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Price, Promotion, and Purchase Decisions in Multi-Brand Sports Footwear Retail: Evidence from Urban Indonesia

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ABSTRACT

This study examines the relationships of price and promotion with consumer purchase decisions in an offline multi-brand sports footwear retail setting in urban Indonesia. Using a quantitative cross-sectional survey and total sampling of all 55 accessible transacting customers at Sports Station Mall Taman Anggrek, West Jakarta, data were collected through structured four-point Likert questionnaires and analyzed using simple and multiple linear regression after classical-assumption diagnostics. Price and promotion each show positive and significant relationships with purchase decisions. In the joint model, both predictors remain significant, and the model explains 74.3% of the variance in purchase decisions. Promotion shows the larger standardized coefficient, suggesting a stronger association within this sample. The study provides context-specific evidence from an offline multi-brand sports footwear outlet in Indonesia, complementing literature that has more often emphasized online or broader retail settings. Because the design is single-site and cross-sectional, the findings should be interpreted as associative rather than causal; broader multi-store studies are needed to strengthen generalizability.

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1. INTRODUCTION

The sports footwear retail category is closely connected to the broader rise of physical activity as a lifestyle orientation. A substantial body of evidence shows that regular physical activity delivers cardiovascular, metabolic, and psychological benefits, helping explain why sports apparel and footwear consumption has become embedded in urban everyday life rather than remaining confined to formal exercise settings (Warburton et al., 2006). In Indonesia's large urban centers, the expansion of shopping malls and modern retail channels has increased consumer access to branded athletic footwear. This creates meaningful market opportunities for multi-brand sports retailers, while simultaneously intensifying competition as consumers become more selective in evaluating price, value, and promotional offers across competing outlets.

Within this landscape, the central operational challenge facing sports retailers is how to stimulate and sustain consumer purchase decisions. Purchase decision refers to the consumer's evaluative and behavioral resolution to select and buy an offering after considering available alternatives and relevant decision influences (Hanaysha, 2018; Santos & Goncalves, 2021). In a multi-brand retail format where differentiation across labels such as Nike, Adidas, Puma, Reebok, Converse, and Skechers is largely determined at the brand level, competitive advantage at the store level must be pursued through

retailer-controlled marketing levers, especially price strategy and promotional communication (Ailawadi et al., 2009).

Two marketing variables occupy central positions in the extant literature as determinants of consumer purchase decisions: price and promotion. Price can be understood as a key extrinsic cue that consumers use to infer quality, judge value, and assess the sacrifice required to obtain a product (Zeithaml, 1988; Dodds et al., 1991). Promotion encompasses retailer communication and incentive activities such as advertising, sales promotions, and digital communication that are intended to inform, persuade, and activate shoppers at the point of decision (Ailawadi et al., 2009; Buil et al., 2013; Stephen, 2016). In combination, these two variables are among the most actionable instruments through which a retailer can influence consumer evaluation and purchase behavior in a competitive mall environment (Ailawadi et al., 2009).

Sports Station Mall Taman Anggrek provides an appropriate context for examining this relationship because it operates as an offline multi-brand sports footwear outlet in a dense West Jakarta retail corridor. Consumers in this environment can compare footwear prices, promotional visibility, and store offers not only across brands within the outlet but also across nearby sporting-goods retailers and competing malls. This high-comparison setting makes price fairness and promotional effectiveness especially salient in shaping purchase decisions.

Although prior empirical work broadly supports positive relationships between price, promotion, and purchase decisions, the magnitude and mechanism of these effects vary across retail contexts. Price cues can increase perceived quality while simultaneously decreasing perceived value when consumers perceive the sacrifice to be too high (Dodds et al., 1991). Sales promotions can alter brand choice and purchase likelihood, but their effectiveness depends on congruence between the promotion type, product category, and consumer evaluation process (Chandon et al., 2000; Alvarez Alvarez & Vazquez Casielles, 2005). Retail evidence also shows that promotion display, price fairness, and perceived product quality interact in shaping shopping intentions (Gorji & Siami, 2020), while broader retail studies continue to identify marketing-related variables as important predictors of purchase decisions (Hanaysha, 2018). These differences indicate that price and promotion effects remain context contingent and merit examination in the under-studied brick-and-mortar multi-brand sports footwear segment.

