

Original Article

Product Value and Purchase Preference Among Sneaker Buyers in Davao City

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Abstract. Purchase preference is an important aspect of consumer behavior, particularly in competitive footwear markets, where consumers evaluate products based on quality, price, comfort, durability, brand reputation, and other functional, social, and symbolic attributes. This study examined the relationship between product value and purchase preference among sneaker buyers in Davao City, Philippines, and determined whether these variables differed when respondents were grouped according to sex. The study employed a non-experimental quantitative research approach using descriptive, correlational, and comparative designs. Stratified random sampling was used to select 100 adult sneaker buyers from three districts of Davao City, and data were collected using a structured survey questionnaire. The data were analyzed using the mean, standard deviation, Pearson's product-moment correlation coefficient, and an independent-samples t-test. Results showed very high levels of product value ($M = 3.59$, $SD = .384$) and purchase preference ($M = 3.57$, $SD = .365$). No significant differences were found in product value and purchase preference when respondents were grouped according to sex. However, a strong positive relationship was found between product value and purchase preference ($r = .744$, $p < .001$). The findings indicate that sneaker buyers who perceive greater product value tend to demonstrate stronger purchase preferences. The study is limited by its sample of 100 respondents, its focus on sneaker buyers in selected districts of Davao City, and its reliance on self-reported cross-sectional data, which may limit the generalizability of the findings and preclude causal interpretations.

Keywords: *Davao City; Philippines; Product value; Purchase preference; Sneaker buyers.*

Purchase preference is a key focus in consumer behavior research, especially in the competitive sneaker market. Consumers' purchase decisions are influenced by how they evaluate product attributes, including price, quality, durability, comfort, convenience, brand reputation, authenticity, design, and the overall benefits they expect from a product. In highly competitive markets, these considerations can shape whether consumers prefer one product or brand over another. Globally, low perceived value depresses purchase conversion, increases search and decision costs, erodes brand loyalty, and raises marketing costs, causing market inefficiency and slower product adoption (Kusawat & Teerakapibal, 2023). In the Philippines, socioeconomic and cultural factors shape unique consumer behaviors, adding variability to purchase preferences and requiring localized strategies (Jimenez et al., 2025). In urban centers, counterfeit products and tight-knit community fashion trends undermine trust in authentic brands, making purchase decisions highly unpredictable. These conditions highlight the importance of examining how consumers evaluate product value before forming purchase preferences, particularly in markets

where functional, economic, social, and symbolic considerations may operate simultaneously.

In the sneaker market, consumers may evaluate products beyond their basic function as footwear. Sneakers can represent personal identity, lifestyle, fashion orientation, social belonging, and brand affiliation, while practical considerations such as comfort, durability, quality, and price remain important in the purchasing process. As a result, consumers may compare the benefits of a sneaker with the monetary and non-monetary costs of purchasing it. Such evaluations can influence not only whether consumers consider a product desirable but also the strength of their preference toward a particular sneaker, model, or brand. Understanding these decision-making considerations is therefore important in explaining why consumers may prefer products that they perceive to provide greater overall value.

Product value refers to the consumer's overall assessment of a product's utility based on perceptions of what is received versus what is given (Zeithaml, 1988). Globally, consumers value intangible attributes like ethics, sustainability, and social impact, yet tangible factors such as price and convenience often override these preferences at the point of purchase (Truong, 2025). In the Philippines, limited access to genuine products creates a gap between expectations and actual value (Gazzola et al., 2022), while concerns over durability and brand authenticity impact how buyers in Davao City assess product value (Ligaraba et al., 2024).

In the sneaker market, product value goes beyond functional features and includes emotional, social, and symbolic components. Lu et al. (2020) found a significant positive relationship between perceived product value and brand loyalty, emphasizing both functional and experiential value in purchase decisions. Limited-edition releases create heightened exclusivity that substantially elevates perceived product value (Cassidy, 2018), while sustainability features increasingly matter among younger buyers who value eco-friendly production practices (Moslehpour et al., 2018). Furthermore, brand reputation significantly amplifies consumers' perceptions of product value (Ha, 2021), and product value strongly predicts repurchase intentions (Ambika et al., 2024). These findings suggest that consumers' perceptions of product value are multidimensional and may be shaped by how well a sneaker satisfies functional needs while also providing emotional, social, symbolic, and sustainability-related benefits.

