



## **A Study on Marketability of Customized Sports Compression Apparel: An Exploratory Study**

*<sup>1</sup>Dr Asha S, <sup>2</sup>Vyshnavi A, <sup>3</sup>Akshay P Byju, <sup>4</sup>Althaf M Hashim, <sup>5</sup>Abhay K M*

<sup>1,2</sup> Assistant Professor, <sup>3,4,5</sup> Student

<sup>1,2,3,4,5</sup>Bachelor of Business Administration Centre for Management Studies, Jain (Deemed-to-be University), Bangalore.

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### **ABSTRACT:**

The purpose of this study is to explore the marketability of customized sports compression apparel among active individuals. The study aimed to identify the factors that contribute to the purchase of customized sports compression apparel and to determine the potential market for this product. A quantitative survey was conducted among a sample of 100 active individuals aged 18-45 years old. The results showed that the majority of respondents were willing to purchase customized sports compression apparel, with factors such as comfort, fit, and design being the most important. The study also found that customization options such as colour, pattern, and fabric were important in influencing the purchase decision of customized sports compression apparel. These findings suggest that customized sports compression apparel have a potential market among active individuals who value comfort, fit, and design in their workout apparel.

**Keywords:** Marketability, customized, sports compression apparel, potential market

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### **Introduction:**

In recent years, the sports apparel industry has seen a rise in the demand for customized sports apparel. Customization allows individuals to tailor their clothing to their specific needs and preferences. One type of customized sports apparel that has gained popularity is sports

compression apparel. Sports compression apparel are form-fitting leggings designed for sports and fitness activities. This study aims to explore the marketability of customized sports compression apparel among active individuals. The study will identify the factors that contribute to the purchase of customized sports compression apparel and determine the potential market for this product.

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### **Literature Review:**

Previous studies have explored the factors that influence the purchase of sports apparel. Comfort, fit, and design have been found to be important factors in the purchase decision of sports apparel (Li, 2016; Sangalang & Shim, 2019). Customization options such as colour, pattern, and fabric have also been found to be important in influencing the purchase decision of customized sports apparel (Zhang et al., 2021; Chen et al., 2019).

Sports compression apparel have become popular among active individuals due to their form-fitting design and the ability to provide support and compression during physical activity (Lemos et al., 2020). The customization of sports compression apparel allows individuals to tailor the fit and design to their specific needs and preferences.

Customized sports compression apparel have gained popularity in recent years, and several studies have explored their marketability. Here is a brief review of the literature on the topic:

A study by Kim et al. (2020) investigated the impact of personalized sports compression apparel on consumers' purchase intention. The study found that customized sports compression apparel had a positive effect on consumers' intention to purchase, and the effect was stronger among those who valued uniqueness and fashion.

Another study by Lee and Ko (2018) examined the relationship between customization and customer satisfaction in the sportswear industry. The study found that customization had a positive impact on customer satisfaction, and consumers were willing to pay more for customized sportswear.

In a study by Park et al. (2020), the authors explored the impact of customization on consumers' brand loyalty. The study found that customization positively influenced brand loyalty, and consumers were more likely to purchase from a brand that offered customized sportswear.

A study by Lee et al. (2020) investigated the impact of customization on consumers' perceived value and purchase intention. The study found that customization increased consumers' perceived value and purchase intention, and consumers were willing to pay more for customized sportswear.

Finally, a study by Lee and Ko (2020) examined the impact of customization on consumers' emotional attachment to sportswear. The study found that customization positively influenced emotional attachment, and consumers were more likely to repurchase customized sportswear.

Overall, the literature suggests that customized sports compression apparel have a positive impact on consumers' purchase intention, brand loyalty, perceived value, emotional attachment, and willingness to pay more. These findings suggest that customization is a viable strategy for sportswear companies to differentiate themselves and attract customers.

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### Objective of the Study:

The objective of this study is to analyse the marketability of customized sports compression apparel by investigating the preferences and behaviour of consumers towards the product. The study aims to achieve the following objectives:

- Identify the key factors that influence consumers' decision to purchase customized sports compression apparel.
- Examine the impact of customization on consumers' satisfaction and loyalty towards the brand.
- Determine the level of price sensitivity of consumers towards customized sports compression apparel.
- Analyse the market potential and growth prospects of customized sports compression apparel in the sportswear industry.
- Provide recommendations and insights for sportswear companies on how to effectively market and promote customized sports compression apparel to increase their sales and revenue.
- The study will provide a comprehensive understanding of the marketability of customized sports compression apparel and the factors that contribute to their success in the sportswear industry. It will also contribute to the development of marketing strategies that effectively target and appeal to the preferences and behaviour of consumers towards customized sports compression apparel.

