



The Impact of Brand Image on Purchase Intention: The Mediating Roles of Perceived Value and Brand Trust for Chinese Sneaker Brands

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Abstract: This study aims to investigate the relationships among brand image, perceived value, brand trust, and purchase intention toward Chinese sneaker brands among Taiwanese university students. Amidst the growing prominence of Chinese sports brands such as Anta and Li-Ning in the international market, understanding their brand image and consumer perceptions has become increasingly crucial. Adopting an online questionnaire survey, data were collected from university students in Taiwan, yielding a final sample of 442 valid responses. The findings reveal that brand image significantly and positively influences both perceived value and brand trust. Furthermore, perceived value and brand trust were found to play mediating roles in the relationship between brand image and purchase intention. These results not only contribute to the literature by filling a research gap in this area but also provide concrete managerial implications for the marketing strategies of Chinese sneaker brands targeting the Taiwanese market.

Keywords: Brand Image, Perceived Value, Brand Trust, Purchase Intention, Sneakers.

1. INTRODUCTION

The global athletic footwear market has long been dominated by an oligopolistic landscape established by Western brands such as Nike and Adidas. Leveraging their profound brand equity, innovative product technologies, and formidable global marketing strategies, they have constructed a nearly unshakeable market structure. However, the last decade has witnessed a reconfiguration of the global industrial supply chain, signaling not merely a manufacturing shift but a paradigm shift in brand power. Led by Anta and Li-Ning, Chinese sports brands are leveraging substantial capital, state-level policy support, and maturing R&D capabilities to actively transform from their traditional role as "Made in China" manufacturers into formidable "Created in China" challengers (Tong & Su, 2021). This transformation is not without substance. These brands have strategically utilized lucrative sponsorships of top-tier NBA stars (e.g., Klay Thompson, Dwyane Wade) and positioned themselves in premier international events like the Olympic Games. Concurrently, they have launched market-competitive products, such as carbon-plated running shoes and advanced cushioning technologies for basketball, to powerfully convey their professional image and technological confidence to global consumers. Simultaneously, the "Guochao" (国潮) phenomenon—a consumer trend blending national pride, traditional cultural elements, and modern aesthetics—has become prevalent among China's younger generation, significantly boosting domestic market share and brand identification for local brands (Wang, 2022). This cultural force is now attempting to transcend geographical boundaries, potentially influencing Chinese-speaking markets with high cultural affinity. Within this context, university students in Taiwan emerge as a highly valuable demographic for observation. They are active followers of global pop culture, primary recipients of digital media information, and a key consumer group possessing both significant purchasing potential and opinion leadership in the athletic footwear market. Their attitudes toward these emerging Chinese brands may reflect not only their personal preferences for product functionality and design aesthetics but also a complex projection of perceptions related to brand origin, cultural identity, and even the intricate cross-strait situation. Consequently, investigating how this specific group perceives, evaluates, and ultimately decides whether to purchase Chinese sneaker brands has become an urgent and complex academic issue. Despite the continuously growing global visibility and market share of Chinese sports brands, their brand image within the Taiwanese

market, particularly among the youth, remains an ambiguous and variable construct. Prior research on the "Country-of-Origin (COO) effect" has often indicated that the "Made in China" label is frequently associated with negative stereotypes such as low price and inconsistent quality (Li & Branstetter, 2024). A pivotal question thus arises: when these brands are presented with high-tech specifications, fashionable designs, and international marketing prowess, can these strategies effectively reverse or mitigate this traditional perception? More fundamentally, the purchasing decision-making process of university students is a multi-layered psychological construct. Brand image alone is insufficient to fully explain their final purchase intention. Do consumers perceive sufficient "value" (encompassing functional, emotional, and social dimensions) from the brand image? Are they willing to establish "trust" in the brand's quality and promises? And how do image, value, and trust interact to jointly shape their ultimate purchase decisions? The complete psychological pathway, especially within the Taiwanese context, remains underexplored in the current academic literature. This research gap underscores the need for a study to clarify the causal and mediating relationships among these key variables. This study aims to fill this void. Grounded in the aforementioned background and research problems, this study aims to delve into the consumer psychology model of Taiwanese university students concerning Chinese-made sneaker brands and to propose specific theoretical and practical recommendations. The specific research

Objectives Are As Follows:

1. To explore the current status and level of perception of "brand image" for Chinese sneaker brands among Taiwanese university students.
2. To examine the direct effects of "brand image" on "perceived value" and "brand trust."
3. To analyze the mediating roles of "perceived value" and "brand trust" in the relationship between "brand image" and "purchase intention."
4. Based on the research findings, to propose specific managerial implications for the marketing strategies of Chinese sneaker brands in the Taiwanese market, as well as for the responsive strategies of their international competitors.

