

INFLUENCE OF VALUES, BRAND ACTIVISM, BRAND CONSCIOUSNESS, AND BEHAVIORAL INTENTIONS IN PREDICTING NIKE’S SPORTSWEAR CONSUMPTION IN INDONESIA

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ABSTRACT

The goal of this study is to look at the connection between two separate but related types of value orientation, namely terminal and instrumental values, brand activism, brand consciousness, and behavioral intentions. This research confirms a conceptual model for Nike brand sportswear consumption in a growing market, namely Indonesia. This study uses quantitative research techniques with data collection using a Google Forms questionnaire. This study was conducted in Indonesia, with respondents mainly drawn from big cities. Smart-PLS 3.2.9 evaluates the data using the outer and inner models. The validity and reliability tests are part of the outer model, while the goodness of fit test, common method bias, R-square, predictive relevance, T-statistics, and P-value are in the inner model. Within the theoretical framework of this research, the structural equation model is also used to test the linkage of the constructs. The findings illustrate that value (instrumental & terminal) and brand activism, all three affect brand consciousness and consequently, brand consciousness also has an impact on behavioral intention to consume Nike sportswear. Brand activism has a more significant influence on brand consciousness and behavioral intentions than terminal values and instrumental values. Instrumental values have a more significant influence on brand consciousness and behavioral intentions than terminal values. Brand consciousness mediates the relationship between brand activism/instrumental value/terminal value and behavioral intention. This research contributes to international marketing management strategies in emerging markets and increasing consumption of sportswear by increasing brand consciousness through terminal and instrumental value and brand activism. This research aims to uncover the link between value orientation, such as instrumental and terminal values, and brand activism, as well as the underlying effect on brand consciousness and behavioral intention in Nike sportswear. Rokeach (1975) proposed that the two-dimensional value dichotomy was applied to analyze sportswear consumption in a growing market better, specifically Indonesia.

Keywords - *Values, Brand activism, Brand consciousness, Behavioral Intentions, Instrumental, Terminal, Sportswear, Nike*

1. INTRODUCTION

In the textile industry, the sportswear industry is a large and growing market globally as it is driven by the increasing demand for consumption of various sportswear brands and the introduction of diverse supplies to meet this demand (Saricam, 2021). The global sportswear market generated around 181 billion USD in revenue in 2019 and is forecast to reach 208 billion USD by 2025.

The sportswear industry continues to grow and increase in demand because sportswear has become the latest casual "uniform" that contributes to the athleisure trend. The athleisure trend is a trend of comfortable and relaxed sportswear and is used in everyday life even in a non-athletic environment, and this trend contributes significantly to the projected value of the sportswear market, which continues to increase (Chi et al., 2021). This changing trend has evolved consumer values for sportswear products and has profoundly impacted consumer consumption patterns. In the United States, 64% of adults wear sportswear and sports shoes as part of their clothing in everyday life (Shahbandeh, 2021).

The sportswear industry in Indonesia itself recorded stable revenue growth. Revenue growth in the sports & outdoor sector is increasing every year; even in 2020, the income did not show a decrease from the previous year but showed a very high-income increase of 71.88%, even amid declining economic conditions due to the Covid-19 pandemic (Statista market forecast, 2022). According to the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, although globally, the sporting goods industry experienced a 29% decline in revenue at the start of the pandemic, this category is still in better condition than most other apparel industries, which fell by 55% (Ekon, 2021). Although sporting goods companies saw market valuations fall in the early months of the pandemic, but later sporting goods companies managed to improve drastically and outperform the rest of the apparel sector in the fashion industry with excellent performance (Becker et al., 2021). The advantages experienced by the sportswear industry, especially in Indonesia, are also due to the government's encouragement to exercise at home with simple sports equipment and the desire of the people to have a healthy and fit lifestyle (Euromonitor International, 2021) and government support in organizing events. Sporting events after the Covid-19 transmission rate began to decline. The trend of using sports clothing as daily clothing and the pandemic situation that encourages consumers in Indonesia to have a healthy life and regular exercise makes the existing value regarding sports products also grow, influenced by consumers' views and consumption decisions.

Consumer purchasing decisions are influenced by personal and social values (Kahle & Xie, 2015). Values are interpreted as explaining individual aspirations and motives; thus, product purchase decisions are guided by one's view of life and looking for goals that allow fulfilment (Kautish et al., 2020). This limits the terminal and instrumental characteristics of values and influences the interpretation of product meaning, purchase intention, intended value, and consumer decision-making style (Kassim et al., 2016).

In this study, one of the global brands in the sportswear industry is taken, namely, Nike, which is included in the ranking of the top 11 global brands in 2021 (Interbrand, 2021). In this case, Nike identifies its corporate brand activism as a company that engages in "brand political activism", where the company enters the sociopolitical sphere by taking a non-neutral stance on controversial issues by using sports to promote social change (Moorman, 2020). Awareness of the Nike brand is built through Nike's image as a socially-progressive company; therefore, Nike makes its marketing and advertising as attractive as possible to explore and minimizes boundaries in its brand activism efforts (Rasmussen et al., 2021).

Despite the growing awareness of sportswear products, intentions to buy these products can still vary (Minton et al., 2012). In particular, brands can play an essential role in influencing consumer choices in the sportswear category, brands not only reflect consumer preferences but also

exhibit similar membership and beliefs (Bae, 2011). Consumers with higher brand consciousness tend to buy these products to express their ideal self-image and associate themselves with the social level emitted by the brand (Bian & Moutinho, 2011). This is often used to predict sales of existing products and services and predict potential sales of new products (Asshidin et al., 2016).

However, researchers in marketing have paid little attention to the influence of human values (terminal values & instrumental values) on brand consciousness and behavioral intentions (Kautish et al., 2020). In addition, not many previous researchers have studied brand activism, especially in the context of sportswear brands in the Indonesian consumer market. Thus, the discussion of value relationships, brand consciousness, brand activism, and especially behavioral intentions in emerging markets such as Indonesia in the context of global sportswear brands has not been studied in depth. Moreover, this study aims to explore and find the influence of values (terminal & instrumental values), brand consciousness, and brand activism of the global sportswear brand Nike in the eyes of Indonesian consumers on behavioral intentions in consuming sports clothes. In addition, this research attempts to integrate the impact of different individual values divided into terminal and instrumental values. Based on previous research by Antoci (2021), the priority value orientation for adolescents to adults after the pandemic can be encompassed into terminal values in which there is health and a productive lifestyle and instrumental values in which there is efficiency in activities and a strong will. Through this insight, it is hoped that it will help in understanding the further impact of terminal values and instrumental values on sportswear consumption.