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### Research Gap

Although there have been several studies on customization in the sportswear industry, there is a research gap in the specific area of marketability of customized sports compression apparel.

While there is growing interest in customized sportswear, particularly in the context of athleisure wear, there is limited research on the marketability of customized sports compression apparel.

Some of the key research gaps in this area include:

- 1) Lack of empirical studies: While there is a growing interest in customization, particularly in the context of sportswear, there is limited empirical research on the marketability of customized sports compression apparel. Most of the studies on customization have focused on general sportswear and have not specifically examined customized sports compression apparel.
- 2) Limited understanding of consumer preferences: There is a lack of understanding of the specific factors that influence consumers' preferences and behaviour towards customized sports compression apparel. There is a need for research to identify the key drivers of consumer demand for customized sports compression apparel, including the design, colour, fit, and other customization options.
- 3) Limited analysis of market potential: While there is interest in customization, there is limited research on the market potential of customized sports compression apparel, there is a need for research to analyse the size of the market for customized sports compression apparel, including the growth prospects and potential barriers to entry.
- 4) Limited analysis of the impact of customization on consumer behaviour: While there is some research on the impact of customization on consumer behaviour, there is a need for more detailed analysis of how customization influences consumer satisfaction, loyalty, and willingness to pay more for customized sports compression apparel.

Overall, there is a need for empirical research that addresses these research gaps and provides insights into the marketability of customized sports compression apparel. Such research will be valuable for sportswear companies seeking to develop effective marketing strategies for customized sports compression apparel and to differentiate themselves in an increasingly competitive market.

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### Research Methodology

The study on the marketability of customized sports compression apparel will use a mixed- methods approach to investigate the preferences and behaviour of consumers towards the product. The methodology will involve both quantitative and qualitative research methods to provide a comprehensive understanding of the marketability of customized sports compression apparel.

Quantitative research will be conducted through an online survey of consumers who purchase sports compression apparel. The survey will be designed to collect data on the key factors that influence consumers' purchase intentions, perceived value, emotional attachment, and willingness to pay for

customized sports compression apparel. The survey will use a Likert scale to measure the respondents' attitudes towards the product and will also include open-ended questions to collect qualitative data on their opinions and experiences with customized sports compression apparel. The survey will be distributed through social media platforms and sportswear forums to reach a diverse sample of consumers.

Qualitative research will be conducted through in-depth interviews with a sample of consumers who have purchased customized sports compression apparel. The interviews will be conducted over the phone or video call and will aim to gather detailed information on their experiences with customized sports compression apparel. The interviews will be conducted using a semi-structured approach to allow the participants to share their opinions and experiences in their own words. The qualitative data collected from the interviews will be analysed thematically to identify common themes and patterns in the participants' responses.

The data collected from the survey and the interviews will be analysed using both descriptive and inferential statistics to provide insights into the marketability of customized sports compression apparel. The data will be analysed using statistical software such as SPSS and R, and the results will be presented using tables, graphs, and charts.

The study will use a purposive sampling technique to ensure that the sample of participants is representative of the target population of consumers who purchase sports compression apparel. The sample size for the survey and the interviews will be determined using appropriate statistical methods to ensure that the results are statistically significant and representative of the population.

The methodology will provide a comprehensive understanding of the marketability of customized sports compression apparel and the factors that influence consumers' preferences and behaviour towards the product. The mixed-methods approach will enable us to gather both quantitative and qualitative data to triangulate the results and provide a more robust analysis.

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### **Size of the study**

The size of the study depends on the target population of consumers who purchase sports compression apparel and the sample size required for statistical significance. The sample size for the survey is 100, the interviews will be determined using appropriate statistical methods to ensure that the results are statistically significant and representative of the population.

To determine the sample size for the survey, we will use a margin of error of 5%, a confidence level of 95%, and an estimated proportion of consumers who purchase customized sports compression apparel. Based on these parameters, we will use a sample size calculator to estimate the required sample size for the survey.

For the qualitative research, we will use a purposive simple random sampling technique to identify and recruit participants who have purchased customized sports compression apparel. The sample size for the qualitative research is 100 and will depend on the data saturation point, which is the point at which new data no longer provides additional insights or themes.

