



THE RELATIONSHIP BETWEEN DIMENSIONS OF CONSUMER BASED BRAND EQUITY AND PURCHASING DECISION OF CONSUMER FOR SPORTS SHOES (CASE OF TURKEY)

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Abstract

Brand equity has become essential variable that impacts on purchase decision and enhances the value of product due to the effects on customer loyalty and customer satisfaction. Nowadays, information and communication technologies have been developed rapidly that causes wide range of product and brand choices in the market. Therefore quality level and features of products have been become similar. In this case firms need to differentiate their products and compete each other to sustain their success and to exist in the market forever. One of the main ways to increase the success of firm and make a difference in the market is building the consumer-based brand equity that is described as perceived sense of brand by the consumers. Companies must compete aggressively to attract and keep loyal customers. Brand equity is one of the company's most valuable asset to keep the potential consumers. Companies are increasingly understanding that brands are key factors in competitiveness. People are more likely to purchase or consume products are supplied by a corporation if corporation's brand equity is stronger. Because of this, purchase decisions are heavily impacted by customer opinions about these brands. The goal of this study is to develop a conceptual framework for analyzing the link between consumer-based brand equity and purchasing decision of consumer. Research was to examine the impact of four dimensions of customer-based brand equity on consumer purchasing decisions: brand loyalty (BA), perceived quality (PQ), brand awareness (BAW), and brand association (BA) on consumer purchase decisions (CPD). The study's research model was influenced by Aaker's consumer-based brand equity model. Brand loyalty, perceived quality, brand awareness, and brand association were independent variables. Dependent variable was consumer's purchase decision. Data was obtained from 407 respondents in Turkey using an internet survey to test the hypothesis. The respondents' favorite sports shoes brand was used to frame the questions. The data were examined by descriptive statistics, exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). The results showed that brand equity dimensions affect Turkish consumer's purchasing decisions based on consumer's favourite sport shoes brand. Statistically, there is positive impact of both BAW (coefficient 0.853, $p=0.000<0.01$), BL (coefficient 0.255, $p=0.019<0.05$) on CPD. Both PQ ($p=0.870>0.05$) and BA ($p=0.538>0.05$) have no positive impact on CPD.

KEY WORDS: Consumer-Based Brand Equity; Consumer Purchase Decision; Brand Loyalty; Brand Association; Perceived Quality; Brand Awareness.

JEL classification: M31, M37, M30

Introduction

Increasing competition and number of identical products on the market put firms under pressure to compete and make a difference on the market. The brand affect company's competitive strategy in a positive way and to help company for making a difference on the market (Kotler, 2000; Ural, 2009). When it comes to purchasing a product, consumers are heavily influenced by brand. (Ahmed, 1991). Nowadays, consumers have more brand and product options, Hence, firms must develop brand equity that is seen positively by customers in order to distinguish themselves from competitors and gain a competitive advantage. (Çifci et al., 2016). Brand equity has been identified from two perspectives: the consumer's and the firms. The financial worth of a brand is measured by firm-based brand equity (FBBE). (Simon, Sullivan, 1993) and from the view of cognitive psychology, consumer-based brand equity (CBBE) is defined. (Christodoulides, Chernatony, 2010). Consumer-based brand equity affects the purchasing decision

process of consumers when purchasing goods and services (Sukumaran, 2015).

In the sports sector, brand equity is extremely important. There are many different brands and high-quality products are popular among consumers. Especially the product category for athletic footwear has become one of the most popular product group in worldwide market with its high sales volumes. According to grand view research (Grand View Research, 2021), size of global sports footwear market was worth USD 64.30 billion in 2017 and market size is predicted to expand at a compound annual growth rate of slowly over 5% from 2018 to 2025. Statista (statista, 2021) shows that, Nike is still number one of all athletic footwear brands with a sales volume of USD 28.0 billion follows by Adidas with a sales volume of USD 13.7 billion in May 31, 2021. Customers of athletic footwear industry are influenced by the teams they follow, sports figures that inspire them and brands they love to wear (Newbery, 2008). In that sport environment, The term "brand equity" refers to the value that fans engage to their favourite team's symbol and name (Gladden, Milne, 1999). For this

reason, brand equity has a significant role in sportswear industry in order to help managers of this industry for obtaining competitive advantage and making strategic decisions (Simon, Sullivan, 1993).

