

FUNCTIONALITY, SYMBOLISM, AND QUALITY:  
ANTECEDENTS OF PURCHASE INTENTION FOR SPORTS  
FOOTWEAR IN BRAZIL

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**Acknowledgements:**

This study was financed in part by the Coordenação de Aperfeiçoamento de Pessoal de Nível Superior - Brasil (CAPES) - Finance Code 001.

**Cite as:**

Dantas Ítalo, Curth Marcelo, FERREIRA ALAN, Pedragosa Vera (2024),  
FUNCTIONALITY, SYMBOLISM, AND QUALITY: ANTECEDENTS OF  
PURCHASE INTENTION FOR SPORTS FOOTWEAR IN BRAZIL. *Proceedings of  
the European Marketing Academy*, (122691)

Paper from EMAC Regional Conference, Lisbon, Portugal, September 25-27, 2024



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## **Abstract**

Given the social growth of leisure sports in Brazil, we observed the expansion of the consumption of sports footwear, consequently generating a gap in the attributes that precede such consumption. To this end, we surveyed 185 people from Brazil who practice physical/sports activities for leisure and wear sports footwear. We use the product and brand scales to investigate their effects on perceived quality (PQ) and purchase intention (PI) in their functional and symbolic dimensions. We analyzed the data by PLS-SEM using the R software. We discovered a significant relationship between the functional dimensions of the product and brand on PQ but no direct influence of the variables on PI, except for the PQ itself. Preliminary conclusions indicate that investments in improving of sports performance of the footwear have become more relevant than in their image or aesthetics.

**Subject Areas:** *Attitude; CLV/ Customer Equity; Consumer Behavior; Sports Marketing*