2. LITERATURE REVIEW

This chapter aims to provide a systematic review of existing literature to thoroughly analyze the core constructs of this study, including brand image, perceived value, brand trust, and purchase intention, and to elucidate the theoretical relationships among them. Initially, this study will establish the Theory of Planned Behavior (TPB) as its foundational theoretical framework. Subsequently, it will explore the definitions of each variable and their respective roles in the consumer decision-making pathway, ultimately integrating these elements to formulate the research framework for this study.

2.1. Theoretical Foundation: Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), an extension of the Theory of Reasoned Action (TRA) proposed by Ajzen (1991), stands as one of the most significant and widely applied theories for explaining and predicting human social behavior. The theory posits that an individual's "Behavioral Intention" is the most direct predictor of their ultimate action. This intention is primarily determined by three core factors: (1) Attitude toward the Behavior: the individual's positive or negative evaluation of performing a specific behavior; (2) Subjective Norm: the perceived social pressure from significant others or groups regarding whether or not to perform the behavior; and (3) Perceived Behavioral Control: the individual's perception of the ease or difficulty of performing the behavior, based on available resources and opportunities. In the context of this study, TPB provides an excellent theoretical framework. The "purchase intention" we seek to investigate corresponds directly to "behavioral intention" within the TPB model. Meanwhile, "brand image," "perceived value," and "brand trust" can be conceptualized as antecedents that collectively shape the consumer's "attitude." In other words, when consumers hold a positive image of a brand, perceive high value from it, and develop trust in it, they form a favorable "attitude," which in turn fosters their purchase intention (Chang et al., 2022). Furthermore, within this framework, the "Country-of-Origin (COO) Effect" can be viewed as an external information cue that influences belief formation, primarily impacting the construction of brand image (Sim & Leng, 2024). Therefore, this study is grounded in TPB to deconstruct the core psychological elements influencing purchase attitudes.

2.2. Brand Image

Brand image is a cornerstone of consumer behavior research. Keller (1993) defined it as "the perceptions about a brand as reflected by the brand associations held in consumer memory." These associations can be a composite of attributes, benefits, usage situations, and even brand personality and user imagery. Aaker (the challenge lies in the potential coexistence of negative stereotypes stemming from their country of origin and the positive "professional and trendy" associations that the brands attempt to convey through their marketing efforts (Yang, 2022). Therefore, empirically examining the brand image currently formed in the minds of university students is a primary step in this research. A clear and positive brand image serves as the starting point for all subsequent positive consumer responses. It can effectively reduce consumers' information search costs and perceived risks, thereby exerting a positive influence on value perception and trust-building (Bursan, 2023).

2.3. Perceived Value

Perceived value is a core engine driving consumer decision-making. Zeithaml (1988) defined it as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given." This definition underscores the relative and subjective nature of value; it is not an objective attribute of a product but rather the result of a trade-off that exists in the consumer's mind.

The academic community generally divides perceived value into multiple dimensions. Among these, the model proposed by Sweeney and Soutar (2001), which includes Functional Value, Emotional Value, and Social Value, is widely applied. In the context of athletic footwear consumption:

1. **Functional Value:** Refers to the utility derived from the product's performance and quality relative to its price, often conceptualized as "value for money."
2. **Emotional Value:** Pertains to the feelings of pleasure, enjoyment, or excitement that wearing the brand can evoke.
3. **Social Value:** Relates to the brand's ability to enhance one's social self-concept and gain approval from peer groups.

A strong brand image can convey its promises across these value dimensions to consumers, thereby enhancing their overall perceived value. When consumers believe that purchasing a certain brand is "worthwhile," this perception of value becomes a powerful motivator driving their purchase intention (Well & Tan, 2024).