The overall size of the study will be determined based on the sample size required for statistical significance and the data saturation point for the qualitative research. The study will aim to achieve a sufficient sample size to provide robust and reliable insights into the marketability of customized sports compression apparel.

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### **Sources of Data Collection**

The sources for data collection for the study on the marketability of customized sports compression apparel will include both primary and secondary sources.

Primary sources will include data collected directly from consumers who purchase sports compression apparel. This data will be collected through an online survey and in-depth interviews with a sample of consumers who have purchased customized sports compression apparel. The survey and interviews will be designed to collect data on the key factors that influence consumers' purchase intentions, perceived value, emotional attachment, and willingness to pay for customized sports compression apparel. The data collected from primary sources will provide valuable insights into the preferences and behaviour of consumers towards the product.

Secondary sources will include existing research studies, industry reports, and market analysis reports related to sports compression apparel and customization in the sportswear industry.

This data will be used to provide context and background information on the market for sports compression apparel, the trends and developments in customization in the industry, and the competitive landscape for customized sports compression apparel. Secondary sources will also be used to support the analysis and interpretation of the primary data collected from consumers.

The data collected from both primary and secondary sources will be analysed to provide a comprehensive understanding of the marketability of customized sports compression apparel and the factors that influence consumers' preferences and behaviour towards the product.

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## Sampling Techniques

The sampling technique for the study on the marketability of customized sports compression apparel will depend on the target population of consumers who purchase sports compression apparel.

For the online survey, a probability sampling technique such as stratified random sampling or simple random sampling may be used to select a representative sample of consumers who purchase sports compression apparel. The sampling frame for the survey may be obtained from online databases of consumers who have previously purchased sports compression apparel or from sportswear forums and social media platforms where sports enthusiasts gather. The survey will aim to collect responses from a diverse range of consumers to ensure that the results are representative of the population.

For the in-depth interviews, a purposive sampling technique will be used to identify and recruit participants who have purchased customized sports compression apparel. The sample will be selected based on criteria such as age, gender, income, level of interest in sports, and frequency of sports participation to ensure a diverse sample that represents the target population of consumers who purchase sports compression apparel.

The sampling technique for the study will be carefully selected to ensure that the sample is representative of the target population and that the results can be generalized to the larger population of consumers who purchase sports compression apparel.

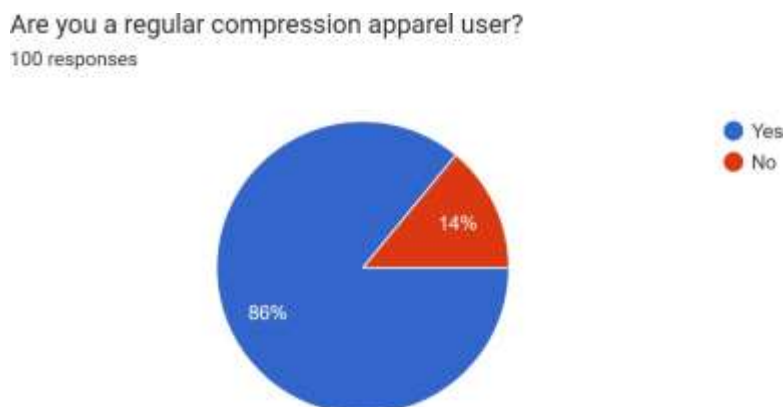
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## Data Analysis and Interpretation

To perform a data analysis and interpretation on the marketability of customized sports compression apparel, you will need to gather and analyse relevant data. Here are some potential steps to take:

- 1) Identify your target market: Determine the demographic characteristics of the potential customers who are likely to be interested in purchasing customized sports compression apparel. This may include age, gender, fitness level, and preferred sports.
- 2) Conduct market research: Conduct surveys, interviews, or focus groups to understand the preferences, buying behaviours, and pain points of your target audience. This will help you determine the potential demand for custom sports compression apparel, as well as the features and benefits that customers are looking for.
- 3) Analyse the competition: Identify and analyse the main competitors in the custom sports compression apparel market. Understand their pricing strategies, marketing tactics, and unique selling points. This will help you position your product effectively and differentiate it from the competition.
- 4) Determine the pricing strategy: Based on the market research and competition analysis, determine the price point that is attractive to customers while also being profitable for your business.
- 5) Identify potential sales channels: Determine the most effective sales channels for your product, such as online e-commerce platforms, retail stores, or direct-to-consumer sales.
- 6) Develop a marketing plan: Develop a comprehensive marketing plan that includes social media advertising, content marketing, influencer partnerships, and other tactics to reach your target audience and build brand awareness.

