

College Students and Lululemon:
Factors that Influence College Students' Intention of Purchasing Sports Apparel

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Introduction

The purpose of the research is to help our client, Lululemon, figure out how to attract more college students to use its products. To this end, the research sets out to identify factors that influence college students' intention of buying sports apparel.

The research would firstly conduct a background analysis for Lululemon, its competitors, and the athletic apparel industry. Then, to find out potential factors, the research would review previous studies associated with the decision making of college students purchasing sports apparel. After determining proposed variables, the research would utilize surveys and statistical analysis to verify them. At the end of the study, a set of suggestions concerning how to generate more sales from college students would be offered to Lululemon.

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Background Analysis

The Client

“Lululemon Athletica Inc. is a technical athletic apparel company for yoga, running, training and most other sweaty pursuits (Lululemon Official Website, 2022, para. 1).” Founded in Vancouver in 1998 as a single yoga studio, Lululemon is now the designer, distributor, and retailer of sportswear. As of January 2022, it has more than 320 stores in the U.S. and around 600 stores worldwide (Statista, 2022). The target consumers of Lululemon are sophisticated women who are educated, understand the importance of a healthy lifestyle, and have an above-average income. By utilizing vertical retail strategy to combine style, comfort and functionality in their product, the brand helps those women with achieving physical fitness and inner peace (Lululemon Official Website, 2022). Aiming to expand their market from all who want to live a healthy life to those who want to live a healthy and balanced life, the brand also designs products for males and young women (Lululemon Official Website, 2022). Due to the successful branding and the market expansion, Lululemon ranked the 4th most valuable global brand in the apparel category, according to the 2021 Kantar BrandZ Global Ranking (Kantar, 2022).

The Competition

While Lululemon had a 5.2% of market share in Q2 2022, traditional sportswear retailers NIKE and Adidas compete with Lululemon with 34.5% and 24.3% of market share, namely. Lululemon also has competitors that specialize in women’s athletic apparel, such as Athleta (4.1% of market share) and Under Armour (4.3% of market share) (Research and Market, 2022).

Nike is one of the world’s largest suppliers of sports shoes and clothes. It has the largest market share in the U.S. athletic apparel industry (Research and Market, 2022). The brand designs, manufactures and sells various sports products including apparel, footwear, accessories,

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equipment, and services (Nike Official Website, 2015). In 2019, NIKE released its first yoga collection, including yoga apparel for males, to directly compete with Lululemon (Sawyer, 2019). Nike has a lower price point, more complete global supply chain and more diverse product types than Lululemon.

“Adidas is the largest sportswear manufacturer in Europe and has the second largest market share in the U.S. athletic apparel industry (Research and Market, 2022, p. 1).” It is an international brand that offers various products for running, basketball, soccer, fitness, and yoga. It also tries to combine high fashion and high performance (Adidas Official Website, n.d.). As Lululemon releases more and more sneakers and other sports accessories, Adidas will be a strong competitor.

Founded in 1996 by a football player, Under Armour’s primary customers used to be males who love sports. The brand utilizes innovative material to design well-performing athletic apparel and sports accessories (Under Armour Official Website, n.d.). To seek new sales growth, Under Armour began to shift their target consumers to women and released lots of fashion and female sportswear in 2013 (Townsend, 2013). By focusing on fabric innovation, Under Armour is a strong competitor in product performance.

Athleta was acquired by Gap in 2008. The brand sells fashion and athletic female clothes to improve female wellbeing. Since it focuses on women empowerment, it offers yoga courses and expert guides to connect the female community (Athleta Official Website, 2022). Clothes of Athleta are wide in the range of size while Lululemon’s clothes have a limited size range.

The Industry

Due to the pandemic, the working-at-home pattern, changes in sports preferences, and the growth of online shopping have all brought opportunities to the athletic apparel industry.

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McKinsey listed features of future winners in the athletic apparel industry, which includes optimized marketing strategies for digital channels and a strong presence in segments like women, athleisure, and the younger generation (Becker et al., 2021).

Athleisure is a rising field in the industry. It means wearing athletic or comfortable clothes on non-sports occasions. The pandemic has forced many people to work at home, therefore blurring the line between work and leisure. Research from Deloitte predicts that the global athleisure market will grow at 7% CAGR (2021-2026) (Deloitte, 2022). As fashion brands such as Gucci, Victoria Beckham, etc., start to enter the field and release their athletic clothes, sportswear brands could take advantage of their brand awareness and technology to capture the market.

Designing different products for various genders, ages, races and emphasizing inclusion is also a new trend in the industry. According to Teen Lifestyles – US, 2022, Gen Z teens chose being healthy as their second greatest focus area after performing well in school (Mintel, 2022). The younger generation, who are active users of sports facilities, online shopping apps, and social media, will be a huge potential market. The female market is also worth exploring. More products have been designed for gender specific needs and associated with woman empowerment. Adidas released period-proof performance wear, which offers women an additional layer of security and confidence during sports (Becker et al., 2021).

Digital advertising and celebrity power are increasingly important in the athletic apparel industry. According to a survey by WFSGI and McKinsey & Company Sporting Goods, 64% of respondents believe the industry will pay more attention to digital advertising. Fifty percent of respondents mentioned the importance of data in marketing strategies, and the same number emphasized the growing importance of influencers, especially professional athletes (Becker et

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al., 2021). More attention to online marketing and appropriate choice of celebrity influencers will help brands connect with more consumers.

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Literature Review

To better help Lululemon gain more sales among college students, the research should identify the factors associated with consumers' purchase intention of sports apparel. In the literature review, the research divides potential factors into three parts: consumer related factors, product related factors, and social influence related factors.

Consumer Related Factors

When buying sportswear, consumer age, gender, income, education, lifestyle, profession, and ethics can be factors that will influence their decisions (Yeesuntes & Buran, 2017). Different consumers have different characteristics, and these characteristics affect their consumption decisions. To produce goods that consumers need in a targeted manner, getting to know the needs of consumers is important.