Studies in psychology and sociology show that individuals adapt their values to circumstances so that when certain values become more important, values that have the opposite purpose become less important (Steinert, 2021). It is essential to consider how values are related internally. According to basic value theory, broad personal values can be classified according to their primary purpose or motivation (Schwartz et al., 2012). A brand shows responsibility through brand activism which is a reflection of the company's views and attitudes, brand activism is important because consumers often perceive the products used as an extension of their views, values, beliefs, and lifestyles (Eyada, 2020). In particular, brands can play an important role in influencing consumer choices in the sportswear category, brands not only reflect consumer preferences but also exhibit similar membership and beliefs (Bae, 2011). Consumers with higher brand consciousness tend to buy these products to express their ideal self-image and associate themselves with the social level emitted by the brand (Bian & Moutinho, 2011). Therefore, the current study examined the influence of consumer values and brand activism in conceptualizing the sportswear Nike brand and, consequently, its impact on brand consciousness and intention to buy Nike's sportswear. Researchers conducted research in Indonesia using domiciled respondents in big cities like Jabodetabek.

2. LITERATURE REVIEW

Sportswear conceptualization

Based on previous research by Bajpai et al (2021) stated that the emergence of research and development on sports clothing brands, qualified for sportswear to be categorized as functional clothing. The continuous developments in fabrics, technical fibers, and garment manufacturing technology have allowed the emergence of functional clothing (Gupta, 2011). All clothing generally serves the same basic purpose of covering the body, protecting from external elements such as weather, and providing aesthetics but functional clothing has a purpose that goes beyond the basic requirements of general clothing. Sportswear products are a special type whose innovation and quality are rated higher than other types of clothing products (Saricam, 2021).

(Jhanji, 2021) states that sportswear is no longer limited to sportsmen who are involved in performance or strenuous physical activity so that sportswear based on the level of physical activity can be classified into active wear and casual wear. Active clothing is also referred to as professional sports clothing which is usually worn for high levels of rigorous physical activity in a relatively short period of time. While casual wear consists of sports clothing worn during activities that require intermittent performance with alternating phases between active and resting. Sportswear is also becoming more fashionable and various sportswear brands are giving consumers more choices in styles, colors, patterns, fabrics, and technologies causing unclear boundaries for sportswear to be combined and become everyday casual wear (Smith, 2014).

Sportswear consumption in emerging market

The sports industry continues to grow sustainably with increasing public awareness of health and fitness issues after a public health crisis (Chiu & Won, 2016). The sportswear industry has grown significantly so that it is not only a fashion trend but also a lifestyle trend (Patrick & Xu, 2018). Research by (Wendtlandt & Wicker, 2021) states that the Covid-19 pandemic has changed private and public lives around the world, in this time of social isolation, it is possible that people are increasingly using light exercise (walking, running, cycling, or exercising). at home) and exercise activities affect subjective well-being. Brand et al (2020), showed that individuals who exercised daily during the pandemic were in the best moods, whereas those who lacked exercise were in the worst moods. This proves that sport is becoming recognized as an alternative source of relaxation, recreation, and pleasure (el Hedhli et al., 2016).

In research by Patrick & Xu (2018), it can be seen that another major driving factor in the growing sportswear industry is the trend of sportswear which mainly comes from groups of people who adhere to a healthy lifestyle and who simultaneously demand functionality from their clothes. Sportswear also provides an opportunity for non-active consumers to appear as if they are living a healthier lifestyle. Research from Sherman (2014), shows that 93% of consumers buy and wear fitness clothing for activities that are not sports activities such as traveling, working, and carrying out other tasks. However Jang et al (2020) suggest that sports consumption can no longer only be conceptualized from a hedonic perspective. According to Rieger & Hofer (2017), certain types of consumption are often more than just experiencing positive emotions and thus provide opportunities for individuals to develop themselves to a better stage, this consumption is referred to as meaningful sports consumption because it helps consumers achieve goals and meanings that are meaningful.

Value conceptualization

According to Tuulik et al (2016), everyone's priority values are different and the emphasis on values that apply in organizations and society is also different. Values have predictive and explanatory potential at the individual, organizational, and societal levels. In addition, values can reflect major social changes in society and across countries. Based on the Council of Europe (2018) through the glossary on the Competency Reference Framework for a Democratic Culture, values interpreted from a competence perspective are general beliefs about the desired goals that people must achieve in life, understood as standards and guiding principles. Values are also learned and remain relatively stable over time and exist in the hierarchy to influence people's choices (Woodward & Shaffakat, 2014).

The concept of value has many facets (Abreu & Camarinha-Matos, 2008) which means that value can be expressed in different levels for example instrumental and terminal. One of the most well-known classifications is terminal and instrumental values by Barker & Rokeach (1975). Milton Rokeach (1975) conceptualizing values as enduring constructs that guide behavior. Based

on Barker & Rokeach (1975), terminal values are expressions of individual views and are the final state that a person strives for. Instrumental values are expressions of competence that guide the selection of the means to be used to obtain the final state of existence (Barker & Rokeach, 1975). Both terminal values and instrumental values play an important role in a person's life, especially in decision making (Martin & Capelli, 2018). Based on the results of research by (Antoci, 2021), it can be concluded that after the pandemic situation, there are several priority values in terminal and instrumental values in adolescents to adults, one of which is health and productivity at the terminal value and efficiency in activities and a strong will on the value instrumental.

Brand Activism

Based on research by (Manfredi-Sánchez, 2019), brand activism is defined as a communication strategy that aims to influence consumers through messages and campaigns created and maintained by socio-political values. Brand activism is a new phenomenon where companies and brands take the activist mode and openly express their opinions about a cause or social problem (Kotler & Sarkar, 2017). Based on previous research by Sachdev et al (2021), brand activism provides a competitive advantage and advancement over conventional products, pricing, and promotions by increasing the emotional brand value perceived by consumers.

Benner (2018) states that brand activism is seen as a way to target a younger audience who is more progressive and political than previous generations. Although brand activism triggers buying behavior among consumers by positively influencing their attitudes and purchase intentions (Kam & Deichert, 2020) but consumers are not always impressed with the brand activism mode, sometimes they may refuse to recognize the superiority of brands that support controversial issues in the world. political, social, cultural, and environmental fields (Carr et al., 2012). On the other hand, if brand activism resonates with consumers' personal values, it can result in large purchases of the company's products or services as consumers support the brand's stance on controversial issues (Basci, 2014).

Values, brand activism, brand consciousness and behavioral intention

According to Jiang & Shan (2016), brand consciousness refers to the psychological orientation of the brand name experienced by consumers when they are in a process before making a purchase. Brand consciousness not only includes knowledge about a brand or choosing a brand among other brands, but also about the value of the brand itself, where the brand has an image, quality, and attributes that can be distinguished from other brands (Siddique et al., 2015). In the study of (Giovannini et al., 2015), it is stated that a better known brand offers a sense of familiarity so as to create an attachment between consumers and the brand, where in the end consumers feel risk-free to buy products from that brand. Consumers with high brand consciousness perceive the brand as a symbol of prestige or status (Liao & Wang, 2009) and tend to buy products with well-known, expensive, and widely marketed brands (Ye et al., 2012).