Recent work has expanded retail evidence on omnichannel price-promotion responses (Quach et al., 2023) and on sportswear purchasing behaviour and segmentation (Maqula & Katrodia, 2023; Fuchs et al., 2024). However, those studies do not directly examine the combined relationship of store-level price and promotion with purchase decisions in an offline multi-brand sports footwear outlet in urban Indonesia. This study therefore provides a focused empirical examination of price and promotion as simultaneous predictors of consumer purchase decisions in a multi-brand sports footwear retail context at the store level. The study pursues three objectives: (1) to examine the partial relationship of price with consumer purchase decisions at Sports Station Mall Taman Anggrek; (2) to examine the partial relationship of promotion with consumer purchase decisions; and (3) to assess the simultaneous explanatory power of price and promotion for consumer purchase decisions. The conceptual framework is presented in Figure 1.

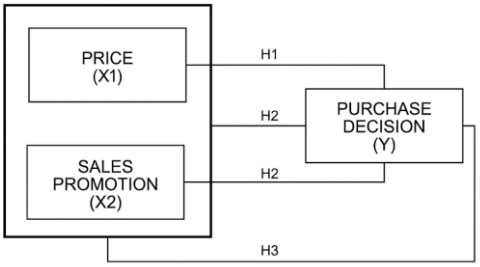

Figure 1. Conceptual Framework

2. THEORETICAL FRAMEWORK AND HYPOTHESES

2.1 Theoretical Foundations

This study is anchored in the marketing mix and retail communication literature, wherein price and promotion are treated as controllable retailer instruments that shape consumer perceptions and shopping responses (Ailawadi et al., 2009). Within this framework, price operates both as an economic sacrifice and as a signal that informs judgments of quality and value (Zeithaml, 1988; Dodds et al., 1991). Promotion operates as a coordinated communication and incentive system - spanning advertising, sales promotion, and digital media - that informs, persuades, and reminds consumers about an offering (Ailawadi et al., 2009; Stephen, 2016). Together, these variables influence consumer evaluation along the purchase journey from need recognition and information search to choice and post-purchase assessment (Santos & Goncalves, 2021).

2.2 Price and Consumer Purchase Decision

Price occupies a foundational position in consumer decision-making theory. In the most operational sense, price is an external cue that consumers use to judge monetary sacrifice, expected quality, and overall value (Zeithaml, 1988). Experimental evidence further shows that price affects perceived quality, perceived value, and willingness to buy, making it a central variable in purchase evaluation (Dodds et al., 1991). In retail settings, consumers

commonly assess price through dimensions such as affordability, price-quality consistency, competitive price positioning, and the congruence between the benefits received and the sacrifice incurred. When perceived price exceeds perceived benefit, purchase propensity declines; when the price is judged fair relative to quality and benefits, the likelihood of purchase strengthens (Zeithaml, 1988; Dodds et al., 1991).

The theoretical mechanism linking price to purchase decision operates through cognitive value assessment. Consumers compare the perceived economic sacrifice required by a product with the expected functional, symbolic, and experiential returns from purchase (Zeithaml, 1988). Empirical evidence shows that price can increase perceived quality yet reduce perceived value and willingness to buy when judged excessive, underscoring the importance of balanced price positioning (Dodds et al., 1991). Store-level evidence also indicates that retail price-promotion strategy affects consumer response and purchase intention (Manzur et al., 2013), while broader retail studies continue to identify price as a relevant predictor of purchase decision outcomes (Hanaysha, 2018). Accordingly:

H1: *Price has a positive and significant effect on consumer purchase decisions at Sports Station Mall Taman Anggrek.*

2.3 Promotion and Consumer Purchase Decision

Promotion encompasses the set of communication and incentive activities used by firms to inform consumers, create preference, and stimulate purchase behavior (Ailawadi et al., 2009). In contemporary retailing, the promotional mix extends beyond conventional advertising to include sales promotions, digital and social media communication, in-store display, and relationship-oriented contact points that can shape brand evaluation and shopping response (Buil et al., 2013; Stephen, 2016). Sales promotion research further shows that promotional tools generate different consumer benefits and can be more or less effective depending on the nature of the product and the type of incentive offered (Chandon et al., 2000).

The mechanism connecting promotion to purchase decision is fundamentally one of information enrichment and purchase activation. Promotional stimuli can reduce uncertainty, increase brand salience, and compress the time between evaluation and action, particularly in retail settings where consumers face multiple brand alternatives (Ailawadi et al., 2009; Stephen, 2016). Empirical studies show that sales promotion can affect brand choice (Alvarez Alvarez & Vazquez Casielles, 2005) and that promotion display significantly affects customer shopping intentions, with price fairness and perceived quality shaping the strength of that relationship (Gorji & Siami, 2020). Broader retail evidence also supports the role of marketing activities in influencing purchase decision outcomes (Hanaysha, 2018). Accordingly:

H2: *Promotion has a positive and significant effect on consumer purchase decisions at Sports Station Mall Taman Anggrek.*

2.4 Simultaneous Effect of Price and Promotion on Purchase Decision

While price and promotion each exert partial effects as established above, retail theory suggests that their joint operation can be complementary rather than merely additive. Price communicates sacrifice and value, whereas promotion amplifies information, visibility, and incentive strength around the offer (Ailawadi et al., 2009). When consumers perceive that a product is fairly priced and that promotional messages credibly reinforce its value proposition, decision uncertainty is reduced and purchase likelihood increases (Dodds et al., 1991; Manzur et al., 2013). Because both variables address distinct but related components of consumer evaluation, their simultaneous inclusion is theoretically appropriate in models of retail purchase decision (Hanaysha, 2018). Accordingly:

H3: *Price and promotion simultaneously have a positive and significant effect on consumer purchase decisions at Sports Station Mall Taman Anggrek.*

3. METHODOLOGY

3.1 Research Design

This study employs a quantitative cross-sectional design using primary survey data. The approach is consistent with empirical retail studies that examine purchase-decision antecedents through structured questionnaire data and regression-based hypothesis testing (Hanaysha, 2018; Gorji & Siami, 2020). The unit of analysis is the individual consumer, and the study is conducted at Sports Station Mall Taman Anggrek, West Jakarta, over a four-month fieldwork period from April to July 2022.

3.2 Population and Sampling

The target population for the present analysis comprised all accessible customers who completed a footwear purchase at Sports Station Mall Taman Anggrek during the April-July 2022 data-collection window and agreed to complete the questionnaire (N = 55). Because all accessible eligible respondents were included, the study used total sampling (a census of the accessible population) rather than Slovin-based sample reduction. Respondents were recruited on-site after transaction completion and asked to complete a structured questionnaire. The final dataset comprised 55 respondents: 40.0% male and 60.0% female; age groups 18-23 years (20.0%), 24-29 years (21.8%), 30-35 years (29.1%), and 36-41 years (29.1%);

occupations included workers (40.0%), sports practitioners (34.5%), and students (25.5%).