Otherwise, Impulsive tendency can influence purchasing behavior (Wang, Siu & Hui, 2004). Chan, Cheung, and Lee (2017) proposed that consumers mostly do impulsive shopping behavior if they are people who always love shopping. The launch of new branded products, especially those targeting younger demographics, presents a great opportunity for marketers as they make impulse purchases of new brands every time (Aruna, & Santhi, 2015).

In recent years, numerous sportswear brands have proliferated. Some of which have intermingled with luxury brands to become luxury sports brands. Lim, Kim and Cheong (2016) found that the demand for luxury sports brands is highly elastic, i.e., as income increases, the goods are in greater demand than proportionally. In contrast, the demand for ordinary sportswear brands is lack of elasticity, which as income increases, the proportional demand for goods increase normally. Similarly, Yeesuntes and Buran (2017) found that personal factors such as average monthly income have little impact on consumer behavior in choosing general

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sportswear. The reason is that ordinary sportswear is designed to be used for sporting activities and people only value it for its practicality, safety and comfort, without the need to buy in bulk or deliberately pursue a particular brand. Luxury goods, on the other hand, go beyond the functionality of sportswear and have exclusivity, scarcity and uniqueness, and these characteristics are usually associated with high prices in consumers' minds, and prices often mark the famous image conveyed by luxury goods.

Academic qualifications also influence consumers' purchasing decisions. Lim, Kim and Cheong (2016) discovered that consumers who are more educated and culturally curious have increasingly sophisticated tastes, and they cultivate a desire to personalize their products. Moreover, Öndoğan and others (2006) did face-to-face interviews with more than one hundred university students and found that students with relevant knowledge in the textile industry cared more about technical characteristics when purchasing clothing; when sports students participated in seminars on raw material attributes, they began to consider technical factors of clothing when purchasing clothing.

Brand awareness plays a significant role on consumers' attitude and purchase intention (Jung and Seock, 2016). "College students' brand recognition could influence their perceptions of brand-cause fit and their will to purchase cause-related marketing products (Baek et al., 2017, p. 1)."

Lifestyle variables respond to consumer interests and explain consumption behavior. The more marketers know about their customers' lifestyles, the better they can market their products. Chang and others (2015) did an interesting experiment and found that consumers' personalities affect the emotion of perceiving fabrics, which in turn affects their decision to buy sportswear; specifically, hedonistic people are less sensitive to fabric perception, while utilitarian

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people are more likely to perceive the softness of fabrics, so for different consumers, apparel companies should focus differently on product features. Family communication patterns also affect the consumption habits of teenagers. According to an experiment done by Hsu and Chang (2006), consumers whose family communication patterns tend to be more low-concept oriented, protective and permissive buy sportswear less frequently and are less concerned with advertising and offers; Oppositely, consumers whose family communication patterns tend to be high-concept oriented, diverse and consistent are more active and energetic and have a higher sportswear budget.

Sportswear is more unique with athletic features than regular clothing, and it is reasonable that athletes tend to purchase uniform athletic apparel more than the average person because it makes them look more professional, have more team cohesion, and more reflective of their athlete characteristics. Similarly, greater commitment to the sport and more practice time increases the likelihood of purchasing professional sportswear, for example, professional rollerbladers tend to purchase specified wheeled clothing (Dickson & pollack, 2000).

Race is often considered to be a factor that influences consumers, but according to Li and Tong's study (2013) of Chinese consumers' purchase intentions toward domestic and international apparel brands, their race-centric tendencies were not evident in terms of which brand of apparel they purchased. This suggests that consumers' race has little impact on their attitudes toward brand image and purchase intentions, so we will not use this variable in subsequent research.

Product Related Factors

Consumers' purchase intention of sports clothes can be summarized into four marketing mix elements: product, price, distribution channel, and marketing promotion (Yeesuntes &

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Buran, 2017). In the research, Yeesuntes and Buran (2017) sampled 385 consumers who bought sports clothes and used questionnaires to test their rating scale on different criteria. The results showed that sports clothing styles, a wide scope of prices, easy access to the shop, and advertising could significantly influence their purchase intention.

Quality is highly related to brand satisfaction. According to an interview of a focus group of college golfers, players always associated a good brand with good quality (Wheat & Dickson, 1999). Additionally, Kawabata and Rabolt (1999) conducted a survey of 464 college students to research the relationship between “university students’ clothing purchase behavior” and “11 product attributes” (p. 215). Researchers found that design and good fit were the two most important deciding criteria in choosing clothes. In another research, Wheat and Dickson (1999) investigated 71 participants who responded to the survey on the evaluation of sports clothing. In the survey, participants most frequently mentioned evaluation criteria of sports clothing were performance-related fit and comfort. This reflected consumer’s need for both performance enhancement and wearing comfort. Wifling and others (2021) specified the comfort factor as freedom of movement and fit and feel, and consumers preferred different types of sportswear fibers.

Fashion consciousness can be highly related to sports apparel consumption. In the research evaluated by Cowart and Goldsmith (2007), 367 US college students were sampled by a survey on a 1-to-5 Likert scale on clothing purchasing. The results showed that fashion consciousness and trendy design were significantly correlated with online clothes purchasing. Similar research conducted in Korea also revealed the importance of fashion. Based on a study of 614 college students, Kim (2009) found that adding a fashion trend and applying a new design or color could grasp potential college students’ consumption of sportswear.

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When it comes to price, the consumer's value for money varies from person to person. Cowart and Goldsmith (2007) mentioned that "value consciousness was significantly correlated with the amount spent on online apparel" (p. 643). According to Kawabata and Rabolt (1999), the price could significantly influence college students' buying tendencies. Similar results came out in Goldsmith and Bridges' (2000) research. By analyzing the questionnaires, they found that sales or lower prices could positively encourage frequent online purchase behavior. Yeesuntes and Buran (2017) also revealed that "appropriate prices per style, bargaining prices and prices appropriate with quality (p. 44)" were important for purchasing sportswear.