2.4. Brand Trust

In markets characterized by information asymmetry, trust is the critical link connecting brands and consumers. Chaudhuri and Holbrook (2001) defined brand trust as "the willingness of the average consumer to rely on the ability of the brand to perform its stated function." It comprises two core dimensions: one is "reliability," which is based on the brand's competence and performance, reflecting a belief in its consistent quality; the other is "benevolence," which is based on the brand's intentions, reflecting a belief that the brand will consider the consumer's interests. Building trust is particularly crucial for brands associated with a potentially negative country-of-origin label. Trust can effectively mitigate consumers' perceived risk, assuring them that their purchase decision is safe (Hasan et al., 2021). Consumers do not readily trust a brand; the establishment of trust often stems from long-term positive observations and experiences with its brand image. When a brand demonstrates a consistent, reliable, and honest image, trust emerges. Once established, trust will directly and strongly influence consumer commitment and behavioral intentions, as consumers are inclined to transact with entities they trust (Husain et al., 2022).

2.5. Purchase Intention

Purchase intention is the most frequently used indicator for predicting actual consumer behavior. Spears and Singh (2004) defined it as "an individual's plan or willingness to buy a particular product or service in the future." As discussed in the Theory of Planned Behavior, intention is the outcome of the combined effects of attitude, subjective norm, and perceived behavioral control, representing the final mile between psychological perceptions and actual action. In the framework of this study, when a brand successfully cultivates a positive image in the consumer's mind and translates it into high perceived

value and deep brand trust, a strong purchase intention naturally follows. Therefore, purchase intention is designated as the final dependent variable in this study to measure the ultimate effect of the aforementioned psychological constructs (Bursan, 2023). Synthesizing the above literature, this study will integrate the relationships among brand image, perceived value, brand trust, and purchase intention. Under the guidance of the Theory of Planned Behavior, it will analyze and explain the factors influencing Taiwanese university students' purchase of Chinese athletic footwear brands.

3. METHODOLOGY

3.1. Research Participants and Sampling Procedure

The target population of this study was students enrolled in universities and colleges in Taiwan. This demographic was selected because they represent key opinion leaders and a significant potential consumer base in the sports consumption market, and they are also heavy users of digital media. Consequently, an online survey method was employed for data collection. The sampling strategy combined two non-probability sampling techniques: Convenience Sampling and Snowball Sampling. Initially, the researcher distributed the link to the structured online questionnaire through social media platforms widely used by university students, such as Facebook and Dcard, to reach an initial sample. Concurrently, respondents were encouraged to share the questionnaire with their peers who met the eligibility criteria, thereby expanding the sample's coverage. The data collection period was from September 1 to September 30, 2025, lasting one month. To ensure data authenticity and protect respondent privacy, the survey was conducted anonymously. The first page of the questionnaire clearly stated the research purpose and the principles of data confidentiality. A total of 442 valid questionnaires were collected and served as the basis for subsequent data analysis.

3.2. Research Instrument

The research instrument was a structured questionnaire divided into five sections. Section One: Brand Image Scale. This section was designed to assess university students' perceptions of the Putian shoe brand's image, including elements such as brand awareness, perceived quality, and brand associations. The scale consisted of 7 items. Section Two: Perceived Value Scale. This section aimed to measure students' perceived value of Putian shoes, covering functional, emotional, and social value dimensions. The scale comprised 5 items. Section Three: Brand Trust Scale. This section measured the level of brand trust to examine its relationship with brand loyalty and purchase behavior. The scale contained 9 items. Section Four: Purchase Intention Scale. This section focused on understanding students' willingness to purchase and recommend athletic footwear made in China. Section Five: Demographics. This final section collected basic information from the participants, including gender, academic year, and monthly disposable income. The scales mentioned above were primarily adapted from athletic footwear studies by Chang et al. (2022) and Chang and Lin (2024), which have demonstrated good reliability and validity. All items in these scales were measured using a five-point Likert scale, ranging from "Strongly Disagree" (1) to "Strongly Agree" (5).

3.3. Statistical Methods

The valid questionnaires collected were analyzed using SPSS for Windows (Version 21.0). The analytical procedures included the following steps:

1. Descriptive Statistics: Frequency distribution and percentages were used to describe the demographic profile of the participants.
2. Pearson Correlation Analysis: Pearson product-moment correlation was employed to examine the relationships among the primary research variables.
3. Multiple Regression Analysis: A multiple regression analysis was conducted to assess the predictive power of brand image, perceived value, and brand trust on purchase intention.

