



Research Article

The Influence of Consumer Involvement Dimensions on Consumers' Purchase Intention of Reavers ID Sportswear

Amanda Hajidah Felisha^{1*}, Yuniarti Fihartini²

¹⁻² Management Department; Universitas Lampung; Indonesia.

* Corresponding Author: indrahastuti1701@gmail.com

Abstract: This study examines the effect of consumer involvement on purchase intention toward Reavers ID sportswear products, focusing on cognitive involvement, affective involvement, enduring involvement, and situational involvement. The research addresses the problem of how different dimensions of consumer involvement influence consumers' intention to purchase in the context of bazar-based marketing, where purchasing decisions are shaped by both rational evaluation and situational factors. The main objective of this study is to analyze the individual and simultaneous effects of the four involvement dimensions on consumers' purchase intention. A quantitative approach with a causal design was applied, using survey data collected from 160 respondents who had visited the Reavers ID bazar and showed interest in purchasing sportswear products. Data were analyzed using multiple linear regression with the assistance of SPSS, supported by validity, reliability, and classical assumption tests. The results show that cognitive involvement, affective involvement, enduring involvement, and situational involvement all have positive and significant effects on purchase intention, both partially and simultaneously. Cognitive involvement was found to have the most dominant influence, indicating that rational evaluation of product quality and benefits plays a crucial role in shaping consumers' buying intentions. These findings suggest that purchase intention is strengthened through a combination of rational consideration, emotional attachment, long-term interest, and supportive purchasing situations. In conclusion, enhancing both informational and experiential aspects of marketing strategies is essential for increasing consumers' purchase intention toward Reavers ID sportswear products.

Keywords: Consumer; Intention; Involvement; Purchase; Sportswear.

1. Introduction

Fashion has become an essential industry supported by technological advancement and its role in expressing identity, and in Indonesia its growth alongside modernization has encouraged consumers to be more selective in shaping their lifestyles. Local and international fashion both contribute to industry development, yet local brands emphasize cultural identity, creativity, affordable prices, and increasing consumer support, proving their ability to compete in the market. This trend is also evident in sports fashion, where products function not only for physical activity but also as symbols of a healthy, sporty, and modern lifestyle, strengthened by the athleisure trend that enables sportswear to be worn in daily activities. While international sportswear brands are associated with advanced technology and strong global images, local sportswear brands grow through national pride, designs suited to Indonesian consumers, and competitive prices, thereby expanding consumer choices and highlighting the potential of the domestic industry.

Among several local brands such as Reavers ID, Neveres, Terrel, and Equipe, Reavers ID is considered competitive in the gym segment because it offers diverse gym apparel, strong and well-built product quality, functional designs, and affordable prices. Founded in 2023, Reavers ID focuses on modern and functional sportswear and promotes its products through offline bazaars, sports events, and digital platforms, with bazaars serving as a key medium for introducing products, building brand image, and fostering direct consumer interaction (Kotler

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& Keller, 2016). Sales data from January 2024 to June 2025 show fluctuations, indicating that consumers' purchase intention toward Reavers ID remains dynamic and inconsistent. Purchase intention is a crucial indicator of consumer behavior because it reflects the likelihood of future purchasing decisions, representing what consumers think they will buy (Adryan et al., 2024), and it emerges when consumers have obtained sufficient product information and are ready to act prior to the purchase (Wardhana, 2024).

Purchase intention reflects consumers' desire and plan to buy a product based on their evaluations and experiences (Rahmawati & Adriyanto, 2025). Consumer engagement enables effective interaction and two-way communication between businesses and consumers, extending beyond transactions and driven by intrinsic motivation (Nurmalasari, 2021). Through active participation in both digital and offline activities, such as responding to brand content, trying products, and joining interactive promotions, consumers develop a stronger understanding of product quality and emotional attachment to the brand (Zheng et al., 2022). In the sportswear industry, especially during bazaars and direct promotions, higher engagement allows consumers to experience products firsthand, increasing their responsiveness to promotional stimuli and strengthening their purchase intention toward Reavers ID sportswear. Furthermore, product involvement enhances purchase intention by encouraging consumers to seek personal and experiential value, leading to more positive evaluations and stronger buying intentions (Mou et al., 2020), while consumer engagement remains a central concept in consumer behavior that shapes the level of attention, time, and cognitive effort devoted to product evaluation through cognitive, affective, enduring, and situational involvement (Wahab et al., 2023; Thuy et al., 2024).