The relationship between product value and purchase preference is well-documented but complex. When a product's value aligns with the consumer's internal benchmark, purchase preference increases — preference is mediated by this alignment rather than intrinsic product value alone. (Salam et al., 2024) For sneaker buyers, social value factors like peer influence and self-expression further shape preferences (Slaton & Pookulangara, 2021). Gender-based distinctions in sneaker consumption reveal that males typically prioritize performance-oriented factors, while females tend to emphasize stylistic elements and social identity aspects such as brand affiliation and peer perception (Davidson & Martin, 2021). However, empirical evidence is mixed: while some studies report significant gender differences (Smith & Johnson, 2020; Lee et al., 2019), others find no significant moderation by sex in consumption value factors affecting athletic footwear purchases (Yoh et al., 2016; Maršić et al., 2026). These contrasting findings suggest that consumer preferences may vary by context and that sex should be examined empirically rather than assumed to consistently explain differences in product value and purchase preference.

Beyond individual consumer decision-making, product value can also be considered in relation to broader concerns about sustainable consumption. Sustainable Development Goal 12 (SDG 12) of the United Nations emphasizes sustainable consumption and production patterns, including efficient use of natural resources and waste reduction. In the context of sneaker consumption, attributes such as durability, quality, sustainability, and product longevity may influence how consumers assess whether a product provides sufficient value relative to its cost. Examining these considerations may therefore contribute to a broader understanding of consumer decision-making relevant to responsible consumption, while remaining focused on the study's primary concern: product value and purchase preference.

Despite the growing body of international research on consumer value and footwear consumption, few studies have examined how product value influences purchase preference among sneaker buyers in Davao City, with most focusing on global or major urban markets (Calingasan, 2025). Given the rapid growth of the sneaker market and pandemic-driven changes in shopping habits, this research gap is urgent to address (Nguyen et al., 2025). Limited localized evidence creates a need to examine whether established relationships between product value and purchase preference hold among consumers in Davao City, where socioeconomic conditions, access to authentic products, local fashion communities, and consumer experiences may differ from those in other markets.

This study was guided by Zeithaml's (1988) Theory of Perceived Value, which posits that consumers develop purchase preferences based on their subjective evaluation of benefits relative to costs, and Bem's (1981) Gender Schema Theory, which explains how sex differences influence information processing and preferences through internalized gender norms.

This study primarily examined how product value shapes purchase preference among sneaker buyers in Davao City. Specifically, the study sought to: (1) describe the level of product value; (2) describe the level of purchase preference among sneaker buyers; (3) determine the significant difference in the level of product value and purchase preference when respondents are grouped according to sex; and (4) determine the significant relationship between product value and purchase preference among sneaker buyers. The findings are expected to provide localized evidence that may help sneaker brands and retailers better understand the attributes consumers consider valuable, while also providing consumers, government agencies, and future researchers with insights into purchase decision-making within the local sneaker industry.

Methodology

Research Design

The study employed a non-experimental quantitative research approach using descriptive, correlational, and comparative designs. The descriptive design determined the levels of product value and purchase preference among sneaker buyers. The correlational design determined the strength and direction of the relationship between product value and purchase preference, while the comparative design tested whether significant differences existed between the two variables when respondents were grouped by sex. The study did not manipulate any variables.

Participants and Sampling Technique

The study respondents were adult sneaker buyers aged 18 to 55 years residing in Davao City who had purchased at least one pair of sneakers within the six months preceding the survey. To qualify for participation, respondents had to have resided in Davao City for at least one year, fall within the specified age range, have recent sneaker-purchasing experience, and voluntarily provide informed consent. Individuals who had not purchased sneakers within the specified period, did not meet the established eligibility criteria, provided incomplete or unreliable responses, or withdrew their participation were excluded from the study.

The study used stratified random sampling to ensure representation from the identified groups of sneaker buyers. The target population was first categorized into relevant strata based on the characteristics established in the sampling design. The study then included eligible respondents from each stratum to ensure representation across the identified groups. Only respondents who satisfied the established inclusion criteria were considered for participation. The final sample consisted of 100 qualified respondents. The adequacy of the sample size was statistically assessed using G*Power based on the study's primary correlational analysis. Using a medium expected effect size of $r = .30$, a significance level of $\alpha = .05$, and a statistical power of .80 for a two-tailed correlation analysis, the power analysis indicated a minimum required sample size of approximately 84 respondents. Therefore, the final sample of 100 respondents exceeded the minimum estimated sample size and was considered adequate for the statistical analyses conducted in the study. Data collection was discontinued after obtaining the required sample size of 100 qualified respondents. The final distribution of respondents according to sex is presented in the respondent profile section and was considered in the subsequent comparative analysis using the independent-samples t-test.

