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TICC

6 th TICC
INTERNATIONAL CONFERRENCE

NEXT NORMAL...NEXT MOVE
TOWARDS SUSTAINABLE
DEVELOPMENT GOALS

5 th MARCH, 2022

Book of Proceedings
The 6th TICC International Conference 2022
"Next Normal…Next Move towards Sustainable
Development Goals"

Thailand International College Consortium (TICC)

Prince of Songkla University International College
Faculty of International Studies, Prince Songkla University
Khon Kaen University International College
Naresuan University International College
Burapha University International College
International College for Sustainability Studies,
Srinakharinwirot University
Silpakorn University International College
International College of Digital Innovation,
Chiang Mai University

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BUSINESS AND MANAGEMENT

SCIENCE, TECHNOLOGY AND BCG ECONOMY

WELCOME MESSAGE FROM THE THAILAND INTERNATIONAL COLLEGE CONSORTIUM (TICC)

Welcome to the 6th International Conference titled **"Next Normal…Next Move towards Sustainable Development Goals."** The TICC International Conference is a forum for scholars, researchers and students all over the world to share their research experiences and their research points of view in seven areas; 1) business and management, 2) science, technology and BCG economy, 3) art media and communications, 4) tourism, hospitality and MICE, 5) international studies, 6) education, and 7) holistic health and wellness management. As you know, it is a VIRTUAL conference, co-hosted by Prince of Songkla University, International College (Hat Yai Campus) and Faculty of International Studies, Prince of Songkla University (Phuket campus), Khon Kaen University International College, Naresuan University International College, Burapha University International College, Silpakorn University International College, International College for Sustainability Studies, Srinakharinwirot University, and International College of Digital Innovation, Chiang Mai University. On behalf of the coordinating committee, we are pleased to welcome all participants.

The conference has been held annually in several locations, such as Phuket, Pitsanulok, Chonburi and Khon Kaen. This VIRTUAL event is an opportunity to maintain the sequence. It is also an opportunity to bring together researchers and students from different disciplines to exchange their opinions, ideas, practices, and findings to support our efforts to reach sustainable development goals at an international level. We have a full programme and look forward to an exciting and stimulating event today. Let the games begin!

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TICC MEMBERS & OUR GOALS

The Thailand International College Consortium (TICC) International Conference is co-hosted by 8 International colleges consisting of Prince of Songkla University International College Hatyai Campus (PSUIC Hatyai Campus), Faculty of International Studies, Prince Songkla University (Phuket Campus), Khon Kaen University International College (KKUIC), Naresuan University International College, Burapha University International College., Silpakorn University International College, International College for Sustainability Studies (SWUIC) and International College of Digital Innovation, Chiang Mai University (CMUIC) These international colleges established the Thailand International College Consortium (TICC) in 2018 to enhance academic collaborations among the partner universities. TICC has the following goals.

1. To exchange Thai and international students at both undergraduate and graduate levels among partner universities
2. To exchange lecturers among partner universities
3. To conduct collaborative research projects.
4. TICC would like to welcome all international colleges in Thailand to become a member and enjoy several benefits that TICC could offer.

ACKNOWLEDGEMENTS

We would like to acknowledge the contribution made to the 6th TICC International Conference by several parties, including all conference participants, the reviewing committee members who contributed their time, energy, and knowledge, the international conference funding from Songkla University International College, Faculty of International Studies, Prince of Songkla University and, importantly, friendship among the TICC. This international conference could not have successfully held without all the valuable supports.

CONFERENCE SCHEDULE

The 6th Thailand International College Consortium International Conference
on the Topic "Next Normal...Next Move towards Sustainable Development Goals"
On 5th March, 2022
through a Zoom Meeting

