

Factors influencing Generation Y consumers' intention to purchase sneakers



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ABSTRACT

The fashion sector stands as one of the leading contributors to both the global economy and South Africa. In South Africa, the footwear segment alone commands a value exceeding R50 billion and continues to see steady expansion. Particularly notable is the surge in sales within the South African sneaker market, outpacing other footwear categories. This trend has prompted numerous brands to enter the fray, presenting consumers with abundant choices but also fostering intense competition among sneaker manufacturers. To stay competitive, these manufacturers consistently innovate by developing enhanced sneaker models and integrating cutting-edge technologies into their production processes. The study aimed to identify the determinants influencing the purchasing intentions of Generation Y consumers regarding sneakers. A survey, administered via self-report questionnaires, gathered data from a convenience sample of 400 Generation Y consumers aged 18 to 24. These individuals were selected from two public Higher Education Institutions located in Gauteng, South Africa. Data analysis encompassed various methods including reliability and construct validity assessment, factor analysis, descriptive statistics, correlation analysis, collinearity diagnostics, regression analysis, and independent samples t-tests. Findings reveal that brand image, the desire for uniqueness, and product features significantly and positively impact the purchasing intentions of Generation Y consumers concerning sneakers. Conversely, the study indicates that price exerts an insignificant influence on the purchasing intentions of Generation Y consumers regarding sneakers. In addition, the findings suggest that males tend to place greater importance on brand image when making sneaker purchases compared to their female counterparts. These findings highlight the importance of understanding the nuanced preferences and behaviors of Generation Y consumers in the sneaker market and adapting business strategies accordingly to capitalize on opportunities for growth and differentiation.

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Introduction

The fashion sector stands as a significant contributor to the global economy (Singer, 2015, Gazzola, Pavione, Pezzetti, & Grechi, 2020), generating revenues of approximately US\$1.46 trillion annually, equivalent to about R21 trillion (Statista, 2021). This industry, encompassing various product categories like clothing, footwear, sportswear, and accessories (Spacey, 2023), plays a pivotal role in both global and South African economies (Statista-CMO, 2018). In South Africa specifically, the textile, leather goods, clothing, and footwear sector recorded sales of around R112 billion for the period from January to August 2021, showing a notable year-on-year growth of 6.5%. (Statistics South Africa, 2021a). Despite economic challenges, the footwear industry remains robust in South Africa, with a value surpassing R50 billion, incorporating imports, manufacturing, wholesale, and retail shoe segments. (Nyhaba, 2021; Shand, 2018). According to the South African Footwear and Leather Industry Association (SAFLIA), the South African local market demand for footwear amounts to approximately 248 million pairs per annum (Shand, 2018). Moreover, there's a discernible trend of increasing consumer spending on high-end footwear products (Hanbury, 2019).

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The global sneaker market holds a significant value of approximately US\$84 billion, equivalent to roughly R1260 billion, and is projected to expand further, reaching US\$128 billion by 2027. This growth trajectory is forecasted to continue at a compound annual growth rate of 7.2% between 2021 and 2027 (More, 2021). Key players in this market include renowned brands like Nike, Adidas, and Puma (Statista-CMO, 2018). Within this market, there exists a niche group known as "sneakerheads" (Danforth, 2016), who passionately collect, trade, or admire sneakers as a hobby (Mposo, 2017). The influence of hip-hop culture and the widespread fascination with footwear, both among enthusiasts and the general public, contribute to the rapid growth of this market (Mposo, 2017). Notably, in South Africa, sneakers maintain a high level of popularity (Danforth, 2016). Recent reports indicate that sneaker sales are outpacing those of other footwear categories, underscoring the enduring appeal and strong demand for sneakers globally (Johns, 2021; Sidell, 2021), especially among the youth.