Consumer involvement consists of cognitive, affective, enduring, and situational involvement, all of which play important roles in shaping purchase intention. Cognitive involvement encourages consumers to focus on functional aspects and seek information, leading to deeper understanding and stronger purchase intention (Mou et al., 2020; Santoso et al., 2025), although some studies report insignificant effects (Prayogo & Soepatini, 2024). Affective involvement is related to emotional responses toward a product, where positive feelings and attachment enhance purchase intention. Enduring involvement reflects long-term attachment based on personal values and experience, which can strengthen purchase intention, though its effect is not always consistent. Situational involvement arises from specific purchasing conditions that stimulate deeper information processing and reduce uncertainty, thereby increasing purchase intention (Mou et al., 2020; Prayogo & Soepatini, 2024).

Previous studies show inconsistent findings regarding the relationship between consumer involvement dimensions and purchase intention, as Mou et al. (2020), and Santoso et al. (2025) found that cognitive, affective, enduring, and situational involvement positively influence purchase intention, while Prayogo and Soepatini (2024) reported that cognitive and enduring involvement have no significant effect, indicating that this relationship remains unstable and requires further investigation in different settings. Moreover, most prior research has focused on online purchasing and digital interactions, whereas consumer involvement formed through direct interaction at bazaars or offline events is still rarely examined. Given that Reavers ID strongly relies on bazaars and sports events that allow consumers to interact directly with products and the brand, this study aims to analyze the influence of cognitive, affective, enduring, and situational involvement on consumers' purchase intention toward Reavers ID sportswear, thereby contributing to the consumer involvement literature and providing insights for strengthening sustainable purchase intention.

2. Literature Review

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) explains that an individual's intention to perform a behavior is shaped by three main factors: attitude toward the behavior, perceived social pressure or subjective norms, and perceived behavioral control, which refers to one's belief in the ability to perform the behavior (Ajzen, 1991). Behavioral intention is the strongest predictor of actual behavior, as it reflects how individuals evaluate an action, perceive social influence, and assess their own control over performing it, making TPB a

comprehensive framework for understanding decision-making and human behavior (Ajzen, 1991).

Consumer Involvement

Consumer involvement allows businesses to build effective two-way communication with consumers and plays a crucial role in shaping purchase intention, as higher involvement encourages consumers to seek personal and experiential value, leading to more positive evaluations and stronger buying intentions (Nurmalasari, 2021). It goes beyond transactions, is driven by intrinsic motivation, and in digital settings is reflected through active participation in brand-related content (Zheng et al., 2022), while also representing the level of personal importance consumers attach to a product based on their needs and values (Thuy et al., 2024). As a central concept in consumer behavior theory, engagement determines the amount of attention and cognitive effort devoted to product evaluation, where high involvement leads to more careful decision-making and low involvement tends to result in more habitual or impulsive purchases (Wahab et al., 2023; Triatmojo et al., 2021).

Dimensions of Consumer Involvement

Consumer involvement consists of four main dimensions: cognitive, affective, enduring, and situational involvement. Cognitive involvement reflects consumers’ attention to the functional and utilitarian aspects of a product, encouraging them to seek detailed information, understand technical attributes, and evaluate benefits in forming purchase attitudes and intentions (Pasaribu et al., 2024). Affective involvement is shaped by emotional responses, where visual, auditory, and symbolic cues generate positive feelings, enjoyment, and enthusiasm that strengthen psychological attachment and purchase intention (Pasaribu et al., 2024). Enduring involvement represents a long-term attachment in which a product becomes part of consumers’ values and identity, leading to strong commitment, trust, loyalty, repeated purchases, and positive word of mouth (Chalil & Sari, 2021). Situational involvement refers to temporary engagement triggered by specific conditions such as promotions, urgency, or special offers, which increases consumers’ attention and responsiveness during particular purchasing situations (Chalil & Sari, 2021).

Purchase Intention

Purchase intention is a key concept in understanding consumer behavior because it serves as an indicator for predicting future purchasing decisions and reflects what consumers think they will buy (Wardhana, 2024). It represents consumers’ desire and plan to choose and consume a product within a certain period, based on their evaluations and experiences, and shows their tendency or effort to make a purchase in the future (Rahmawati & Adriyanto, 2025). Stronger purchase intention indicates a higher likelihood of actual buying behavior, as it emerges when consumers have obtained sufficient information and are ready to act. The indicators of purchase intention include transactional intention, which reflects readiness to make an actual purchase; referential intention, shown by willingness to recommend the product to others; preferential intention, indicated by a strong preference for one product over alternatives; and explorative intention, reflected in the desire to seek further information about the product (Rahmawati & Adriyanto, 2025).