Time	Activity
08.30 a.m. - 09.00 a.m.	Registration
09.00 a.m. - 09.05 a.m.	Opening ceremony
09.05 a.m. - 09.10 a.m.	The Report of the 6th TICC International Conference by Dr. Sumana Laparojkit, Dean of Prince of Songkla University International College
09.10 a.m. - 09.15 a.m.	Opening Speech by Assistant Professor Dr. Niwat Keawpradub, President of Prince of Songkla University
09.20 a.m. - 10.00 a.m.	Keynote Lecture on the topic "Next Normal...Next Move towards Sustainable Development Goals" by Abhisit Vejjajiva, former Prime Minister of Thailand
10.00 a.m. - 10.10 a.m.	Group photo
10.10 a.m. - 10.40 a.m.	Keynote Lecture on the topic "Next Normal...Next Move towards Sustainable Development Goals" by Professor Dr. Amornrat Phongdara, Dean of Faculty of Medical Technology of Prince of Songkla University
10.40 a.m. - 10.45 a.m.	Best Paper Award Announcement
10.45 a.m. - 10.55 a.m.	The handover ceremony to the next host of the Thailand International College Consortium International Conference
10.55 a.m. - 11.00 a.m.	Closing ceremony
11.15 a.m. - 04.00 p.m.	Present and critique academic articles

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Room: Business and Management [BUM]		Moderator: Dr. Nongnuch Boonklum, Dr. Kongkidakarn Sakulsinlapakorn, Asst. Prof. Kevin Jones	
Submission ID	**Submission Type**	**Title**	**Time**
6	Full Papet	The Application of Balanced Scorecard evaluation model for Power Development Fund Management in Thailand	11.15 - 11.30
19	Full Papet	Factors of e-procurement adoption for the business in Chonburi	11.30 - 11.45
20	Abstract	What CSR activities does the local community prefer? A study of residents near Amata City using conjoint and cluster analyses	11.45 - 12.00
30	Abstract	A Study of Food Delivery Services: Comparison of Restaurant Food Delivery and Online Food Delivery Services during the Pandemic	13.00 - 13.15
32	Full Papet	The impact of influencers on consumers' purchase intentions	13.15 - 13.30
53	Full Papet	What drives a transition from natural rubber to other types of farming in Thailand: A proposed Framework	13.30 - 13.45
57	Full Papet	Factors affecting intention to use food delivery applications during covid-19: A case of Thailand	13.45 - 14.00
71	Full Papet	Purchase Decision Model of Running Shoes Using MRA: A Comparative Study between Beginners and Advanced Runners	14.00 - 14.15
73	Full Papet	Benefits of hospitality services in attracting the guest to your hotel	14.15 - 14.30
75	Full Papet	Assessing the Perception of Bank's Consumers on Banking Innovation and Behavioral Intention in Developing Country: A Case of Competitive Environment in Laos Banking Industry	14.30 - 14.45
81	Full Papet	How Thai Hotel Response to Covid-19 During the Quarantine	14.45 - 15.00

PRESENTATION SCHEDULE

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Purchase Decision Model of Running Shoes Using Multiple Regression Analysis: A Comparative Study Between Beginners and Advanced Runners

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Abstract
The objective of this research was to examine the factors affecting consumer's purchase decision of running shoes. More specifically, to examine a nine-dimensional construct of independent variables using design, comfort, flexibility, durability, motion control, breathability, price, brand reputation, and current trend. This research employs an empirical study by means of the questionnaire survey method. The opinions were collected from 180 beginning runners who have had experiences in using running shoes in their routine exercises and 180 advanced runners who had expert in running shoes performance and technology selected by using purposive sampling technique. The data will be analyzed using descriptive statistical analysis and examined using enter multiple regression statistical analysis. The result found that, brand reputation, current trend, comfort, design, price, and flexibility affecting consumer's purchase decision of running shoes in the context of beginners. It also found that, comfort, brand reputation, motion control, current trend, design, price, and flexibility affecting consumer's purchase decision of running shoes in the context of advanced runners. Such results are useful for the manufacturers in determining product strategies on how to enhance the factors for the purpose of increasing the likelihood of customer purchase decision.

Keywords: running shoes, purchase decision, sports accessory, runners, athletes

1. Introduction

In nowadays' society, people are increasingly interested in and cherish healthiness and well-being. The trends in the style of living and lifestyle have changed rapidly in accordance with social and technological influences, especially health-care trends among people of all ages and genders and the interest in exercise of various forms are becoming intensely popular. As a result, sports and fitness related businesses such as apparel and sports equipment have continued to gain popularity.

Running can be considered as a start of exercise for many people because it is a convenient, easy-access sport that does not require a lot of equipment and can be performed alone.