The demographic referred to as Generation Y, or the youth, represents a highly desirable market segment within the fashion industry due to their significant current and future spending habits (Eastman & Liu, 2012). This cohort, born between 1986 and 2005 (Markert, 2004), possesses a strong awareness of brands and tends to gravitate towards higher-priced items Kinley, Josiam, & Lockett, 2010). Generation Y individuals exhibit a pronounced brand consciousness, influenced by their immersion in a brand-saturated environment (Ngnoubamdjum & Zahn, 2016). Globally, Generation Y constitutes the largest consumer segment, a trend mirrored in South Africa, where they account for approximately 34% of the total population (Statistics South Africa, 2021b). Of particular interest to marketers are those within Generation Y pursuing tertiary education, as they typically possess higher future earning potential (Bevan-Dye, Dhurup, & Surujlal, 2009), along with increased disposable income and aggregate spending prospects (Bevan-Dye, 2015). Shopping trips to malls are a common pastime for Generation Y members, with clothing and footwear shopping ranking among their primary activities (Martin & Turley, 2004). South African Generation Y consumers exhibit higher spending levels compared to the national average, with clothing and footwear representing significant portions of their expenditures (Student Village, 2019). Similarly, Garcia (2018) observes that young adults allocate double the amount of spending on apparel products compared to older generations. For these reasons, the aim of this study was to determine the factors that influence Generation Y consumers' intention to purchase sneakers. The four factors used in this study to determine Generation Y consumers' intention to purchase sneakers included product feature, price, brand image and need for uniqueness.

Literature Review

Consumer behavior is heavily influenced by their intention to act in a certain manner (Chan & Bishop, 2013). Purchase intention, therefore, refers to consumers' willingness and likelihood to purchase a specific good, service, or brand in the future (Richard, Loury, & David, 2013). Marketers commonly use purchase intention as a tool to forecast sales across various product categories (Armstrong, Morwitz, & Kumar, 2000). Literature indicates that consumers' perceptions (Kian, Boon, Fong, & Jian, 2017), past experiences (Mohmed, Azizan, & Jali, 2013), awareness, and preferences towards a brand (Syed, Jabran, Ahsan, Sidra, Wasiaq, Maira, & Syed, 2011) significantly influence their purchase intentions. Furthermore, gender plays a role in shaping purchase behavior, as males and females often exhibit distinct approaches when buying fashion items, leading to different influencing factors on their purchase intentions (Koca & Koc, 2016). These influencing factors encompass various aspects such as product pricing (Hashim, Husin, Othman, & Zain, 2017), product features (Hussin, 2013), the desire for uniqueness among consumers (Ahmad, Arshad, Sabir, & Ashraf, 2013), and brand image (Wang & Tsai, 2014).

A brand's image encapsulates how consumers perceive a particular product (Pahwa, 2016), reflecting their ideas, beliefs, and impressions about the product, object, or company (Clow & Baack, 2016). These perceptions are shaped by consumers' experiences and interactions with the brand (Pahwa, 2016). Research by Eze, Tan, and Yeo (2012) suggests that consumers are more inclined to purchase brands with a positive brand image compared to those with a less favorable one. Studies examining luxury brand perceptions (Ku & Lin, 2018) and cosmetic products (Eze et al, 2012) have demonstrated that a positive brand image significantly influences consumers' intention to purchase such items. Additionally, Hyun and Kim (2011) explain that consumers are willing to pay premium prices for brands perceived as unique from their competitors.

The price of a product or service represents the monetary value buyers are willing to pay and sellers are willing to accept (English Oxford Living Dictionaries, 2019). As indicated by Hashim et al (2017), product pricing plays a crucial role in influencing consumers' purchase intentions. Often, a higher price tag creates the perception of better quality (Brijball, 2003). Conversely, consumers may hesitate to purchase if prices are deemed excessively high, while overly low prices may raise suspicions about product quality (Balle, 2019). Research, such as that by Hashim et al (2017) on Chinese-manufactured home appliances and Rizkalla and Suzanawaty's (2013) study on private label brands, has shown that price significantly impacts consumers' purchase intentions. However, Stewart (2015) notes that consumers' willingness to pay for a product often hinges on its specific features.

