



Fit, Fashion, And Feats: Deciphering The Athleisure Competitive Landscape

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DOI - 10.5281/zenodo.13764906

ABSTRACT:

This research paper investigates the competitive landscape of the athleisure fashion segment, analyzing the intersection of fitness functionality, fashion trends, and consumer preferences. Through a comprehensive review of industry literature and market analysis, this study examines the strategies employed by leading athleisure brands to gain market share and maintain competitive advantage. Key factors such as product innovation, brand positioning, marketing tactics, and consumer demographics are explored to understand the dynamics driving competition within the athleisure market. Drawing on qualitative and quantitative research methods, this paper offers insights into the evolving nature of athleisure as a fashion category and identifies opportunities and challenges for industry players. This research contributes to a deeper understanding of the dynamics shaping the contemporary fashion industry by deciphering the fit, fashion, and feats of the athleisure competitive landscape.

Keywords: Athleisure Fashion, Competitive Landscape, Market Dynamics, Brand Positioning, Product Innovation, Fashion Trends, and Market Analysis.

INTRODUCTION:

In the contemporary realm of fashion, where comfort converges with style, the rise of athleisure emerges as a testament to the evolving preferences of consumers worldwide. Defined by its fusion of athletic and leisurewear, athleisure represents more than just a passing trend; it embodies a lifestyle

ethos characterized by versatility, functionality, and aesthetic appeal. As this fashion segment continues to gain momentum, understanding the intricacies of its competitive landscape becomes imperative for both industry players and observers alike. Understanding year competitors and the market landscape is key to thriving in

the fashion industry. This guide takes you through the intricacies of competitive analysis for fashion brands, providing valuable insights to propel your brand to the top.

The present study embarks on a comprehensive exploration of this dynamic sector, delving deep into its multifaceted dimensions. By analyzing the interplay of market forces, consumer behaviour, and industry trends, this study aims to provide valuable insights into the competitive dynamics shaping the athleisure fashion segment. From the emergence of innovative fabrics to the influence of social media on consumer perceptions, every aspect of the athleisure phenomenon warrants meticulous examination to discern its underlying drivers and implications. The fashion industry epitomizes dynamism, with trends ebbing and flowing, consumer preferences evolving, and fresh entrants continually reshaping the landscape. In this ever-changing environment, competitive analysis isn't merely advantageous—it's indispensable. It equips fashion entities with the insights needed to navigate the complexities, refine strategies, and fortify their foothold within an intensely competitive market.

In the cutthroat realm of fashion, grasping the intricacies of your competitors is essential for ensuring the longevity and prosperity of your enterprise. Through comprehensive

competitive analysis, businesses gain invaluable insights into the ever-shifting landscape of market trends, customer inclinations, and burgeoning fashion directions. This deeper understanding not only facilitates informed decision-making but also equips fashion enterprises with the tools necessary to outmaneuver rivals and carve out a distinct competitive advantage. In essence, competitive analysis serves as the cornerstone of strategic planning in the dynamic world of fashion, offering a pathway to sustainable growth and prominence amidst intense market competition. Irrespective of whether you're an established fashion label or an emerging startup, comprehending your competitors and the broader market dynamics is paramount for sustained success in this realm. Within this comprehensive guide, we delve into the nuances of competitive analysis tailored specifically for fashion enterprises, offering actionable insights and strategies to elevate your brand's standing amidst the competition.

As we navigate through the realms of fit, fashion, and feats within the athleisure domain, it becomes evident that this segment transcends traditional boundaries, catering to a diverse array of preferences and lifestyles. What began as a niche trend has swiftly permeated mainstream culture, captivating audiences across demographics and geographies. Consequently, the competitive

landscape has evolved significantly, characterized by intense rivalry, strategic alliances, and relentless innovation as brands vie for a greater share of this burgeoning market. This research endeavour seeks to unravel the complexities of the athleisure competitive landscape, offering a nuanced understanding of its key players, market positioning strategies, and future trajectory. By synthesizing empirical data, industry reports, and scholarly insights, we aim to provide stakeholders with actionable intelligence to navigate the competitive terrain effectively. In doing so, we endeavour to contribute to the broader discourse on fashion entrepreneurship, consumer behaviour, and market dynamics in the context of the ever-evolving athleisure segment.