This paper provides brief information about consumer based brand equity characteristics such as brand awareness, perceived quality, brand loyalty, and brand association have a relationship with consumer purchase decision based on favourite sport shoes brand in Turkey.

Literature Review

Brand Equity

Brand is a distinctive symbol and name such as logo, design of package of product and trademark, used by a single provider or a group of providers to specify their services and goods and to distinguish them from their competitors. A brand notify the consumers about product's source and preserves both producer and consumer from rivals who endeavour to produce identical products (Aaker, 1991). Consumers appreciate, choose and buy goods and services based on several features: from perceived image to overall quality, functional performance to raw materials and more. However brand and brand equity are the most important drivers for the decision process of consumers (Brunetti, Confente, Kaufmann, 2019). Clarifying relationship between consumers and brands generates phrase of brand equity in literature of marketing (Wood, 2000). Many research has been done on brand equity and several definitions for the concept itself have been created proposed (Leone, Rao, Luo, McAlister, Srivastava, 2006). According to Aaker, brand equity is group of brand assets and liabilities related to a brand, brand's symbol and name that increase to or decrease from the value ensured by service or a product to a firm or firms' customers. (Aaker, 1991). In addition to this, Keller defines brand equity as an added value to a product which accumulates past investment's results in the marketing activity for the brand. Briefly, brand equity is the bridge between future of brand and past of brand (Keller, 2013). Most of research and definition related to brand equity have been done based on consumer perspective (Leone et al., 2006). Christodoulides and Chernatony (2010), defines consumer based brand equity (CBBE) is a combination of customer knowledge, attitudes, beliefs, and behaviors when it comes to a brand's utility and ability to increase profits and volume.(Christodoulides, Chernatony, 2010). From the point of view of Vazquez, Del Rio and Iglesias , CBBE represents the sum of the symbolic and functional benefits that customers derive from using the brand. (Vázquez, del Rio, Iglesias, 2002). Specifically, the CBBE focuses on consumer psychology when it comes to brand choosing and identifies the sources of brand values. (Baker, Nancarrow, Tinson, 2005; Yoo, Donthu, 2001). Most of the studies based on CBBE have been developed on basis of two important frameworks: Keller's consumer-based brand equity model and Aaker's brand equity model. According to Keller, customer-based brand equity is described as brand knowledge has a distinct influence on consumer response to the brand's marketing. Keller's definition consists of three important concepts:

consumer's reaction to the marketing of the brand, brand knowledge and differential impact. Consumer reaction to the marketing of the brand that is described in terms of preferences, perceptions, behaviours are deriving from marketing mix activities. Comparison of brand-specific and non-brand-specific customer responses determines differential impact. Lastly, brand knowledge is described in terms of brand image and brand awareness according to the characteristics of brand association (Keller, 1993). According to Aaker's framework, four major components for concept of brand equity are brand awareness, perceived quality, brand loyalty and brand association. He claims that CBBE would be stronger if customers are aware of product's brand, loyal to it, and perceive high quality from the same product brand (Aaker, 1991).