Nowadays, running as an exercise is becoming more popular among Thai people, as can be seen from many running events such as mini marathon, half marathon and marathon being held across the country, with a large number of professional runners and general people participating. The fitness trend has also created opportunities for other related businesses such as apparel and sports equipment. It is definitely that when consumers become more interested in exercise, they would inevitably try to purchase more equipment and sports apparel as well. Also, the trend that the new generation seeing apparel and sports shoes as a fashion rather than utilization aspect alone corresponds to the continual increase in import value of sports shoes since 2017. The statistics of the import of sports shoes in the past 3 years (2017-2019) has increased in value. In 2019 (Jan.-Oct.), the value was as high as 5,322 million Baht, which is an increase of 53.95% from the same period last year as shown in Picture.1. (Department of Business Development, 2019) This confirms that sportswear and sports equipment business can still grow prosperously. Based on this aforementioned background, the researcher is interested in studying the factors that influence people regarding the decision to purchase or choose running shoes, in order to know the personal differences in choosing running shoes between people who just begin running (beginners) and those with experience of running regularly (advanced runners).
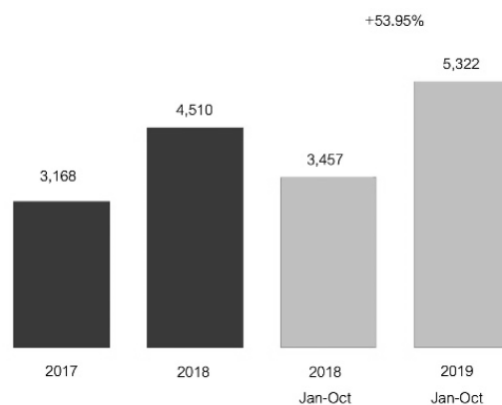
Picture: 1 The statistics of the import of sports shoes in the past 3 years (2017-2019)
Source: Information and Communication Technology Center (2019)

The need to study the factors that influence the decision-making process for consumers who are purchasing running shoes is due to the fact that before an individual purchase a merchandise, especially the high-price items, there are many certain, step-by-step processes involved: recognizing the necessity, researching and gathering information, comparing and evaluating the options, deciding to purchase, and post-purchase evaluation to compare the results of use with initial expectations. The study included the people involved in the purchase processes: Initiators, Influencers, Decider, Buyer, and User. Influences from the marketing, the consumer themselves, and the current circumstances also tend to affect consumers' decision-making on the purchasing (Panwar et al., 2019, pp.36-44, Prasad & Jha, 2014, pp.335-351). As a result, consumer purchase decision can be a major source of sustained growth and profit and a strong asset in order to obtain competitive advantages *especially* in the market for sports equipment.

This study presents a review of the literature and the theoretical framework with an analysis of the empirical literature to support this framework and summarizes the optimization of purchase decision model on consumer's purchase decision of running shoes when comparative study

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between beginner and advanced runners. More specifically, this study was to examine a nine-dimensional construct of independent variables using design, comfort, flexibility, durability, motion control, breathability, price, brand reputation, and current trend. In this study, the researcher proposes a simplified algorithm to categorize and define the beginner and advanced runners based on the: experience (years) and *intent of exercise.* Thus, for the research conducted in this paper, the researcher was interested in studying the influence of the above variables. The paper is organized as follows. First, the conceptual framework of the study is presented, followed by the methodology and results. Finally, the conclusions and discussion of the research are presented.

2. Research Objectives

The objective of this research was to examine the factors affecting consumer's purchase decision of running shoes. More specifically, to examine a nine-dimensional construct of independent variables using design, comfort, flexibility, durability, motion control, breathability, price, brand reputation, and current trend.

3. Literature Review

The decision processes are the decision-making processes undertaken by consumers in regard to a potential market transaction before, during, and after the purchase of a product or service. The consumer decision-making process can seem mysterious, but all consumers go through basic steps when making a purchase to determine what products and services will best fit their needs. The consumer decision making process is the method used by marketers to identify and track the decision making process of a customer journey from start to finish. It is broken down into 5 individual stages. The stages of the buyer decision process were first introduced by John Dewey in 1910. Later studies expanded upon Dewey's initial finding. (Engel et al., 1968)

1. Problem recognition: the first step of the consumer decision-making process is recognizing the need for a service or product. Recognize what the problem or need is and identify the product or type of product which is required.

2. Information search: the consumer researches the product which would satisfy the recognized need. Information is not only gathered about stuff and on things but from people via recommendations and through previous experiences with various products.