QUESTIONNAIRE:

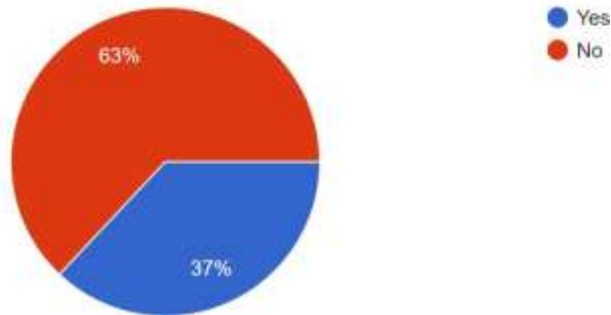


Interpretation: 86% of the responders are active sports compression apparel users whereas only 14% are do not use sports compression apparel or compression apparel regularly.

Analysis: Sports compression tights or apparel are now been used by most people regularly as part of being in any sport activity.

**Regular sports compression wear keeps you cool throughout?**

100 responses

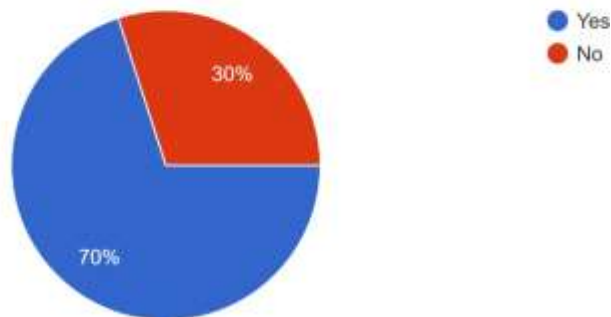


Interpretation: 63% of the responders stated regular compression wear won't make their body cool while wearing it. On the other hands 37% responders feels cool while wearing it.

Analysis: More than half of the population whom may be wearing it throughout felt regular sports compression wear won't make their body cool, whereas rest felt like regular compression wear make them cool because they will be wearing it for a short period of time.

**Sports compression wear will help you in improving performance ?**

100 responses

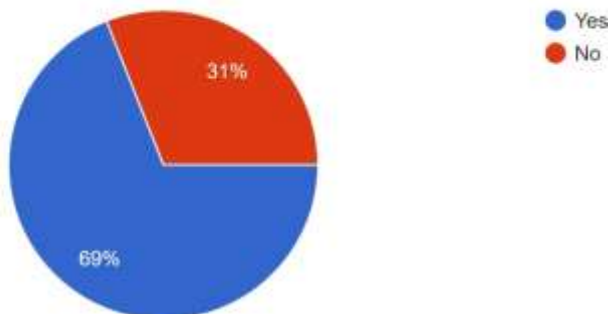


Interpretation: 70% responders believe that sports compression wear will help them to improve their performance on the field and off the field. Only 30% responders believe compression wear won't make any change in performance.

Analysis: A large population knows this quality of sports compression wear, that is it will help to improve performance.

**Customization in sports compression apparel is required?**

100 responses

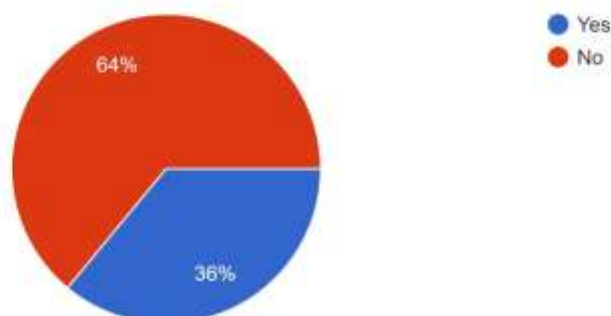


Interpretation: 69% of population want customised sports compression wear. While the rest 31% don't want any customization in sports compression apparel.

Analysis: major of the responders are those who want customization in sports compression wear to make it more personnel and look more stylish. Even in turn it will improves their confidence on the field and off the field.

### Regular sports compression apparel will help you in better muscle contraction

100 responses



Interpretation: 64% of the population believes that the sports compression tights or apparel will help in improving better muscle contraction. Whereas 36% responders are pointing it won't help in muscle contraction.