Promotion can motivate the intention to buy sports clothes (Hultén & Vanyushyn, 2014). Lim and Aprianingsih (2015) examined 134 questionnaires and investigated that promotion of sportswear was significant to brand loyalty. Promotion campaigns and advertisements can create a good brand image for consumers. When shopping for clothes, advertisements-including online, on TVs, and on billboards-counted for 30% of where consumers found inspiration for their clothing (MEN'S & WOMEN'S CLOTHING US, 2022).

The distribution of the product and how the product is presented to customers have been proven to be significant to purchase tendency. According to 473 survey responses, Zhu, Mou, and Benyoucef (2019) pointed out that platform situational involvement significantly and positively correlated with purchase intention. Lim and Aprianingsih (2015) finished in more detail which showed that store environment and service quality could significantly influence brand loyalty to sportswear brands. For online clothing purchases, consumers usually take 4 dimensions of the attribute into consideration. Kim and Kim (2004) collected 303 responses from the mailing list and analyzed them by principal component factor analysis. The results illustrated that secure payment method, delivery time, shipping fee, return policy, privacy assurance,

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information on the reliability of the seller (Kim & Kim, 2004) constituted the most influential factors in the choice attribution of online shopping.

Social Influence Related Factors

Individuals are easily affected by social influence because they rely on the opinions and judgments of others as a source of evidence. The tendency for people to seek information about products from others is a sign that they are susceptible to social influence. The tendency to conform to other people's expectations to receive rewards or avoid punishment and the tendency to acquire certain products or brands can make someone identify with their image (Bearden et al., 1989). Qazzafi (2022) presented that social factors can influence consumer buying behavior most.

By reciprocal effects, Corporate Social Responsibility (CSR) activities of a business often lead consumers to assess it positively (Palmatier et al., 2009). Ali and Sohail (2018) collected 300 respondents from University of the Punjab to identify that CSR significantly impacts consumers' purchase intention. On the contrary, it should be noted that CSR products cannot be sold only based on positive perceptions and attitudes (Toksoy & Ariker, 2017). According to Jung and Seock (2016), they used samples of 212 respondents to conduct a multiple regression analysis and paired samples T-tests. The findings of this study pointed out negative information about corporate reputation affects people's attitudes toward brands and their purchase intentions (Jung & Seock, 2016).

Moreover, for US students, the most frequent source to accumulate fashion information is magazines, TV, and friends, and they were more active to use family members and non-personal experiences (Kawabata & Rabolt, 1999). In 1978-1979, many studies have argued that the youth's social consumption motives and materialistic values are positively affected by

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consumption interactions with their peers (Moschis & Churchill, 1978). The results of Moschis and Churchill (1987) demonstrated that peers are able to influence adolescents' underlying motivation for consumption because people hope to be recognized and favored by others (Marion, 2003). In 2016, a study in Pakistan revealed that peers would affect young people's purchase intention (Khan et al.). Moreover, young adults are more likely to be influenced by peer groups to buy clothes than children and adults, because they are more sensitive than children and less able to cope with external stress than adults (Makgosa & Mohube, 2007). Research conducted by Seock and Bailey (2008) also shows that "compared to their parents, young adults tend to be more confident in their shopping abilities and believe they are good clothing shoppers (p. 113)." That's because they can shop online and compare products' prices between different companies, and they care more about fashion and entertainment dynamics. Besides, Ahuja and Sahni (2017) mentioned that "family type can determine the child's purchase intention" (p. 338). The diversity of family authority relations can mediate the role of the family type in influencing children's purchase influence (Mangleburg et al., 1999).

Apart from this, influencers are also able to make an influence on consumers' purchase behavior. Wils (2021) proposed that the type of influencers in sportswear was indeed significant for positive consumer attitudes, high purchase intentions and a high perceived credibility. Influencers with good credibility and a high number of followers can educate and share more information. Moreover, Apejoye (2013) figured out that celebrities' endorsements can impact consumers' purchase intention. Online celebrities' recommendations can increase consumers' purchase intention by boosting consumers' emotions (Meng et al., 2021). Meng and others (2021) also found that "pleasure, arousal, admiration, and emotional trust can influence purchase behavior for cosmetics and clothing (Meng et al., 2021, p. 1)."

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In addition, social media is to be used as a platform from which individuals can build networks, and share ideas (Kaplan & Haenlein, 2010). In general, social media consists of blogs, social networking sites, message boards, and wikis (Bernoff and Li, 2008). Yamna and others (2021) stated that both social media and TV advertising significantly positively impact consumers' purchase intention on clothing brands, with social media having a greater impact than TV (Teo et al., 2019). Sudirjo (2021) directly used quantitative methods to certify that social media played a positive role with consumer motivation and purchasing decisions. Geng and Chen (2021) surveyed 272 social media users in China for statistical analysis, and the results indicated that UGC interaction quality and purchase intent are positively correlated, in which, the meaning of user-generated content (UGC) is that "online information created and shared by consumers that can influence other users' purchase decisions (p. 1)." And a research also conducted by Liu and Lopez (2016) reported that the exposure of consumers to word-of-mouth (WOM) on social media can play a big role in their purchasing decisions, and what matters the most is the volume of WOM. In general, marketing exposure plays an important role in consumer decision making (Pappas, 2016).

Furthermore, brand page commitment (BPC) is participants' psychological attachment to a brand's community developing endeavors in social media environments, e.g., a Facebook fanpage of the brand (Morgan & Hunt, 1994). Huter and others (2013) illustrated that BPC increases consumers' purchase intention. Engagement on a Facebook fan page affects consumer purchase intentions in a positive way (Huter et al., 2013). Dehghani and Tumer (2015) also argued that Facebook can enhance brand image and brand equity, thereby improving consumer's purchase intention. More specifically, Instagram, a kind of social networking site, can influence

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consumers' purchase decisions through its usability such as good content, others' recommendations etc. (Augustinus & Agnes, 2020).

