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Implementation of Rebranding and Lifestyle on Persebaya Merchandise Purchasing Decisions Through Brand Image as a Mediating Variable (Case Study of Aza Wear Consumers at the Persebaya Store in Sidoarjo)

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Abstract: *This study aims to analyze the influence of rebranding and lifestyle on purchasing decisions of Persebaya merchandise through brand image as a mediating variable on AZA Wear consumers at Persebaya Store Sidoarjo. The method used is quantitative with purposive sampling technique, involving a sample of 127 respondents. Data were processed using SmartPLS 4.1.1.2 through a series of tests including validity and reliability tests, outer model evaluation (convergent validity, discriminant validity, composite reliability, and Cronbach's Alpha), inner model evaluation (R-Square and path coefficient), and hypothesis testing. The results of the study show: 1) Rebranding has a positive and significant effect on Brand Image. 2) Lifestyle has a positive and significant effect on Brand Image. 3) Rebranding has a positive and significant effect on Purchasing Decisions. 4) Lifestyle has a positive and significant effect on Purchasing Decisions. 5) Brand Image has a positive and significant effect on Purchasing Decisions. 6) Brand Image significantly mediates the effect of Rebranding on Purchasing Decisions. 7) Brand Image significantly mediates the effect of Lifestyle on Purchasing Decisions.*

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Introduction

The sports industry today is not only developing as an entertainment and competition sector, but also has great economic potential (Mutohir et al., 2024). The Indonesian sports sector's aggregate economic value in 2024 reached IDR 39.45 trillion, or approximately 0.19% of national GDP. This demonstrates the sports industry's growing contribution to the Indonesian economy, including through the consumption of various sports products and merchandise.

This development has also increased the potential of the sports merchandise market. Sports products featuring club identities no longer serve merely as supporting attributes but also as part of a consumer's lifestyle and identity expression. The global licensed sports merchandise market is projected to reach US$36.36 billion by 2024.

This phenomenon is also evident in Persebaya Surabaya merchandise, which has a Bonek supporter base with a strong emotional attachment to the club. Official Persebaya merchandise serves not only as an attribute to show support but also as a part of the supporters' identity and pride. One brand that plays a role in providing this official merchandise is AZA Wear, which produces various products such as home, away, alternate, and goalkeeper jerseys that emphasize the club's identity, historical value, and symbolize supporter pride (AZA WEAR, nd).

Changing merchandise design and identity is increasingly important as consumers consider not only product functionality but also its suitability to their lifestyle. Rebranding can update a brand's identity to better align with consumer developments and needs (Andriani & Anandita, 2019), while lifestyle reflects activities, interests, and opinions that can influence product choices, including sports apparel (Nam et al., 2017). This suitability can form a brand image through consumer perceptions and associations with the brand (Arba'in & Ika Purwanti, 2025), which can further influence purchasing tendencies (Nabilah & Zulaikha, 2024). However, research integrating rebranding and lifestyle on purchasing decisions through brand image as a mediating variable, particularly on Persebaya merchandise, is still limited. Therefore, this study aims to analyze the influence of rebranding and lifestyle on purchasing decisions for Persebaya merchandise through brand image as a mediating variable among AZA Wear consumers at the Persebaya Store in Sidoarjo.

Previous research shows that brand image, lifestyle, and consumer engagement play a role in purchasing decisions for sports products (Arba'in & Ika Purwanti, 2025). found that brand image influences the decision to purchase Persela Store merchandise, while (Fahri Rehansyah, 2023) shows that brand image and lifestyle influence the purchasing decisions of Adidas sports footwear. In line with that, (Sadewa et al., 2025) found a positive influence of brand image on the decision to purchase Ortuseight sports shoes, while (Noviany & Rakhmawati, 2025) confirms that emotional attachment and symbolic meaning contribute to the purchase of sports merchandise. However, research integrating rebranding and lifestyle into purchasing decisions through brand image as a mediating variable, particularly for Persebaya AZA Wear merchandise, is still limited. This gap is the one this study aims to fill.

This study attempts to fill this gap by analyzing how Rebranding and Lifestyle influence Purchasing Decisions through Brand Image as a mediating variable, on Aza Wear consumers at Persebaya Store Sidoarjo.