A product is an item offered in the marketplace to fulfill a consumer's needs or desires, comprising various attributes such as quality, color, size, and shape that enhance its value (Brunel & Kumar, 2007; Kenton, 2019). Research conducted by Eze et al (2012) on cosmetic products and Lay-Yee, Kok-Siew, and Yin-Fah (2013) on smartphones has demonstrated that product features significantly influence Generation Y consumers' purchasing intentions. Regarding sneakers, SA Sports Trader (2016) notes that different age groups prioritize distinct features when buying sneakers. However, the most crucial features sought by consumers in sneakers include comfort, flexibility, lightweight construction, durability, and unique designs (Varinder, 2016).

Uniqueness, as defined by the English Oxford Living Dictionaries (2019), denotes qualities of being special, remarkable, unusual, and one-of-a-kind. Tian and McKenzie (2001) characterize the need for uniqueness as individuals' desire to differentiate themselves from others to enhance their personal and social identities. Salpini (2018) notes that young consumers particularly value being distinct from others and possessing items that are not widely owned. Consequently, the need for uniqueness significantly impacts consumers' intentions to purchase (Ahmad et al, 2013).

The following hypotheses were developed as per the literature:

H1: Brand image positively influences Generation Y consumers' intention to purchase sneakers.

H2: Price positively influences Generation Y consumers' intention to purchase sneakers.

H3: Product feature positively influences Generation Y consumers' intention to purchase sneakers.

H4: Need for uniqueness positively influences Generation Y consumers' intention to purchase sneakers.

The research model depicted in Figure 1 illustrates the impact of product features, brand image, and the need for uniqueness on Generation Y consumers' purchase intentions for sneakers. Consistent with existing literature, it is posited that product features, brand image, and the need for uniqueness all exert a direct positive influence on Generation Y consumers' purchase intentions for sneakers.

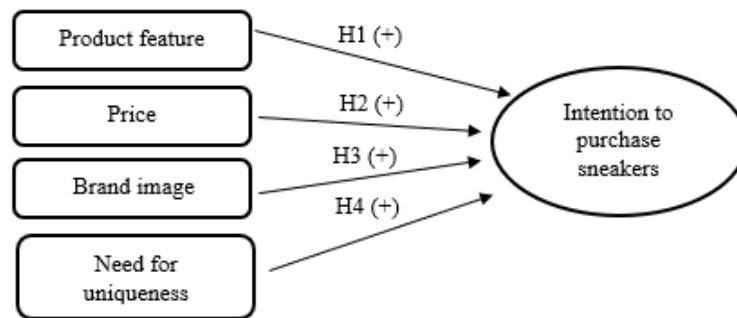


Figure 1: Conceptual Model of the Study; *Source:* Authors

Research & Methodology

The study employed a descriptive research design along with a single cross-sectional approach. To gather data, a non-probability convenience sampling method was utilized, targeting Generation Y consumers aged between 18 and 24 years who were enrolled at two South African Higher Education Institutions (HEIs). Convenience sampling was chosen due to the ease of access to Generation Y consumers at these institutions, with sample selection contingent upon individuals' availability at specific times and locations. Consequently, a non-probability convenience sample comprising 400 consumers was selected, with an even distribution of 200 consumers per campus.

The study utilized a structured questionnaire comprising two sections. Section A focused on screening questions and gathering participants' demographic information. It included questions regarding gender, participants' province of origin, home language, age, and average spending on a pair of sneakers. Additionally, an open-ended question prompted participants to indicate their preferred sneaker brand.