3. Evaluation of alternatives: generally, the information search reveals multiple products for the consumer to evaluate and understand which product would be appropriate. The consumer evaluates the searched alternatives. This is the time when questions start being asked. Is this really the right product for me do? Once the customer has determined what will satisfy their want or need they will begin to seek out the best deal. This may be based on price, quality, or other factors that are important to them.

4. Purchase decision: the customer has now decided based on the knowledge gathered what to purchase and where to purchase what they desire. After the consumer has evaluated all the options and would be having the intention to buy any product, there could be now only two things which might just change the decision of the consumer of buying the product that is what the other peers of the consumer think of the product and any unforeseen circumstances.

5. Post purchase behavior: this stage is a key stage for the company and for the customer likewise. These stages are important to keeping customers. Customers match products with their experiences on whether they are either content or discontent with the

product. This affects the decision process for resemblant purchases from the same company in the future. (Nicosia, 1966, Bettman, 1979, Yang & Ziv, 2010)

A review of prior studies indicates that researchers have studied the relationship between product factors and purchase decision. Many researchers have investigated the purchase decision though quality of product and price. They need to understand what factors might influence their customers' decision which indicated that product quality, price, and promotion are able to explain purchase decision. (Juliana et al., 2021, pp.114-121, Imaningsih, 2018, pp.260-271, Novansa & Ali, 2017, pp.621-632, Panwar et al., 2019, pp.36-44) Some of the factors that affected the purchase decision of sports shoes were as follows: product quality, product design, perceived price, brand image, product feature, and social influence.

Various models have been proposed by numbers of researchers with their model of consumer buying decision for all kinds of sport products/services such as the consumer consideration in purchase decision of SPECS sports shoes product (Widyastuti & Said, 2017, pp.199-207), the strategy analysis of consumer purchase decision in online stores (Riantini et al., 2019, pp.426-431), the influence of celebrity endorser, brand image, and brand trust on consumer purchasing decisions of Nike brand sport shoes (Putra & Ningrum, 2019, 208-218), factors influencing the decision to buy running shoes for different types of sports (Maiphoom, 2021, pp.119-132, Siriwatthanasest, 2015), factors influencing customer decision on buying sport shoes by basketball players (Srisuk, 2020), and a decision-making process on buying running shoes, including how product quality, brand image, and price perception impact the purchase decision of running shoes. (Steven et al., 2021, pp.1289-1297)

Although the literatures about the relationship between the mentioned variables and purchase decision are rich, however no work has been focused on the relationship of the mentioned variables on purchase decision of running shoes products from the perspective of beginner and advanced runners in Thailand.

4. Research Methodology

1. Research Instruments

For the research instruments, the questionnaire structure consists of 3 sections

1.1 Background: the questions cover research variables including gender, age, distances, purchasing factors; the purpose is to have further understanding on the investigated subjects.

1.2 Independent Factors: there was 27 items covering 9 dimensions including design, comfort, flexibility, durability, motion control, breathability, price, brand reputation, and current trend

1.3 Purchase Decision: there was 8 items covering 5 steps including problem recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior.

In section 1 and 2, the researchers redesigned by the concepts of the study of marketing factors that affect the buying decisions of sport shoes, reference was made to Maiphoon, 2021, pp.119-132. In section 3, researchers have also adapted from the study of customer purchase decision model, reference was made to Novansa & Ali, 2017, pp.621-632, Imaningsih, 2018, pp.260-271, and Panwar et al., 2019, pp.36-44. For the set of variables in purchase decision, researchers

have created questions related to purchase decision processes. To measure the level of purchase decision, the researchers has analyzed since the process that customers start paying attention, demand awareness, and to analyze behaviors of purchase decision whether to purchase or not.

Questionnaires using 5-point Likert scale with anchor of (1) 'strongly disagree' to (5) 'strongly agree' can reduce variability in the results that may be differences and enhances reliability of the responses. All questionnaires have been checked on content accuracy by professionals to analyze each question as measuring tools and to test on sample group that is similar to the reality by 35 people to test the quality of both overall and each question. The questionnaire achieved an IOC value of 0.975 and the Cronbach's alpha were calculated, the reliability coefficient overall for the entire scale was 0.836 and the results of each item is more than 0.8, meaning that the questionnaire has high reliability.