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Proposed Predictors

Consumer Characteristic Factors

- Age (Makgosa & Mohube, 2007)
- Shopping confidence (Seock & Bailey, 2008)
- Gender (Wilfling, Havenith, Raccuglia, et al., 2021)
- Appearance (Dickson & Pollack, 2000)
- Impulsive shopping tendency (Cowart & Goldsmith, 2007)
- Luxury (Lim, Kim, Cheong, 2016)
- Income (Yeesuntes & Buran, 2017)
- Culture taste (Lim, et al., 2016)
- Relevant knowledge (Öndoğan, Kılıç, Boz, et al., 2006)
- Brand awareness (Jung & Seock, 2016)
- Perception of brand (Baek et al., 2017)
- Personalities (Chang, Song, Yeo, et al., 2015)
- Family communication pattern (Hsu & Chang, 2006)
- Profession (Dickson & pollack, 2000)
- Practice time (Dickson & pollack, 2000)

Product Characteristic Factors

- Quality consciousness (Wheat & Dickson, 1999)
- Good fit consciousness (Kawabata & Rabolt, 1999)
- Performance enhancement consciousness (Wheat & Dickson, 1999)
- Comfort consciousness (Wheat & Dickson, 1999)
- Freedom of movement consciousness (Wifling, Havenith, Raccuglia, et al., 2021)

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- Fashion consciousness (Coward & Goldsmith, 2007)
- Trendy design consciousness (Coward & Goldsmith, 2007)
- New design or color consciousness (Kim, 2009)
- Value consciousness (Coward & Goldsmith, 2007)
- Sales or lower price (Goldsmith & Bridges, 2000)
- Appropriate prices per style (Yeesuntes & Buran, 2017)
- Bargaining prices (Yeesuntes & Buran, 2017)
- Prices appropriate with quality (Yeesuntes & Buran, 2017)
- Exposure to promotion campaigns and advertisements (Lim & Aprianingsih, 2015)
- Store environment (Lim & Aprianingsih, 2015)
- Service quality (Lim & Aprianingsih, 2015)
- Credit card security (Kim & Kim, 2004)
- Fast delivery time (Kim & Kim, 2004)
- Shipping quality and handling charge (Kim & Kim, 2004)
- Money-back guarantees (Kim & Kim, 2004)
- Privacy assurance (Kim & Kim, 2004)
- Information on reliability (Kim & Kim, 2004)

Social Influence Characteristic Factors

- Corporate Social Responsibility (Palmatier et al., 2009)
- Corporate reputation (Jung & Seock, 2016)
- Friends (Kawabata & Rabolt, 1999)
- Magazines (Kawabata & Rabolt, 1999)

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- Family members (Kawabata & Rabolt, 1999)
- Peers influence (Khan et al., 2016)
- Peer group (Makgosa & Mohube, 2007)
- Family type (Ahuja & Sahni, 2017)
- Influencers (Wils, 2021)
- Celebrities (Apejoye, 2013; Meng et al., 2021)
- Social media (Yamna et al., 2019; Sudirjo, 2021)
- TV advertising (Yamna et al., 2019)
- Word-of-mouth (Liu & Lopez, 2016)
- The usability of Instagram (Augustinus & Agnes, 2020)
- Brand page commitment (Morgan & Hunt, 1994)

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Measures

Referring to the literature review and Marketing Scale Handbook, 18 proposed latent variables are developed as constructs with four measures respectively as following:

General Questions (7)

1. Impulsive Shopping Tendency: Consumers make purchases without planning and control (Rook & Fisher, 1995).					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I don't make a purchase list before going shopping.					
I cannot control myself when shopping.					
I always spend much more money on shopping than what I can afford.					
I think I should carefully plan my shopping.					
2. Value Consciousness: Consumers are aware of sale prices and consciously attempt to get the best deal for the money (Sproles & Kendall, 1986).					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I purchase products only when they are on sale.					
I will buy the cheapest one when selecting different products.					
When choosing products, I will first look at discounted ones.					

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If the price of the product is higher than I expected, I will not buy it.					
3. Awareness of Marketing Exposure: consumers' awareness of promotion, including the use of the advertising, the sales promotions, and the personal selling (Lim & Aprianingsih, 2015).					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I consider purchasing the product that I've seen in the advertisement.					
I buy products that have been in marketing events.					
I buy products from personal sellers.					
I buy products that I have sales promotion.					
4. Influence of Corporate Social Responsibility: The extent to which "a company's commitment to minimizing or eliminating any harmful effects and maximizing its long-run beneficial impact on society" influences consumers (Bolton & Mattila, 2015).					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I buy products from a brand that has a high level of community involvement.					
I buy products from a brand that offers good benefits to its employees.					
I buy products from a brand that uses eco-friendly materials.					
I buy products from a brand that can support a long-term sustainable economy.					
5. Peers Influence: The extent to which peers exert influence on the attitudes, thoughts, and actions of an individual (Khan et al., 2016).					

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	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I buy products my friends recommend to me.					
I follow my friends' suggestions when I need to buy something.					
I buy products from the brand which my friends recommend among several brands.					
I buy the same products my friends buy.					
6. Influencers Influence: The extent to which influencers who have an effect on a specific target audience exert an influence on consumers' attitudes and purchase intentions. (Wils, 2021).					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I buy products the influencers promote.					
I follow the influencers' suggestions when I need to buy something.					
I choose products from the brand which influencers promote among several brands.					
I buy the same products the influencers bought.					
7. Celebrity Endorsement Influence: The extent to which a celebrity who enjoys public recognition possessing such attributes as attractiveness and trustworthiness endorsing products can influence consumers' purchase intentions for the product (Apejaye, 2013; Meng et al., 2021).					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

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I buy products with celebrity endorsement.					
I will choose the brand with celebrity endorsement when I need to buy products.					
I will choose products from the brand with celebrity endorsement among several brands.					
I am willing to buy the same products the celebrity used for endorsement ads.					

Product Questions (4)

8. Quality Consciousness: The degree a consumer searches for the best quality in products (Sproles & Kendall, 1986, p.271).					
	Not Important at All	Not Important	Neutral	Important	Very Important
Durability of sports apparel					
Construction of sports apparel					
Ease of care of sports apparel					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I will search for the best quality in sports apparel.					
9. Performance Enhancement Consciousness: The degree a consumer cares about sports apparel can improve sports performance (Wheat & Dickson, 1999).					