3.3 Measurement Instruments

All constructs were measured using structured Likert-scale questionnaire items scored on a four-point scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Agree, 4 = Strongly Agree. The initial instrument contained 16 price items, 20 promotion items, and 20 purchase-decision items adapted from the cited literature and translated into Indonesian for field administration. Likert-type response formats are widely used for attitudinal measurement, and forced-choice formats without a neutral midpoint are commonly employed when researchers wish to reduce midpoint selection and encourage directional responses (Boone & Boone, 2012; Nadler et al., 2015). After item screening, 10 items were retained for each construct. Retained price items covered affordability (Q1-Q4), price-quality consistency (Q5, Q7), competitive positioning (Q11, Q12), and price-benefit congruence (Q13, Q15). Retained promotion items covered advertising (Q2, Q4), online marketing (Q7, Q8), sales promotion (Q9, Q10), public relations/publicity (Q15, Q16), and personal selling (Q19, Q20). Retained purchase-decision items covered need recognition (Q2, Q3), information search (Q5, Q7), alternative evaluation (Q9, Q10), purchase decision (Q13, Q16), and post-purchase behavior (Q18, Q19). A separate pilot-test stage was not documented in the original dataset, so no pilot-test claim is made here. Table 1 summarizes the measurement instruments.

Table 1. Measurement Instruments

Variable	Conceptual Definition	Indicators	Source
Price	Monetary value exchanged to obtain a product; serves as financial constraint and quality signal	(1) Price affordability; (2) Price–quality consistency; (3) Competitive positioning; (4) Price–benefit congruence	Zeithaml (1988); Dodds et al. (1991)
Promotion	All communication activities designed to inform, persuade, and remind target consumers	(1) Advertising; (2) Online marketing; (3) Sales promotion; (4) PR & publicity; (5) Personal selling	Ailawadi et al. (2009); Buil et al. (2013); Stephen (2016)
Purchase Decision	Consumer's behavioral resolution to acquire a product, mediated by need recognition, information search, evaluation, and post-purchase appraisal	(1) Need recognition; (2) Information search; (3) Alternative evaluation; (4) Purchase decision; (5) Post-purchase behavior	Hanaysha (2018); Santos & Goncalves (2021)

Source: adopted from various journals

3.4 Validity and Reliability

Instrument validity was assessed using corrected item-total correlation screening, with items retained when r-count exceeded the applicable r-table threshold for N = 55 (0.265 at $\alpha = 0.05$). Based on this rule, 10 of 16 price items, 10 of 20 promotion items, and 10 of 20 purchase-decision items were retained; dropped items were Price Q6, Q8, Q9, Q10, Q14, Q16; Promotion Q1, Q3, Q5, Q6, Q11, Q12, Q13, Q14, Q17, Q18; and Purchase Decision Q1, Q4, Q6, Q8, Q11, Q12, Q14, Q15, Q17, Q20. Internal consistency reliability was then evaluated using Cronbach's alpha. Scale-development literature recommends ensuring that questionnaire items demonstrate adequate convergence with their intended constructs and that internal consistency be examined before inferential testing (Hinkin, 1998). Cronbach's alpha values at or above commonly accepted thresholds indicate acceptable internal consistency for multi-item measures (Tavakol & Dennick, 2011). As shown in Table 2, all three constructs exceeded the threshold adopted in this study, confirming acceptable reliability.

Table 2. Reliability Statistics by Construct

Variable	Cronbach's Alpha	Items Retained	Assessment
Price	0.797	10 (from 16)	High
Promotion	0.822	10 (from 20)	High
Purchase Decision	0.880	10 (from 20)	Strong

Source: Data processed by the author (2022)

3.5 Classical Assumption Diagnostics

Prior to hypothesis testing, three classical assumption tests were executed: (1) Normality - Kolmogorov-Smirnov test; (2) Multicollinearity - Tolerance and VIF; (3) Heteroscedasticity - Glejser test. Additionally, linearity was verified via the Deviation from Linearity test. Checking these assumptions is important because violations of normality, linearity, and homoscedasticity can threaten the trustworthiness of multiple regression results (Osborne & Waters, 2002). All diagnostics were performed using IBM SPSS v.25.

