDONIC VALUES ON PURCHASE INTENTION FOR SPORTS SHOES

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Abstract: *The rapidly growing sports trend has led to an increase in sales in the sportswear industry, especially in footwear sales. Adidas, as the top brand in Indonesia, has successfully dominated the sports footwear market and outperformed local and other global products in emerging markets such as Indonesia. This study examines the effect utilitarian and hedonic value on purchase intention, with attitude positions as a mediating variable and FOMO as a moderating variable. Using a quantitative method on 256 Generation Z respondents in Indonesia and analyzed using SEMPLS version 4, the results indicate that both independent variables have a significant effect on purchase intention, both directly and through the mediation of the attitude variable. Furthermore, attitude as a mediating variable also plays a significant role in purchase intention. However, the influence of FOMO as a moderating variable between attitude and purchase intention shows insignificant results. These findings provide strategic implications for Adidas in enhancing product innovation.*

Keywords: *Attitude; FOMO; Hedonic Value; Utilitarian Value; Purchase Intention.*

Abstrak: Tren olahraga yang berkembang pesat telah mendorong peningkatan penjualan dalam industri pakaian olahraga, khususnya pada penjualan footwear. Adidas, sebagai salah satu merek terkemuka di Indonesia, berhasil mendominasi pasar sepatu olahraga dan mengungguli produk lokal maupun produk global lainnya di emerging market seperti Indonesia. Penelitian ini bertujuan untuk menganalisis pengaruh utilitarian value dan hedonic value terhadap purchase intention yang dimediasi oleh attitude, dengan FOMO sebagai variabel moderasi. Penelitian ini menggunakan metode kuantitatif terhadap 256 responden Generasi Z di Indonesia dan dianalisis menggunakan SEM-PLS versi 4. Hasil penelitian menunjukkan bahwa kedua variabel independen berpengaruh signifikan terhadap purchase intention, baik secara langsung maupun melalui mediasi variabel attitude. Selain itu, attitude sebagai variabel mediasi juga memiliki peran yang signifikan terhadap purchase intention. Namun, pengaruh FOMO sebagai variabel moderasi antara attitude dan purchase intention menunjukkan hasil yang tidak signifikan. Temuan ini memberikan implikasi strategis bagi Adidas dalam meningkatkan inovasi produk.

Kata Kunci: *Sikap; FOMO; Nilai Hedonis; Nilai Utilitarian; Minat Beli.*

INTRODUCTION

1. Background

Indonesian people's awareness of a healthy lifestyle has increased since the COVID-19 pandemic, supported by the significant role of social media which continues to grow and has a significant impact on sports trends. Social media platforms and tracking apps like Strava, which have seen a tenfold increase in usage since 2019 (Hypeabis, 2025), have made exercise and a healthy lifestyle more visible, trackable, and desirable. As a result, exercise and physical activity have transformed from niche hobbies into daily routines for many, reinforcing new patterns in consumer demand for products like sports shoes. Based on the data from IMARC (2026), the sportswear market value in Indonesia in 2024 is estimated to reach around USD 2.55 billion, with predicted growth of up to USD 3.55 billion in 2033, reflecting an average annual growth rate of 3.72%. Meanwhile, the sports shoes market itself is projected to experience growth of 14.12% until 2027 (Febrian, 2025). Running shoes dominate the market as the most popular category, accounting for 41.8% of total sales and significantly outpacing other types of sports shoes. In comparison, soccer shoes accounted for only 15.1%, followed by futsal shoes at 11.5%, training shoes at 7.2%, badminton shoes at 5.5%, hiking shoes at 5%, and volleyball shoes at 3.7%. This sales composition

demonstrates a strong consumer preference for running shoes in Indonesia, placing Indonesia among the countries with the highest sports shoes purchasing rates compared to other countries (Akmal, 2025).

Data shows that international brand like Adidas still occupy the top positions in the sports shoes competition in the Indonesian market (Top Brand Index, 2025). This trend is certainly a concern for local products and a challenge for the Indonesian footwear industry. The value of imported products, with their global brand reputation and perceived superior quality, poses a major problem for domestic producers. This is because local brands compete not only on quality but also on perception and the image they form in the minds of consumers. In the scope of footwear, this phenomenon shows that sports shoes is not only seen from the perspective of its functional use, but has now become a symbol of lifestyle and an expression of identity, especially among generation Z. Consumer attention has shifted not only to practical aspects (utilitarian value), but also to social and emotional values related to comfort, pleasure, and entertainment (hedonic value), which significantly influences consumer behavior in choosing products (Zeng & Lin, 2025).