Section B aimed to collect data on consumers' intention to purchase sneakers and the factors influencing this intention. A six-point Likert-type scale was employed to gauge participants' agreement or disagreement with statements, ranging from 1 (strongly disagree) to 6 (strongly agree). This section comprised five constructs adapted from previously published research articles: product features (5 items) (Carpenter & Moore, 2010; Hugo & Van Aardt, 2012), price (3 items) (Rajasekaran, Cindhana, & Priya, 2018; Sinha & Batra, 1999), brand image (3 items) (Zeb, Rashid, & Javeed, 2011), need for uniqueness (4 items) (Tian & Bearden, 2001), and purchase intention (3 items) (Schivinski & Dabrowski, 2014; Tom & Kristin, 2005).

Before commencing data collection, the questionnaire underwent review and approval by an ethics committee. Following approval and ethical clearance, trained fieldworkers distributed the questionnaire to the participating HEIs.

The data analysis was conducted using the IBM Statistical Package for Social Sciences (SPSS), version 28. Various statistical methods were employed, including descriptive statistics to summarize the data, reliability and validity statistics to assess the internal consistency and validity of measurement scales, confirmatory factor analysis (CFA) to confirm the factor structure of the measurement model, Pearson's product-moment correlation analysis to examine the relationships between variables, collinearity diagnostics to identify multicollinearity issues among predictor variables, and multivariate regression analysis to explore the relationship between multiple independent variables and a dependent variable.

Findings and Discussions

Out of the 400 questionnaires distributed, 395 were completed and returned, resulting in a response rate of 98.8%. However, due to the specified target population criteria, questionnaires completed by individuals who were non-South Africans or outside the age range of 18 to 24 years were excluded. After removing these questionnaires, 299 remained, leading to an effective response rate of 74.75%.

In terms of demographics, males comprised 52% of the sample, while females made up 48%. All specified age groups were represented in the sample. Most participants were from Gauteng, followed by those from the Free State and KwaZulu-Natal. The three most common home languages among participants were English, IsiZulu, and Sesotho. Nike emerged as the most preferred sneaker brand among participants, followed by Adidas. Conversely, Converse, Jordan, Puma, and Vans were among the least preferred sneaker brands among participants. The majority of the sample, accounting for 41.3%, reported spending between R1201 - R1500 on a pair of sneakers, with the next largest group spending between R901 - R1200, constituting 37.2% of the sample.

Following the demographic analysis, a validity and reliability measure was conducted. For this study, the Heterotrait-Monotrait Ratio of correlation (HTMT) method was employed to assess the discriminant validity of the scales used. Discriminant validity is demonstrated when the HTMT values are less than 0.85 (Henseler, Ringle, & Sarstedt, 2015). Additionally, the internal consistency reliability of the scales included in the questionnaire was evaluated by calculating Cronbach's alpha values for the five constructs. Table 1 below presents a summary of the validity and reliability measures of the scales.

Table 1: Validity and Reliability Measures

Construct	HTMT				Cronbach's alpha
	1	2	3	4	
Product feature (1)	-	-	-	-	0.741
Price (2)	0.304	-	-	-	0.809
Brand image (3)	0.489	0.225	-	-	0.827
Need for uniqueness (4)	0.342	0.377	0.334	-	0.860
Purchase intention (5)	0.472	0.283	0.506	0.615	0.533

Source: Authors

Table 1 shows that all HTMT values were below 0.85, indicating discriminant validity for each of the scales utilized in this study. Moreover, Cronbach's alpha values fell within the range of 0.70 to 0.90 for product features ($\alpha=0.741$), price ($\alpha=0.809$), brand image ($\alpha=0.827$), and need for uniqueness ($\alpha=0.860$), indicating high reliability. However, the Cronbach's alpha value for purchase intention ($\alpha=0.533$) fell within the 0.50 to 0.70 range, suggesting moderate reliability (Hinton, McMurray, & Brownlow, 2014). Despite the moderate reliability of the purchase intention scale, the internal consistency reliability of each scale used in this study is generally suggested by the Cronbach's alpha values obtained. With the validity and reliability of the constructs confirmed, the next step was to conduct a CFA to assess whether the 18-item scale accurately represented the proposed constructs.