3.6 Model Specification

Three regression models were estimated. Model 1 (H1): $\hat{Y} = \beta_0 + \beta_1 X_1 + \varepsilon$. Model 2 (H2): $\hat{Y} = \beta_0 + \beta_2 X_2 + \varepsilon$. Model 3 (H3): $\hat{Y} = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$. Where Y = Purchase Decision; X_1 = Price; X_2 = Promotion. Because each construct was represented by summed multi-item composite scores after validity screening, the totals were treated as approximately interval for ordinary least squares estimation, a common practice in applied survey research using multi-item Likert composites (Boone & Boone, 2012). Consistent with the study design, coefficients are interpreted as statistical relationships rather than causal effects. Hypotheses were evaluated using (1) t-test for partial significance (t-table = 1.674; df = 53; $\alpha = 0.05$); (2) F-

test for simultaneous significance (F-table = 3.170; N1 = 2; N2 = 53); and (3) Coefficient of Determination (R^2) to quantify explained variance.

4. RESULTS

4.1 Descriptive Statistics

Table 3 presents descriptive statistics for all three constructs. Across all variables, skewness and kurtosis values remained within the -3 to +3 range, indicating no extreme departure from distributional symmetry. The minimum response score for the Price variable was recorded on item Q1 (sum = 123), flagging price affordability as the dimension most in need of improvement, while item Q2 attained the maximum (sum = 149). For Promotion, item Q3 recorded the minimum (sum = 125), signaling inadequate advertising reach, while item Q7 attained the maximum (sum = 145). For Purchase Decision, item Q7 attained the maximum (sum = 149), while item Q8 recorded the minimum (sum = 119).

Table 3. Descriptive Statistics

Variable	Mean	Median	Mode	Skewness	Kurtosis
Price	24.836	25.000	23.000	0.141	−0.437
Promotion	24.218	24.000	27.000	−0.113	−0.329
Purchase Decision	46.000	46.000	44.000	−0.294	−0.045

Note: N=55. Source: Data processed by the author (2022)

4.2 Classical Assumption Diagnostics

Table 4 consolidates the results of all classical assumption tests. Normality, multicollinearity, heteroscedasticity, and linearity assumptions are all satisfied, validating the linear regression specification adopted in this study.

Table 4. Classical Assumption Diagnostic Results

Test	Stat	Threshold	Price	Promotion	Result
Normality (K-S)	Asymp. Sig. (2-tailed)	> 0.05	0.166	0.200	Normal
Multicollinearity	Tolerance / VIF	> 0.10 / < 5.0	0.977 / 1.023	1.000 / 1.023	No issue
Heteroscedasticity (Glejser)	Sig.	> 0.05	0.341	0.887	Homoscedastic
Linearity (Dev. from Lin.)	Sig.	> 0.05	0.384	0.832	Linear

Note: K-S = Kolmogorov-Smirnov; Dev. from Lin. = Deviation from Linearity. Source: Data processed by the author (2022)

4.3 Hypothesis Testing

Table 5 consolidates the hypothesis-testing results from all three regression models. In addition to significance tests, the reporting below provides standard errors and standardized coefficients from the source regression output to improve interpretability.

Table 5. Summary of Hypothesis Testing Results

Predictor(s)	β	t / F	Sig.	R^2 / Adj. R^2	Decision
Price	0.546	3.744	0.000	0.209	H1 Supported
Promotion	0.842	6.384	0.000	0.435	H2 Supported
Price + Promotion	β_1=0.681; β_2=0.952	78.909	0.000	Adj. R^2 = 0.743	H3 Supported

Note: t-table = 1.674 (df = 53; α = 0.05); F-table = 3.170 (N1 = 2; N2 = 53; α = 0.05). Source: Data processed by the author (2022)

For H1, simple linear regression of Price on Purchase Decision produced: $\hat{Y} = 32.438 + 0.546X_1$. The unstandardized coefficient for Price was B = 0.546 (SE = 0.146), with a standardized beta of 0.457 and t = 3.744 ($p < 0.001$), indicating a statistically significant positive relationship. $R^2 = 0.209$ suggests that Price is associated with 20.9% of the variance in Purchase Decision in the bivariate model. Pearson correlation r = 0.457 ($p < 0.001$) denotes a moderate positive association. H1 is supported.