A person's behavior is usually determined by experience, habits, knowledge and attitudes that are usually carried out by that person (Yilmaz et al., 2022) and have an impact on behavior patterns that tend to be positive or negative towards something. Behavioral intention is one of the motivational elements that can persuade someone to behave, such as buying a product (Chan Sane Hwui, 2020). Behavioral intentions that produce positive results are such as word-of-mouth and loyalty that build intentions and trigger buying behavior in the future (Rubio & Yague, 2019). Consumer behavior intentions are not all positive, some are negative when there are complaints given by consumers against a product or service (Ahmed et al., 2019).

In a previous study by (Kautish & Sharma, 2018), it was explained that the terminal value is the value that is considered the most ideal or desired value by a person while the instrumental value is the way that person can achieve the terminal value. Scientifically, terminal and instrumental values play an important role in building everyone's life goals (Martin & Capelli,

2018). If the company already knows the terminal value as well as the instrumental value of its target market, the company can more easily enter the targeted community so that they are more aware of their existence as a company brand (Khan, 2020). Brands can build values that are in line with consumer terminal and instrumental values so that brands can gain consumer trust (Sabitari & Budiarto, 2021). Brand consciousness that consumers have regarding image, quality and attributes can be built by building emotional relationships with consumers through terminal and instrumental knowledge (Rahman et al., 2021). So the hypothesis that is concluded is as follows:
H1a: There is a positive influence of Terminal Value (health and productive lifestyle) on Brand consciousness.

H1 b : There is a positive influence of Instrumental Value (efficiency in activities and strong will) on Brand consciousness.

Kumar (2021) research says that brand activism is proven to be able to influence millennial and Z generations where this generation is the majority of people in Indonesia because millennials and Z generations have higher expectations than just a product or service being sold. They hope that by purchasing a product or service from a brand, they can contribute to supporting the view of the brand and can contribute to building a better social environment. Brand activism is carried out by a brand to attract the attention of its consumers, so the brand prioritizes social and environmental values that are in line with the majority of its consumers (Vredenburg et al., 2020). Brand activism affects brand consciousness intangibly in the form of messages conveyed by the company's brand and tangible in the form of practices carried out by companies to help solve the problem (Kristal et al., 2018). Brand activism gives the impression to consumer brand consciousness that companies have the same moral value judgments as consumers so that the brand is more remembered and in demand by consumers compared to other brands (Mukherjee & Althuizen, 2020). This strategy is certainly very influential on brand consciousness where there is an emotional interest from consumers towards the brand which builds a good brand image so that the brand can be more recognized and known in the community (Anna Hermann, 2020). So the hypothesis formed is:

H2: There is a positive effect of brand activism on brand consciousness.

In a previous study by (Farcane et al., 2019), it was stated that terminal values and instrumental values can build the life goals that everyone has. Consumers indirectly demand that companies be socially responsible and act more than just commercially (Pavlova & Terentyeva, 2019). Marketing personnel in companies can use technology such as social media to find out the terminal value and instrumental value possessed by the majority of their target market at any given time (Derqui et al., 2020). The terminal value and the instrumental value of the company's target market are the basis for companies in determining social problems that must be assisted and given their opinions openly (Ziesemer et al., 2021). By doing this, the company indirectly attracts its target market because they have the same values. If the terminal values and instrumental values that are owned and firmly held by consumers are in accordance with the identity of the company, the brand activism of companies who comment or contribute openly on these social issues will represent the shared values shared by both companies and consumers (Kemper et al., 2019). Then the hypothesis formed is as follows:

H3 a : There is a positive influence of Terminal Value (health and productive lifestyle) on brand activism.

H3 b : There is a positive influence of Instrumental Value (efficiency in activities and strong will) on Brand Activism.

Terminal value becomes a goal which is usually based on several factors such as past experience, environment, and so on, while instrumental value is a method used ethically and

morally to achieve these desired values (Kautish et al., 2020). Both work together in achieving one's life goals. Terminal values and instrumental values then become the basis for a person's behavior including consumers in behaving. His behavioral intentions will be reflected in what values are the goals (Lubsky & Zaytseva, 2020). If the company knows the foundation of consumer value, the company can anticipate the emergence of negative behavioral intentions (Turk & Avcilar, 2018). Meanwhile, if the company already knows the terminal and instrumental values of consumers, the company can use these values to build a positive company image so that it can produce positive behavioral intentions (Chaturve et al., 2021). Broadly speaking, the value orientation of consumers will affect behavioral intentions because of the similarity of values adopted so as to create positive behavioral intentions (Dorrow, 2019). Then the hypothesis is as follows:

H4 a : There is a positive effect of Terminal Value (health and productive lifestyle) on Behavioral Intentions.

H4 b : There is a positive influence of Instrumental Value (efficiency in activities and strong will) on Behavioral Intentions for the brand.

In general, companies that carry out brand activism have conducted research on their consumers beforehand so that the social issues raised will become a stepping stone in improving a positive brand image (Graham & Wilder, 2020). Research by (Kusuma et al., 2020), states that the essence of a company is not only limited to introducing something to other people or being known by others. Companies need to portray the meaning and persistence of the resilience of relevance that is able to inspire, change or provide direction to a person's behavior. Brand activism is usually carried out on social issues whose values are in line with company values so that consumers will see positive things in it as a unit with the company, not just seeing it as part of the company's marketing (Kristal et al., 2018). When a company carries out brand activism, it will indirectly improve its relationship with consumers, this is expected to be a good thing because it carries out its moral responsibility to the social environment. Based on research by Mukherjee & Althuisen (2020) it is known that consumers build various forms of business relationships, one of which is based on whether or not consumers agree with the company's brand activism campaign. Manfredi-Sánchez (2019) concludes that consumers also want some kind of participation and responsibility from companies in political and social matters so that corporate social responsibility needs to be directed to a comprehensive reputation and trust strategy. This approach through brand activism that uses emotional is also responsible for consumer purchasing decisions because of social actions, thus more and more brands are participating in consumption capitalism and values. Then the hypothesis formed is as follows:

H5: There is a positive influence of Brand Activism on Behavioral Intentions.