Literature review

Rebranding

Rebranding is part of the branding process that aims to create a new position and image in the minds of consumers for an existing brand, so that a clear differentiation is formed both for consumers and compared to competitors (Sunyoto & Jamal, 2024). Refers to(Laurentia Vionita Hendarjoa, 2025), rebranding is measured through four indicators:

1. Repositioning
2. Renaming
3. Redesigning
4. Relaunch.

Lifestyle

(Hadi et al., 2022) states that lifestyle is a person's lifestyle pattern that can be observed through the activities, interests, and opinions they hold in their daily lives. Lifestyle is measured using three indicators:

1. Activity
2. Interest
3. Opinion

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Brand Image

(Sunday Ade Sitorus et al., 2022), explains that brand image is the result of reinterpreting all perceptions of a brand formed through information and past consumer or customer experiences. In line with this,(Salsabila & Pradana, 2023)states that brand image is a view or belief stored in the consumer's memory regarding a particular brand (Rani Anjariani, Sundjoto, 2025). Brand Image is measured through three indicators:

1. Corporate image
2. Product image
3. User Image

Buying decision

(Budiatmo, 2021) defines purchasing decisions as the process of consumers understanding their needs and desires for a product, based on various available sources of information, by setting purchasing goals and evaluating alternatives before finally making a decision to purchase. According to (Vika Ulfiana Latifah, 2023) Purchasing decisions are measured through four indicators:

1. Product Selection
2. Brand Selection
3. Determining the Place of Purchase
4. Decisions Concerning the Timing of Purchases

Method

Research Design

This study used a quantitative survey approach to obtain data from respondents through questionnaire distribution. The main objective of this study was to examine the influence of rebranding and lifestyle on purchasing decisions for Persebaya merchandise through brand image as a mediating variable.

Population and Sample

This study involved consumers of Aza Wear merchandise at the Persebaya Store in Sidoarjo. The sampling technique used was non-probability sampling with a purposive sampling approach. Respondents were required to reside in Sidoarjo, have previously purchased Aza Wear merchandise, and be aged between 17 and 35 years. The final sample size was 127 respondents, determined using the Lemeshow formula and an indicator-based approach.

Data collection

Data were collected through a structured questionnaire distributed online via Google Forms. Each construct was measured using indicators adapted from validated previous research, using a five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree."

Data Analysis Techniques

Data were analyzed using SEM-PLS with SmartPLS 4.1.1.2, which included: (1) validity and reliability testing; (2) outer model evaluation (convergent validity, discriminant validity, composite reliability, Cronbach's Alpha); (3) inner model evaluation (Coefficient Determination, F-Square, Model Fit, HTMT, Fornel Lacker); and (4) hypothesis testing through bootstrapping, with significance assessed at t-statistics > 1.96 and p-values < 0.05 according to Hair et al. (2019) in their research.(Damayanti Lestaluhu, La Mohammat Saleh, 2024).

Results and Discussion

Respondent Characteristics

Of the 127 respondents who participated in this study, 72.70% were male and 27.30% were female. Based on age, the majority of respondents were in the 17-25 years range (83.60%), followed by the 26-35 years range (16.40%). All respondents (100%) resided in Sidoarjo and had purchased Aza Wear products, in accordance with the established purposive sampling criteria. In terms of income, the majority of respondents (49.20%) had an income in the range of Rp 1,000,000-Rp 2,500,000, while in terms of education, the majority of respondents had a high school education (50.80%), Diploma (5.50%)

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and Bachelor's degree (43.80%). These characteristics indicate that the study respondents were dominated by male consumers of productive age with a fairly high level of purchasing loyalty towards Aza Wear merchandise products.

Table 1. Respondent Characteristics

Characteristics	Category	Number (n)	Percentage
Gender	Man	92	72.70%
	Woman	35	27.30%
Age	17–25 years	106	83.60%
	26–35 years	21	16.40%
Domicile	Sidoarjo	127	100.0%
Education	SENIOR HIGH SCHOOL	65	50.80%
	Diploma	7	5.50%
	Bachelor	55	43.80%
Income	Rp1,000,000–Rp2,500,000	63	49.20%
	Rp2,500,000–Rp4,000,000	33	26.60%
	> Rp. 4,000,000	31	24.20%
Frequency of Ever Purchasing a Product	Yes	127	100.0%
	No	0	00.00%

Source: Primary data and SmartPLS 4.1.1.2 output, processed by researchers (2026).

Measurement Model (Outer Model)

An outer model evaluation was conducted to assess the validity and reliability of the indicators. The research model consisted of four Rebranding indicators, three Lifestyle indicators, three Brand Image indicators, and four Purchase Decision indicators, resulting in a total of 14 indicators.

Convergent validity results were assessed using outer loading and Average Variance Extracted (AVE). Rebranding (0.634), Lifestyle (0.751), Brand Image (0.684), and Purchase Decision (0.594). Reliability testing confirmed that all constructs obtained Composite Reliability and Cronbach's Alpha values above 0.70, indicating strong internal consistency across all measured indicators.