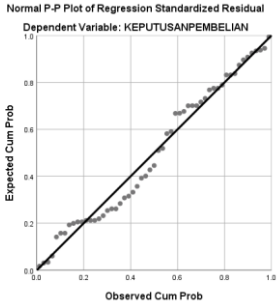

Figure 2. Simple Regression Scatterplot: Price → Purchase Decision

For H2, simple linear regression of Promotion on Purchase Decision produced: $\hat{Y} = 25.600 + 0.842X_2$. The unstandardized coefficient for Promotion was B = 0.842 (SE = 0.132), with a standardized beta of 0.659 and t = 6.384 ($p < 0.001$), indicating a statistically significant positive relationship. $R^2 = 0.435$ shows that Promotion is associated with 43.5% of the variance in Purchase Decision in the bivariate model. Pearson correlation r = 0.659 ($p < 0.001$) denotes a strong positive association. H2 is supported.

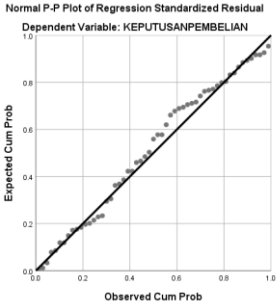

Figure 3. Simple Regression Scatterplot: Promotion → Purchase Decision

For H3, multiple linear regression incorporating both predictors produced: $\hat{Y} = 6.031 + 0.681X_1 + 0.952X_2$. Price (B = 0.681, SE = 0.083, β = 0.570, t = 8.162, $p < 0.001$) and Promotion (B = 0.952, SE = 0.089, β = 0.745, t = 10.674, $p < 0.001$) were both statistically significant. The F-count = 78.909 far exceeds the F-

table value of 3.170 ($p < 0.001$), confirming simultaneous significance. The joint model achieved Adjusted $R^2 = 0.743$, indicating that Price and Promotion together are associated with 74.3% of the variance in consumer purchase decisions. The low inter-predictor correlation ($r = -0.151$; $p = 0.271$) suggests limited overlap between the two predictors in this sample, but it should not by itself be taken as proof of orthogonality or complementarity. H3 is supported.

5. DISCUSSION

5.1 Effect of Price on Purchase Decision

The confirmation of H1 aligns with the theoretical prediction that affordability, perceived fairness, and the congruence between price and expected benefits shape the consumer's willingness to buy (Zeithaml, 1988; Dodds et al., 1991). In multi-brand sports footwear retail, consumers who can easily compare brands and stores are likely to use price as an early screening cue before committing to purchase. This pattern is also consistent with retail evidence showing that price and store-level price-promotion strategies influence consumer response and purchase intention (Hanaysha, 2018; Manzur et al., 2013). Importantly, the descriptive evidence in this study indicates that price affordability was the lowest-scoring price dimension, suggesting that the observed price effect remains practically bounded by consumers' affordability perceptions.

5.2 Effect of Promotion on Purchase Decision

The confirmation of H2 - and the finding that Promotion exerts a stronger individual effect than Price - is theoretically coherent and practically significant. Promotion enriches information, improves salience, and can activate purchase behavior by reducing uncertainty and increasing the attractiveness of an offer (Ailawadi et al., 2009; Stephen, 2016). Prior evidence shows that advertising and sales promotions influence brand-related evaluations (Buil et al., 2013), that sales promotion can affect brand choice (Alvarez Alvarez & Vazquez Casielles, 2005), and that promotion display significantly affects customer shopping intentions (Gorji & Siami, 2020). The descriptive evidence from this study further suggests that advertising was the weakest promotional dimension, whereas public relations and community-oriented promotion performed better, implying that experiential and relationship-based communication may be more persuasive than low-reach advertising in this retail context.