METHODOLOGY:

This research explores the preferences and behaviors of athleisure consumers—individuals who appreciate clothing suitable for both exercise and everyday wear. As athleisure's popularity grows due to its comfort and style, understanding consumer demographics like age, gender, income, and lifestyle is crucial. Younger consumers may prioritize trendy designs and technology, while older individuals focus on comfort and durability. Geographic focus is also significant, as cultural and economic differences can influence the popularity

and adoption of athleisure across regions.

Sampling Design: The study employs both stratified and convenience sampling. Stratified sampling divides the target population by age, gender, or income, ensuring diverse opinions. Convenience sampling targets easily accessible participants, such as shoppers at athleisure stores or social media followers, allowing for quick and cost-effective data collection. Combining these methods provides a comprehensive view of the market.

Sampling Size: A minimum of 30 participants is deemed sufficient for initial insights, balancing reliability with practical constraints. This sample size aligns with statistical norms, ensuring the study's credibility while remaining manageable.

Sampling Unit: The research focuses on 18-35-year-olds, who are key trendsetters and influencers in the athleisure market. This group is deeply connected to fitness and wellness, heavily influenced by social media and brand collaborations. Analyzing their attitudes and behaviors offers valuable insights for brands aiming to stay competitive.

Sampling Method: Online surveys are chosen for their accessibility and efficiency, allowing for a wide reach and a higher response rate. This method aligns with the digital habits of the target demographic and facilitates rapid data collection and analysis.

Data Collection Method: Data will be collected via online surveys and interviews. Surveys, distributed through platforms like SurveyMonkey or Google Forms, will gather quantitative data on consumer preferences and brand perceptions. In-depth interviews with industry stakeholders will provide qualitative insights into trends, competition, and challenges. Ethical considerations, such as informed consent and data privacy, will be strictly observed.

Instrument: The primary data collection instrument is a questionnaire, carefully developed through literature review and pilot testing to ensure relevance and clarity. For in-depth insights, interviews will complement the surveys, guided by an interview framework aligned with research objectives. Both tools will undergo validation for reliability and accuracy.

Structure of Questionnaires: The questionnaire will combine closed-ended questions (e.g., multiple-choice) and open-ended questions to capture a full range of consumer opinions. Scales, such as 1-5 ratings, will measure factors like brand preference and reputation. Ensuring these scales are reliable and valid is essential for trustworthy data.

Data Analysis Technique: The study will employ descriptive statistics and regression analysis. Descriptive statistics will summarize consumer preferences and behaviors, while regression analysis will explore the

relationships between variables such as age, income, and brand preference. These methods will provide a comprehensive understanding of the athleisure market and its competitive landscape, offering valuable insights for both researchers and industry professionals.

RESULTS AND DISCUSSION:

1. Respondents' opinions of the factors influencing the choice of athleisure brands:

Fig. 1 encompasses, the survey querying the primary factors influencing the choice of athleisure brands, respondents were presented with various options including price, brand reputation, style and design, celebrity endorsements, and quality of materials. The results indicated that the majority of participants, totaling 40%, placed significant emphasis on style and design when making their brand selections. Equally significant was the consideration of quality of material, with another 32% of respondents prioritizing this aspect. However, brand reputation garnered less attention, with only 12% of individuals indicating it as their primary influence. Celebrity endorsements held a minor sway, with 8% of respondents selecting this factor. Interestingly, the remaining respondents favored the price option, indicating a balanced consideration of affordability in their athleisure brand choices. These findings underscore the

importance of both aesthetic appeal and material quality in the decision-making process for athleisure consumers, with affordability also playing a notable role for a segment of respondents.