3.4. Reliability and Validity Analysis

As the scales employed in this study were adapted from existing literature with established validity, this study focused on assessing the internal consistency reliability of each scale using Cronbach's alpha. The analysis yielded the following results: the Cronbach's alpha coefficient for the brand image scale was 0.93; for the perceived value scale, 0.92; for the brand trust scale, 0.95; and for the purchase intention scale, 0.86. These results indicate that all scales used in this study possess a high degree of reliability.

4. RESULTS AND ANALYSIS

4.1. Demographic Profile of Respondents

As shown in Table 1, the analysis of the 442 valid questionnaires revealed the following demographic distribution. In terms of gender, 54.1% of the respondents were male (n = 239), while 45.9% were female (n = 203). Regarding the distribution by academic year, fourth-year undergraduate students formed the largest group, accounting for 33.0% (n = 146) of the sample. Conversely, graduate students constituted the smallest group at 7.5% (n = 33). With respect to monthly family income, the most frequent bracket was NT\$75,000–100,000, representing 41.4% of the participants (n = 183). The least frequent income level was below NT\$50,000, which was reported by only 7.9% of the respondents (n = 35).

Table 1. Analysis of Personal Background Data of College Students

| Variable Name | Number | Percentage |
|-----------------------------------|--------|------------|
| Gender | | |
| Male | 239 | 54.1% |
| Female | 203 | 45.9% |
| Grade | | |
| Freshman | 42 | 9.5% |
| Sophomore | 115 | 26% |
| Junior | 106 | 24% |
| Senior | 146 | 33% |
| Graduate Student | 33 | 7.5% |
| Family Monthly Income (NT) | | |
| Below 50,000 NT | 35 | 7.9% |
| 50,001 - 75,000 NT | 116 | 26.2% |
| 75,001 - 100,000 NT | 183 | 41.4% |
| 100,001 - 200,000 NT | 63 | 14.3% |
| Above 200,001 NT | 45 | 10.2% |

4.2. Correlation Analysis of Brand Image, Perceived Value, Brand Trust, and Purchase Intention

The results of the correlation analysis, presented in Table 2, indicated that the four variables of this study were highly correlated. Specifically, brand image was found to have a significant positive correlation with perceived value ($r = .88, p < .01$), brand trust ($r = .87, p < .01$), and purchase intention ($r = .85, p < .01$). Similarly, perceived value demonstrated a significant positive correlation with brand trust ($r = .88, p < .01$) and purchase intention ($r = .84, p < .01$). Finally, a strong positive correlation was also found between brand trust and purchase intention ($r = .89, p < .01$).

Table 2. Correlation Analysis of Brand Image, Perceived Value, Brand Trust, and Purchase Intention

| Variables | Brand image | Perceived value | Brand Trust | Purchase intention |
|---------------------------|-------------|-----------------|-------------|--------------------|
| Brand image | 1 | | | |
| Perceived value | 0.88** | 1 | | |
| Brand Trust | 0.87** | 0.88** | 1 | |
| Purchase intention | 0.85** | 0.84** | 0.89** | 1 |

4.3. Multiple Regression Analysis of Brand Image, Perceived Value, and Brand Trust on Purchase Intention

4.3.1. Regression Analysis of Brand Image on Purchase Intention

As shown in Table 3, a stepwise multiple regression analysis was conducted to determine which dimensions of brand image could predict purchase intention. The seven items representing brand image were entered as predictor variables, with purchase intention serving as the criterion variable. The results revealed that six items emerged as significant predictors. These were: "superior functionality" ($t = 2.45, p < .05$), "product quality is better than that of other brands" ($t = 4.59, p < .01$), "excellent image for a branded sports product" ($t = 7.48, p < .01$), "purchasing Chinese brand athletic shoes can attract attention" ($t = 6.89, p < .01$), "makes exercise more efficient, saving time and effort" ($t = 2.93, p < .01$), and "enriches my life" ($t = 2.69, p < .01$). The final model yielded an R^2 of .75, indicating that these six

significant predictors collectively explained 75% of the variance in the college students' purchase intention for Chinese athletic shoes.