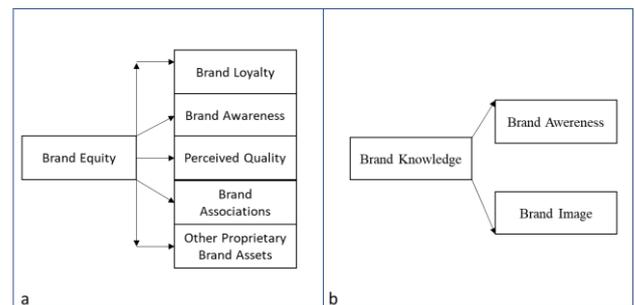


Fig. 1: a: Aaker (1991), b: Keller (1993) Brand Equity Models

Brand Loyalty

Consumer-based brand equity consists of four components: perceived quality, brand awareness, brand association, brand loyalty, Brand loyalty is one of the main elements in marketing which is important for measuring of link between consumer and brand (Aaker, 1991). Brand loyalty is defined as an engagement to favourite product and services that is continuously purchased and will be purchased in the future (Oliver, 1999). Brand loyalty reflects how consumers change the brand one to another while prices and features of product are changed (Aaker, 1991). Today, primary goal of firms is to create a consumer group that is loyal to their own brand and product. Nowadays, competition causes growth in number of new products and brands in market and today's marketing perspective accepts customer as an essential factor that causes increase in importance of loyalty. There are two components to brand loyalty that have been studied before: attitude and behavior. (Bandyopadhyay, Martell, 2007). Loyalty in the context of behavior is consumer's purchase frequency with a specific brand or company. Strong behavioural intention of consumers leads them to repurchase the brand (Kahn, Kalwani, Morrison, 1986). Attitudinal loyalty is described brand or seller's image in the consumer's mind (Dick, Basu, 1994). This attitudinal strength triggers consumer's emotional attachment to the brand (Chaudhuri, Holbrook, 2001). Studies show that brand loyalty concerns with the link between buyers and sellers, and that generates a sense of engagement between consumers and producers (Pedeliento, Andreini,

Bergamaschi, Salo, 2016). Having a loyal customer base increases the value of a brand or company since they are less likely to move to a rival because of pricing. (Baalbaki, Guzmán, 2016).

Perceived Quality

Perceived quality refers to a product's general opinion that it is superior. (Keller, 2013; Zeithaml, 1988). Perceived quality is not necessarily indicative of real quality, It is the consumer's subjective judgement of a product's superiority or perfection. (Avcılar, 2008). According to Aaker (1991), high perceived quality causes consumers to buy the brand constantly (Aaker, 1991). Once consumers trust the quality of a brand they prefer to buy that specific brand among all brands even the other brands have lower cost products (He, Wang, 2015). It is hard to make a rational judgement of the quality by the consumers. Therefore, consumers use characteristics of products such as physical characteristics; color, flavor, size, aroma, appearance. The attributes that are not the physical characteristics of the product; brand image, price, availability of production information, warranty, manufacturers image, advertising (Aaker, 1991; Bernués, Olaizola, Corcoran, 2003).

Perceived quality should not be confused with satisfaction and attitude. Consumer who has low performance expectations might satisfy with poor performance product. Likewise, a low-quality product generates positive attitude in the mind of customers due to the cheapness of product, while a high-quality, expensive product may not create the same positive attitude for another consumer(Aaker, 1996).

Brand Association

Brand association is defined as everything that is associated with a brand in the mind (Aaker, 1991), such as, brand name (Zinkhan, Prenshaw, 1994), price and the amount of advertising used (Aaker, 1996), and product attributes (Yoo, Donthu, 2001). According to Keller “customer-based brand equity occurs when the consumer is aware of the brand and holds some favourable, strong, and unique brand associations in memory” (Keller, 1993). Brand connection may take many shapes and is a reflection of the product's overall quality. (Cheng-Hsui Chen, 2001). Consumers use brand associations to process, arrange, and recall product information, which helps them to make purchasing decisions (Aaker, 1991). Associations affect consumer intentions, preferences, choices to purchase the brand and pay a premium price for it and they suggest the brand to others (Low, Lamb, 2000).

Brand Awareness

Ability of consumer to recognize that brand belongs to significant product group refers to brand awareness (Aaker, 1991). Awareness of a brand is comprised of two components: brand recognition and brand recall. As the name suggests, brand recognition is the buyer's ability to recognize a particular brand among others. Brand recall

refers to a buyer's ability to remember a brand. Keller (1993), brand awareness is related to skill of consumers identify the brand under different conditions (Leone et al., 2006).