Framework and Hypothesis

The theoretical framework and research hypothesis of this study are:

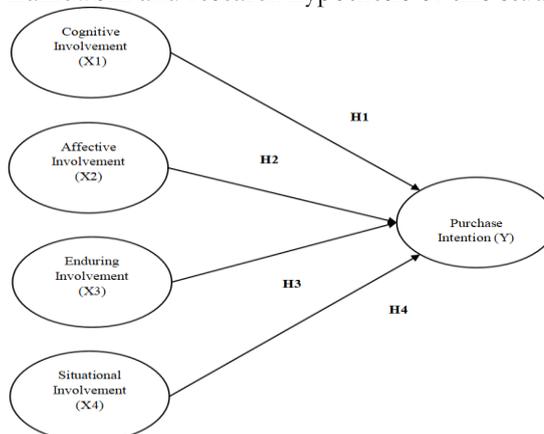


Figure 1. The theoretical framework.

The Effect of Cognitive Involvement on Purchase Intention

Cognitive involvement reflects consumers’ attention to the functional and utilitarian aspects of a product, encouraging information search and deeper evaluation, which leads to more positive attitudes and stronger purchase intention (Mou et al., 2020).

H1: Cognitive involvement has a positive and significant effect on consumers’ purchase intention toward Reavers ID sportswear.

The Effect of Affective Involvement on Purchase Intention

Affective involvement is related to consumers’ emotional responses, where positive feelings and psychological attachment to a product enhance their intention to purchase (Mou et al., 2020).

H2: Affective involvement has a positive and significant effect on consumers’ purchase intention toward Reavers ID sportswear.

The Effect of Enduring Involvement on Purchase Intention

Enduring involvement represents long-term attachment based on personal values and experience, which strengthens confidence and commitment in purchasing decisions (Mou et al., 2020).

H3: Enduring involvement has a positive and significant effect on consumers’ purchase intention toward Reavers ID sportswear.

The Effect of Situational Involvement on Purchase Intention

Situational involvement arises from specific purchasing conditions that stimulate deeper information processing and reduce uncertainty, thereby increasing purchase intention (Mou et al., 2020).

H4: Situational involvement has a positive and significant effect on consumers’ purchase intention toward Reavers ID sportswear.

3. Proposed Method

Research Design

This study employs a quantitative research design with a causal approach to examine the relationships among variables and test the proposed hypotheses (Amruddin et al., 2022). Data were collected from both primary and secondary sources, where primary data were obtained through a closed-ended questionnaire distributed via Google Forms using a five-point Likert scale, while secondary data were derived from documentation, government publications, literature, and online sources. The population consists of consumers who have visited the Reavers ID bazaar and have an intention to purchase Reavers ID sportswear. The sample was selected using non-probability sampling with a purposive sampling technique based on the criteria of being at least 17 years old, having visited the Reavers ID bazaar, and having purchase intention toward Reavers ID sportswear. Referring to Hair et al. (2010), the sample size was determined as ten times the number of indicators, resulting in 160 respondents (16 indicators × 10).

Operational Definition of Variables

Table 1. Operational Definition of Variables.

Variable	Definition	Dimension	Indicators	Scale
Consumer Involvement (X)	Consumer involvement refers to the degree of attention, interest, and emotional attachment that consumers have toward a product or the purchasing process, reflecting how important the product is to their self-concept, values, and personal needs.	Cognitive Involvement	1. Focus on Details 2. Technical Understanding 3. Consideration of Benefits (Mou et al., 2020)	Likert
	Consumer Involvement (X)	Affective Involvement	1. Positive Feelings 2. Sense of Enjoyment 3. Enthusiasm (Mou et al., 2020)	
		Enduring Involvement	1. Long-term Commitment 2. Trust 3. Preference	

Variable	Definition	Dimension	Indicators	Scale
			(Mou et al., 2020)	
		Situational	1. Involvement Due to Promotions	
		Involvement	2. Temporary Intensity	
			3. Special Offers	
			(Mou et al., 2020)	
Purchase Intention (Y)	Purchase intention refers to a consumer's tendency or willingness to buy a product in the future.		1. Transactional 2. Referential 3. Preferential 4. Exploratory	Likert
			(Rahmawati & Adriyanto, 2025)	

Testing and Analysis Tools

This study applied instrument validity and reliability tests, multiple linear regression, and hypothesis testing using SPSS. Validity was examined through Confirmatory Factor Analysis (CFA), supported by KMO and Bartlett's Test, where $KMO \geq 0.50$ and $Sig. < 0.05$ indicated data adequacy, and indicators with factor loadings ≥ 0.50 were considered valid, while reliability was assessed using Cronbach's Alpha with a threshold of ≥ 0.70 .