Research Instrument

The study used three parts of a structured survey questionnaire to collect data. Part I gathered the respondents' demographic profiles and served as a screening section. Part II, which assessed product value, was adapted from Sweeney and Soutar's (2001) PERVAL scale, while Part III, which measured purchase preference, was adapted from Yoo and Lee (2009). The instruments were adapted to the context of sneaker buyers while retaining the intended constructs measured by the original scales.

Prior to data collection, the adapted questionnaire underwent expert content validation by a panel of three college instructors with academic expertise in Financial Management, Human Resource Management, and Marketing. The validators were selected based on their relevant disciplinary knowledge and experience in business-related

instruction and research. Their respective areas of specialization provided relevant perspectives on the instrument's appropriateness and its alignment with the constructs examined in the study. The validators assessed the questionnaire against predetermined criteria, including content, clarity, relevance, appropriateness, and alignment with the study's intended constructs and objectives. Specifically, they examined whether the items adequately represented the variables being measured, were clearly and appropriately worded, were relevant to the study objectives, and were suitable for the context of sneaker buyers. The comments and recommendations provided by the validators were considered in refining the wording and presentation of the questionnaire before its administration. A formal Content Validity Index (CVI) was not computed; instead, content validation was established through the systematic expert evaluation of the instrument based on the identified validation criteria. The product value scale showed strong reliability with a Cronbach's alpha of .94, while the purchase preference scale showed a Cronbach's alpha of .91. Both sections used a four-point Likert scale ranging from 4 (Strongly Agree) to 1 (Strongly Disagree) to minimize neutral responses and obtain directional ratings.

Data Gathering Procedure

Data collection was conducted through face-to-face surveys, enabling direct interaction with respondents and minimizing potential misinterpretations. The research team held initial consultations with the research adviser to refine the study's methodology. A panel of three experts subsequently validated the survey questionnaire by evaluating its content, clarity, and relevance. The researchers obtained formal approval from institutional authorities before data collection. Participants provided informed consent in accordance with the Data Privacy Act (R.A. 10173), ensuring confidentiality and anonymity throughout the research process.

Data Analysis Procedure

Mean and standard deviation were used to determine the average responses and dispersion regarding product value and purchase preference. Pearson Product-Moment Correlation Coefficient (Pearson r) was employed to determine the strength and direction of the relationship between product value and purchase preference. An independent-samples t -test was used to determine whether product value and purchase preference differed significantly when sneaker buyers were grouped according to sex. The significance level was set at $\alpha = .05$.

Ethical Considerations

The study maintained ethical integrity throughout. The researchers obtained informed consent from all participants after explaining the study's purpose, procedures, and their right to withdraw. The study ensured anonymity and confidentiality by strictly adhering to the Data Privacy Act (R.A. 10173). Participation was entirely voluntary, and no identifying information was collected. The study received formal institutional approval from St. John Paul II College of Davao prior to data collection.

Results and Discussion

Level of Product Value

Table 1 presents the level of product value among sneaker buyers in Davao City. The overall mean of 3.59 (SD = .384) indicates a very high level of product value, with individual item means ranging from 3.50 to 3.68. The highest-rated items were "believing that buying sneakers with excellent quality" and "packaging and presentation of the sneakers are adding to their product value" (both $M = 3.68$), while the lowest-rated item was "having a style that matches current trends" ($M = 3.50$). Notably, even the lowest-rated item fell within the very high descriptive range (3.26–4.00), indicating consistently high value perceptions across all dimensions.

Al-Adwan et al. (2022) established that website usability and user experience are key drivers of perceived value in both online and offline sneaker retailing. Nam et al. (2027), grounding their analysis in the Theory of Planned Behavior, emphasized that consumers' attitudes toward a sneaker's attributes — comfort, quality, and design — directly influence purchase intentions, reinforcing the importance of holistic value perception. The finding that style matching current trends received the lowest rating, though still very high, suggests that functional and relational dimensions of value outweigh trend-driven considerations among Davao City sneaker buyers, consistent with their urban consumer profile that prioritizes durability and authenticity (Torres et al., 2023).