The importance of brand recognition in the purchase decision-making process cannot be overstated. The likelihood that a brand will be included in a consideration group grows with brand awareness. Even in the absence of any brand connections in customers' brains, brand awareness influences decisions regarding brands. There is a minimal degree of brand awareness required to make final judgments in low-involvement decision contexts. (Keller, 1998). For example, research has shown that there is simple decision rule that is embraced by consumers which is well established and familiar brands are bought by consumers (Jacoby, Szybillo, Busato-Schach, 1977).

Purchase Decision

It is the process through which customers make a choice about whether or not to acquire services and commodities that are available on the market. (Ansari, Ansari, Ghori, Kazi, 2019). According to Nugroho (2003), purchase decision is a combination process that integrates the attitude of knowledge to decide two or more alternative behaviours, and chooses one of them(Setiadi, Puspitasari, Ekawati, 2015).

Every consumer has five stages while they make purchasing decision: identification of the problem, collecting information, assessment of choices and make purchase decisions, post purchasing behaviour (Doostar, Akhlagh, Kazemi, 2012). A marketer must understand these stages in order to properly convince a consumer to purchase a brand of product and close the sale (Kotler, Armstrong, 2011).

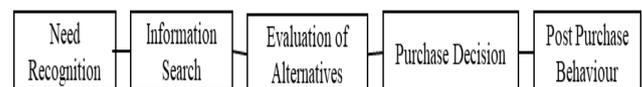


Fig. 2: Stage of the Purchase Decision Process
Source: Kotler and Armstrong (2011)

The decision process starts with first stage that is called “Need Recognition”. Needs emerge as biological needs or they may also emerge with a step ahead of basic needs by external influences such as advertising, hearing or seeing. Buyers recognize needs when confronted with a challenge. For example, if the buyer is hungry and in need of food, and the buyer realizes that hunger is a problem and that the need is to get a food, the buyer is in the state of buying (Kotler, Keller, 2012).

The second stage is called the “Information Search”. Potential customers identify the need and make a purchasing decision and they start to search information about product. Buyer identifies alternatives after research (Durmaz, 2008). The person searches the information from his/her friends, family, web sites, advertisements, social media and using the product(Kotler, Kartajaya, Setiawan, 2017).

At the third stage of decision-making, which is called “Alternatives Evaluation”, a consumer ask her/himself those questions like: if she/he really needs that product or not? Are there any other options out there? Is the original product that bad? Generally, the buyers prefer one of the most important key features of the product to make a final decision or using cut off method (e.g., brand, price, quality etc.) (Stankevich, Akhunjonov, Obrenovic, 2017).

The next step after the Alternatives Evaluation is the “Purchase Decision”. The buyer makes a decision about product group that is most suitable among his/her alternatives. However, sometimes unexpected conditions may affect consumer’s decisions in a negative way. Such as decline in income, unemployment etc. (Kılıç, Göksel, 2004).

Next and the last step is called “post purchase evaluation”. At this stage, buyers have dilemma on whether or not to repurchase a product or buy other products. Then, once completed, it might not be exactly the same what they intended to purchase, and they question whether their decision was right (Yee, Yazdanifard, 2014).

Buyers make a purchase decision about the product if they know the brand. The more customers can remember the brand, the more they will purchase it (Keller, 1993). Consumer’s purchase decision can be simplified by dimensions of brand equity as different wide range of brand groups in the market that provide product groups with similar features. Therefore, while customers make a purchasing decision about product, buying process might be little difficult for them but brand equity will be a tool that affect the purchasing decision process and help consumer to make a quick decision about the product (Gunawardane, 2015).

Research Methodology

Data and Data Collection Method

The data were gathered through an online survey conducted across Turkey between January and March 2021. The survey was divided into two sections. In the first section, participants' socio-demographic and economic variables were determined using questionnaires (gender, age, education etc.). The second section includes questions such as "favorite sport shoes brand" and 17 factors on a 5-point Likert scale (1: I strongly disagree, 5: I strongly agree).