In many cases, consumers purchase a product not solely based on its utility, but also out of a desire to experiences that can enhance their social image. Products that are in demand or popular are often used as tools to project social identity, build connections within a community, and gain recognition from their social circle. In other words, the pursuit of products and experiences deemed fashionable is a way for consumers to achieve emotional satisfaction and enhance their social status through symbolic consumption. In addition, the fear of missing out (FOMO) phenomenon also strengthens the position of international brands, because consumers tend to be encouraged to own products that are currently popular globally to remain considered to follow social trends and not be out of style. This condition in line with social comparison theory, where Festinger (1954) believe that Individuals construct perceptions of their social and personal values through the process of comparing themselves with others. In addition, Social Comparison Theory supports the understanding of FOMO as a moderating variable, because consumers tend to make purchasing decisions based on social references and fear of being left out of trending consumption patterns (Dinh & Lee, 2024; Japutra et al., 2025).

According to Przybylski et al., (2013), the dominance of social media has created a new dynamic in consumption behavior. Platforms like Instagram and TikTok showcase the lifestyles of influencers and peers wearing premium sports shoes, fostering the phenomenon of Fear of Missing Out (FOMO). This leads people to underestimate their social skills and increases fears of missing out (FOMO) because the assessment is dominated by memorable examples (Good & Hyman, 2020). Furthermore, the FOMO phenomenon shapes people's responses to product choices, ultimately influencing purchase intentions. This raises questions, particularly in the Indonesian footwear market. In facts, the data show that global brands like Adidas which is known to have quite high prices, is still top brands in Indonesia. And at the same time, the average monthly wage of Indonesian people is in the range of 2-5 million rupiah (Nusawork, 2025), which means it is almost the same as the price of these global products. Given these conditions, how can Indonesian footwear consumers balance utility value and emotional satisfaction when choosing products, especially when faced with significant purchasing power constraints?

To understand this complex consumer behavior phenomenon, this study uses the Theory of Planned Behavior (TPB) as its main theoretical basis, which explains how attitudes mediate the relationship between perceived value and behavioral intention (Ajzen, 2011). In the realm of consumer behavior, attitude is understood as an individual's overall evaluation of a particular behavior, such as the decision to purchase a global shoes brand. This attitude is formed through the interaction between an individual's beliefs about the consequences of that behavior and their assessment of the expected consequences. The Theory of Planned Behavior (TPB) has been shown to have strong validity and has been widely applied in various research contexts, including sustainable consumption (Yadav & Pathak, 2016), discretionary shopping (Pena-García et al., 2020), and fashion product purchasing decisions (Cuong, 2024). Although consumer behavior has been extensively studied across various product categories, a notable research gap exists within the sportswear industry in emerging markets, particularly in Indonesia. This study represents one of the first attempts to examine the paradoxical nature of consumer behavior in such markets, where strong preferences for premium international brands persist despite considerable purchasing power limitations. In addition, the Indonesian market presents its own challenges with a significant income-price gap, where consumers with limited purchasing power still show strong intentions toward premium international brands. From an industry perspective, understanding consumer behavior patterns in the Indonesian sports shoes market is crucial for international brands seeking to expand their market share and for local brands striving to compete effectively. The rapid growth of the Indonesian sports shoes market demands a comprehensive analysis of consumer behavior to support strategic business decisions. Theoretically, this research responds to the need for more

contextual consumer behavior studies in emerging markets. Additionally, the influence of social media and FOMO on purchasing decisions requires an updated theoretical framework that can explain current consumer behavior patterns.

This study aims to examine the influence of utilitarian and hedonic values on Indonesian consumers' intention to purchase sports shoes, with attitude as a mediating variable and FOMO as a moderating variable. Specifically, this study aims to: (1) analyze the direct influence of utilitarian and hedonic values on purchase intention; (2) examine the mediating role of attitude in the relationship between values and purchase intention; (3) test the moderating effect of FOMO on the relationship between attitude and purchase intention; and (4) provide empirical evidence for the paradox between limited purchasing power and premium brand preferences in the Indonesian sportsshoes market. The results of this study are expected to contribute to the theoretical understanding of consumer behavior in developing markets while providing practical insights for sports shoes industry players operating in a price-sensitive yet brand-conscious market environment.