Table 2. Outer Loading Results

Variables	Indicator	Outer Loading Range
Rebranding	X1.1–X1.4	0.774–0.823
Lifestyle	X2.1–X2.3	0.839–0.899
Brand Image	M.1–M.3	0.780–0.875
Buying decision	Y.1–Y.4	0.721–0.815

Source: Primary data and SmartPLS 4.1.1.2 output, processed by researchers (2026).

Table 3. Values*Average Variance Extracted*(AVE)

Variables	AVE	Information
Rebranding	0.634	Valid
Lifestyle	0.751	Valid
Brand Image	0.684	Valid
Buying decision	0.594	Valid

Source: Primary data and SmartPLS 4.1.1.2 output, processed by researchers (2026)

Discriminant validity was tested using the Fornell-Larcker and Heterotrait-Monotrait Ratio (HTMT) criteria. The square root of the AVE on the diagonal is higher than the correlation between constructs, thus meeting the Fornell-Larcker criteria. All HTMT values are also below 0.90, thus meeting discriminant validity.

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Table 4. Test Results*Fornell-Larcker Criterion*

Variables	Rebranding	Lifestyle	Brand Image	Buying decision
Rebranding	0.796	0.525	0.748	0.764
Lifestyle		0.866	0.636	0.751
Brand Image			0.827	
Buying decision			0.778	0.770

Source: Primary data and SmartPLS 4.1.1.2 output, processed by researchers (2026).

Table 5.Heterotrait-Monotrait Ratio (HTMT) Test Results

Variables	HTML
Rebranding -> Brand Image	0.895
Lifestyle -> Brand Image	0.749
Rebranding -> Purchase Decision	0.895
Lifestyle -> Purchase Decision	0.864
Brand Image -> Purchase Decision	0.886

Source: Primary data and SmartPLS 4.1.1.2 output, processed by researchers (2026).

Reliability tests show that all constructs have Cronbach's Alpha above 0.70 and Composite Reliability above 0.70. The Cronbach's Alpha values for each construct are 0.807; 0.934; 0.864; and 0.902, respectively, while the Composite Reliability values are 0.810; 0.837; 0.848; and 0.903, respectively.

Table 6.Construct Reliability Test Results

Variables	Cronbach's Alpha	Composite Reliability
Rebranding	0.807	0.810
Lifestyle	0.934	0.837
Brand Image	0.864	0.848
Buying decision	0.902	0.903

Source: Primary data and SmartPLS 4.1.1.2 output, processed by researchers (2026).

Structural Model (Inner Model)

The coefficient of determination (R^2) for Brand Image is 0.641 (high), indicating that Rebranding and Lifestyle together explain 64.1% of the variance. The R^2 value for Purchase Decision is 0.775 (high), indicating that Rebranding, Lifestyle, and Brand Image together explain 77.5% of the variance.

Table 7. R-Square Value

Endogenous Variables	R^2	R^2 Adjusted	Category
Brand Experience	0.641	0.635	Tall
Purchase Intention	0.775	0.770	Tall

Source: Primary data and SmartPLS 4.1.1.2 output, processed by researchers (2026).

The F-Square value of the Rebranding variable on Brand image has a strong influence (0.659). The Rebranding variable on Purchasing Decisions has a moderate influence (0.264). The Lifestyle variable on Brand image has a moderate influence (0.228). The Lifestyle variable on Purchasing Decisions has a strong influence (0.419). The Brand image variable on Purchasing Decisions has a small influence (0.099).

Table 8. F-Square Value

	Brand Image	Buying decision
Rebranding	0.659	0.264
Lifestyle	0.228	0.419
Brand Image		0.099
Buying decision		

Source: Primary data and SmartPLS 4.1.1.2 output, processed by researchers (2026).

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The model fit evaluation showed an SRMR value of 0.076 and an NFI of 0.738. These values support the model's good fit with the research data. A d_ULS value of 1.097, a d_G of 0.645, and a Chi-Square of 449.239 were also reported in the SmartPLS output.

Hypothesis Testing

Hypothesis testing was conducted using bootstrapping-based path coefficients, with the results summarized in Table 1.