Brand consciousness is determined from the social environment where brand consciousness is obtained from social influences recommended by social groups (Sharda & Bhat, 2018). Consumers, whether consciously or not, awareness of their brand will affect how consumers see the products and services offered because consumers tend to compare the products or services they see with products or services they know (Vuong & Nguyen, 2018). Therefore, consumers tend to make purchases on familiar brands compared to unfamiliar brands, high brand consciousness also tends to have positive behavioral intentions due to good brand knowledge and according to their preferences (A. Kumar, 2019). In business and marketing concepts, companies focus on building awareness for their consumers so that a brand can take root in consumers' minds because knowledge or awareness of a brand can lead to impulsive actions for some consumers (Ilyas et al., 2020). Research by (Dabbous & Barakat, 2020), shows that brand consciousness affects consumer decision making on a product, the more famous a brand is, the higher the possibility of that brand being the consumer's choice when making purchasing behavior. It is concluded that the hypothesis is as follows:

H6 : There is a positive influence of Brand consciousness on Behavioral Intentions for the brand.

Currently, consumers usually conduct investigations using their social media first to identify a brand that they find attractive (Ahmed et al., 2019). Consumer tastes for products or services offered by a brand are usually based on the terminal value and the instrumental value it has (Liakisheva et al., 2021). The terminal and instrumental values that consumers have usually determine the person's life goals which are also reflected in their daily behavior (Gaur et al., 2019). Consumers tend to make purchases of products and services that they think can accelerate or are in accordance with the terminal value and instrumental value they hold (Singh et al., 2021). Brands must recognize and know their consumers well through understanding the terminal value and what instrumental values are used by their consumers so that a brand can better introduce it to its consumers. Appropriate marketing activities will attract more consumers' attention to the brand, the awareness that consumers have is also usually based on the social environment of the consumer (Khan, 2020). Consumers tend to use brands that are better known by their social environment so that pride will arise when using the brand (Ngoc & Duong, 2020). Then formed the hypothesis, namely:

H7a: Brand consciousness mediates the relationship between Terminal Values (health and productive lifestyle) and Behavioral Intentions.

H7b: Brand consciousness mediates the relationship between Instrumental Value (efficiency in activities and strong will) with Behavioral Intentions.

The majority generation in Indonesia, namely the millennial generation and generation Z, has a major influence in purchasing products and services for a brand (Key et al., 2021). In making purchases, consumers not only demand good and quality products or services, consumers also want the social responsibility given by a brand in selling its products or services so that consumers will produce positive behavior such as making purchases on the brand and participating in providing services. positive influence on the environment (Fredrikson, 2021). This high social concern from consumers is the basis for brands to promote themselves as well as contribute to the social environment (Sachdev et al., 2021). With this brand activism, companies can be more engaged with customers (Kato et al., 2020). It is this relationship that builds brand consciousness because it is considered to be in line with the values it adheres to. Consumer behavior intentions are based on habits, experiences and the level of emotional attachment that consumers have when carrying out a behavior such as a purchase. If knowledge and awareness are owned by consumers, the behavioral intentions displayed towards the brand will be positive (Ekawati et al., 2021). Through this explanation, it is concluded that the hypothesis formed is as follows:

H8: Brand consciousness mediates the relationship between Brand Activism and Behavioral Intentions.

3. METHODOLOGY

Figure 1 depicts the proposed research model, which shows the correlations between the variables. A cross-sectional survey approach was used to investigate the impact of terminal/instrumental values and brand activism on brand consciousness and behavioral intentions. The next parts go through the concept operationalization and measures, sampling technique, sampling design, sample profile, data collecting method, data screening and refining procedure, and common method variance.

Measures and construct operationalization

Questionnaire items were adopted from previous studies as a methodological norm for measuring latent variables. The survey instrument was created to correspond to the described components and to aid in a better understanding of sportswear. A sample of 120 people from

Indonesian culture were used to assess the constructs' dimensionality and reliability. The preliminary test data was not used in the final analysis. To prove construct validity in the succeeding analytic stages, preliminary studies were conducted to examine the psychometric qualities of the scale items, and only minor changes were made to the items. Table 2 contains information on the final scale elements. The constructs were measured using a multi-item scale with terminal and instrumental values (adapted from Barker & Rokeach, 1975; Kautish et al., 2020), brand activism (Bruder & Lübeck, 2019; Burggraaf & Larsson, 2019; Kotler & Sarkar, 2017; Manfredi-Sánchez, 2019), brand consciousness ((Jiang & Shan, 2016; Kautish et al., 2020)), and behavioral intentions (adapted from Chan Sane Hwui, 2020; Chen & Yan, 2019; Chua et al., 2019; Kautish et al., 2020; Reyes-Menendez et al., 2018; Yilmaz et al., 2022). A few changes were unavoidable in order to maintain the goods' importance and relevance in the context of Nike's sportswear consumption. On a five-point Likert-type scale, respondents were asked to rate 27 questions (5 = highly agree, 1 = extremely disagree).

Sample size adequacy

The sample must be of the required size so that it can detect significant differences or relationships in the study population in order to have the required level of accuracy in the findings. In determining the sample size in this study, the researcher refers to the rules of thumb as described by (Uma Sekaran & Roger Bougie, 2016), where the existing requirements are better if >30 but <500. However, the sample size varies depending on several factors, some researchers state that the reference sample size is at least 100-200 in the preliminary test (Fan et al., 2016). Thus, this study used a sample size for the preliminary test of 120 respondents.

In addition, in determining the actual sample size required by Raykov & Marcoulides (2012) is 10 times the indicator used in the operational definition of each variable in the study. Therefore, generally in studies that have 27 indicators, a minimum sample of 270 research subjects / respondents will be required, but in this study, researchers chose 475 respondents as research subjects on the basis of following the number of respondents used in the study by Kautish et al (2020) which become a reference journal for this research with the criteria of respondents in this study who use or have sports clothing products from the global brand Nike.

Sampling procedure and sample profile

This study chose a non-probability sampling design technique and specifically used judgmental sampling. The researcher chose this sample design because the researcher had respondent criteria that were in accordance with the research, namely respondents who used or owned Nike brand sports clothing so that there was a match between the context and the object of this study. Then, the process of collecting data through the selected sample design provides the advantage of saving time and costs because it has been selected. Not only that, judgmental sampling is also useful for answering specific research questions and in terms of answering certain types of research questions, it is possible that this technique is one of the most meaningful (Uma Sekaran & Roger Bougie, 2016).