Prior to conducting the CFA, the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity were performed to assess the factorability of the data. A significant Bartlett's test of sphericity value and a KMO value above 0.6 (Pallant, 2013) indicate sampling adequacy, suggesting that the data are suitable for factor analysis. The results of these tests yielded satisfactory values [KMO = 0.772, chi-square Bartlett's test = 2260.549 (df = 153), $p = 0.000 < 0.05$], confirming that the data were appropriate for principal components analysis.

Principal component analysis was performed using varimax rotation. From the 18-item scale, five factors were extracted with eigenvalues exceeding 1.0. The five factors extracted, along with their corresponding eigenvalues and percentage variances, are presented in Table 2.

Table 2: Confirmatory Principal Components Analysis

Item	Factor				
	1	2	3	4	5
B1		0.589			
B2		0.733			
B3		0.730			
B4		0.700			
B5		0.614			
B6			0.749		
B7			0.879		
B8			0.846		
B9				0.898	
B10				0.881	
B11				0.690	
B12	0.745				
B13	0.837				
B14	0.850				
B15	0.787				
B16					0.683
B17					0.656
B18					0.673
Eigenvalues	5.075	2.142	1.875	1.449	1.115
% Variance	28.196	11.900	10.417	8.049	6.195

Source: Authors

The results of the KMO test (0.772) and Bartlett's test of sphericity (chi-square = 2260.549, df = 153, $p < 0.05$) indicated satisfactory values, confirming that the data were suitable for principal components analysis. Following the confirmatory principal components analysis, the rotated matrix presented in Table 2 revealed that all five factors aligned with the proposed constructs of the 18-item scale. For the intention to purchase sneakers scale, 64.76% of the total variance was explained. Additionally, all factor loadings exceeded the minimum threshold of 0.5, indicating convergent validity (Hair, Celsi, Ortinau, & Bush, 2013). With the proposed constructs confirmed, the next step was to calculate descriptive statistics for each of the five constructs.

For all scale items included in this study, measures of central tendency (mean) and distribution (standard deviation) were calculated. The table below summarizes the descriptive statistics for each of the constructs.

Table 3: Summary of Descriptive Statistics

Construct	Mean	Standard deviation
Product feature	5.387	0.484
Price	3.943	0.984
Brand image	4.943	0.980
Need for uniqueness	4.442	0.883
Purchase intention	4.949	0.661

Source: Authors

As indicated in Table 3, the mean value for each construct was above 3.5. Product features recorded the highest mean (mean=5.387), followed by purchase intention (mean=4.949), brand image (mean=4.943), and need for uniqueness (mean=4.442). The lowest mean value was recorded for price (mean=3.943). These mean values suggest that Generation Y consumers have a strong intention to purchase sneakers, and they consider product features, price, and brand image as important determinants when making purchasing decisions. Additionally, Generation Y consumers seem to have a need to express their individuality through sneakers.

The highest standard deviations were computed for price (Std. dev. = 0.984), brand image (Std. dev. = 0.980), and need for uniqueness (Std. dev. = 0.883). This suggests greater dispersion of agreement among participants regarding these three constructs. The lowest standard deviation was recorded for product features (Std. dev. = 0.484), followed by purchase intention (Std. dev. = 0.661), indicating less dispersion of agreement among participants regarding these two constructs.

Following the descriptive data analysis and before conducting regression analysis, correlation analysis was performed to determine if significant relationships exist between the constructs included in this study and to assess the strength of these relationships. For this study, correlation analysis was conducted using Pearson's product-moment correlation coefficient. The correlation matrix is presented in Table 4.