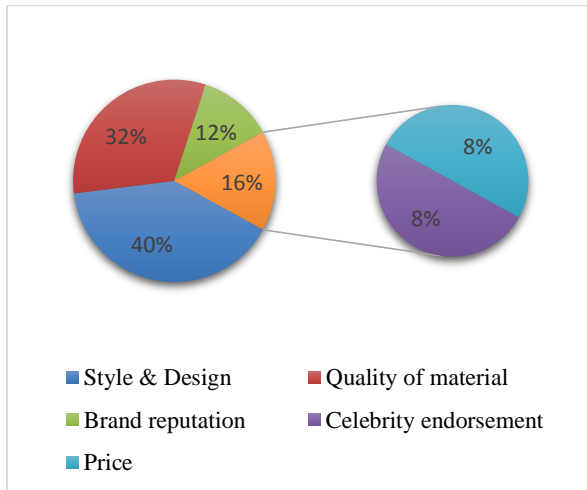


Fig. 1 Respondents' opinions of the factors influencing the choice of athleisure brands

2. Respondents' opinions on shopping experience while buying athleisure wear:

Responses from the survey regarding typical shopping experiences for athleisure wear revealed diverse preferences and priorities among participants. Many emphasized the importance of finding a good fit and comfort through trying on items, with some valuing interaction with salespersons for guidance. Others highlighted the need for good assistance and a pleasant shopping ambiance. Research and planning, as well as checking fabric quality, were also common practices. Challenges such as misleading sizes, especially for shorter

individuals, and high prices were noted. Preferences for colour variety and fitness suitability were mentioned, along with a focus on comfort over anything else. Some respondents preferred online shopping for convenience, while others prioritized quality, price, and brand reputation. Overall, factors like style, functionality, and smart, stylish design were deemed important across different brand choices.

3. Respondents' opinions about social media platforms for athleisure brands:

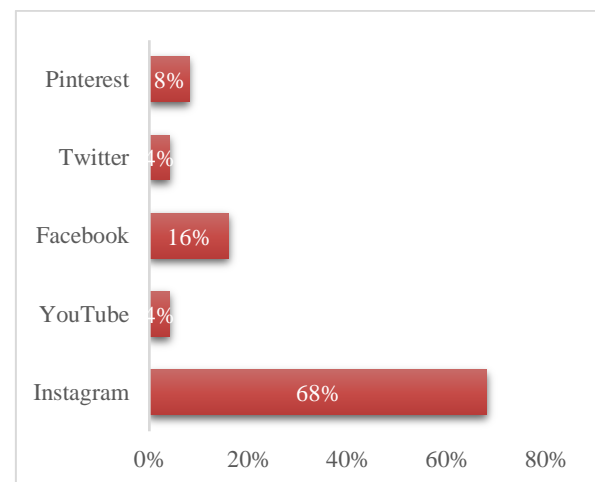


Fig. 2 Respondents' opinions about social media platforms for athleisure brands

According to Fig. 2, The survey on social media platforms for discovering new athleisure brands highlighted Instagram as the primary choice for 68% of respondents, indicating its significant influence in this domain. Facebook followed, with 16% of participants utilizing it for brand discovery. Pinterest garnered 8% of

votes, reflecting a smaller but notable user base for brand exploration. Interestingly, Twitter and YouTube received minimal attention, with respondents showing little inclination toward these platforms for discovering athleisure brands. The dominance of Instagram suggests its effectiveness in showcasing athleisure products and trends to consumers. Facebook's presence underscores its continued relevance for brand promotion in the fashion industry. Pinterest's appeal likely lies in its visual nature, conducive to browsing and discovering new styles. The lack of votes for Twitter and YouTube suggests that these platforms may not be as effective for athleisure brand discovery, at least within the surveyed population.

4. Respondents’ opinions on sustainability factors while purchasing athleisure wear:

Table 1: Respondents’ opinions on sustainability factors while purchasing athleisure wear

SL. NO.	PARTICULARS	NO. OF RESPONDENTS
1	Extremely important	6 (24.00)
2	Very important	11 (44.00)
3	Somewhat important	6 (24.00)
4	Not very important	2 (8.00)
5	Not at all important	0

Figures in parentheses indicate percentages

As per the data presented in Table 1. represents, the survey addressing the importance of sustainability in athleisure wear purchases, a significant portion of respondents, totaling 44%, deemed it "very important." An additional 24% expressed moderate importance, considering sustainability "somewhat important." Surprisingly, 24% of participants valued sustainability exceptionally highly, rating it as "extremely important." However, there was a minority, constituting 8% of voters, who regarded sustainability as "not very important." Strikingly, no respondents indicated that sustainability was "not at all important." These findings underscore a notable emphasis on sustainability within the athleisure consumer base, with a majority considering it as very or extremely important in their purchasing decisions.