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	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I believe that sports apparel can improve my sports performance.					
When purchasing sports apparel, I try to get the one that can best enhance my performance.					
Sports apparel makes me feel more confident when doing sports.					
	Not Important at All	Not Important	Neutral	Important	Very Important
Performance enhancement of sports apparel					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
10. Comfort Consciousness: The extent wearers' care about "feel good", involving thermal effects of a garment (warmth, breathability), sensory characteristics (tactile feeling), and mobility (Rahman, 2011).					
When purchasing sports apparel, I will consider its warmth or breathability.					
When purchasing sports apparel, I will consider its smoothness.					
When purchasing sports apparel, I will consider whether it is scratchy.					
When purchasing sports apparel, I will consider whether it's easy to move in the clothes.					
11. Fashion Consciousness: The degree consumers' involvement with the styles or fashion clothing (Kautish & Sharma, 2018).					

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	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am aware of fashion sports apparel related to the latest design, accessories.					
I am concerned about the fashion style of sports apparel.					
I usually buy sports apparel that are trendy and fashionable.					
	Not Important at All	Not Important	Neutral	Important	Very Important
Fashion Style of sports apparel					

Brand-specific Questions (7)

12. Brand Awareness: Consumers think of a brand and taking the brand into consideration when making a purchase decision (Hutter, Hautz, Dennhardt, & Füller, 2013).					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am familiar with this brand.					
This brand is a well-known sports apparel brand for me.					
I can recognize this brand among other sports apparel brands.					
When shopping for sports apparel, I will firstly think of this brand.					

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13. Good Fit Consciousness: Consumers' care about the proper size and fit of sports apparel (Kawabata & Rabolt, 1999).					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
This brand has sports apparel that have a wide range of size and fit.					
I can find my size in this brand.					
This brand has sports apparel that fit me well.					
I can find a good fit in this brand's sports apparel.					
14. Attitude Towards Store Environment: "A person's satisfaction with a retailer's environment, particularly the comfort of its interior and the desire to visit it frequently (Lim & Aprianingsih, 2015)".					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I think the merchandise in this brand's store is neatly arranged.					
I feel relaxed when looking around in this brand's store.					
This brand's stores have decorated styles that catch my attention.					
I like the music in this brand's store.					
15. Attitude Towards Service Quality: "The level of care, concern, and helpfulness exhibited by a retailer's employee to a person (Brady & Cronin, 2001)".					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

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This brand's staff give me helpful advice on selecting products.					
This brand's staff care about my personal requirements.					
This brand's staff care about my shopping experience.					
This brand's staff is friendly.					
16. Attitude Towards Shipping Quality: "The extent to which this corporate's shipping quality affect a person's intention to buy its product online (Kim & Kim, 2004)".					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I wait for a long time before receiving my stuff purchased from this brand. ®					
I think the shipping fee of this brand is expensive. ®					
This brand's delivery once lost my stuff. ®					
This brand promises to compensate me if my stuff is damaged in transit.					
17. Influence of Corporate Reputation: The extent how "consumers' accumulated opinions, perceptions, and attitudes towards the company" influences consumers (Jung & Seock, 2016).					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I have a good attitude towards this brand.					

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I admire and trust this brand.					
This brand offers high quality products and services.					
This brand tends to outperform its competitors.					
18. Brand Page Commitment: The extent of consumers' active and psychological involvement to a brand's social media activities (Huter et al., 2013).					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Because I follow this brand on social media, I like its sports apparel.					
Because I follow this brand on social media, I will actively go to its store to visit sports apparel.					
I actively gain the newest information about this brand's sports apparel on its social media.					
Because I follow this brand on social media, it will be my first choice if I need to buy sports apparel.					

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Instrument

<p style="text-align: center;">Student Opinion Survey</p> <p style="text-align: center;">We are conducting this study to learn about college students' opinions concerning a variety of current topics.</p>

1. Our first section of questions is about your **shopping behaviors**.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I don't make a purchase list before going shopping.					
I cannot control myself when shopping.					
I always spend much more money on shopping than what I can afford.					
I think I should carefully plan my shopping.					
I purchase products only when they are on sale.					
I will buy the cheapest one when selecting different products.					
When choosing products, I will first look at discounted ones.					
If the price of the product is higher than I expected, I will not buy it.					
I consider purchasing the product that I've seen in the advertisement.					
I buy products that have been in marketing events.					

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I buy products from personal sellers.					
I buy products that have sales promotion.					
I buy products from a brand that has a high level of community involvement.					
I buy products from a brand that offers good benefits to its employees.					
I buy products from a brand that uses eco-friendly materials.					
I buy products from a brand that can support a long-term sustainable economy.					
I buy products my friends recommend to me.					
I follow my friends' suggestions when I need to buy something.					
I buy products from the brand which my friends recommend among several brands.					
I buy the same products my friends buy.					
I buy products the influencers promote.					
I follow the influencers' suggestions when I need to buy something.					
I choose products from the brand which influencers promote among several brands.					

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I buy the same products the influencers bought.					
I buy products with celebrity endorsement.					
I will choose the brand with celebrity endorsement when I need to buy products.					
I will choose products from the brand with celebrity endorsement among several brands.					
I am willing to buy the same products the celebrity used for endorsement ads.					

2. Our second section of questions are about how you think of **sports apparel**.

How important are each of these product characteristics for sports apparel?

	Not Important at All	Not Important	Neutral	Important	Very Important
Durability of sports apparel					
Construction of sports apparel					
Ease of care of sports apparel					
Performance enhancement of sports apparel					
Fashion Style of sports apparel					

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	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I believe that sports apparel can improve my sports performance.					
When purchasing sports apparel, I try to get the one that can best enhance my performance.					
Sports apparel makes me feel more confident when doing sports.					
When purchasing sports apparel, I will consider its warmth or breathability.					
When purchasing sports apparel, I will consider its smoothness.					
When purchasing sports apparel, I will consider whether it is scratchy.					
When purchasing sports apparel, I will consider whether it's easy to move in the clothes.					
I am aware of fashion sports apparel related to the latest design, accessories.					
I am concerned about the fashion style of sports apparel.					
I usually buy sports apparel that are trendy and fashionable.					