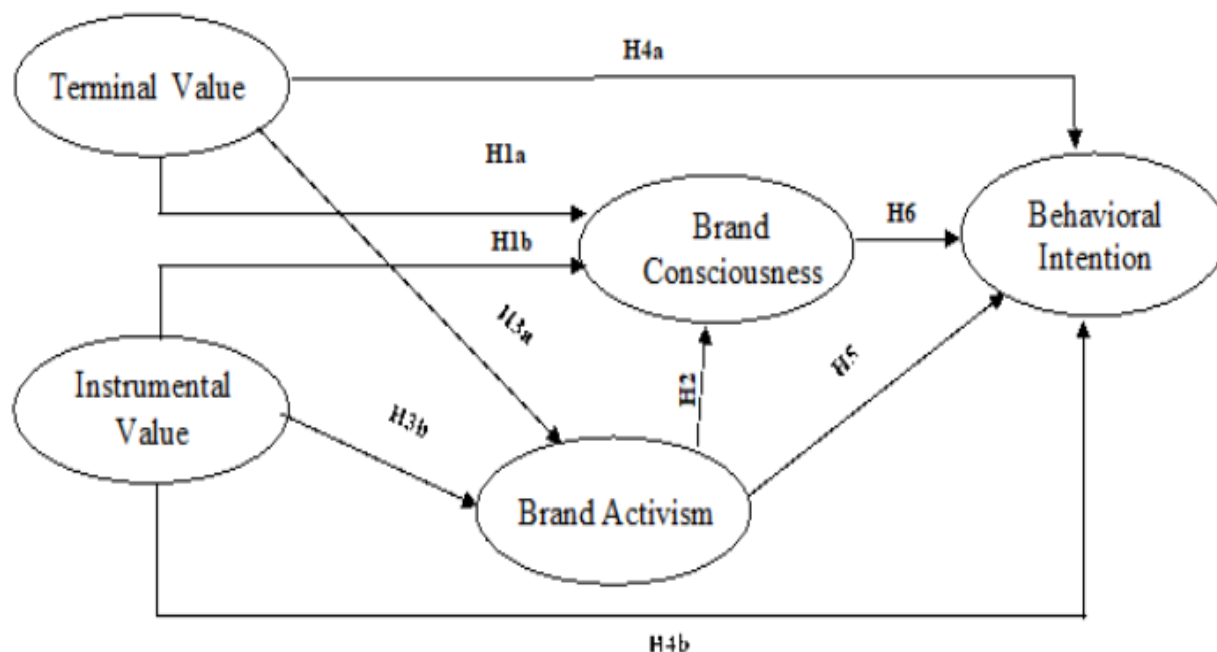


Figure 1. Hypothesized model

Of the 475 questionnaires distributed, the questionnaires that can be qualified or accepted by researchers are 96.8% or 460 responses. Researchers used these 460 responses to conduct research in analyzing data where 460 responses were the results of respondents who met the research criteria, namely having used or had Nike brand sports clothing, while 15 of the 475 responses to the questionnaire did not meet the criteria required in this study. The demographic profile of the responders is shown in Table 1.

Data collection method

The distribution of the questionnaires was carried out personally and electronically through the online media Google Form to assist researchers in approaching respondents in providing responses to their willingness and guiding respondents in filling out questionnaires. In addition, the use of electronic tools via Google forms in distributing questionnaires for this study makes it easy for researchers where researchers can distribute questionnaires through social media so that respondents can easily fill out their electronic devices wherever and whenever. The survey questionnaire was given in March 2022, and 475 people responded. A total of 460 people completed the survey questionnaire and were found fit to be included in the final data analysis.

Data screening and refinement

The data collection was reviewed using SPSS 3.2.9 before doing advanced data analyses. The preliminary test in this study came to the conclusion of 120 respondents who use or have Nike branded global sportswear spread across Indonesia, especially in big cities, with validity testing carried out in two methods. Convergent validity test using factor loading and convergent validity test using AVE and discriminant standard validity using cross loading and reliability testing. Based on the results of the validity test in this preliminary test, it can be said that all variables with 25 indicators were declared valid in addition to the other two indicators that were classified as invalid, namely NTER3 and NINS4, but the two indicators would still be included in the actual test because of the possibility of validity if processed by the number of bigger data. Therefore, no indicators are eliminated in this preliminary testing process and the researcher will continue with the actual testing of a pre-determined large number of respondents.

4.6 Common method bias (CMB)

The use of measurement methods in SEM research results in a phenomenon where indicators have the same variance that is created when different respondents give answers in the same general direction, this is also known as common method bias

Table 1 Profile of the respondents ($N = 460$)

Criteria	Frequency (%)	
<i>Gender</i>		
Female	251	54.6%
Male	209	45.4%
<i>Age (in years)</i>		
<18	21	4.6%
18-26	173	37.6%
27-35	190	41.3%
36-44	53	11.5%
>44	23	5%
<i>Profession</i>		
Employee	234	50.9%
College student	123	26.7%
Businessman	84	18.3%
Student	17	3.7%
Others	2	0.4%
<i>Income (monthly in IDR)</i>		
1.000.000-3.000.000	35	7.6%
3.000.000-5.000.000	135	29.4%
5.000.000-7.000.000	153	33.3%
7.000.000-10.000.000	87	18.9%
>10.000.000	50	10.8%

Note: IDR = Indonesian Rupiah

(CBM) (Kock, 2015). CMB testing aims to eliminate the causes of measurement errors and test data. PLS-SEM displays the variance inflation factor (VIF) number in the CMB test where VIF is a measure of the influence of additional independent variables on the standard error of the regression coefficient with a high VIF value indicating a high amount of multicollinearity as well (Hair et al., 2014). This multicollinearity can occur when two or more independent variables are closely related, based on the opinion by Garson (2016), the rule of thumb has a limit of five where the VIF value should not exceed five to show that the indicator is free from bias and multicollinearity. the results from CMB show that all indicators in the VIF outer model column are in the range of values from 1.533 to 2.833 indicating a value of less than 5, indicating that the model is free from common method bias problems and there is no multicollinearity between constructs. the VIF value in the inner model whose value is below 5, this means that in the relationship between

each construct variable there is also no multicollinearity problem and is free from bias. As a result of these methodologies, the statistical data show that CMB was not a concern in this investigation.

5. RESULTS

SEM is the most precise and efficient estimation technique in a series of separate multiple regression equations so that SEM is one of the most important study methods in various fields. Structural Equation Modeling (SEM) has a broad method that is divided based on covariance, namely covariance base analysis (CB-SEM) and partial least squares (PLS-SEM). CB-SEM is used for small sample sizes, while PLS-SEM can generate route estimates for larger sample sizes (Ali et al., 2018). PLS-SEM was used in this study with the consideration that PLS-SEM provides the possibility of a rigorous evaluation model of the inner model as a pathway and the outer model as a measurement (France et al., 2020). PLS-SEM uses the SmartPLS version 3.3.2 program which uses confirmatory factor analysis to validate the results of the model assessment by determining the validity and reliability of the latent components. Then evaluate the structural model and test the significance to see whether the construct or variable has an effect.