5. Respondents’ opinions on factors influencing the athleisure brands:

Fig. 3 encompasses, the survey on factors influencing athleisure brands, respondents provided insights into their key considerations. The majority, comprising 64%, emphasized the importance of fit and comfort, highlighting the significance of how clothing feels and wears during physical activities. Additionally, 16% of participants valued a variety of product offerings, indicating a desire for diverse

options to meet their specific preferences and needs. Similarly, another 16% prioritized customer service and support, indicating the importance of a positive shopping experience and assistance throughout the purchasing journey. A smaller segment of respondents chose social responsibility initiatives, suggesting a growing awareness and appreciation for brands that prioritize ethical and sustainable practices. These findings suggest that while factors such as fit, comfort, variety, and customer service are paramount for most consumers, an increasing number are also considering a brand's social responsibility efforts when making their evaluations.

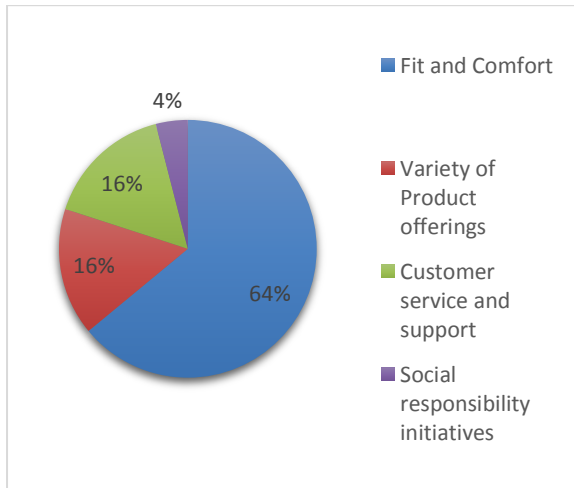


Fig. 3 Respondents' opinions on factors influencing the athleisure brands

6. Factors influencing the consumer's preference for athleisure brands:

In the survey exploring factors that distinguish favourite athleisure

brands, respondents provided valuable insights into their preferences (Table 2). A significant majority, comprising 36%, highlighted innovative design and technology as the defining feature of their favourite brand, emphasizing the importance of cutting-edge styles and functionality. Additionally, Sustainable manufacturing practices were recognized by 28% of respondents, underscoring a growing awareness and appreciation for environmentally friendly production methods. 20% of participants valued a wide range of size inclusivity, indicating a commitment to catering to diverse body types and ensuring inclusivity within the brand's offerings. Furthermore, a smaller yet noteworthy portion of participants appreciated exceptional customer service and collaborations with celebrities or athletes, highlighting the importance of personalized experiences and high-profile endorsements in setting their favourite brand apart from others. These findings reflect the multifaceted considerations that consumers take into account when evaluating and selecting their preferred athleisure brands.

Table 2. Factors influencing the consumer's preference for athleisure brands.

Sl. No.	Particulars	No. of Respondents
1	Innovative design and technology	9 (36.00)
2	Sustainable manufacturing practices	7 (28.00)
3	Exceptional customer service	3 (12.00)
4	Collaborations with celebrities or athletes	1 (4.00)
5	Wide range of size inclusivity	5 (20.00)

Figures in parentheses indicate percentages

7. Respondents' opinion on the role influencers play in shaping the perception of athleisure brands:

According to Fig. 4, the survey regarding the influence of influencers on perceptions of athleisure brands, respondents provided insights into their attitudes and behaviours. A notable portion, accounting for 28%, indicated that influencers have no impact on their purchasing decisions, suggesting a level of independence from external influences. However, another 28% of participants acknowledged that influencers somewhat influence their decisions, indicating a moderate level of sway. Similarly, another 24% noted that influencers occasionally influence their purchasing choices, suggesting a sporadic yet noticeable effect. Interestingly, 20% of respondents

stated that influencers strongly influence their decisions, highlighting the significant role these individuals play in shaping brand perceptions and purchase behaviours within this market. Overall, these findings underscore the varying degrees of influence that influencers exert on consumers' perceptions and decisions regarding athleisure brands.