Which of the following sports apparel do you purchase the most?

- NIKE _____
- Adidas _____

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- Lululemon _____
- Under Armour _____

3. The third section of questions is about **the sports apparel brand** you like the most.

According to the brand you choose, please answer the following questions.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am familiar with this brand.					
This brand is a well-known sports apparel brand for me.					
I can recognize this brand among other sports apparel brands.					
When shopping for sports apparel, I will first think of this brand.					
This brand has sports apparel that have a wide range of size and fit.					
I can find my size in this brand.					
This brand has sports apparel that fit me well.					
I can find a good fit in this brand's sports apparel.					
I think the merchandise in this brand's store is neatly arranged.					
I feel relaxed when looking around in this brand's store.					

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This brand's stores have decorated styles that catch my attention.					
I like the music in this brand's store.					
This brand's staff give me helpful advice on selecting products.					
This brand's staff care about my personal requirements.					
This brand's staff care about my shopping experience.					
This brand's staff is friendly.					
I wait for a long time before receiving my stuff purchased from this brand.					
I think the shipping fee of this brand is expensive.					
This brand's delivery once lost my stuff.					
This brand promises to compensate me if my stuff is damaged in transit.					
I have a good attitude towards this brand.					
I admire and trust this brand.					
This brand offers high quality products and services.					
This brand tends to outperform its competitors.					

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Because I follow this brand on social media, I like its sports apparel.					
Because I follow this brand on social media, I will actively go to its store to visit sports apparel.					
I actively gain the newest information about this brand's sports apparel on its social media.					
Because I follow this brand on social media, it will be my first choice if I need to buy sports apparel.					

4. Approximately how many sportswear did you buy in the past 3 months?

5. During the past 3 months, approximately what is the number of sports apparel pieces that you bought from each of the following brands? If you did not buy any clothing from a specific brand, please write "zero":

- NIKE _____
- Adidas _____
- Lululemon _____
- Under Armour _____

6. If you were to buy sports apparel tomorrow, how likely would you be to choose to buy from the following:

	Very Unlikely	Unlikely	Neither likely nor unlikely	Likely	Very Likely
NIKE					

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Adidas					
Lululemon					
Under Armour					

7. What is your gender?

- Male
- Female
- Prefer not to say

8. What is your age?

9. How many times did you exercise last week?

That concludes our survey. Thank you for your time.

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Methodology

This research aims to increase Lululemon's sales of sports apparel among college students. Around the research question "what influences college students' intention to purchase sports apparel" we designed a survey to collect data on college students' behaviors, preferences, and decision making. We understood what factors can influence college students' past and future purchasing behavior by reading literature reviews first. Then, we listed 18 proposed latent variables (constructs) and transferred these variables into different measurements in the survey.

The first half of the survey included 18 constructs, with 11 general constructs and 7 brand-specific constructs for every 4 brands (NIKE, Adidas, Lululemon, and Under Armour). In total, there are 156 measurements and respondents should fulfill 72 of them. The second half of the survey included 9 dependent variables measuring their past purchase behavior and future purchase intention, and 3 manifest variables of demographic information.

In detail, the survey was structured in an inverted pyramid structure: the first part is general questions about college students' shopping behaviors, the second part is product-specific questions about the attributes they care about when choosing sports apparel, the third part is brand-specific questions about their preference in different brands, the fourth part is about their gender, age, and exercise frequency. We created and distributed the survey through Qualtrics and we spent 2 weeks collecting responses. In all, we collected a total of 164 respondents, of which 96 were completed and effective. Among the respondents, 28 respondents were male, while 60 were female. The respondents' ages ranged from 18 to 26.

We used SPSS to analyze the data. First, we reviewed the coding rules for each section as well as the reverse coding requirements for a few questions. For manifest variables, we assigned each response category into a separate numeral. For latent variables, we assigned 5 to the highest

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level of the construct, and 1 to the lowest level of the construct. We recode three questions and then cleaned out the 96 effective responses from a total of 164. We found no extremely short complete duration of the questionnaire and no constant pattern in the results of the frequency test.

Based on different sample sizes of 4 brand-specific questions (53 for NIKE, 26 for Adidas, 8 for Lululemon, and 9 for Under Armour), we only chose NIKE for further analysis of brand-specific constructs. As the other 3 brands have an insufficient sample size, we did not use their data of brand-specific constructs for reliability and correlation tests.

Next, we confirmed the reliability of each measurement so that we could use these data for further analysis. We used Cronbach's alpha to assess the reliability of four measures for each concept and gave them varying reliability ratings. We removed 1 to 2 questions from 7 constructs to get acceptable Cronbach's alpha for each construct. Among 18 constructs, 11 general constructs, and 7 NIKE brand-specific constructs, 10 constructs had a good or very good level of reliability, and 8 constructs had excellent reliability. Then we computed an estimate of the true score for each of the independent variables for which we had ensured multiple measures.

We divided the analysis into 2 steps. In the first step, we computed the frequency, mean, and median of each variable, including DVs and IDVs. By calculating the sampling errors with a confidence level of 95% to ensure the efficiency of suggested predictors and dependent variables in a particular range, we predicted the variations in the population. In the next step, we describe and predict the relationship between the proposed predictors and the dependent variables by using the correlation coefficient. According to the rule of thumb, we assumed that $p < 0.05$ as a statistically significant relationship.

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Finally, we compared our results with findings in previous literature. By generalizing the conclusion about what factors influence college students' purchase intention on sports apparel, we used the data to generate recommendations for Lululemon's future marketing strategy in order to help Lululemon attract more college students in the future.

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Results

In this survey, we collected 164 responses, 106 of them finished the survey 100%. Following data cleansing, 96 of 106 responses were found to be valid and effective. For the gender, 28(29.2%) were male, 60(62.5%) were female, and 8(8.3%) who would rather be anonymous. Ages of respondents ranged from 18 to 26 years old, with the majority of respondents being between the ages of 21 and 24, which made up 78.1% of the samples. In terms of exercise frequency, 78.1% of respondents have exercised last week, and 62.6% of respondents have exercised 1 to 3 times last week.