5.3 Simultaneous Effect of Price and Promotion

The confirmation of H3 establishes that the combined explanatory power (Adj. R^2 = 0.743) exceeds what either variable contributes in isolation (R^2 = 0.209 for Price; R^2 = 0.435 for Promotion), suggesting that price and promotion capture distinct aspects of consumer evaluation in this sample. This pattern is consistent with retail theory in which price communicates value and sacrifice while promotion reinforces information, visibility, and incentive strength around the offer (Ailawadi et al., 2009). Prior research also shows that store price-promotion strategies shape consumer perceptions and purchase intention (Manzur et al., 2013), supporting the expectation that both levers matter jointly. However, the present evidence should be interpreted as incremental explanatory value rather than definitive proof of complementarity. The low and non-significant inter-predictor correlation simply indicates that Price and Promotion are not redundant measures in this dataset.

5.4 Practical Implications

Taken as reasoned managerial implications rather than direct tests of specific interventions, the findings suggest two priorities for managers of multi-brand sports footwear outlets in competitive mall environments. First, price affordability may be addressed through structured last-call scheduling, tiered promotional pricing across brand segments, and clearer price communication for entry-to-mid-tier footwear. Second, the relatively stronger relationship of promotion with purchase decisions suggests that advertising visibility deserves renewed attention, particularly through digital and social media channels that reach West Jakarta consumers before store visits. Given the stronger descriptive scores for public relations and community-oriented promotion, managers may also consider experiential and relationship-driven communication formats such as sports community events, micro-influencer partnerships, and loyalty-based referral programs.

6. CONCLUSION

6.1 Conclusion

This study investigated whether price and promotion were significantly associated with consumer purchase decisions at Sports Station Mall Taman Anggrek. All three hypotheses were supported at the statistical level. Price showed a positive and significant relationship with purchase decisions, while promotion showed a stronger positive and significant relationship within this sample. When modeled jointly, price and promotion were associated with 74.3% of the variance in purchase decisions, suggesting that the two retailer-controlled variables capture different aspects of consumer evaluation in a high-comparison retail environment. Given the cross-sectional single-outlet design, these findings should be read as associative evidence rather than causal proof.

6.2 Theoretical Implications

Theoretically, this study extends retail communication and consumer decision literature into the underexamined domain of offline multi-brand sports footwear retail in urban Indonesia. The finding that Promotion exerts a stronger independent effect

than Price suggests that, in environments characterized by high assortment and substantial consumer information needs, communicative variables may carry greater decisional weight than purely monetary cues (Ailawadi et al., 2009; Stephen, 2016). This interpretation is consistent with broader discussions of the consumer decision journey, in which information search, salience, and evaluation dynamics can materially shape choice outcomes (Santos & Goncalves, 2021).

6.3 Limitations and Future Research

Four limitations bound the generalizability and external validity of these findings. First, the single-store cross-sectional design precludes causal inference; longitudinal panel designs tracking consumers across promotional cycles would enable richer identification of directional relationships. Second, the two-predictor model leaves residual variance attributable to omitted constructs - product variety, store atmosphere, service quality, and digital channel integration represent theoretically grounded candidates for extended frameworks. Third, potential control or moderating variables - consumer brand loyalty, household income, and sports participation intensity - may condition the magnitude and direction of the observed relationships and should be explicitly modeled in future specifications. Fourth, multi-store sampling across comparable outlets and cities, including cross-national designs contrasting Indonesian urban retail contexts with analogous markets in Malaysia, Vietnam, or Thailand, would improve external validity and help determine whether the stronger role of promotion observed here is context-specific or more generalizable.

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