2. Data Collection

The opinions were collected from 180 beginners who have had running experiences (less than 3 years) in using running shoes in their routine exercises and 180 advanced runners who had expert in running shoes performance or technology (more than 3 years running experiences) selected by using purposive sampling technique. The data were obtained from survey questionnaires

3. Data Analysis

The data will be analyzed using descriptive statistical analysis and examined using enter multiple regression statistical analysis. The research framework is as follows.
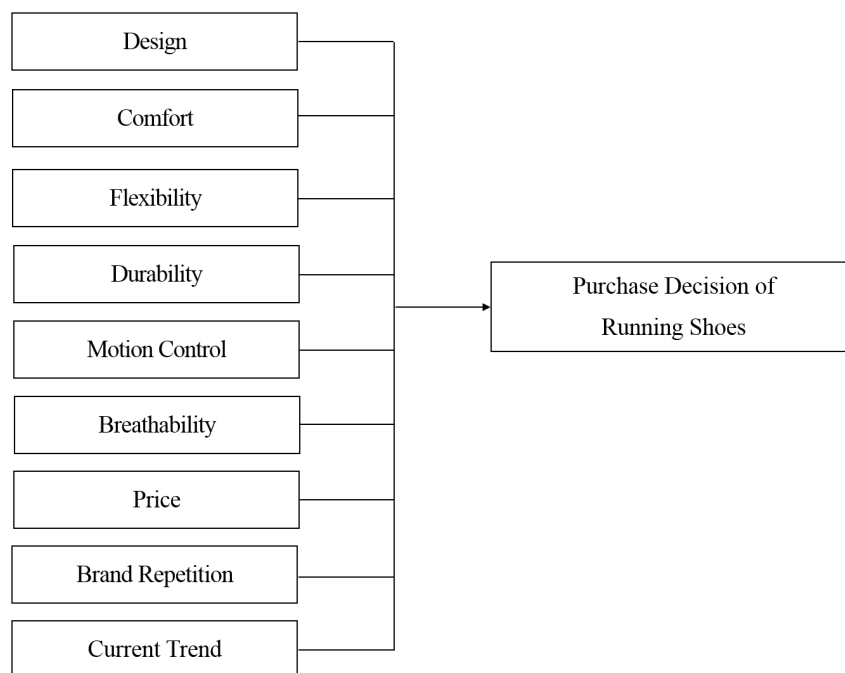
Picture: 2 Conceptual Model

5. Results

Descriptive Analysis

The main purpose of using descriptive analysis is to describe the basic features of the data in this study. Results revealed that the personal factors of the sample group for this research. In

considering the personal factors of beginner, most of them (62.78%) were male. The highest range of their age (41.67%) was between 25-39 years. About 61.50% had running experience for fun run (5 km) program. While the personal factors of advanced runners, most of them (63.89%) were male. The highest range of their age (53.33%) was between 25-39 years. About 37.87% had running experience for mini marathon (10 km) program. A fuller description of the participants is shown in Table 1.

Table 1: Personal Factors

Personal Factors	Beginners		Advanced Runners	
	Frequency	Percent	Frequency	Percent
Gentle				
Male	113	62.78	115	63.89
Female	67	37.22	65	36.11
Total	180	100.00	180	100.00
Age (years)				
Gen-X (40-54)	49	27.22	52	28.89
Gen-Y (25-39)	75	41.67	96	53.33
Gen-Z (10-24)	56	31.11	32	17.78
Total	180	100.00	180	100.00
Distances				
Fun Run (5 km)	138	61.60	86	25.44
Mini Marathon (10 km)	77	34.38	128	37.87
Half Marathon (21 km)	9	4.02	104	30.77
Marathon (42.195 km)	0	0.00	20	5.92
Total	224	100.00	338	100.00

Table 2: Purchasing Factors

Purchasing Factors	Beginners		Advanced Runners	
	Frequency	Percent	Frequency	Percent
Prices of shoes (THB)				
Less than 1,000	20	10.00	0	0.00
1,000-2,000	43	21.50	0	0.00
2,001-3,000	35	17.50	6	3.33
3,001-4,000	46	23.00	28	15.56
4,001-5,000	33	16.50	69	38.33
5,001-6,000	20	10.00	36	20.00
6,001-7,000	3	1.50	33	18.33
More than 7,000	0	0.00	8	4.44
Total	180	100.00	180	100.00
Brands				
Nike	115	22.12	121	20.07
Adidas	127	24.42	133	22.06
Hoka	6	1.15	54	8.96
Mizuno	29	5.58	84	13.93
Asics	43	8.27	67	11.11
Under Armour	34	6.54	30	4.98
Skechers	33	6.35	10	1.66
New Balance	45	8.65	29	4.81