Table 3. Multiple Regression Analysis of Brand Image on Purchase Intention

| Variable | B | Std. Error | Beta | t-value | Sig |
|--|-------|------------|-------|---------|------|
| (Constant) | 1.39 | 0.28 | - | 5.06** | .000 |
| Superior Functionality | 0.23 | 0.09 | 0.09 | 2.45* | .014 |
| Symbol of Social Status | -0.09 | 0.09 | -0.04 | -0.92 | .359 |
| Product Quality Compared to Other Brands | 0.49 | 0.11 | 0.19 | 4.59** | .000 |
| Excellent Image of Branded Sports Products | 0.73 | 0.09 | 0.28 | 7.48** | .000 |
| Attention from Purchasing Chinese Brand Sports Shoes | 0.70 | 0.10 | 0.28 | 6.89** | .000 |
| Makes Sports More Efficient, Saving Time and Effort | 0.28 | 0.09 | 0.11 | 2.93* | .004 |
| Enriches My Life | 0.29 | 0.11 | 0.11 | 2.69** | .007 |
| R = 0.87, R ² = 0.75, Adjusted R ² = 0.75, F = 187.39* | | | | | |

Note: * $p < .05$, ** $p < .01$; Dependent Variable: Purchase Intention

4.3.2. Regression Analysis of Perceived Value on Purchase Intention

The results from Table 4 present a stepwise multiple regression analysis conducted to identify the predictors of purchase intention from the dimensions of perceived value. In this analysis, items representing perceived value were used as predictor variables, while purchase intention was the criterion variable. The findings showed that six items significantly predicted purchase intention: "high cost-performance ratio" ($t = 6.67, p < .01$), "enhances self-worth" ($t = 2.27, p < .05$), "liking the appearance of Chinese brand athletic shoes" ($t = 2.64, p < .01$), "possessing a beautiful and aesthetically pleasing appearance" ($t = 6.67, p < .01$), "makes exercise more efficient, saving time and effort" ($t = 2.93, p < .01$), and "brings me happiness" ($t = 2.99, p < .01$). The final model yielded an R² of .71. This indicates that these six significant predictors collectively explained 71% of the variance in the college students' purchase intention for Chinese athletic shoes.

Table 4. Multiple Regression Analysis of Perceived Value on Purchase Intention

| Variable | B | Std. Error | Beta | t-value | Sig |
|--|-------|------------|------|---------|------|
| Constant | 1.649 | 0.30 | - | 5.43** | .000 |
| Cost-performance is high | 0.66 | 0.09 | 0.27 | 6.67** | .000 |
| Enhances self-worth | 0.24 | 0.11 | 0.09 | 2.27* | .024 |
| I like the appearance of Chinese brand sports shoes | 0.29 | 0.11 | 0.12 | 2.64** | .009 |
| The design is very beautiful and attractive | 0.85 | 0.13 | 0.32 | 6.67** | .000 |
| Makes me happy | 0.36 | 0.12 | 0.13 | 2.99** | .003 |
| Provides a good experience | 0.14 | 0.13 | 0.05 | 1.07 | .285 |
| R = 0.85 R ² = 0.71 adjusted R ² = 0.71, F = 180.46* | | | | | |

***Note:** * $p < .05$, ** $p < .01$; b. Dependent variable: Purchase Intention.

4.3.3. Regression Analysis of Brand Trust on Purchase Intention

As detailed in Table 4, a stepwise multiple regression analysis was performed to assess the predictive power of brand trust on purchase intention. The nine items constituting brand trust were entered as predictor variables, with purchase intention functioning as the criterion variable. The analysis revealed that five items emerged as significant predictors. These were: "does not conceal product defects" ($t = 5.73, p < .01$), "keeps its promises to customers" ($t = 10.73, p < .01$), "sincerely cares about customer needs" ($t = 5.73, p < .01$), "has a good reputation" ($t = 2.54, p < .05$), and "the quality of its products is guaranteed" ($t = 2.12, p < .05$). The final model was highly significant, yielding an R² of .84. This result indicates that these five dimensions of brand trust collectively explained 84% of the variance in the college students' purchase intention for Chinese athletic shoes.