Table 4: Correlation Matrix

Construct	1	2	3	4
Product feature (1)	-	-	-	-
Price (2)	-0.235*	-	-	-
Brand image (3)	0.382*	-0.187*	-	-
Need for uniqueness (4)	0.279*	-0.318*	0.288*	-
Purchase intention (5)	0.288*	-0.172*	0.341*	0.441*

* Correlation is significant at 0.01 level (2-tailed)

Source: Authors

At the significance level of $p \leq 0.01$, Table 4 reveals significant positive relationships between each pair of constructs, except for price, which exhibits a significant negative relationship with all other dimensions. Specifically, statistically positive relationships ($p \leq 0.01$) were observed between product feature and brand image ($r = 0.382$, $p = 0.000 < 0.01$), need for uniqueness ($r = 0.279$, $p = 0.000 < 0.01$) and purchase intention ($r = 0.288$, $p = 0.000 < 0.01$). Moreover, there are significant positive relationships between brand image and need for uniqueness ($r = 0.288$, $p = 0.000 < 0.01$) and purchase intention ($r = 0.341$, $p = 0.000 < 0.01$). Similarly, statistically significant positive relationships are evident between the need for uniqueness and purchase intention ($r = 0.441$, $p = 0.000 < 0.01$). Furthermore, significant negative relationships ($p \leq 0.01$) were observed between price and product feature ($r = -0.235$, $p = 0.000 < 0.01$), brand image ($r = -0.87$, $p = 0.000 < 0.01$), need for uniqueness ($r = -0.318$, $p = 0.000 < 0.01$) and purchase intention ($r = -0.172$, $p = 0.000 < 0.01$).

Since significant relationships were identified between the pairs of constructs, regression analysis can be conducted to further explore these relationships. This study employed a multivariate approach in analyzing the data through multiple regression analysis. The results of this analysis are highlighted in Table 5.

Table 5: Regression Model Summary and ANOVA Results

	R	R ²	Adjusted R ²	F	p-value
Model 1 (product feature, price, brand image and need for uniqueness)	0.505	0.255	0.245	25.194	0.001*

*Statistically significant at the 0.05 level

Source: Authors

As depicted in Table 5, the notable F-ratio of 25.194 ($p \leq 0.05$) indicates that Model 1 effectively forecasts Generation Y consumers' inclination to buy sneakers. The R^2 value demonstrates that 26% of the variation in Generation Y consumers' intention to purchase sneakers is accounted for by the four independent factors: product feature, price, brand image, and need for uniqueness. Consequently, 74% of the variation remains unaccounted for by these variables, implying that additional factors may influence this demographic's sneaker purchasing decisions. Hence, there is a prospect for future research to delve into other contributing factors shaping this generation's intention to buy sneakers.

Following the regression analysis, the individual impact of each independent variable on predicting Generation Y consumers' sneaker purchase intention was assessed, with details presented in Table 6.

Table 6: Contribution of Independent Variables

Independent variable	Standardised coefficient	beta	t-value	p-value	Collinearity statistics		Hypothesis testing
					Tolerance	VIF	
Product feature	0.116		2.074	0.039*	0.808	1.237	H1: Supported
Price	0.004		0.083	0.934	0.873	1.146	H2: Not supported
Brand image	0.195		3.507	0.001*	0.816	1.226	H3: Supported
Need for uniqueness	0.354		6.388	0.000*	0.826	1.211	H4: Supported

*Statistically significant at the 0.05 level

Source: Authors

The findings presented in Table 6 indicate that Generation Y consumers' perceived product features ($\beta = 0.116$, $p = 0.039 < 0.05$), brand image ($\beta = 0.195$, $p = 0.001 < 0.05$), and their need for uniqueness ($\beta = 0.354$, $p = 0.000 < 0.05$) have a significant positive impact on their intention to purchase sneakers. As such, hypotheses H1, H3 and H4 is supported. These results align with prior research findings. For example, Moslehpour, Aulia, and Masarie (2015) found that the product feature of a bakery product (bread) has a significant positive influence on purchase intention among Indonesian consumers in Taiwan. Moreover, Badar (2021) previously conducted research in East Java, Indonesia and found that brand image influences the purchase intention of Gresik cement products. In addition, Aztiani, Wahab, and Andriana (2019) also found that the need for uniqueness has a significant positive influence on Indonesian consumers' online purchase intention of imported children's bags. Notably, the largest beta coefficient was