Saucony	0	0.00	28	4.64
Reebok	54	10.38	21	3.48
Puma	27	5.19	4	0.66
On Running	4	0.77	19	3.15
Other	3	0.58	3	0.50
Total	520	100.00	603	100.00

According to table 2, in considering the purchasing factors of beginner, about 23% had running shoes purchasing experience for 3,001-4,000 THB. While the purchasing factors of advanced runners, about 38.33% had running shoes purchasing experience for 4,001-5,000 THB.

The results of the multiple regression analysis
Before analyzing the multiple regression, must employed Pearson's correlation coefficients to measure the relationship between variables. None of the calculations were over 0.80 and this indicated the non-existence of multicollinearity problems.

Analysis of variance (ANOVA) of the respondents, it was found that consumer purchase decision based on independent factors was significant ($p<0.01$). Based on Cohen's rules for effects sizes, the coefficient of determination (R^2) was 0.840 for the overall correlation between the purchase decision of beginners and the independent factors of design, comfort, flexibility, durability, motion control, breathability, price, brand reputation, and current trend as shown in Table 3-4.

As shown in Table 4, it is evident from the regression coefficients (B) and p-values that design, comfort, flexibility, price, brand reputation and current trend are significantly and positively related to purchase decision of running shoes, with p-value 0.001, 0.016, 0.039, 0.001, 0.001 and 0.000, respectively while durability, motion control and breathability are not significantly in the context of beginners.

Table 3: Pearson's correlation coefficients of factors. (Beginners)

Factors	Mean	SD	design	comfort	flexibility	durability	motion control	breathability	price	brand reputation	current trend
design	6.2389	1.0430	1.000								
comfort	6.4667	0.7652	0.728**	1.000							
flexibility	6.0833	1.0669	0.509**	0.684**	1.000						
durability	5.7278	1.0293	0.207**	0.368**	0.484**	1.000					
motion control	5.8889	0.9329	0.429*	0.550**	0.739**	0.666**	1.000				
breathability	5.6278	1.0729	0.439**	0.485**	0.642**	0.732**	0.790**	1.000			
price	6.1389	0.9674	0.515**	0.425**	0.465**	0.307**	0.475**	0.465**	1.000		
Brand reputation	6.0389	0.8740	0.615**	0.741**	0.751**	0.552**	0.773**	0.754**	0.575**	1.000	
current trend	5.650	1.463	0.601**	0.386**	0.280**	0.137*	0.287**	0.280**	0.512**	0.343**	1.000

*Correlation is significant at 0.05 level
**Correlation is significant at 0.01 level

Table 4: Enter multiple regression analysis of the quantitative study: analysis of variance. (Beginners)

Model	B	Std. Error	Beta	t	Sig.
(Constant)	0.750	0.230		3.27**	0.001
design	0.1336	0.0406	3.16	3.29**	0.001
comfort	0.1451	0.0596	3.66	2.43*	0.016
flexibility	0.0813	0.0391	3.06	2.08*	0.039
durability	0.0152	0.0362	2.45	0.42	0.676
motion control	0.0924	0.0513	4.03	1.80	0.073
breathability	0.0438	0.0454	4.17	0.96	0.336
price	0.1142	0.0335	1.85	3.41**	0.001
brand reputation	0.2091	0.0617	5.11	3.39**	0.001
current trend	0.1700	0.0218	1.79	7.80**	0.000

$R^2 = 0.840$, F = 13.48, p-value = 0.006, *p-value < .05, **p-value < .01

According to Table 5, before analyzing the multiple regression, must employed Pearson's correlation coefficients to measure the relationship between variables. None of the calculations were over 0.80 and this indicated the non-existence of multicollinearity problems.