The sample size was determined by the formula proposed by (Newbold, 1995) form a population whose main population is known.

$$n = \frac{N \left[\left(\frac{t}{d} \right)^2 \cdot p \cdot q \right]}{(N-1) \cdot d^2 + t^2 \cdot p \cdot q} \quad \text{(formula 1)}$$

N: population (Turkey’s total population= 83 million people), n: Number of samples, p: the occurrence rate of the event p, q: the non-occurrence rate of the event p, d: margin of error (0.075) for event p, t: significance level (1.96 for t table at 0.5). Based on the formula calculation

(n=384.8 surveys were the minimum number that should be conducted).

A total of 481 individuals responded to the questionnaire. However, 74 of these responses were excluded because they were duplicates. And after removed the duplicated questionnaires, there were 407 remaining. Final analyses were performed on 407 questionnaires.

Theoretical Framework and Analytical Method

The questionnaire form, which was prepared using the "Google survey" was sent to consumers through social media platforms (Facebook, WhatsApp, and Instagram) across Turkey between January and March 2021. Feedback was received from 407 individuals from 51 cities. The distribution of participation by cities is given in Fig.3. In terms of provinces with the most participation, Izmir ranks top with 85 individuals, Istanbul ranks second with 45 individuals, and Ankara ranks third with 35 individuals. The fact that these provinces are the most populated provinces of Turkey increases the representative power of the sample for the main population.



Fig. 3. The cities covered by the survey are presented on a map (51 cities from 81)

Descriptive statistics and Exploratory Factor Analysis (EFA) were carried in the SPSS program. Structured Equation Model (SEM) and Confirmatory Factor CFA (Analysis of Moments Structures) analyses were performed using AMOS programme. The model of research has been provided (Fig. 4).

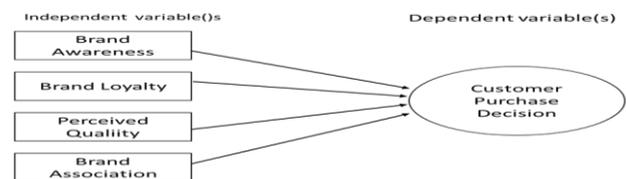


Fig. 4. The study models(Aaker, 1991).

The aim of using EFA in this study was to reduce dimensions. Moreover, to brings together observed variables (17 variables) under fewer factors that were meaningful and could be explained better. For this aim EFA analysis was applied to 17 variables. The purpose of using CFA analysis, which is a type of "Structured Equation Modelling (SEM)" in the study, was to test the validity and accuracy of EFA analysis. And "Kurtosis" and "Skewness" values were used to test whether the

variables showed multiple normal distributions (Muzaffar, 2016). "Goodness of fit" criteria were used to test the validity of the CFA (Alavi et al., 2020; Gatignon, 2010; Hooper, Coughlan, Mullen, 2008; Schermelleh Engel, Moosbrugger, Müller, 2003).

Exploratory Factor Analysis, Confirmatory Factor Analysis and Structured Equation Model

Factor analysis, divided into two categories as Explanatory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). The EFA is a factor analysis approach that is used to identify the relationship between variables as well as the number of components to keep. And a common name representing all the variables assembled under each factor was used to name each factor derived from the EFA analysis. On the other hand, CFA analysis is an analysis technique that enables to examination of whether the structure or model determined by scale development or exploratory factor analysis is confirmed or not (Seçer, 2015). In addition to, CFA is a form of analysis that converts group in new variables in a wide range of groups, preserving the relationship between the variables in each group to the highest degree and the link between the groups to the lowest degree (Shen, 2016). Cronbach's Alpha value was used to measure the scale reliability. References Criterias for reliability of the scale are $0 < x < 0.40$ "not reliable", $0.40 < x < 0.60$ "low confidence", $0.60 < x < 0.80$ "reliable", $0.80 < x < 1, 00$ is "highly reliable" (Allen, 2006).

