Gender differences associated with the evolution of attributes sought in sports apparel

Jami Adler
James Madison University
Gender Differences Associated with the Evolution of Attributes Sought in Sports Apparel

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by Jami Adler
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FACULTY COMMITTEE:

Project Advisor: Theresa B. Clarke, Ph.D.
Professor, Marketing

Reader: Irvine Clarke III, Ph.D.
Professor, Marketing

Reader: David Shonk, Ph.D.
Associate Professor, Sports and Recreation Management

HONORS COLLEGE APPROVAL:

Bradley R. Newcomer, Ph.D.,
Dean, Honors College

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Abstract

Since the turn of the century, many things have changed around the world, with a focus on the athletic apparel and fashion industries. Using Fowler’s (1999) research regarding the attributes sought in sports apparel, this study serves as a replication to determine how attributes sought in sports apparel have evolved. Online surveying through Qualtrics was utilized for data collection. The research explored the trend of Athleisure and the rising demand for versatile clothing. The role of gender and its associated differences significantly influenced the attributes sought in sports apparel. In addition, this study explored three additional attributes that consumers evaluate when making purchasing decisions. Findings indicate that consumer preferences of attributes sought in sports apparel products have evolved over the past 18 years and the prevalence of gender differences is strongly influencing consumer behavior in this product category.

Keywords: athleisure, sportswear, sports apparel, athletic apparel, gender differences, consumer decision making