

AN EXPLORATION OF THE USE OF SPORTSWEAR BY YOUTH

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ABSTRACT

Today's youth is in many sense different than that of yesterday. The activities they involve themselves in, the hobbies they have and the behaviors they depict in consumer decision making have all been different. For marketers youth have become an interesting market segment as they are risk taking, they venture out and look for opportunities and try out new products. In general, youths are mostly active people. As apparel is a part of fashion industry, the consumption behavior of apparel speaks volumes about the behavior of youth. In apparel sector, sportswear is especially made for the active people. So sportswear and youth go hand in hand as sportswear happens to be designed and manufactured for active people, at least in essence. Hence a study of youth's behavior regarding the consumption pattern of sportswear would form an interesting study. This study was aimed at developing an understanding and insight in to the use pattern of various sportswear products, the attitude of the youth regarding the brands and trying to understand why they use the sportswear. In order to tap the potential market that youth represents, increasingly, the sportswear brands are becoming fashion conscious. Hence the study probed in to fashion aspect of the sportswear brands.

KEYWORDS: Sportswear, Youth, Consumption Pattern