SEM analysis is a statistical technique used to test models in which causal relationships and correlation relationships between observed variables and latent variables coexist. It is a multivariate method that combines analysis of variance, covariance, factor analysis, and multiple regression to predict dependency relationships (Dursun, Kocagöz, 2010; Tüfekçi, Kürşad, 2006). It starts with a predetermined hypothesis or a model. In this hypothesis or model, which variables will be related to which factor or which factors will be related to each other are determined and tested with the help of CFA (Stapleton, 1997). CFA is used to assess the overall

fit of the overall measuring model and to achieve the final estimations of the parameters of the measurement model. While it is occasionally done on the same sample as analysis of an exploratory component, it is preferable to perform confirmatory factor analysis on a new sample when it is possible to collect more data (Gatignon, 2010). The "Absolute fit indices (AFI)" value is used to test the validity of the model obtained as a result of CFA. AFI determines how well its previous model fits the sample data. This index indicates that the suggested model fits the data the best. It is the most fundamental indicator of how well the acquired data fits the suggested hypothesis. Unlike incremental fit indices, their computations are based on how well the model fits against a model using the Chi-Squared Test, rather than a comparison to a base model, RMSEA, GFI, AGFI, RMR, and SRMR (Hooper et al., 2008; Xia, Yang, 2019). The study employed the maximum probability (ML) technique. The ML estimator presupposes that the models are normal multivariates. In other words, the common distribution of variables is derived from a normal multivariate distribution (Schermelleh Engel et al., 2003).

Results and Discussion

Descriptive statistics

Table 1 showed the socio - economic and demographic characteristics of the respondents. According to descriptive statistics, 52.1 percent of respondents were "Female" and 47.9 percent were "Male." The respondents' average age was 36.6 years. More than 70% of those who involved were under the age of 40. Average monthly income was 3964.84 TL. Approximately 83% of the participants had at least a bachelor's degree or higher. The majority of the participants were students (27.5%), followed by private sector employees (22.9%).and public sector employees (19.9%), respectively. A small percentage of the participants were unemployed (3.7%), housewives (3.9%), workers (4.4%) and own business (4.4%).

Table 1. Social-Demographics and Economics Features of Participants

Gender	N	%	Education	N	%
Female	212	52.1	Pre-high School	17	4,2
Male	195	47.9	High School	54	13,3
Total	407	100.0	Bachelor Degree	264	64,9
Age			Master Degree	52	12,8
23 and below	85	20.9	PhD Degree	20	4,9
24-30	137	33.7	Total	407	100,0
31-39	64	15.7	Occupation		
40-50	50	12.3	Retired	54	13.3
51+	71	17.4	Housewife	16	3.9
Total	407	100.0	Worker	18	4.4
Income			Unemployed	15	3.7
2000 TL and less	105	25.8	Own Business	18	4.4

2001 TL-3500 TL	134	32.9	Public Servant	81	19.9
3501 TL -5000 TL	73	17.9	Student	112	27.5
5001 TL and higher	95	23.3	Private Sector Employee	93	22.9
Total	407	100.0	Total	407	100.0

Exploratory Factor Analysis

Result of factor analysis are given in Table 2. The KMO (0.949, $P < 0.05$) and Bartlett's test of sphericity (Chi square $[X^2(407)] = 4946,715$, $P < 0.01$) suggest that the dataset was suitable for Factor Analysis. The

Cronbach-Alpha values of the five components obtained were higher than 0.8, indicating that these components were highly reliable.

Table 2. Social-Demographics and Economics Features of Participants

Rotated Component Matrix ^a					Cronbach-Alpha	KMO and Bartlett's Test	
	Component						
	1	2	3	4	5		
PQ1	0,773					0,893	
PQ2	0,772						
PQ3	0,702						
PQ5	0,656						
BAW2		0,761					0,868
BAW1		0,632					
BAW3		0,629					
BAW5		0,620					
BL2			0,815			0,867	
BL1			0,789				
BL3			0,745				
CB1				0,822			0,805
CB2				0,762			
CB3				0,684			
BA3					0,827	0,881	
BA2					0,680		
BA4					0,549		

^a Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 6 iterations

Structured Equation Model (Confirmatory Factor Analysis)

Kurtosis and Skewness values of 17 variables were found to be in the range of -2, +2 separately. It means that these variables meet the "multivariate normal distribution" criterion. Table 3' shows the validity criteria for CFA as well as the findings of the CFA analysis, and Figure 3 shows the Model's Path Diagram as a consequence of the CFA study. The values of $\chi^2/df = 1,779$, $IFI = 0,984$, $GFI = 0,946$, $TLI = 0,979$, $AGFI = 0,930$, $RMSEA = 0,044$ show that there was a good level of consistency between the model and the observed data.