Table 5: Pearson's correlation coefficients of factors. (Advanced Runners)

Factors	Mean	SD	design	comfort	flexibility	durability	motion control	breathability	price	brand reputation	current trend
design	5.7389	0.8740	1.000								
comfort	6.1611	0.7412	0.152*	1.000							
flexibility	6.1611	0.7487	0.235**	0.607**	1.000						
durability	5.9167	0.8579	0.261**	0.557**	0.743**	1.000					
motion control	5.5611	0.8917	0.447**	0.285**	0.207**	0.295**	1.000				
breathability	5.8222	0.8130	0.398**	0.539**	0.561**	0.539**	0.477**	1.000			
price	6.2722	0.7683	0.497**	0.276**	0.399**	0.263**	0.290**	0.310**	1.000		
Brand reputation	5.6611	1.0526	0.401**	0.042*	0.027*	0.086*	0.442**	0.203**	0.350**	1.000	
current trend	6.6000	0.6307	0.245**	0.461**	0.634**	0.444**	0.103*	0.307**	0.422**	0.106**	1.000

*Correlation is significant at 0.05 level
**Correlation is significant at 0.01 level

Table 6: Enter multiple regression analysis of the quantitative study: analysis of variance. (Advanced Runners)

Model	B	Std. Error	Beta	t	Sig.
(Constant)	0.134	0.220		0.61*	0.035
design	0.1263	0.0261	1.69	4.84**	0.000
comfort	0.2180	0.0326	1.90	6.68**	0.000
flexibility	0.1010	0.0446	3.62	2.27*	0.025
durability	0.0283	0.0323	2.49	0.88	0.381
motion control	0.1325	0.0255	1.68	5.20**	0.000
breathability	0.0326	0.0311	2.08	1.05	0.296
price	0.1214	0.0295	1.68	4.11**	0.000
brand reputation	0.1620	0.0199	1.43	8.12**	0.000
current trend	0.1297	0.0382	1.88	3.40**	0.001

$R^2 = 0.835$, F = 29.54, p-value = 0.000, *p-value < .05, **p-value < .01

Analysis of variance (ANOVA) of the respondents, it was found that consumer purchase decision based on independent factors was significant ($p<0.01$). Based on Cohen's rules for effects sizes, the coefficient of determination (R^2) was 0.835 for the overall correlation between the purchase decision of advanced runners and the independent factors of design, comfort, flexibility, durability, motion control, breathability, price, brand reputation, and current trend as shown in Table 6. It is evident from the regression coefficients (B) and p-values that comfort, brand reputation, motion control, current trend, design, price and flexibility are significantly and positively related to purchase decision of smart watch, with p-value 0.000, 0.000, 0.000, 0.001, 0.000, 0.000 and 0.025, respectively while durability and breathability are not significantly in the context of advanced runners.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \ldots + \beta_k X_k + \varepsilon \tag{1}$$

$$Y_{Be} = 0.750 + 0.1336\ X_1** + 0.1452\ X_2* + 0.0813\ X_3* + 0.0152\ X_4 + 0.0924\ X_5 \\ + 0.0438\ X_6 + 0.1142\ X_7** + 0.2091\ X_8** + 0.1700\ X_9** \tag{2}$$

$$Y_{Ad} = 0.134 + 0.1263\ X_1** + 0.2180\ X_2** + 0.1010\ X_3* + 0.0283\ X_4 + 0.1325\ X_5** \\ + 0.0326\ X_6 + 0.1214\ X_7** + 0.1620\ X_8** + 0.1279\ X_9** \tag{3}$$

Model of Purchase Decision of Running Shoes: A Comparative Study between Beginners and Advanced Runners: $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \ldots + \beta_k X_k + \varepsilon$ where, X is the independent variable, (design, comfort, flexibility, durability, motion control, breathability, price, brand reputation, and current trend) and Y is the dependent variable (purchase decision) as shown in equation 1.

According to equation 2, model of beginner purchase decision of running shoes, significant value for design, comfort, price, brand reputation and current trend are 0.001, 0.016, 0.001, 0.001 and 0.000 respectively, which indicates that design, comfort, flexibility, price, brand reputation towards purchase decision are more than 99% (p-value<0.01). Also significant value for flexibility is 0.039, which indicates that flexibility towards purchase decision is more than 95% (p-value<0.05). While significant value for durability, motion control and breathability are 0.676, 0.073 and 0.336, respectively which indicates that mentioned variables towards purchase decision are less than 99% (p-value>0.01). Therefore, this indicates that durability, motion control and breathability have no association with purchase decision.