Measurement model

The reliability and validity of the test were then evaluated. Factor loading and composite reliability were used to determine the reliability. Convergent and discriminant validity were used to determine the measurement model's validity. The average variance extracted (AVE) and composite reliability were used to determine convergent validity (CR). The scale elements in the constructions are

Table 2 Descriptive statistics and other measurement estimates

No.	Constructs and scale items	Mean	SD	Loading
	Terminal value ($\alpha = 0.845$; CR = 0.890; AVE = 0.618; rho_A = 0.851)			
1.	Buying Nike sportswear makes me feel good for my life	4.309	0.710	0.831
2.	Buying Nike sportswear is easy, comfortable and fits my style	4.257	0.656	0.754
3.	For me, Nike sportswear is always fun and satisfying	4.293	0.684	0.814
4.	Buying Nike sportswear makes me happy for myself	4.209	0.716	0.717
5.	Even though Nike sportswear is more expensive, I still want to own it	4.257	0.751	0.808
	Instrumental Value ($\alpha = 0.828$; CR = 0.879; AVE = 0.591; rho_A = 0.833)			
6.	For me, Nike sportswear has always been a pragmatic choice to buy	4.235	0.773	0.796
7.	For me, Nike sportswear is always logical and makes sense	4.222	0.736	0.759

8.	For me, Nike sportswear is not a waste of money	4.235	0.773	0.788
9.	For me, Nike sportswear is comfortable to wear and good in appearance	4.365	0.714	0.756
10.	For me, the quality of Nike sportswear is always great to wear and stylish	4.328	0.712	0.746
	Brand Activism ($\alpha = 0.894$; CR = 0.919; AVE = 0.655; rho_A = 0.896)			
11.	I feel the Nike brand is socially aware	4.178	0.812	0.798
12.	I feel like the Nike brand is giving something back to society	4.239	0.760	0.842
13.	I feel with their advertising, Nike is making a difference in the problems facing society today	4.239	0.746	0.812
14.	I will be more inclined to buy sportswear from the Nike brand when they have taken a stand against activism that I agree with	4.200	0.807	0.848
15.	I tend not to buy sportswear from the Nike brand when they take a stand against activism I don't agree with	4.213	0.798	0.756
16.	I would be more loyal to the Nike brand if they took a public position on hotly debated issues	4.246	0.800	0.794
	Brand Consciousness ($\alpha = 0.855$; CR = 0.897; AVE = 0.635; rho_A = 0.858)			
17.	I pay attention to the Nike brand of most of the sportswear I buy	4.267	0.766	0.824
18.	The Nike brand tells me something about the quality of sportswear	4.274	0.768	0.809
19.	The Nike brand tells me something about how "cool" a sportswear product can be	4.315	0.727	0.770
20.	Sometimes I'm willing to pay more for Nike sportswear because of the brand name	4.254	0.759	0.842
21.	High-priced Nike sportswear is of good quality	4.361	0.719	0.733

included in Table 2, together with factor loadings, Cronbach's alpha, CR, and AVE values. Factor Behavioral Intention

($\alpha = 0.869$; CR = 0.902; AVE = 0.606; rho_A = 0.871)

22.	I intend to use Nike sportswear in everyday life (in a non-athletic environment)	4.157	0.759	0.709
23.	I want to continue buying Nike sportswear brand in the future	4.104	0.961	0.759
24.	If possible, I will only use the Nike sportswear brand	4.087	0.840	0.737
25.	I'm happy to tell my relatives about my experiences with the Nike sportswear brand	4.202	0.775	0.787
26.	I will recommend the Nike sportswear brand to my friends and/or others	4.200	0.823	0.817
27.	I want to increase my purchase/use of the Nike sportswear brand for me	4.226	0.824	0.851

Notes: SD = standard deviation; α = Cronbach's alpha; CR = composite reliability; AVE = average variance extracted; rho_A = reliability coefficient

loading for all measures and CR for all constructs above the threshold values in the current investigation, with factor loading >0.70 and CR > 0.70 (Ghozali, I., & Latan, 2015), indicating that the measurement model is reliable. Table 2 shows the reliability coefficient (Cronbach's α) values: 0.845 for the terminal value, 0.828 for the instrumental value, 0.894 for the brand activism, 0.855 for brand consciousness, and 0.869 for behavioral intentions; all of the Cronbach's alpha values were above the threshold value of 0.70, indicating that the scale items were internally consistent. Composite Reliability has a rule of thumb >0.7 which concludes that all variables are reliable because the value generated from data processing exceeds 0.7. Convergent validity testing using AVE in Table 2 where it is revealed that five research variables are declared valid with a value greater than 0.5 according to the standard rule of thumb. In conclusion, the convergent validity test states that the five research variables are valid, namely Terminal Value, Instrumental Value, Brand Activism, Brand Consciousness, and Behavioral Intention.

Heterotrait-Monotrait Ratio (HTMT) can also be used to test discriminant validity. According to Gudergan et al (2008), if the HTMT value is below 0.85 then it is declared very well valid, but the maximum HTMT value should not be above or equal to 0.9 because it will be declared invalid.

Furthermore, it is explained that the use of HTMT is good in detecting discriminant validity with an acceptable correlation value below 0.9. Therefore, table 3 (shown on the diagonal) displays the HTMT values obtained from the Smart PLS analysis which show results that can be accepted or declared as valid very well because the values obtained are below 0.85 so the discriminant validity test is declared valid.

Structural model

Structural model (inner model) which will function in describing the relationship between latent variables based on research hypotheses that have been made, and hypothesis testing through the bootstrap method which is useful for seeing whether or not there is a significant relationship between latent variables. Therefore, the researcher also applies the bootstrapping method to process data in showing the results of hypothesis testing using path coefficients. In the hypothesis testing

Table 3 HTMT discriminant validity criterion

Constructs	Behavioral Intention	Brand Activism	Brand Consciousness	Instrumental Value	Terminal Value
Behavioral Intention					
Brand Activism	0.617				
Brand Consciousness	0.768	0.644			
Instrumental Value	0.667	0.637	0.694		
Terminal Value	0.675	0.713	0.682	0.801	

test, it was found that all positive hypotheses were significant and supported because the T-statistic number was above the rule of thumb.

Model fit can be evaluated using the standardized root mean square residual (SRMR). SRMR is a component of the fit model that is used to determine the suitability of the research model that is measured whether it fits well or not, SRMR indicates a good fit with the model if the SRMR is < 0.08 (Hair, 2017) or less than 0.1 (Garson, 2016). This study shows that the SRMR value is 0.056 which

indicates <0.08 then this means that the data in the model can be received well. Garson (2016) explains

that the model formed in this study is through the representation of an ellipse which signifies a factor and a rectangle representing the indicator variable being measured. The existence of factors represented by ellipses and arrows is defined as the inner model or structural model. In addition, Ghazali, I., & Latan (2015) state that the measurement of latent variables in research is seen in the measurement model, but the power of estimation between latent variables or constructions is shown through structural models. PLS-SEM was used in this study with the consideration that PLS-SEM provides the possibility of a rigorous evaluation model of the inner model (France et al., 2020).