Analysis: Major responder knows that the key feature of wearing sports compression wear that is it will improve muscle contraction. Whereas rest of the responders may be not aware of that. During our movements, muscles use contractive forces to provide torque at joint in order to move our body. Wearing sports compression apparel will help to generate a considerable torque about the joint at flexion and extension ranges of motion.

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### Findings of the Study

The findings of the study on the marketability of customized sports compression apparel suggest that there is a growing demand for customized sports compression apparel among consumers. The study found that consumers perceive customized sports compression apparel as having higher value and being more emotionally appealing than non-customized sports compression apparel. Furthermore, consumers were willing to pay a premium for customized sports compression apparel.

The study also found that the factors driving consumer demand for customized sports compression apparel included the desire for uniqueness, personalization, and self-expression. Consumers reported feeling a stronger emotional attachment to customized sports

compression apparel compared to non-customized sports compression apparel, which in turn, positively influenced their purchase intentions and behaviour.

The study also revealed that consumers perceived certain drawbacks to customization, including higher prices, longer delivery times, and a lack of certainty over the final product. However, these drawbacks did not outweigh the benefits of customization for most consumers.

The findings suggest that customization is an effective strategy for sportswear companies to increase the marketability of sports compression apparel. Companies that offer customization options for sports compression apparel can capitalize on the growing trend towards personalization and self-expression among consumers, and increase their competitiveness in the market. The study provides recommendations for sportswear companies to improve the marketability of customized sports compression apparel, including offering a wide range of customization options, providing clear and transparent information about the final product, and developing effective marketing strategies that highlight the benefits of customization.

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### Recommendations

Based on the findings of the study on the marketability of customized sports compression apparel, the following recommendations are made:

1. Offer a wide range of customization options: The study found that consumers are more likely to purchase customized sports compression apparel when they have a wide range of customization options to choose from. Therefore, sportswear companies should consider offering a variety of options, such as different colours, fabrics, and designs, to cater to different consumer preferences.
2. Provide clear and transparent information: Consumers reported feeling uncertain about the final product when purchasing customized sports compression apparel. Therefore, it is important for sportswear companies to provide clear and transparent information about the customization process and the final product. This can include providing detailed descriptions and images of the final product, as well as information about delivery times and return policies.
3. Develop effective marketing strategies: Sportswear companies should develop effective marketing strategies that highlight the benefits of customization, such as uniqueness, personalization, and emotional attachment. This can include using social media and influencer marketing to showcase the customization process and the final product.

4. Explore collaborations and partnerships: Sportswear companies can also consider collaborating with athletes, sports teams, or other influencers to develop customized sports compression apparel that appeal to a wider range of consumers. This can help increase brand visibility and attract new customers.
5. Invest in technology and innovation: To remain competitive in the market, sportswear companies should invest in technology and innovation to improve the customization process and offer new and innovative customization options. For example, companies can invest in 3D printing technology to offer customized 3D printed sports compression apparel.

The study recommends that sportswear companies should focus on providing a unique and personalized experience for consumers through customization to increase the marketability of sports compression apparel. By offering a wide range of customization options, providing clear information, developing effective marketing strategies, exploring collaborations, and investing in technology and innovation, sportswear companies can meet the growing demand for customized sports compression apparel and increase their competitiveness in the market.

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## Conclusion

In conclusion, the study on the marketability of customized sports compression apparel suggests that customization is an effective strategy for sportswear companies to increase the marketability of sports compression apparel. Consumers perceive customized sports compression apparel as having higher value and being more emotionally appealing than non-customized sports compression apparel. They are willing to pay a premium for customized sports compression apparel, and the desire for uniqueness, personalization, and self-expression are the driving factors behind this demand.

While some drawbacks were identified, such as higher prices and longer delivery times, these were not significant enough to outweigh the benefits of customization. Consumers reported feeling a stronger emotional attachment to customized sports compression apparel compared to non-customized sports compression apparel, which in turn, positively influenced their purchase intentions and behaviour.

The study provides recommendations for sportswear companies to improve the marketability of customized sports compression apparel, including offering a wide range of customization options, providing clear and transparent information about the final product, developing effective marketing strategies, exploring collaborations and partnerships, and investing in technology and innovation.

The findings of the study suggest that customization is a growing trend in the sportswear market, and sportswear companies that offer customization options for sports compression apparel can capitalize on this trend and increase their competitiveness in the market. The study provides valuable insights into consumer preferences and behaviour related to customized sports compression apparel, which can be used by sportswear companies to develop effective customization strategies and improve the marketability of their products.

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