Data analysis employed multiple linear regression to measure the effects of cognitive, affective, enduring, and situational involvement on purchase intention, formulated as:

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4$$

Hypothesis testing included the t-test to examine the partial effect of each independent variable, the F-test to evaluate their simultaneous effect, and the coefficient of determination (R^2) to determine how well the independent variables explained variations in purchase intention, where higher Adjusted R^2 values indicated stronger explanatory and predictive power of the model.

4. Results and Discussion

Results

Instrument Testing

The KMO results show adequate sampling, with MSA values above 0.50 for all variables ($X_1 = 0.687$, $X_2 = 0.722$, $X_3 = 0.617$, $X_4 = 0.625$, and $Y = 0.537$), indicating that the data are suitable for factor analysis. In addition, all indicators have strong factor loadings ranging from 0.688 to 0.946, confirming that they significantly represent their respective constructs.

Table 2. Validity Test.

Variable	Item	KMO MSA	Anti-Image Correlation	Factor Loading	Result
Cognitive Involvement	X1.1	0,687	0.694	0,901	Valid
	X1.2		0.779	0,865	
	X1.3		0.626	0,946	
Affective Involvement	X2.1	0,722	0.736	0,873	Valid
	X2.2		0.760	0,863	
	X2.3		0.681	0,904	
Enduring Involvement	X3.1	0.617	0.578	0,897	Valid
	X3.2		0.853	0,721	
	X3.3		0.584	0,852	
Situational Involvement	X4.1	0.625	0.584	0,907	Valid
	X4.2		0.764	0,688	
	X4.3		0.608	0,893	

Variable	Item	KMO MSA	Anti-Image Correlation	Factor Loading	Result
Purchase Intention	Y1.1	0.537	0.507	0,723	Valid
	Y1.2		0.507	0,770	
	Y1.3		0.557	0,800	
	Y1.4		0.512	0,720	

All variables are reliable, with Cronbach’s Alpha values above 0.70, indicating good internal consistency. Therefore, the research instruments are valid for further analysis.

Table 3. Reliability Test.

Variable	Cronbach’ s Alpha	Items	Result
Cognitive Involvement	0,884	3	Reliable
Affective Involvement	0,853	3	
Enduring Involvement	0,773	3	
Situational Involvement	0,762	3	
Purchase Intention	0,747	4	

Multiple Linear Regression

Table 4. Multiple Linear Regression.

Model	Unstand. Coef.		Stand. Coef.	t	Sig.
	B	Std. Error	B		
Konstanta	4,396	0.929		4.733	0.000
Cognitive Involvement	0,295	0.040	0.395	7.424	0.000
Affective Involvement	0,294	0.044	0.349	6.625	0.000
Enduring Involvement	0,285	0.063	0.272	4.485	0.000
Situational Involvement	0,165	0.061	0.160	2.687	0.008

Based on the table, the multiple linear regression equation is:

$$Y = 4.396 + 0.395X_1 + 0.349X_2 + 0.272X_3 + 0.160X_4$$

The regression equation shows the relative influence of each independent variable on purchase intention using standardized coefficients (Beta). Cognitive involvement has the strongest effect ($\beta = 0.395$), indicating it is the most dominant factor in increasing purchase intention, followed by affective involvement ($\beta = 0.349$), which highlights the importance of consumers’ emotional engagement with the product. Enduring involvement also has a positive effect ($\beta = 0.272$), showing that long-term attachment contributes to purchase intention, although to a lesser extent. Situational involvement has the smallest but still positive influence ($\beta = 0.160$), suggesting that specific situations or conditions can also encourage consumers’ intention to buy.

Instrument Testing

The results show that cognitive involvement, affective involvement, enduring involvement, and situational involvement all have a positive and significant effect on purchase intention. Therefore, all proposed hypotheses (H1, H2, H3, and H4) are accepted.

Table 5. T Test.