LITERATURE REVIEW

Hedonic Value

Hedonic value describes the various emotional and experiential benefits felt through consumption activities, which go beyond mere practical functions (Ganbold et al., 2025). Key factors that influence hedonic value are sentiments, feelings, and aesthetics (Furukawa et al., 2019). Hedonic value in sport shoes manifests as the exhilarating emotional and sensory pleasures from consumption, transcending utility to embrace sentiments, feelings, and aesthetic allure. Several studies reveal that Hedonic values are more subjective and personal than utilitarian values, because they focus on feelings of pleasure and joy, and place more emphasis on non-functional and emotional benefits such as enjoyment and happiness (Chang et al., 2025; Ganbold et al., 2025; Zhang et al., 2024). The hedonic value of a brand can shape the appeal of its personality, thereby influencing how consumers perceive product or service attributes to meet their expectations. While brands are expected to function effectively, the symbols associated with them can also convey unique meanings that differentiate them (Ekawati et al., 2021).

Utilitarian Value

Utilitarian value originates from the functional, instrumental, and pragmatic characteristics of a product or service. It refers to the extent to which a product effectively and efficiently facilitates consumers in accomplishing their intended objectives (Ganbold et al., 2025). The main elements of utilitarian value include wearing sensation, practicability, wearability and product material (Lim et al., 2016). In the context of sports shoes, utilitarian value refers to functional, instrumental, and practical benefits derived from footwear that supports athletic performance and daily activities, encompassing key elements such as wearing sensation, practicability, wearability, and product material that enable consumers to achieve fitness goals effectively and efficiently. Utilitarian satisfaction will be achieved when consumers feel that the features and quality of products and services match their expectations and functional needs (Zhang et al., 2024). In other words, Consumers who emphasize utilitarian values are typically motivated by cognitive and goal-oriented behaviors. They tend to concentrate on product attributes such as convenience and functionality, viewing the purchasing process as a rational, task-focused activity (Chang et al., 2025).

Attitude

Attitudes can be understood as relatively persistent psychological tendencies acquired through learning, which lead individuals to respond consistently, either positively or negatively, to a particular product or service. Furthermore, these attitudes are formed from a combination of past experiences and current behavior (Ganbold et al., 2025). Another study explains that attitude can be understood as a tendency acquired through a learning process to respond to a situation consistently, either in the form of a positive or negative response. Thus, attitude plays an important role in shaping behavioral intentions, which then determine the manifestation of an individual's actual behavior (Jin & Yang, 2025; Nam et al., 2017). In the field of consumer behavior research, attitudes are typically constructed through an integration of functional, social, and environmental attributes embedded within a product. Particularly within the context of sustainable sports products, the concerns of sports enthusiasts regarding health and environmental sustainability serve as critical determinants influencing the formation of their attitudes (Li & An, 2025). Thus, the formation of consumer attitudes becomes a key element that will ultimately determine consumers' purchase intentions towards a product.

Purchase Intention

Purchase intention in a marketing context is understood as the combination of consumer interest and financial capacity to purchase a product. Simply put, purchase intention reflects a consumer's likelihood or tendency to purchase a product or service from a particular brand in the future (Bläse et al., 2024; Ganbold et al., 2025). In other research, purchase intention is defined as the interest, desire, or willingness to purchase after considering product attributes, situational conditions, and personal preferences (Zhuang et al., 2021). Further research by Shanbhogue & Ranjith (2024), indicate that purchase intention refers to the likelihood of consumers making a purchase of a product, which reflects their assessment of the product or service before the actual purchase decision occurs. According to (Chen et al., 2020), a deep understanding of consumer purchasing intentions is crucial for companies in analyzing market dynamics and adapting product and service strategies. This allows companies to optimize sales performance and maximize sustainable profit creation. The evaluation indicators for the purchase intention variable consist of required product (perceived necessity of the product), intent to seek information (motivation to gather product-related details), try to purchase (actual effort to buy), and give priority (prioritization of the product over alternatives) (Chae et al., 2019).