Table 3: Goodness of fit references and analysis results

Criteria	References values	Analysis results	Criteria	References values	Analysis results
χ^2/df	≤ 5	1,779	IFI	$\geq 0,90$	0,984
GFI	$\geq 0,90$	0,946	TLI	$\geq 0,90$	0,979
AGFI	$\geq 0,85$	0,930	RMSEA	$\leq 0,05$	0,044
CFI	$\geq 0,90$	0,984			

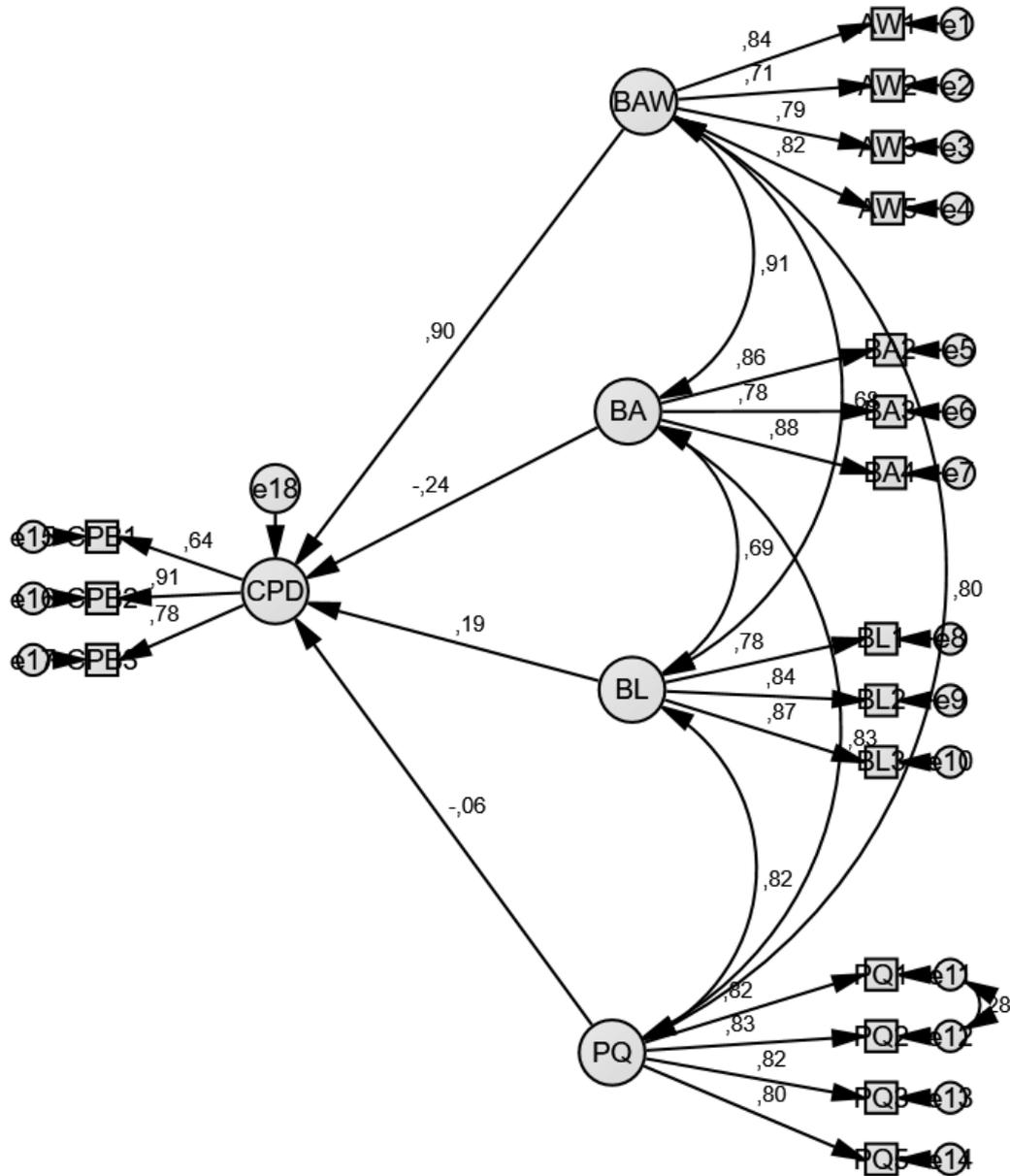


Fig. 5. The Model's Path Diagram

The CFA analysis was used to put the hypotheses to the test. H1 and H2 were accepted, while H3 and H4 were rejected (Table 4).

Table 4: The hypothesis

Hypothesis	Decision
H1: Brand Awareness has a positive impact on Consumer Purchasing Decision	Accepted
H2: Brand Loyalty has a positive impact on Consumer Purchasing Decision	Accepted
H3: Brand Association has a positive impact on Consumer Purchasing Decision	Rejected
H4: Perceived Quality has a positive impact on Consumer Purchasing Decision	Rejected

Discussion

The goal of this research was to define the ideas of brand equity dimensions (BED). Furthermore, the impacts of BED on Turkish customers' favorite sport shoes purchase decisions will be investigated. The findings of the study revealed a connection between BED and the purchase behavior of sports shoes by customers. However, this relationship/influence level differs for each dimension level. Similarly, several research have been conducted to explore the link between brand equity dimensions and customer purchase decisions (Akhtar, Qurat-ul-ain, Siddiqi, Ashraf, Latif, 2016; Mowla, Ahsan, Alauddin, 2019; Satvati, Rabie, Rasoli, 2016; Tüfekçi, Kürşad, 2006; Uygurtürk, Aksoy, 2019). Moreover, the outcome of this study showed that brand loyalty (BL) and brand awareness (BAW) had significant influence on the Turkish consumers' favourite sport shoes purchasing decisions, however brand association (BA) and perceived quality (PQ) did not have any effect on