Table 1. *Level of Product Value*

Indicators	Mean	Standard Deviation	Interpretation
1. Buying sneakers with excellent quality	3.68	.566	Very high
2. Sneakers offering good value for the price	3.60	.620	Very high
3. Satisfaction beyond functional	3.65	.539	Very high
4. Meeting expectations for comfort and durability	3.60	.636	Very high
5. Improving social image among peers	3.55	.672	Very high
6. Shaping view of overall value by brand	3.51	.785	Very high
7. Providing practical benefits that justify cost	3.58	.654	Very high
8. Feeling confident in social settings	3.52	.705	Very high
9. Having a style that matches current trends	3.50	.611	Very high
10. Quality of materials enhancing value perception	3.55	.702	Very high
11. Feeling proud when buying sneakers	3.55	.626	Very high
12. Providing long-lasting performance	3.60	.586	Very high
13. Reasonable price considering features	3.58	.622	Very high
14. Fulfilling needs better than other brands	3.57	.671	Very high
15. Unique features adding to value	3.56	.574	Very high
16. Purchase aligns with personal values	3.59	.605	Very high
17. Packaging and presentation adding to value	3.68	.548	Very high
18. Good after-sales support	3.63	.580	Very high
19. Good balance of quality and price	3.62	.582	Very high
20. Brand reputation affecting value perception	3.60	.620	Very high
Column Mean	3.59	.384	Very high

Level of Purchase Preference Among Sneaker Buyers

Table 2 presents sneaker buyers' level of purchase preference. The overall mean of 3.57 (SD = .365) reflects a very high level of purchase preference, with item means ranging from 3.46 to 3.69. The highest-rated item was "comfort and performance are more important than the appearance of sneakers" (M = 3.69), followed by "attributing the comfort level of sneakers" (M = 3.65). The item with the lowest mean was "celebrity endorsements influencing purchasing decision" (M = 3.46), which nonetheless remained within the very high range.

Table 2. *Level of Purchase Preference*

Indicators	Mean	Standard Deviation	Interpretation
1. Brand as an important factor in purchasing decision			
2. Trusting certain sneaker brands more than others	3.55	.657	Very High
3. Purchasing sneakers known for quality and durability	3.64	.578	Very High
4. Brand reflects personal style and image	3.55	.642	Very High
5. Sticking to the same brand for repeat purchases	3.52	.717	Very High
6. Celebrity endorsements influencing purchasing decision	3.46	.731	Very High
7. Prioritizing comfort and fit over brand	3.63	.544	Very High
8. Durability as an important purchase factor	3.60	.651	Very High
9. Style and design playing significant role	3.57	.607	Very High
10. Innovation and technological features are important	3.60	.586	Very High
11. Availability of a wide range of sizes and fits	3.47	.717	Very High
12. Price as a crucial purchase factor	3.59	.588	Very High
13. Trends and hype impacting buying decision	3.60	.603	Very High
14. Preference to purchase from well-known brands	3.55	.730	Very High
15. Considering environmental sustainability when purchasing	3.64	.560	Very High
16. Style and design playing role in buying choices	3.53	.658	Very High
17. Product reviews influencing purchase decision	3.54	.626	Very High
18. Comfort and performance are more important than appearance	3.69	.526	Very High
19. Comfort level as an essential attribute	3.65	.609	Very High
20. Willingness to pay a higher price for a reputable brand	3.54	.673	Very High
Column Mean	3.57	.365	Very High

These results align with Yoh et al. (2016), who found that utilitarian value factors — such as quality, comfort, durability, and performance — play a more significant role than hedonic values when college students purchase athletic footwear. Fritz et al. (2024) similarly reported that product features and the desire for uniqueness strongly influence sneaker purchase intentions among Generation Y consumers. The high rating for environmental sustainability consideration corroborates Huang et al. (2022), who demonstrated that green perceived value significantly influences attitudes toward environmentally friendly sneakers. The relatively lower influence of

celebrity endorsements is consistent with Muslim et al. (2020), who noted that brand image, trust, and reference groups, rather than celebrity endorsements alone, primarily drive sneaker buying decisions. Overall, these findings reflect a strong preference for functional and sustainable attributes over superficial influences among sneaker buyers in Davao City.

Difference in Product Value and Purchase Preference by Sex

Table 3 presents the results of the independent-samples t-test comparing product value and purchase preference according to sex. The study included 100 respondents, with equal representation of male and female sneaker buyers. Of the total sample, 50 respondents were male (50.0%), while 50 respondents were female (50.0%). This balanced representation provided the basis for examining whether significant differences existed in product value and purchase preference by sex.