For the brand-specific part, we got 53 responses from Nike, 26 responses from Adidas, 8 responses from Lululemon, and 9 responses from Under Armour. The sample size for the brand-specific questions for Adidas, Lululemon, and Under Armour is less than 30. Due to the limitation of the sample size, we only focused on NIKE's brand-specific constructs. For Adidas, Lululemon, and Under Armour, we did not use their responses for further brand-specific analysis.

Analysis of Reliability

Reliability					
Construct	N	Cronbach's Alpha	Level of Reliability	Number of Item	Items Removed
Impulsive Shopping Tendency	97	0.723	Very Good	2	I don't make a purchase list before going shopping. I think I should carefully plan my shopping.
Value Consciousness	97	0.671	Good	4	
Awareness of Marketing Exposure	97	0.704	Very Good	2	I consider purchasing the product that I've seen in the advertisement. I buy products from personal sellers.
Influence of Corporate Social Responsibility	97	0.823	Excellent	2	I buy the product from a brand that has a high level of community involvement.

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					I buy the product from a brand that offers good benefits to its employees.
Peer Influence	97	0.794	Very Good	4	
Influencer Influence	97	0.902	Excellent	4	
Celebrity Endorsement Influence	97	0.916	Excellent	4	
Quality Consciousness	97	0.770	Very Good	3	I will search for the best quality in sports apparel.
Performance Enhancement Consciousness	97	0.775	Very Good	3	I think performance enhancement of sports apparel is important.
Fashion Consciousness	97	0.658	Good	4	
Comfort Consciousness	97	0.885	Excellent	4	
Brand Awareness	53	0.792	Very Good	4	
Good Fit Consciousness	53	0.841	Excellent	2	This brand has sports apparel that have a wide range of size and fit. I can find my size in this brand.
Attitude Towards Store Environment	53	0.707	Very Good	4	
Attitude Towards Service Quality	53	0.834	Excellent	4	
Attitude Towards Shipping Quality	53	0.691	Good	3	This brand promises to compensate me if my stuff is damaged in transit.
Influence of Corporate Reputation	53	0.819	Excellent	4	
Brand Page Commitment	53	0.839	Excellent	4	

Table 1 Reliability of IDV

Notes: Rule of thumb for interpreting the size of Cronbach's Alpha

<0.5 Unacceptable

0.50~0.59 Mediocre

0.60~0.69 Good

0.70~0.79 Very Good

≥0.8 Excellent

This project tested the reliability of all the constructs based on the 5-Point Likert Scale

Questionnaire as displayed above.

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The Cronbach's alpha reliability of the construct Impulsive Shopping Tendency is 0.723, which is very good. We got this value by deleting two measurements: "I don't make a purchase list before going shopping." and "I think I should carefully plan my shopping."

The Cronbach's alpha reliability of the construct Value Consciousness is 0.671, which is good.

The Cronbach's alpha reliability of the construct Awareness of Marketing Exposure is 0.704, which is very good. We got this value by deleting two measurements: "I consider purchasing the product that I've seen in the advertisement." and "I buy products from personal sellers."

The Cronbach's alpha reliability of the construct Influence of Corporate Social Responsibility is 0.823, which is excellent. We got this value by deleting two measurements: "I buy the product from a brand that has a high level of community involvement." and "I buy the product from a brand that offers good benefits to its employees."

The Cronbach's alpha reliability of the construct Peer Influence is 0.794, which is very good.

The Cronbach's alpha reliability of the construct Influencer Influence is 0.902, which is excellent.

The Cronbach's alpha reliability of the construct Celebrity Endorsement Influence is 0.916, which is excellent.

The Cronbach's alpha reliability of the construct Quality Consciousness is 0.770, which is very good. We got this value by deleting one measurement: "I will search for the best quality in sports apparel."

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The Cronbach's alpha reliability of the construct Performance Enhancement Consciousness is 0.775, which is very good. We got this value by deleting one measurement: "I think performance enhancement of sports apparel is important."

The Cronbach's alpha reliability of the construct Fashion Consciousness is 0.658, which is good.

The Cronbach's alpha reliability of the construct Comfort Consciousness is 0.885, which is excellent.

The Cronbach's alpha reliability of the construct Brand Awareness of NIKE is 0.792, which is very good.

The Cronbach's alpha reliability of the construct Good Fit Consciousness of NIKE is 0.841, which is excellent. We got this value by deleting two measurements: "This brand has sports apparel that have a wide range of size and fit." and "I can find my size in this brand."

The Cronbach's alpha reliability of the construct Attitude Towards Store Environment of NIKE is 0.707, which is very good.

The Cronbach's alpha reliability of the construct Attitude Towards Service Quality of NIKE is 0.834, which is excellent.

The Cronbach's alpha reliability of the construct Attitude Towards Shipping Quality of NIKE is 0.691, which is good. We got this value by deleting one measurement: "This brand promises to compensate me if my stuff is damaged in transit."

The Cronbach's alpha reliability of the construct Influence of Corporate Reputation of NIKE is 0.819, which is excellent.

The Cronbach's alpha reliability of the construct Brand Page Commitment of NIKE is 0.839, which is excellent.