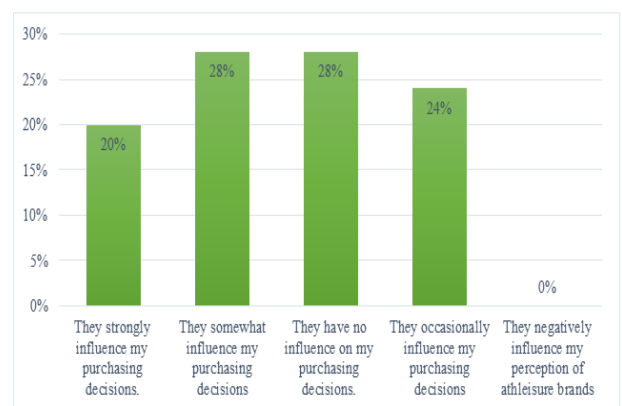


Fig. 4 Respondents' opinion on the role influencers play in shaping the perception of athleisure brands

The respondent's opinion regarding the inclusivity and diversity efforts of athleisure brands in their marketing and product offerings reveal varied perspectives among consumers. Many respondents view the efforts positively, considering them as important steps toward creating a more inclusive and representative industry. Some individuals expressed satisfaction with the progress made, noting that brands are developing and beginning to prioritize inclusivity and diversity. However, concerns were raised

regarding the need for proper quality and fit information, particularly in relation to sizing issues. While some respondents appreciate the efforts made by brands, others feel that more changes are necessary to truly address inclusivity and diversity. Additionally, the role of marketing in spreading awareness and the importance of offers in attracting consumers were highlighted. Challenges such as limited options in the Indian market were also mentioned. Overall, these responses reflect a mix of optimism, satisfaction, and areas for improvement in the inclusivity and diversity efforts of athleisure brands.

CONCLUSION:

The comprehensive research and survey on the athleisure industry provide invaluable insights into consumer preferences, market dynamics, and emerging trends. Consumers are seeking experiences and value with their purchases, which creates demand for a new way of thinking on an organizational level (Remes, Katja, 2017). Consumers desired clothing that was breathable, flexible, and comfortable for daily usage (The Rise of Athleisure, 2022). A nuanced understanding of the athleisure landscape emerges through meticulous analysis of factors such as purchasing frequency, brand influence, consumer perceptions, and evolving trends. Literature suggests that athleisurewear

consumers strictly adhere to a fit-inspired lifestyle. We therefore attempted to discuss the effects athleisurewear may have on the wearer's psychological and behavioral tendencies by acknowledging the theory of encloded cognition (Johnson, 2023). It has also revealed that sustainability could yield more efficiency and create a competitive advantage through differentiation (Alves, Aquino, 2021)

Key findings reveal a strong affinity for athleisure wear among consumers, driven by factors like comfort, style, and sustainability. Consumers are demanding clothing that will keep up with this kind of busy lifestyle while still looking good and feeling confident in what they're wearing. This desire for style was seen in the response to what influences their purchase decision (Schorer, 2017). Moreover, the research underscores the significance of inclusivity, quality, and innovative design in shaping consumer choices, as well as the pivotal role of social media and influencer marketing in brand discovery and perception. The respondents who beforehand had planned their purchase often bought a national brand. These respondents had a national brand in their mind, and thus had associations with national brands and might be loyal to them (Aaker, 1991). Overall, the study illuminates the multifaceted nature of the athleisure market, highlighting opportunities for brands to differentiate themselves

through strategic positioning, customer-centric approaches, and a commitment to meeting evolving consumer needs in this dynamic fashion segment.

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