Fear Of Missing Out (Fomo)

Gen Z as generations who are literate in the existence of technology make them more aware of trends through social media, thus triggering the FOMO phenomenon which has a significant influence on purchasing behavior, especially for sports shoes products. According to Phuong et al. (2025) FoMO can be understood as a form of anxiety that arises when individuals feel left out of the enjoyable experiences experienced by others, thus driving a strong urge to constantly follow and participate in developing trends. Ganbold et al. (2025) emphasized that individuals with high levels of FOMO tend to envy others' experiences, which influences their purchasing decisions. To avoid feeling left out, they are more likely to conform to group norms by purchasing products or following trends that are popular in their social circles. In the context of purchasing sports shoes, FOMO (Fear of Missing Out) can be defined as a psychological phenomenon in which individuals feel anxious or afraid of missing out on the opportunity to own a sports product that is trending or popular among their social circles. Several researchers Dinh & Lee (2024) & Japutra et al. (2025) believed that FOMO is formed through social comparison, when individuals evaluate themselves against others and worry about missing out on experiences or opportunities they have. In addition to that Ganbold et al. (2025), emphasizes that FOMO strengthens the positive relationship between consumer attitudes and purchase intentions, meaning that consumers with higher levels of FOMO tend to have stronger purchase intentions when they have a positive attitude towards a product. Meanwhile, for low FOMO individuals, the attitude-intention link may be weaker. These consumers feel less compelled to conform to trends, allowing economic rationality to temper the translation of attitudes into intentions.

RESEARCH METHODS

This research adopted a quantitative approach by distributing questionnaire that will be distributed online to Generation Z aged between 18-28 in Indonesia who knowledgeable about shoes from global brands, and owning sports shoes other than Adidas brands. The selection of this age group is based on the findings of a study which shows that Generation Z is group who view a brand not only from a functional aspect, but also as a symbol of lifestyle and identity, which ultimately leads to purchasing intentions (Dobre et al., 2021). The data was collected through google forms including social media such as instagram, telegram and twitter. In addition, the questionnaire will also be distributed to sports communities to reach respondents who are relevant to the research topic. Minimum target number of respondents is 200 individuals, in accordance with the guidelines in the methodology which state that quantitative research using multivariate models requires a large sample size so that the research results are representative and stable (Sugiyono, 2023). In the data collection process, respondents' rights will be respected by providing clear information and voluntary consent, maintaining data confidentiality, protecting respondents from risks and exploitation, managing conflicts of interest properly, and ensuring honesty and integrity in conducting research (Drolet et al., 2023).

This study utilizes purposive sampling that will be aimed at predetermined criteria to strengthen the research results (Nikolopoulou, 2022). The required criteria are 1) Generation Z aged 18-28 years, 2) living in Indonesia, 3) knowledgeable about shoes from global brands, 4) and owning sports shoes other than Adidas brands. This study uses a 5-point Likert scale to measure all research variables, where respondents are asked to indicate their level of agreement with each statement with the following answer choices: (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4)

Agree, and (5) Strongly Agree. The use of a 5-point Likert scale was chosen because it provides a good balance between measurement sensitivity and respondent ease in providing assessments, and has been proven reliable and valid in various consumer behavior studies. All statement items in the questionnaire were adapted from previous validated studies and adapted to the context of the sportswear industry in Indonesia to ensure the relevance and understanding of respondents to the research instrument (Kusmaryono et al., 2022; Sol, 2024). This research carried out several stages in testing. (1) research instrument testing was carried out, namely validity testing using Pearson product moment correlation and reliability testing using Cronbach's Alpha, where the instrument was declared reliable if $\alpha > 0.70$ (Hair et al., 2021). (2) Data were analyzed using Structural Equation Modeling - Partial Least Square (SEM-PLS) because this method is suitable for testing models with moderating variables and data distribution that is not always normal (Henseler & Chin, 2010). The analysis was carried out using Smart PLS 4 software with a bootstrapping procedure to test the significance between variables. The hypothesis testing criteria are if the R-value < 0.05 then the hypothesis is accepted (Hair et al., 2021).

RESEARCH RESULT

Data collection in this study was conducted by distributing questionnaires online using Google Forms to respondents who met the research criteria. A total of 256 respondents participated in this study, reflecting a heterogeneous demographic composition that provided a solid basis for analysis.