Table 1. Results of Path Coefficients and Hypothesis Testing

Track	Coefficient	t-statistics	p-values	Results
Rebranding → Brand Image	0.571	8,116	0,000	Accepted
Lifestyle → Brand Image	0.336	3,868	0,000	Accepted
Rebranding → Purchase Decision	0.368	3,724	0,000	Accepted
Lifestyle → Buying decision	0.399	4,612	0.006	Accepted
Brand Image → Purchase Decision	0.249	2,465	0.014	Accepted
Rebranding → Brand Image → Purchase Decision	0.142	2,299	0.022	Accepted
Lifestyle → Brand Image → Purchase Decision	0.084	2,237	0.025	Accepted

Source: Primary data and SmartPLS 4.1.1.2 output, processed by researchers (2026).

Based on the results of the path analysis test, the seven hypotheses showed positive path coefficients and p-values below 0.05, which means that all the proposed relationships were proven to have a positive and significant effect.

Discussion

This section discusses and interprets the results of hypothesis testing by linking them to the theories and previous research used in the study.

Rebranding of Brand Image. Rebranding has a positive and significant effect on brand image with a coefficient of 0.571, a t-statistic of 8.116, and a p-value of 0.000. This path is the strongest direct influence in the model. These findings indicate that changing brand identity, updating visual appearance, and strengthening brand positioning can create a more positive perception in the eyes of consumers. These results are in line with(Ridho Ilviendri, 2021).

Lifestyle on Brand Image. Lifestyle has a positive and significant effect on Brand Image with a coefficient of 0.336, a t-statistic of 3.868, and a p-value of 0.000. Consumer lifestyle plays a role in shaping how consumers view a brand, as brands that are perceived to align with consumers' activities, interests, and outlook on life will more easily build a positive image. This finding is in line with(Okky Dwi Cahyono, Piji Pakarti, Amalia Nur Chasanah, 2025).

Rebranding on Purchasing Decisions. Rebranding has a positive and significant effect on purchasing decisions with a coefficient of 0.368, a t-statistic of 3.724, and a p-value of 0.000. Brand

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identity renewal can encourage positive consumer responses and increase purchasing tendencies. This finding is in line with(Nurul Hasanah, 2026).

Lifestyle on Purchasing Decisions. Lifestyle has a positive and significant effect on purchasing decisions, with a coefficient of 0.339, a t-statistic of 4.612, and a p-value of 0.000. This finding indicates that consumer lifestyle can determine the level of interest and need for a product. These results are in line with(Assa Agustin, Sudarwati, 2021).

Brand Image on Purchasing Decisions. Brand image has a positive and significant effect on purchasing decisions with a coefficient of 0.249, a t-statistic of 2.465, and a p-value of 0.014. A good brand image can increase consumer trust and interest in a product. This finding is in line with(Arba'in & Ika Purwanti, 2025).

Brand Image as a mediator of Rebranding on Purchasing Decisions. Brand Image significantly mediates the influence of Rebranding on Purchasing Decisions with an indirect effect of 0.142, t-statistics of 2.299, and p-values of 0.022. This means, Aza Wear has successfully carried out a rebranding that is able to display a more modern, attractive brand image, and in accordance with the identity of Persebaya supporters, so this positive image will encourage consumers to make purchasing decisions.

Brand Image as a Lifestyle mediator on Purchasing Decisions. Brand Image also significantly mediates the influence of Lifestyle on Purchasing Decisions with an indirect effect of 0.084, t-statistics of 2.237, and p-values of 0.025. This shows that Lifestyle makes Persebaya merchandise part of the supporter's identity and is able to form a better brand image in the minds of consumers and then encourages consumers to be more confident in choosing and purchasing Aza Wear merchandise.

Conclusion

This study found that rebranding and lifestyle were positively and significantly associated with brand image and purchasing decisions for AZA Wear merchandise. Brand image also had a significant mediating role in the relationships between rebranding, lifestyle, and purchasing decisions. However, this study was limited by the use of purposive sampling and respondents restricted to Sidoarjo, which may limit the generalizability of the findings. Future research could involve respondents from other regions and examine additional variables, such as product quality, price, and digital promotion. Practically, AZA Wear should strengthen its brand positioning and develop marketing strategies that align with the lifestyle and identity of Persebaya supporters to support a positive brand image and purchasing decisions.

Suggestion

Aza Wear management is advised to continue strengthening its rebranding strategy by emphasizing its positioning as Persebaya's official, modern merchandise that aligns with the supporter's identity. This can be achieved through a wider product range, active digital promotions, and campaigns that highlight the emotional value, pride, and lifestyle of supporters to strengthen the brand image and drive purchasing decisions.

For future researchers, it is recommended to add other variables, such as product quality, price, digital promotions, or consumer loyalty. Furthermore, the scope and research area could be expanded to include supporters in other regions or other football club merchandise brands to broaden the research results and enrich the study of consumer behavior in the sports merchandise industry.

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