According to equation 3, for advanced runners, model of purchase decision of running shoes, significant value for comfort, brand reputation, motion control, current trend, design and price are 0.000, 0.000, 0.000, 0.001, 0.000 and 0.000, respectively, which indicates that comfort, brand reputation, motion control, current trend, design and price towards purchase decision are more than 99% (p-value<0.01). Also significant value for flexibility is 0.025, which indicates that flexibility towards purchase decision is more than 95% (p-value<0.05). While significant value for durability and breathability are 0.381 and 0.296, which indicates that durability and breathability towards purchase decision are less than 99% (p-value>0.01). Therefore, this indicates that durability and breathability have no association with purchase decision.

The empirical data showed a positive relationship between design, comfort, flexibility, price, brand reputation, current trend and purchasing behavior for both beginner and advanced runners. The results were in line with previous that marketing factors could reflect consumer

behavior and purchase decision of running shoes or sports products. As highlighted by mentioned previous research that the customers with strong attitude toward intention to purchase would be had purchase decision in order to respond the sports products or sports equipment.

6. Discussion and Conclusion

This research examined the purchase decision model of running shoes using multiple regression analysis which compare between beginners and advanced runner. The objective of this research was to examine the factors affecting consumer's purchase decision of running shoes. More specifically, to examine a nine-dimensional construct of independent variables using design, comfort, flexibility, durability, motion control, breathability, price, brand reputation, and current trend. The data were obtained from questionnaires and then carefully analyzed via multiple regression statistical analysis.

The study found that most beginners run at fun-runs and at mini-marathon distances. Experienced and advanced runners were found to often run mini-marathon, half-marathon, and full marathon distances. The study found that the variables which influence the decision to buy running shoes were similar for people in both groups, although the order of influence of those variables were different between groups. The research findings are discussed in the following paragraphs.

The variable that had the most influence in the decision to buy running shoes for beginners was brand reputation. The second most influential variable was the current trend, since most beginners often lacked information about running shoes. For this reason, the purchase decision often mainly relied on brand reputation and popular current trends that emerged in the present. The next most influential variable was comfort, with this study finding that most beginners sought shoes to help them start running without risking injury. For this reason, the comfort variable was one of the main purchase decision.

The next most influential variable was design, with most beginners often deciding to buy a shoe based on the design of each shoe, including its beauty, originality, colors, and patterns that matched their exercise outfit. The next most influential variable was price. Data from this research found that beginners often choose running shoes at affordable prices which are appropriate for starting to run, and which felt worth buying. Flexibility was the last variable that influenced the decision to buy running shoes. The beginners had demands for shoe flexibility because they thought it would improve their running.

For advanced runners, the results indicate that the most influential variable was comfort, since experienced runners know that wearing comfortable shoes results in improved efficiency during each run, help them run for longer, and lessen their injuries. The next most influential variable was brand reputation because experienced runners often believe in the qualities of running shoes that many world-class athletes choose to wear. In addition, runners who wear shoes from famous brands tend to be impressed by them, resulting in repeat purchases. Therefore, brand reputation is found to be a highly influencing factor for the decision to purchase running shoes.

The next variable was motion control. This variable was not given high importance by beginners, which differed from experienced runners who choose to buy running shoes for the motion control offered. This is because when running—regardless of distance—shoes that have

good motion control can reduce the total running time. The next most influential variables for experienced runners in descending order include current trends, the design, price, and flexibility. This study's results indicate that the aforementioned variables are the main influencing factors that both beginner and experienced runners use during the purchase decision-making process.

Besides the above explanation of the research results, the researchers also present a strategy to increase customer purchase decisions. Running shoe brand owners should adopt a strategy that focuses on marketing communication by collecting patterns of various presentations which are developed to create a brand, such as social media or running influencers connection to increase brand awareness among runners at all levels. This strategy would help improve understanding of consumer demand.

The researchers also recommend that marketers who develop communication strategies should consider other factors as well, including prioritization in which consumers must be the center of planning strategy, audience in which chosen forms of media should be related to the target consumer and suit the product, media through flexible communication, agile communication, including finding e-commerce platforms, and e-commerce and search which should be convenient to access or purchase in large volumes.

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