Respondent Characteristics

The analysis of respondent characteristics in this survey is based on the following demographics:

Table 1 Respondent Characteristics

Category	Item	Number	Percents
Gender	Male	182	71.1%
	Female	74	28.9%
Age	18-20	23	9%
	21-23	183	71.5%
	24-28	50	19.5%
Job	Students	174	68%
	PNS/ASN	9	3.5%
	Private employee	33	12.9%
	Entrepreneur	10	3.9%
	Other	30	11.7%
Monthly expenses	Rp 1.000.000- Rp 2.000.000	122	47.7%
	Rp 2.000.001 – Rp 4.000.000	81	31.6%
	Rp 4.000.001 - Rp 6.000.000	22	8.6%
	Rp 6.000.001 – Rp 8.000.000	9	3.5%
	>Rp 10.000.000	5	2%
	No job yet	17	6.6%
Domicile	Sumatera	38	14.8%
	Jawa	87	34%
	Bali & Nusa Tenggara	23	9%
	Kalimantan	88	34.4%
	Sulawesi	16	6.3%
	Papua	4	1.6%

Source: Authors' analysis, 2026

This study involved 256 respondents with a diverse demographic profile, including 71.1% females and 28.9% males, indicating stronger interest among women in Adidas sports shoes due to growing sports/fitness participation and sensitivity to aesthetics, brand image, and functionality. Most were students (68%) aged 21-23 years (71.5%), aligning with Generation Z's affinity for global brands and digital platforms, while monthly expenditures of IDR 1-2 million (47.7%) and IDR 2-4 million (31.6%) reflect moderate purchasing power suitable for Adidas pricing. Respondents spanned Indonesia, primarily from Kalimantan (34.4%) and Java (34%), demonstrating the brand's extensive national penetration across urban and regional areas.

In terms of consumer behavior, the majority of respondents had purchased sports shoes within the last 7–12 months (40.9%), followed by purchases within 1–3 months (31.9%) and 4–6 months (27.2%). This purchasing frequency suggests that sports shoes are considered a relatively durable product, with replacement cycles that are influenced by usage intensity, fashion trends, and technological updates. The majority of respondents reported purchasing sports shoes within the price range of IDR 1,000,000–2,000,000 (82.8%), further confirming the alignment between consumers' financial capacity and Adidas's pricing strategy. Regarding purchase channels, respondents demonstrated a relatively balanced preference between offline retail stores (58.2%) and online platforms (41.8%), indicating the coexistence of experiential in-store purchasing and the convenience of digital shopping. Additionally, respondents accessed product-related information through various digital and social media platforms, including Instagram (38.4%), TikTok (34.1%), and Shopee (26.7%), highlighting the importance of visually driven and commerce-integrated platforms in shaping brand awareness and evaluation. Notably, 96.1% of respondents considered electronic word-of-mouth (e-WOM) prior to making a purchase decision, underscoring the critical role of online reviews, peer recommendations, and user-generated content in influencing consumer attitudes and purchase intentions toward sports footwear.

Measurement Models

The measurement model evaluation in this study aimed to verify the appropriateness of the measurement instruments via assessments of construct validity and reliability. Validity was determined using factor loading values and Average Variance Extracted (AVE), whereas reliability was evaluated through Cronbach's Alpha and Composite Reliability (CR) values. The outcomes of the model fit, validity, and reliability assessments are presented below:

Table 2 Convergent Validity and Composite Reliability

Variable	Items		Validity Test		Reliability Test	
			Loading Factors	AVE	Cronbach's Alpha	CR
Utilitarian Value	UV1	The design of Adidas sports shoes makes them easy to wear.	0.923	0.817	0.925	0.947
	UV2	The soles of Adidas shoes appear to have good traction, allowing for longterm comfort.	0.888			
	UV3	Adidas sports shoes appear to have good air circulation, which supports performance when worn.	0.890			
	UV4	I am confident that Adidas shoes are of premium quality, supporting longterm use.	0.914			
Hedonic Value	HV1	Adidas sports shoes provide higher entertainment value.	0.906	0.816	0.925	0.947
	HV2	I believe Adidas sports shoes can boost your confidence when wearing them.	0.901			
	HV3	Wearing Adidas sneakers makes someone look more fashionable.	0.889			
	HV4	The visual appearance of Adidas sports shoes is very attractive	0.916			
Attitude	AT1	I know that Adidas is a global brand with a good reputation.	0.926	0.838	0.903	0.940
	AT2	I like Adidas sports shoes because they are worn by many athletes.	0.896			
	AT3	I have a positive overall perception of Adidas sports shoes.	0.924			
Fear of Missing Out	FOMO1	When I didn't have Adidas shoes, I felt like I was missing out on the trend.	0.868	0.779	0.906	0.934