Table 3. Significant Difference in the Level of Product Value and Purchase Preference When Analyzed by Sex

Variable	Sex	M	SD	t	p	Decision on H ₀
Product Value	Male	3.56	.412	-.746	.457	Failed to reject H ₀
	Female	3.61	.355			
Purchase Preference	Male	3.57	.360	.041	.968	Failed to reject H ₀
	Female	3.57	.374			

Note. Significant at $\alpha = .05$

For product value, male respondents ($n = 50$, $M = 3.56$, $SD = .412$) and female respondents ($n = 50$, $M = 3.61$, $SD = .355$) showed no statistically significant difference, $t(98) = -.746$, $p = .457$. Since the p-value was greater than the established significance level of .05, the decision was to fail to reject H₀. This indicates insufficient statistical evidence that product value differed significantly between male and female sneaker buyers. Similarly, for purchase preference, male respondents ($n = 50$, $M = 3.57$, $SD = .360$) and female respondents ($n = 50$, $M = 3.57$, $SD = .374$) showed no statistically significant difference, $t(98) = .041$, $p = .968$. Since the p-value was greater than the established significance level of .05, the decision was to fail to reject H₀. Therefore, the results provided insufficient statistical evidence to conclude that purchase preference differed significantly by sex.

The absence of gender differences in this Davao City sample may reflect a shared urban consumer culture and the dominance of utilitarian factors such as comfort and quality that transcend gender in the local sneaker market. These results are consistent with Yoh et al. (2016), who reported, using ANOVA, that the influence of consumption value factors did not differ significantly across gender groups in athletic footwear purchases, and with Maršić et al. (2026), who found no significant differences by sex in sneaker preferences or purchase decisions among Croatian consumers. While some global studies reported gender differences, such as Fritz et al. (2024) finding that male respondents placed greater importance on brand image than females, and Davidson and Martin (2021) highlighting performance-oriented motivation in males versus style-oriented motivation in females, such distinctions may be less pronounced in emerging market contexts where shared functional priorities dominate consumer decision-making.

Correlation Between Product Value and Purchase Preference

Table 4 presents the correlation result between product value and purchase preference. The computed Pearson $r = .744$ ($p < .001$) indicates a strong positive relationship between the two variables, leading to the rejection of the null hypothesis.

Table 4. Correlation Between Product Value and Purchase Preference

Variables	r	p	Decision on H ₀
Product Value and Purchase Preference	.744	< .001	Reject H ₀

Note. Significant at $\alpha = .05$

This finding implies that as product value increases, sneaker buyers' purchase preferences also tend to increase. This strong correlation supports Zeithaml's (1988) Theory of Perceived Value, which posits that consumers develop purchase preferences based on their subjective evaluation of benefits relative to costs. The result also resonates with Rehman et al., who demonstrated that perceived product value strongly predicts purchase intentions and brand loyalty in the sneaker and sportswear markets. Similarly, Huang et al. (2022) support the notion that higher perceived value reduces risk and drives stronger behavioral intentions. However, this

correlation does not mean product value directly causes purchase preference; rather, the two variables are strongly associated.

Conclusion

This study examined the relationship between product value and purchase preference among sneaker buyers in Davao City, Philippines. Findings revealed very high levels of both product value perception ($M = 3.59$) and purchase preference ($M = 3.57$), with functional quality, packaging, comfort, and environmental sustainability emerging as important considerations. No significant differences emerged in either variable when respondents were grouped by sex, indicating consistent perceptions across male and female buyers and suggesting that shared consumer values may transcend sex-based distinctions in this context. A strong positive relationship emerged between product value and purchase preference ($r = .744$, $p < .001$), indicating that buyers who perceive higher product value tend to show stronger purchase preferences. However, interpret this relationship as an association rather than a causal effect.

These findings affirm the relevance of Zeithaml's (1988) Theory of Perceived Value in understanding consumer evaluation in the local sneaker market. Sneaker brands and retailers in Davao City are encouraged to prioritize quality, comfort, durability, packaging, sustainability, and other attributes that contribute to consumers' perceptions of value in product development, marketing, and after-sales strategies. Since no significant sex differences were observed, businesses may consider unified marketing approaches rather than relying heavily on sex-based segmentation, potentially allowing more efficient allocation of marketing resources. Future researchers may explore additional variables such as age, income level, specific brand preferences, and the impact of online versus offline purchasing channels to further enrich understanding of sneaker consumer behavior in the Philippine market.

Despite its contributions, the study has several limitations. First, the study included only 100 sneaker buyers from three districts of Davao City; therefore, the findings may not generalize to all sneaker consumers in Davao City or to consumers in other Philippine cities and regions. Second, the study relied on self-reported survey responses, which may be influenced by respondents' perceptions and response tendencies. Third, the cross-sectional design captures consumer perceptions at a single point in time and does not establish a causal relationship between product value and purchase preference. Future studies may address these limitations by using larger and more geographically diverse samples, incorporating longitudinal or mixed-method approaches, and examining additional factors that may influence consumer decision-making.

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