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

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# Gender Differences Associated with the Evolution of Attributes Sought in Sports Apparel

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An Honors College Project Presented to  
the Faculty of the Undergraduate  
College of Business  
James Madison University

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by Jami Adler

May 2018

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Accepted by the faculty of the Department of Marketing, James Madison University, in partial fulfillment of the requirements for the Honors College.

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## PUBLIC PRESENTATION

This work is accepted for presentation, in part or in full, at the Association of Collegiate Marketing Educators Conference on March 9, 2017.

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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*