	FOMO2	I feel anxious when I see other people already have Adidas shoes.	0.881			
	FOMO3	I feel worried if I don't know the latest information about Adidas products.	0.877			
	FOMO4	I will buy Adidas shoes so that I will be accepted in my social circle.	0.904			
Purchase Intention	PI1	I want to buy Adidas sports shoes in the near future.	0.915	0.818	0.926	0.947
	PI2	I will most likely buy Adidas sports shoes when I have enough money.	0.900			
	PI3	I am willing to buy Adidas sports shoes even though they are relatively more expensive than other brands.	0.896			
	PI4	Adidas athletic shoes are my top priority compared to other athletic shoe brands.	0.908			

Source: SEM-PLS 4.0

Table 2. presents the findings of the validity and reliability assessments for all constructs utilized in this research, namely Utilitarian Value, Hedonic Value, Attitude, Fear of Missing Out (FOMO), and Purchase Intention regarding Adidas sports shoe purchases. The validity test results show that all measurement indicators achieved factor loadings above 0.70, confirming that each item effectively represents its associated latent construct. Additionally, the Average Variance Extracted (AVE) values for all constructs exceed the 0.50 benchmark, indicating solid convergent validity and confirming that the majority of the indicator variance is explained by their respective constructs rather than measurement error. In terms of reliability, Cronbach's Alpha and Composite Reliability values for all constructs are greater than 0.70, demonstrating strong internal consistency. These outcomes affirm that the measurement instruments applied in this study are both reliable and capable of delivering consistent, dependable results.

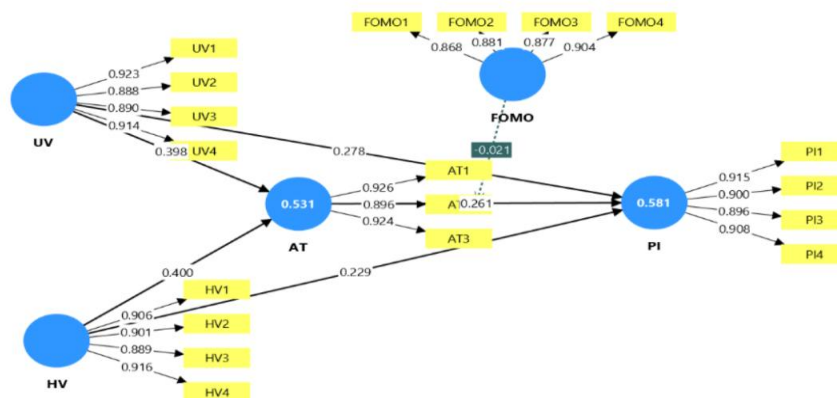


Figure 1 Algorithm Model Result

Based on the results of the outer loading measurement model presented in Figure 1., the most dominant indicator in forming the Utilitarian Value variable is Practicability (UV1) with a value of 0.923, followed by Aesthetic Appeal (HV4) in the Hedonic Value variable with a value of 0.916, Cognitive on the Attitude variable at 0.926, Desire For Social Inclusion (FOMO4) on the Fear of Missing Out variable at 0.904, and Intention to Buy (PI1) on the Purchase Intention variable at 0.915.

Discriminant Validity

Tabel 3 Discriminant Validity (HTMT)

	Attitude	Fear of Missing Out	Hedonic Value	Purchase Intention	Utilitarian Value
Attitude					
Fear of Missing Out	0.588				
Hedonic Value	0.728	0.539			
Purchase Intention	0.732	0.551	0.709		
Utilitarian Value	0.728	0.505	0.725	0.723	

Source: Authors' analysis, 2026

Table 3. presents the discriminant validity test using the Heterotrait-Montrait (HTMT) ratio in SEM-PLS analysis. The results show that the HTMT values between constructs are below the conservative threshold of 0.85, confirming the discriminant validity that characterizes the Adidas sports shoe consumer behavior research model.