Hypothesis	Stand. Coef.	t	Sig.	Result
H1: Cognitive involvement has a positive significant effect on consumers’ purchase intention	0.395	7.424	0.000	Accepted
H2: Affective involvement has a positive significant effect on consumers’ purchase intention	0.349	6.625	0.000	

Hypothesis	Stand. Coef.	t	Sig.	Result
H3: Enduring involvement has a positive significant effect on consumers' purchase intention	0.272	4.485	0.000	
H4: Situational involvement has a positive significant effect on consumers' purchase intention	0.160	2.687	0.008	

The F-test results indicate that cognitive, affective, enduring, and situational involvement simultaneously have a significant effect on purchase intention. Therefore, the regression model is valid.

Table 6. F Test.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	253.445	4	63.361	60.130	.000 ^b
Residual	163.330	155	1.054		
Total	416.775	159			

An Adjusted R² of 0.598 shows that 59.8% of purchase intention is explained by the four involvement dimensions, while 40.2% is influenced by other factors.

Table 7. R² Test.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 ^a	0.608	0.598	1.02652

Discussions

The Effect of Cognitive Involvement on Purchase Intention

The results show that cognitive involvement has a positive and significant effect on consumers' purchase intention of Reavers ID sportswear, indicating that higher rational processing of product information strengthens buying intention. Consumers who carefully evaluate product quality, benefits, and suitability for their needs tend to develop stronger confidence and intention to purchase, especially in the bazaar context where information can be directly observed and verified. This finding is consistent with consumer involvement theory, which states that cognitive involvement reflects conscious and logical information processing in decision-making (Mou et al., 2020), and supports previous studies reporting a positive relationship between cognitive involvement and purchase intention (Mou et al., 2020; Santoso et al., 2025). Although Prayogo & Soepatini (2024) found insignificant effects in different result, this research confirms that cognitive involvement plays a crucial role in shaping purchase intention when consumers rely on functional and rational product evaluation.

The Effect of Affective Involvement on Purchase Intention

The findings indicate that affective involvement has a positive and significant effect on consumers' purchase intention of Reavers ID sportswear, meaning that positive emotions such as pleasure, attraction, and enthusiasm toward the product strengthen buying intention. When consumers experience enjoyable feelings, comfort, and satisfaction during their interaction with the product or brand, the product gains higher subjective value and creates a stronger emotional bond that encourages purchase decisions. This result supports the consumer involvement theory, which states that affective involvement arises from emotional responses and positive experiences with a product (Mou et al., 2020), and is consistent with previous studies confirming its positive influence on purchase intention (Mou et al., 2020; Prayogo & Soepatini, 2024; Santoso et al., 2025).

The Effect of Enduring Involvement on Purchase Intention

The results show that enduring involvement has a positive effect on consumers' purchase intention of Reavers ID sportswear, indicating that long-term interest and attachment to a brand or product strengthen consumers' buying tendencies. Enduring

involvement reflects a relatively stable concern formed from the relevance of the product to consumers' values, needs, and lifestyle, which encourages stronger preferences and consistent purchase consideration (Mou et al., 2020). In this study, consumers who trust the quality of Reavers ID, have positive past experiences, and perceive its suitability for their sports activities tend to maintain Reavers ID as a primary choice, thereby increasing their purchase intention. This finding is consistent with Mou et al. (2020), who emphasize the role of enduring involvement in building long-term consumer-product relationships, although it contrasts with Prayogo and Soepatini (2024), possibly due to differences in product context, respondent characteristics, and lifestyle relevance.

The Effect of Situational Involvement on Purchase Intention

The findings indicate that situational involvement positively influences consumers' purchase intention of Reavers ID sportswear, meaning that specific buying conditions can strengthen consumers' motivation to purchase. Situational involvement arises from temporary contexts such as promotions, time pressure, special offers, or urgent needs, which encourage consumers to process product information more carefully to reduce uncertainty and decision risk (Mou et al., 2020). In this study, situations like discounts, sports events, or immediate needs for sportswear motivate consumers to pay more attention to product details and benefits, thereby increasing their purchase intention. This result is consistent with Mou et al. (2020) and Prayogo and Soepatini (2024), who found that situational involvement significantly enhances purchase intention through context-driven consumer engagement.

5. Conclusions

This study concludes that cognitive, affective, enduring, and situational involvement all have positive and significant effects on consumers' purchase intention toward Reavers ID sportswear, indicating that rational evaluation, emotional attachment, long-term interest, and supportive purchase situations jointly strengthen buying intention. However, this research is limited to one brand, a specific context (bazar visitors), and a limited set of variables, which may restrict the generalizability of the findings. Future studies are therefore recommended to involve broader samples, different product categories or brands, and additional variables such as brand trust, or brand image to obtain a more comprehensive understanding of the factors influencing consumers' purchase intention.

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