purchasing decision process of Turkish customers considering favourite sport shoes brands. Some previous researches reported that BL and AW had an effect on the customers' purchase decisions (CPD) (Akhtar et al., 2016; Mowla et al., 2019; Uygurtürk, Aksoy, 2019). On the contrary, Rahma (2018), reported that there was no significant effect of BL on the CPD. (Rahma, 2018). The reasons differentiate these relationships can occur by differences from sectors, products, and societies.

Conclusions

The purpose of this study is to quantify the aspects of consumer-based brand equity influence on consumer purchasing choice based on favorite sport shoes brand. The outcome of this research shows that Brand loyalty (BL) and brand awareness (BAW) are significantly influence purchase decision of customers. However, brand association (BA) and perceived quality (PQ) do not have any effect on purchase decision process of Turkish customers considering favourite sport shoes brands. When the "Regression Weights" values in the CFA analysis results are examined, it can be said that the brand equity dimensions BAW (Coefficient 0.853, $p=0.000<0.01$) and BL (Coefficient 0.255, $p=0.019<0.05$) have a statistically significant and positive effect on consumer purchasing decision. One unit of improvement in BAW will increase the perception of BAW on the CPD by 0.853. On the contrary, a one-unit deterioration in BAW will reduce the perception of BAW on the CPD by 0.853. Similarly, one unit of improvement in the BL will increase the perception of BL on the CPD by 0.853 units. On the contrary, a one-unit deterioration in BL will reduce the perception of CPD by 0.255 units. However, no statistically significant relationship was found between the dimensions of PQ ($p=0.870>0.05$) and BA ($p=0.538>0.05$) and CPD.

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