observed for the need for uniqueness, signifying that this aspect carries the greatest influence on Generation Y consumers' intent to buy sneakers. Price ($\beta = 0.004$, $p = 0.934 > 0.05$) exhibited an insignificant influence on the sample's intention to purchase sneakers, which is in accordance with the findings of Arslan and Zaman (2014) study, who found that price has an insignificant influence on purchase intention among retail store customers in Pakistan. One possible reason why price exhibited an insignificant influence on the sample's intention to purchase sneakers could be that Generation Y consumers prioritize other factors over price when making their purchasing decisions. For this demographic, factors such as product features, brand image, and the need for uniqueness may hold greater importance in their perception of value and satisfaction derived from the purchase of sneakers. Additionally, the cultural and social significance attached to certain brands or styles of sneakers within this demographic may outweigh considerations of price. Moreover, the perception of price may not necessarily align with the perceived value or quality of the sneakers for Generation Y consumers, as they may be willing to invest more in products that offer unique features or align with their personal identity and preferences.

Regarding multicollinearity, the tolerance values were all above 0.10, ranging between 0.808 and 0.873, while the average VIF value of 1.205 was below the recommended threshold of 10. Therefore, no significant multicollinearity issues were detected (Babin & Zikmund, 2010).

The final analysis involved an independent samples t-test to examine differences in Generation Y male and female consumers' intention to purchase sneakers. Table 7 presents the results of this analysis.

Table 7: Gender differences

Construct	Male		Female		t-value	p-value
	Mean n=153	Standard deviation	Mean n=143	Standard deviation		
Product feature	5.386	0.510	5.390	0.455	-0.081	0.660
Price	3.767	0.943	4.131	0.990	-3.237	0.511
Brand image	5.142	0.858	4.727	1.066	3.695	0.012*
Need for uniqueness	4.583	0.889	4.271	0.849	3.088	0.643
Purchase intention	5.035	0.685	4.846	0.623	2.474	0.504

*Statistically significant at the 0.05 level

Source: Authors

Table 7 indicates statistically significant differences between Generation Y male and female consumers' perceptions regarding the importance of brand image when purchasing sneaker brands ($p = 0.012 < 0.05$). This finding aligns with a previous study conducted by Riaz (2015), suggesting that for Generation Y male consumers, brand image holds greater importance when purchasing sneakers compared to their female counterparts.

Conclusion

The exponential growth of the sneaker market within the broader fashion industry underscores its significance, particularly among Generation Y consumers. This demographic's penchant for sneakers not only reflects their fashion consciousness but also their ability to shape trends and influence purchasing behaviors. Consequently, it's imperative for brands and retailers to grasp the factors driving Generation Y consumers' sneaker purchases to remain competitive in this dynamic market. This study delved into the impact of product features, brand image, price, and the desire for uniqueness on Generation Y consumers' intention to purchase sneakers. By unraveling how these factors shape consumers' perceptions and purchase intentions, stakeholders in the sneaker industry can refine their marketing strategies to resonate with the distinct preferences of Generation Y consumers. Emphasizing uniqueness and aligning product features with consumer preferences can enhance brand appeal and drive sales among this influential consumer segment.

This study offers several avenues for future research. Given that the factors included in the study only explained 26 percent of the variance in Generation Y consumers' intention to purchase sneakers, future research could explore the influence of other significant factors on Generation Y consumers' intention to purchase sneakers such as the influence of digital marketing, online reviews and social media platforms. Furthermore, insight on Generation Y consumers' value perceptions concerning sneakers, sustainability concerns, as well as cultural and social influences could be of value to stakeholders in the sneaker industry. To enhance the understanding of consumer behaviour trends, particularly in the sneaker industry, demographic factors such as ethnicity and income can be compared and moreover, a longitudinal study can be conducted to determine if and how Generation Y consumers' intention to purchase sneakers change over time.

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