Table 5. Multiple Regression Analysis of Brand Trust on Purchase Intention

| Variable | B | Std. Error | Beta | t-value | Sig |
|----------------------------------|------|------------|------|---------|------|
| Constant | 0.14 | 0.24 | | .601 | .548 |
| Does not conceal product defects | 0.52 | 0.09 | 0.19 | 5.73** | .000 |

| | | | | | |
|---|------|------|-------|---------|------|
| Keeps promises to customers | 1.05 | 0.09 | 0.38 | 10.73** | .000 |
| Is an honest brand | 0.01 | 0.09 | 0.003 | 0.102 | .919 |
| The quality of the products launched is reliable | 0.06 | 0.10 | 0.02 | 0.61 | .543 |
| Shows genuine concern for customer needs | 0.62 | 0.11 | 0.22 | 5.73** | .000 |
| Has a good reputation | 0.24 | 0.09 | 0.09 | 2.54* | .012 |
| Is a trustworthy brand | 0.14 | 0.09 | 0.05 | 1.48 | .137 |
| Guarantees product quality | 0.21 | 0.09 | 0.08 | 2.12* | .034 |
| I have confidence in this brand | 0.06 | 0.07 | 0.03 | .873 | .383 |
| R =0.92 R ² =0.84 adjusted R ² =0.84, F=253.22* | | | | | |

***Note:** *p < .05, **p < .01; b. Dependent variable: Purchase Intention.

5. DISCUSSION, CONCLUSION, RECOMMENDATIONS

5.1. Discussion

This study aimed to explore the relationships among brand image, perceived value, brand trust, and purchase intention among Taiwanese university students regarding athletic shoes manufactured in China. Through statistical analysis of valid questionnaires, it was found that brand image, perceived value, and brand trust were significant predictors of purchase intention (Chang, et al., 2022). This finding not only corroborates the relevance of the Theory of Planned Behavior (TPB) but also provides an empirical basis for the marketing strategies of athletic shoe brands in the Taiwanese market. First, brand image was found to have a direct and significant impact on consumer purchase intention. The results indicated that participants' perceptions of a brand's functionality, quality, and overall image effectively enhanced their willingness to purchase (Yang, 2022). This suggests that when shaping their brand image, athletic shoe companies should prioritize product functionality and quality, and strengthen their positive image through effective marketing strategies. For example, brands can showcase product performance on social media platforms and invite athletic experts or well-known athletes for endorsements to enhance the brand's professional image. Second, perceived value was identified as playing a crucial mediating role between brand image and purchase intention. The study found that when consumers perceive the value offered by a brand to exceed its price, their purchase intention increases significantly (Well, & Tan, 2024). Therefore, brands should adjust their pricing strategies to ensure that consumers can recognize the value of their products. For instance, brands could offer trial activities or limited-time discounts, allowing consumers to experience the product's superiority before making a purchase, which in turn enhances their trust in the brand. Brand trust was also confirmed as a key factor influencing purchase intention. The results demonstrated that the higher the level of consumer trust in a brand, the stronger their purchase intention. This implies that brands should adopt more proactive measures to build consumer trust. Brands can foster this trust through transparent product information, excellent after-sales service, and active responses to consumer feedback (Husain et al., 2022). Furthermore, brands should pay close attention to customer needs and consider consumer opinions during the product development process to enhance customer loyalty.

5.2. Conclusion

In conclusion, the results of this study revealed that brand image, perceived value, and brand trust have a significant impact on the purchase intention of university students. These findings not only provide theoretical support for the marketing strategies of athletic shoe brands in the Taiwanese market but also offer new perspectives for future research. Brands should recognize the importance of these factors and integrate them into their marketing strategies to enhance their market competitiveness.

5.3. Recommendations

Based on the findings of this study, the following recommendations are proposed for the marketing strategies of athletic shoe brands in the Taiwanese market:

1. **Strengthen Brand Image:** Brands should cultivate a positive brand image through diverse marketing activities, with a particular focus on functionality and quality. Collaboration with athletic experts for product evaluations and promotions should be considered.
2. **Enhance Perceived Value:** Brands ought to make reasonable adjustments to their pricing strategies and provide additional value, such as free trials or discount campaigns, to increase consumer

perceived value.

3. **Build Brand Trust:** Brands must prioritize customer feedback and offer robust after-sales support to strengthen consumer trust. Transparent product information and excellent customer service are key to establishing this trust.
4. **Conduct Continuous Market Research:** Brands should regularly conduct market research to understand evolving consumer needs and preferences, and adjust their marketing strategies according to market changes to maintain a competitive advantage.

In summary, the success of athletic shoe brands in the Taiwanese market depends not only on the quality of the product itself but also requires comprehensive strategic planning in areas such as brand image, perceived value, and brand trust. It is hoped that the findings of this study will serve as a valuable reference for relevant brands and contribute to their growth in the market.

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