A comparative study of purchase decision behaviour of sport compression garments for young and mature sporting enthusiasts in an international market context

AIM
To quantify and qualify the difference in purchase decision behaviour of compression garments for young and mature sport enthusiasts, and investigate the results in the Australian and German market

METHODOLOGY
This study adopts generational cohort theory in order to develop hypotheses regarding the consumer purchase behaviour of ‘young’ and ‘mature’ sporting enthusiasts with regards to sport compression garments. ‘Young’ was defined as Generation Y cohort, born between 1977-1996, and ‘Mature’ as Baby Boomers, born between 1946-1964. A simulation study and online survey were conducted in order to test hypotheses.

SPORT COMPRESSION GARMENTS
Assist with:
- Increased Blood Flow
- Improved Muscles Oxygenation
- Reduced Muscle Fatigue
- Faster Recovery
- Less Muscle Vibration
- Reduction in Muscle Injury
- Moisture Management
- Overall Enhanced Performance

RESEARCH HYPOTHESES
H1 - If belonging to a certain generational cohort affects consumer purchase decision making, then there will be a difference in the way young and mature consumers select and purchase sports compression garments
H2 - There is a positive relationship between young age and the importance of information search when making a purchase decision
H3 - There is a positive relationship between mature age and a reduction in time to reach a purchase decision
H4 - There is a positive relationship between increasing age and the importance of aspects of comfort and performance in sports compression garments
H5 - There is a positive relationship between young age and the importance of aspects related to branding and advertising in sports compression garments
H6 - There is a positive relationship between increasing age and price insensitivity
H7 - The Australian market is more receptive towards sports compression garments compared to the German market

Simulation Study
A simulation study was carried out at the Technische Universität München using the head mounted DIKABLIS eye-tracking system. The simulation aimed to view the purchase decision making process by recording gaze patterns and the actions of the subjects. This study was undertaken in two venues; at the university and at a gym in Munich.

The simulation consisted of 4 parts:
1. Observation of Promotional Material
2. Observation of Sports Compression Leggings/Packaging
3. Physical Analysis of Leggings/Packaging
4. Verbal Analysis of Leggings/Packaging

Online Questionnaire
An online questionnaire was distributed throughout Australia and Germany, in order to understand the preferences and behaviours of those who purchase or are considering purchasing sports compression garments.

Results here show the comparison of Generation Y and Baby Boomers in Australia.
Total No. completed surveys: 111
Total No. Baby Boomers: 27
Total No. Generation Y: 84
Total Female Baby Boomers: 18
Total Male Baby Boomers: 9
Total Female Generation Y: 31
Total Male Generation Y: 53

Key Findings
- All aspects of comfort are relatively important to both cohorts, fit is of the highest importance
- As hypothesized price is not as important to Baby Boomers
- Generation Y cohort favours improved performance, recovery and muscle support above Baby Boomers
- Size, durability and construction quality are amongst the most important attributes with respect to quality
- Baby Boomers rank the majority of aspects relating to quality of higher importance compared to Generation Y
- Simulation study finds Generation Y spend more time on information search when making a purchase decision

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