Hypothesis Testing

The results of the structural relationship among constructs in the proposed research model are presented to illustrate the direction and significance of the effects being tested, as follows:

Tabel 4 Path Results

	Original Sample	Sample mean	Standard deviation	T statistics	P values	Results
AT -> PI	0.261	0.257	0.086	3.031	0.002	Significant
FOMO x AT -> PI	-0.021	-0.018	0.039	0.534	0.593	Not significant
HV -> AT	0.4	0.401	0.103	3.868	0.000	Significant
HV -> PI	0.229	0.229	0.083	2.773	0.006	Significant
UV -> AT	0.398	0.396	0.105	3.798	0.000	Significant
UV -> PI	0.278	0.279	0.088	3.144	0.002	Significant

Source: Authors' Analysis, 2026

The statistical analysis reveals significant relationships among the variables examined in this study. The results demonstrate that five out of six hypothesized paths show statistically significant relationships, while one path fails to achieve statistical significance. The analysis indicates that attitude toward the product (AT) exerts a significant positive influence on purchase intention ($\beta = 0.261$, $t = 3.031$, $p = 0.002$). This finding suggests that consumers with more favorable attitudes are significantly more likely to form purchase intentions. Additionally, both hedonic value (HV) and utilitarian value (UV) demonstrate significant direct effects on purchase intention, with path coefficients of 0.229 ($t = 2.773$, $p = 0.006$) and 0.278 ($t = 3.144$, $p = 0.002$), respectively. The particularly low p-values for these relationships underscore the robustness of these effects. The results reveal that both hedonic value ($\beta = 0.400$, $t = 3.868$, $p < 0.001$) and utilitarian value ($\beta = 0.398$, $t = 3.798$, $p < 0.001$) serve as significant predictors of consumer attitude. These findings indicate that consumers' evaluative judgments are shaped substantially by both experiential and functional benefits perceived in the product or service. Notably, the interaction effect between fear of missing out and attitude on purchase intention ($\text{FOMO} \times \text{AT} \rightarrow \text{PI}$) was not statistically significant ($\beta = -0.021$, $t = 0.534$, $p = 0.593$). This suggests that FOMO does not moderate the relationship between attitude and purchase intention in this particular context, indicating that the strength of the attitude-intention link remains consistent regardless of consumers' levels of FOMO.

DISCUSSION

The results of this study reveal that most of the hypotheses proposed in the research model are accepted, where the variables of utilitarian value, hedonic value, and attitude play an important role in shaping the intention to purchase Adidas sports shoes. The results demonstrate that both Utilitarian Value and Hedonic Value significantly influence consumer attitude toward Adidas sports shoes. Utilitarian Value shows a strong positive effect on Attitude ($\beta = 0.398$, $p < 0.001$), indicating that functional attributes such as design quality, comfort, air circulation, and premium materials play a crucial role in shaping consumer perceptions. This finding aligns with previous research

Ganbold et al. (2025), Hafiyya & Sumadi (2023), Moon et al. (2017), Rominingtyas & Riptiono (2024), suggesting that consumers evaluate sports footwear based on practical benefits and performance characteristics. Similarly, Hedonic Value exhibits a significant positive relationship with Attitude ($\beta = 0.400$, $p < 0.001$), demonstrating that emotional and experiential aspects are equally important. The entertainment value, confidence enhancement, fashionable appearance, and visual appeal of Adidas products contribute substantially to forming positive attitudes. This dual influence of both utilitarian and hedonic dimensions confirms that sports shoe purchases are motivated by both functional needs and emotional desires. The analysis reveals that Attitude serves as a strong predictor of Purchase Intention ($\beta = 0.261$, $p = 0.002$), confirming the importance of forming positive brand perceptions in driving actual purchase decisions. Consumers who hold favorable attitudes toward Adidas are significantly more likely to express intentions to purchase the brand's products. Both Hedonic Value ($\beta = 0.229$, $p = 0.006$) and Utilitarian Value ($\beta = 0.278$, $p = 0.002$) also demonstrate direct significant effects on Purchase Intention, indicating that these value dimensions influence buying intentions both directly and indirectly through attitude formation. This suggests a partial mediation model where attitude plays an important but not exclusive role in the value-intention relationship.