The R² values are listed in Table 4. R-square evaluation needs to be done in measuring the structural model of the research through SmartPLS 3.2.9 software. R² can be defined as a way to measure the proportion of variance in the dependent variable in this study that can be explained or predicted by the independent variable (Hair et al., 2014). In this study, it can be seen that the output of R² is obtained on the variables of Brand Activism

Brand Consciousness, and Behavioral Intention. The value of R² can indicate whether a model is weak, moderate, or strong with values of 0.19, 0.33, and 0.67 (Ghozali, I., & Latan, 2015).

Predictive relevance is used to assess the research model, it is similar to R² where the strength of the research model is predicted by Q². The rule of thumb for predictive relevance is if Q² is higher than 0, the model will be said to be predictive whereas if Q² is below 0, the model will be declared as having no predictive relevance. In this study, predictive relevance was obtained through a blindfolding procedure where the value of the dependent variable resulted in a value greater than the rule of thumb Q²>0, so that it indicated predictive relevance. The following

Table 4 Structural model assesment

	Hypotheses path	Original Sample	T-statistics	P-value	Hypothesis Analysis	R ²	Q ²
H1a	TV => BC	0.224	3.483	0.000	Accepted	0.449	
H1b	IV => BC	0.289	4.194	0.000	Accepted		0.279
H2	BA => BC	0.265	5.125	0.000	Accepted		
H3a	TV => BA	0.452	7.528	0.000	Accepted	0.422	
H3b	IV => BA	0.253	4.038	0.000	Accepted		0.272
H4a	TV => BI	0.157	2.893	0.002	Accepted	0.525	
H4b	IV => BI	0.157	2.799	0.003	Accepted		0.310
H5	BA => BI	0.129	2.438	0.008	Accepted		
H6	BC => BI	0.41	7.164	0.000	Accepted		
H7a	TV => BC => BI	0.092	3.166	0.001	Accepted		
H7b	IV => BC => BI	0.118	3.454	0.000	Accepted		
H8	BA => BC => BI	0.109	4.290	0.000	Accepted		

Notes: TV = terminal value; IV = instrumental value; BA = brand activism; BC = brand consciousness; BI = behavioral intentions

presents the results of data processing Q^2 . The results of Q^2 indicate that this research model has met the predictive relevance because the value of $Q^2 > 0$. This can be seen in the variables of Brand Activism, Brand Awareness, and Behavioral Intentions with the values of Q^2 being 0.272, 0.279, and 0.310, respectively. According to Ghazali, I., & Latan (2015) the level of Q^2 can be classified as weak, moderate, and strong with values of 0.02, 0.15, and 0.35. As shown in the table 4, through the predictive relevance value obtained, it is concluded that the model is in the moderate category.

Mediating effect

The bootstrapping approach was utilized to examine H7a, H7b, and H8, which stated that brand consciousness would moderate the link between instrumental value and behavioral intentions (H7a), terminal value and behavioral intentions (H7b), and brand activism and behavioral intentions (H8). A bootstrap approach is used to confirm the importance of total, direct, and indirect effects. Table 5 states the results of the mediation analysis more clearly to assess the mediating role of Brand Awareness (BA) on the relationship between Terminal Value (TV) and Behavioral Intention (BI). The results showed that for the confidence interval there were no 0 of them, meaning that the indirect effect was significant, the total effect of Terminal Value (TV) on Behavioral Intentions (BI) was significant ($\beta = 0.356$, $t = 6.318$, $p = 0.000$). With the inclusion of the mediating variable Brand Awareness (BA), the effect of Terminal Value (TV) on Behavioral Intentions (BI) is still significant ($\beta = 0.157$, $t = 2.893$, $p = 0.002$). The indirect effect of Terminal Value (TV) on Behavioral Intention (BI) through Brand Awareness (BA) was found to be significant ($\beta = 0.092$, $t = 3.166$, $p = 0.001$). The direct relationship between Terminal Value and Behavioral Intention is supported and stated to be significant, indicating that the relationship between Brand Awareness (BA) with Terminal Value (TV) and Behavioral Intention (BI) is partial mediation.

Mediation analysis was conducted to assess the mediating role of Brand Awareness (BA) on the relationship between Instrumental Value (IV) and Behavioral Intention (BI). The results showed that the total effect of Instrumental Value (IV) on Behavioral Intentions (BI) was significant ($\beta = 0.335$, $t = 5.852$, $p = 0.000$). With the inclusion of the mediating variable Brand Awareness (BA), the effect of Instrumental Value (IV) on Behavioral Intentions (BI) is still significant ($\beta = 0.157$, $t = 2.799$, $p = 0.003$). The indirect effect of Instrumental Value (IV) on Behavioral

Intentions (BI) through Brand Awareness (BA) was found to be significant ($\beta= 0.118$, $t= 3.454$, $p= 0.000$) and for the confidence interval there were no 0 of them, meaning that the indirect effect was significant.

then the results showed that the total effect of Brand Activism (BA) on Behavioral Intentions (BI) was significant ($\beta = 0.237$, $t = 4.216$, $p = 0.000$). With the inclusion of the mediating variable Brand Awareness (BA), the effect of Brand Activism (BA) on Behavioral Intentions (BI)

Table 5 Mediation results

Total effect		Direct effects		Indirect Effects				Hasil Analisis	
β	P-value	β	P-value		β	T-value	P-value		BI (5%, 95%)
0.356	0.000	0.157	0.002	H7 a : NT->KM->NP	0.092	3.166	0.001	0.051-0.144	Mediasi Parsial
0.335	0.000	0.157	0.003	H7 b : NI->KM->NP	0.118	3.454	0.000	0.074-0.187	Mediasi Parsial
0.237	0.000	0.129	0.008	H8 : AM->KM->NP	0.109	4.290	0.000	0.071-0.152	Mediasi Parsial

is still significant ($\beta= 0.129$, $t= 2.438$, $p= 0.008$). The indirect effect of Brand Activism (BA) on Behavioral Intentions (BI) through Brand Awareness (BA) was found to be significant ($\beta= 0.109$, $t= 4.290$, $p= 0.000$) and for the confidence interval there were no 0 of them, meaning that the indirect effect was significant. . This shows that a direct relationship between Brand Activism and Behavioral Intentions is stated to be supported and a significant relationship, meaning that the relationship between Brand Awareness (BA) with Brand Activism (BA) and Behavioral Intentions (BI) is partial mediation.