Interestingly, in this study, FOMO showed different results from other variables, where FOMO did not significantly moderate the relationship between attitude and purchase intention. A particularly noteworthy finding is the non-significant moderating effect of FOMO on the Attitude-Purchase Intention relationship ($\beta = -0.021$, $p = 0.593$). This result suggests that fear of missing out on trends does not significantly amplify or diminish the conversion of positive attitudes into purchase intentions for Adidas sports shoes. Specifically, the finding that fear of missing out (FOMO) was not significantly significant as a moderator in the attitude to purchase intention relationship ($\beta = -0.021$, $p = 0.593$) is an important contribution consistent with methodological criticism in the moderation literature. The findings in this study are in line with the observations of Soderlund (2023) in the Journal of Retailing and Consumer Services, which confirm that the moderating effect in consumer behavior research is generally very weak, with meta-analyses showing a median effect size of 0.002, which is below the "small effect" category. Furthermore, the same study Soderlund (2023) also emphasizes that many moderation hypotheses are not supported in empirical research, and this is not a research failure but rather a finding of theoretical value. The finding that FOMO does not significantly moderate the relationship between attitude and purchase intention for Adidas products is consistent with recent research by Bläse et al. (2024) which found that the effectiveness of FOMO as a moderator is highly dependent on product characteristics. In their study of 652 consumers in Europe and the United States, Bläse et al. (2024) found that FOMO successfully moderated the relationship between brand credibility and purchase intention for fast fashion ($\beta = 0.17$ - 0.60 depending on the FOMO group, $p < .001$), but FAILED to moderate the same relationship for slow fashion. The researchers explained that products with inherent sustainability positioning (slow fashion) or stable mainstream brands do not create the conditions of urgency and scarcity necessary for FOMO to be effective as a moderator. A similar situation occurred with Adidas, a global brand with consistent product availability and no limited editions, so FOMO did not create significant moderation.

CONCLUSION

Based on the results of research on sports shoe consumers in Indonesia, some of the hypotheses proposed in the research model were accepted. The findings show that utilitarian value, hedonic value, and attitude have a positive and significant effect on purchase intention, making these three variables important factors in shaping purchase intention for Adidas sports shoes. In addition, utilitarian and hedonic value were found to have a direct and significant effect on purchase intention, indicating that utilitarian and hedonic value are the main drivers of purchase intention behavior. Furthermore, attitude also plays a significant mediating role in the relationship between utilitarian and hedonic value and purchase intention. Conversely, FOMO as a moderating variable showed insignificant results in moderating the relationship between the attitude variable and purchase intention. This study makes an important contribution to the development of marketing theory, particularly in the context of the sports shoe industry in emerging markets such as Indonesia, by strengthening the understanding of the mechanism of purchase intention formation with the central role of attitude. The findings of this study indicate that utilitarian and hedonic value are the main stimuli that shape attitude, as explained in the theory of planned behavior, where external factors such as shopping values function as antecedents that shape consumers' cognitive and affective attitudes toward shopping behavior. Within the TPB framework, attitude toward the behavior is formed from positive evaluations of the consequences of the behavior, so that utilitarian value (functional usefulness) and hedonic value (emotional enjoyment) generate favorable attitudes that significantly predict purchase intention.

RECOMMENDATION

Utilitarian and hedonic values consistently emerge as the strongest drivers of attitude and purchase intention, confirming their foundational role in sportswear consumer behavior. Future studies should prioritize these value dimensions while exploring additional functional attributes specific to emerging fitness trends, such as sustainability features (recycled materials) or smart technology integration (wearable-compatible shoes), to identify evolving consumer priorities beyond traditional design and comfort factors. Adidas should emphasize dual-value messaging in Indonesian marketing campaigns, highlighting functional superiority alongside emotional benefits to maximize attitude formation. Given FOMO's weak influence, social proof strategies should focus on authentic testimonials and performance demonstrations rather than artificial scarcity tactics that prove ineffective for rational consumers. The non-significant FOMO moderation effect represents a theoretically valuable contribution that challenges the universal applicability of FOMO in premium brand contexts. Researchers should replicate this finding across different economic conditions and product categories, particularly comparing impulse-driven categories (fast fashion, cosmetics) versus considered purchases (premium sportswear), to establish boundary conditions for FOMO's moderating role. Following Soderlund (2023) methodological recommendations, future studies should test competing moderators such as price sensitivity, brand loyalty, or perceived scarcity that may better explain attitude-intention conversion in high-involvement categories. The partial mediation model suggests untapped direct pathways from values to intention. Longitudinal research tracking actual purchase behavior (not just intention) would validate whether attitude's mediating role strengthens over time or if direct value effects dominate at point-of-purchase. Additionally, incorporating actual behavioral control measures (budget constraints, store availability) from TPB would provide a more comprehensive intention-behavior framework.

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