5. CONCLUSION, IMPLICATIONS, AND RECOMMENDATIONS

This study looks at how Nike, a global sportswear brand, is consumed in Indonesia and through hypothesis testing based on data analysis conducted with Smart PLS 3.2.9, twelve significant and positive validated hypotheses are generated which consist of nine direct variable relationships as well as validation of Awareness. Brand as a mediating variable (partial) on Terminal Values and Behavioral Intentions, Instrumental Values and Behavioral Intentions, and Brand Activism and Behavioral Intentions. The findings show that all of the hypothesized relationships were positively supported, implying that Barker & Rokeach (1975) human values (terminal/instrumental) and psychological constructs – brand activism, brand consciousness, and behavioral intentions – are relevant in understanding the purchase intention of Nike's sportswear consumption in Indonesia, as an emerging market. Instrumental and terminal values, on the other hand, must be regarded as particular states or objectives in terms of health, productivity, efficiency in activities, and a strong will.

Viewed from an international business perspective, global brand products have a big role for consumers, in the context of this research the Nike sportswear brand. Nike has stores all over the world, is easily accessible, is aggressive in providing awareness of its brand to various groups and groups and is a company that is very active or concerned in voicing its opinion or position on social and political issues. Not only that, Nike is also widely known as an iconic brand that provides quality in each of its products or services so that Nike products are prominently displayed as part of their brand identity, this is important in the context of consumer consumption, especially among teenagers to today's adults. who are aware of the value of health and care about social issues. Nike brand sportswear products are also used by consumers to be an extension of their values because using these products can show their stance or identify their personality (health context or social

issue) in social life and it results in consumer consumption behavior that is survive and even increase.

So it can be concluded that for the consumption of Nike brand sportswear in Indonesia, Terminal and Instrumental Values have a positive effect on Brand Awareness, Brand Activism has a positive effect on Brand Awareness, Terminal and Instrumental Values have a positive effect on Brand Activism, Terminal and Instrumental Values have a positive effect on Behavioral Intentions, Brand Activism has a positive effect on Behavioral Intentions, Brand Awareness has a positive influence on Behavioral Intentions, Brand Awareness mediates the relationship between Values (Terminal and Instrumental) on Behavioral Intentions, and Brand Awareness mediates the relationship between Brand Activism on Behavioral Intentions.

Implications for research

The results of the study obtained the theoretical implications described are to contribute to each variable regarding brand management in the scope of global marketing. This research is a development of previous research by (Kautish et al., 2020) which discusses the relationship between Values (Terminal & Instrumental), Brand Awareness, and Behavioral Intentions on market consumption which continues to grow with the addition of the Brand Activity variable in this study. The current researcher has similar results with previous research in the context of similarity or value relationships (Terminal & Instrumental) that affect Brand Awareness and directly and indirectly influence or spur Consumer Behavioral Intentions towards a brand to behave such as buying, recommending to the surrounding environment, make repeat purchases, and so on. Directly, the Values (Terminal & Instrumental) that consumers have affect the Behavioral Intention to the brand but can also indirectly where the Value (Terminal & Instrumental) also requires a mediating variable (partial) namely Brand Awareness to achieve Behavioral Intentions.

The addition of the Brand Activism variable built in this study can be said to be a new research developed by researchers where the results of data analysis obtained in this study show that Brand Activism is influenced by Values (Terminal & Instrumental), significantly affects Brand Awareness and also affects Behavioral Intentions directly. and indirectly means that Value-influenced Brand Activism (Terminal & Instrumental) directly affects Behavioral Intentions and can also use Brand Awareness as a mediation (partial) to achieve that Behavioral Intention as well. Therefore, the researcher believes that presenting additional insights in the theoretical expansion and implications of this research can be useful for marketers, especially in the branding and marketing industry.

7.2 Implications for practitioners

This study provides managerial implications in the form of marketing strategies that can be applied to branding strategies or global marketing. For consumers in today's modern generation, there are many new things that later become important factors in determining consumption, one of which is terminal & instrumental values which are the guides or views of consumers to apply, make decisions, or carry out positive buying behavior and thus, now, value and Brand activism is a marketing strategy tool that is also growing to increase consumer awareness of a brand that can lead to positive behavioral intentions of consumers. The characteristics of the emerging market, namely Indonesia, regarding the global brand Nike, which is well known by Indonesian consumers regarding sportswear, are shown by the results of this study. Through the results of the questionnaire, it can be seen that terminal and instrumental values such as health, productive lifestyle, and efficiency in activities as well as a strong will influence consumers to be more aware of brands that produce good sportswear, these values also affect consumers. to make buying behavior towards products that are closely related to health, productive lifestyles, efficiency in activities, and strong power as well. So marketers need to place these values as the basis for the

brand activities undertaken by the company because, through the data obtained, consumers in Indonesia also care about brand activism by a brand.

Through the results of the questionnaire, it can also be seen that brand activism carried out by companies makes consumers more aware of a brand and brand activism based on the similarity of consumer values can instill brand awareness in their minds, this results in values and brand activism making The Nike brand is very well known by Indonesian consumers and is the main choice in shopping for sportswear. From this it is known that the company needs to be able to highlight the values that are in line with its target consumers in the activities carried out by the company which can also increase the popularity or awareness of the company's brand in the minds of consumers so as to produce positive behavioral intentions. The Nike sportswear consumer market in Indonesia also provides managerial insights, especially marketers, to see that marketing strategies in the global world continue to develop where competition between companies is increasing to be able to provide consumer needs to the point of view of terminal and instrumental values and to the stage of the importance of activism from the company itself, which in this modern era is very easy to see or monitor by consumers, where it all acts as an influence/driver showing the importance of brand awareness that exceeds competitors to become consumers' first choice in carrying out positive behavior.

Future research directions and limitations

In conducting this research, researchers faced a number of challenges. One of the limitations of the study is in terms of reaching respondents, namely respondents who fill out the questionnaire must be in a situation where they have a relationship with the Nike brand as the subject of this study because this study has standard respondents who use or have Nike brand sports clothing. On the one hand, it is not very easy to get responses that meet the given criteria, then the answers collected are obtained from the respondents' perceptions and honesty regarding the respondents' relationship with the Nike brand. Furthermore, the researcher generalizes the interpretation of ideas, hypotheses, results, and discussions, which can lead to different understandings according to the views of the readers. This research was also conducted in approximately three months which is quite limited time to fully understand the research.

Research limitations need to be considered in making recommendations for further research where future research can conduct research on various brands or other categories because varying brand categories will produce different values, more respondents can be reached, and also continue to use different research objects. widely known by the public in order to facilitate the conduct of research. Apart from that, further research can discuss more varied terminal and instrumental values related to sports clothing as in this study, the scope of these terminal and instrumental values are health, productive life, activity efficiency, and strong will. Future studies can also consider the effect of cultural differences because the results may differ in cultural engagement with its impact on values. Copy that, this research can be applied to global or local brands that are well-known or well-known among consumers in various fields such as skin care, automotive, and so on.

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