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Analysis of Frequency

1. Independent variable

Frequency of Independent Variables								
Construct	N	Frequency (valid percent)					Mean	Median
		Low	Moderately Low	Neither Low nor High	Moderately High	High		
Impulsive Shopping Tendency	96	11(11.5%)	40(41.7%)	30(31.3%)	12(12.5%)	3(3.1%)	2.4	2.0
Value Consciousness	96	0(0%)	12(12.5%)	44(45.8%)	36(37.5%)	4(4.2%)	3.2	3.3
Awareness of Marketing Exposure	96	0(0%)	4(4.2%)	26(27.1%)	53(55.2%)	13(13.5%)	3.6	3.5
Influence of Corporate Social Responsibility	96	0(0%)	7(7.3%)	42(43.8%)	39(40.6%)	8(8.3%)	3.4	3.0
Peer Influence	96	0(0%)	4(4.2%)	26(27.1%)	55(57.2%)	11(11.5%)	3.6	3.8
Influencer Influence	96	4(4.1%)	15(15.6%)	35(36.5%)	37(38.5%)	5(5.3%)	3.2	3.3
Celebrity Endorsement Influence	96	6(6.2%)	18(18.8%)	41(42.7%)	27(28.1%)	4(4.2%)	3.0	3.0
Quality Consciousness	96	1(1%)	3(3.1%)	17(17.7%)	61(63.5%)	14(14.6%)	3.9	4.0
Performance Enhancement Consciousness	96	0(0%)	11(11.5%)	36(37.5%)	40(41.7%)	9(9.4%)	3.5	3.5
Fashion Consciousness	96	3(3.1%)	10(10.4%)	35(36.5%)	34(35.4%)	14(14.6%)	3.4	3.5
Comfort Consciousness	96	0(0%)	0(0%)	17(17.7%)	62(64.6%)	17(17.7%)	3.9	4.0
Brand Awareness - NIKE	53	0(0%)	0(0%)	5(9.4%)	26(49.1%)	22(41.5%)	4.1	4.3
Good Fit Consciousness - NIKE	53	0(0%)	0(0%)	7(13.2%)	32(60.4%)	14(26.4%)	4.0	4.0
Attitude Towards Store Environment - NIKE	53	0(0%)	0(0%)	23(43.4%)	27(50.9%)	3(5.7%)	3.5	3.5

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Attitude Towards Service Quality - NIKE	53	0(0%)	2(3.6%)	23(45.5%)	25(41.8%)	3(9.1%)	3.4	3.5
Attitude Towards Shipping Quality - NIKE	53	2(3.8%)	1(1.9%)	20(37.7%)	30(56.6%)	0(0%)	3.4	3.7
Influence of Corporate Reputation - NIKE	53	0(0%)	1(1.9%)	7(13.2%)	36(67.9%)	9(17.0%)	3.8	4.0
Brand Page Commitment - NIKE	53	1(1.9%)	13(24.5%)	23(43.4%)	13(24.5%)	3(5.7%)	2.9	3.0
Brand Awareness - Adidas	26	0(0%)	2(7.7%)	6(23.1%)	14(53.8%)	4(15.4%)	3.5	3.5
Good Fit Consciousness - Adidas	26	0(0%)	0(0%)	6(23.1%)	18(69.2%)	2(7.7%)	3.9	4.0
Attitude Towards Store Environment - Adidas	26	0(0%)	1(3.8%)	13(50.0%)	11(42.3%)	1(3.8%)	3.5	3.5
Attitude Towards Service Quality - Adidas	26	0(0%)	1(3.8%)	16(61.5%)	9(34.6%)	0(0%)	3.2	3.0
Attitude Towards Shipping Quality - Adidas	26	0(0%)	1(3.8%)	15(57.7%)	10(38.5%)	0(0%)	3.3	3.3
Influence of Corporate Reputation - Adidas	26	0(0%)	0(0%)	8(30.8%)	15(57.7%)	3(11.5%)	3.7	3.5
Brand Page Commitment - Adidas	26	1(3.8%)	6(23.1%)	15(57.7%)	4(15.4%)	0(0%)	2.8	3.0
Brand Awareness - Lululemon	8	0(0%)	0(0%)	1(12.5%)	6(75.0%)	1(12.5%)	3.9	4.0
Good Fit Consciousness - Lululemon	8	0(0%)	0(0%)	3(37.5%)	2(25.0%)	3(37.5%)	3.8	4.0
Attitude Towards Store Environment - Lululemon	8	0(0%)	0(0%)	1(12.5%)	5(62.5%)	2(25.0%)	3.9	4.0

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Attitude Towards Service Quality - Lululemon	8	0(0%)	0(0%)	3(37.5%)	5(62.5%)	0(0%)	3.5	3.8
Attitude Towards Shipping Quality - Lululemon	8	0(0%)	1(12.5%)	3(37.5%)	4(50.0%)	0(0%)	3.3	3.3
Influence of Corporate Reputation - Lululemon	8	0(0%)	0(0%)	2(25.0%)	3(37.5%)	3(37.5%)	3.9	4.0
Brand Page Commitment - Lululemon	8	0(0%)	1(12.5%)	2(25.0%)	5(62.5%)	0(0%)	3.3	3.5
Brand Awareness - Under Armor	9	0(0%)	1(11.1%)	0(0%)	8(88.9%)	0(0%)	3.7	3.7
Goof Fit Consciousness - Under Armor	9	0(0%)	0(0%)	1(11.1%)	8(88.9%)	0(0%)	3.9	4.0
Attitude Towards Store Environment - Under Armor	9	0(0%)	0(0%)	4(44.4%)	5(55.6%)	0(0%)	3.5	3.5
Attitude Towards Service Quality - Under Armor	9	0(0%)	0(0%)	4(44.4%)	5(55.6%)	0(0%)	3.5	3.5
Attitude Towards Shipping Quality - Under Armor	9	0(0%)	1(11.1%)	2(22.2%)	5(55.6%)	1(11.1%)	3.5	3.5
Influence of Corporate Reputation - Under Armor	9	0(0%)	0(0%)	5(55.6%)	4(44.4%)	0(0%)	3.4	3.3
Brand Page Commitment - Under Armor	9	1(11.1%)	4(44.4%)	1(11.1%)	3(33.3%)	0(0%)	2.6	2.0

Table 2 Frequency of IDV

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Confidence of Independent Variables				
Construct	Frequency	Valid Percent	Sampling Error (95% Confidence)	Confidence Interval
	Moderately High and High			
Impulsive Shopping Tendency (Moderately Low and Low)	51	53.1%	9.6%	54.2%-73.4%
Value Consciousness	40	41.7%	9.8%	31.4%-51.0%
Awareness of Marketing Exposure	66	68.7%	9.3%	58.7%-77.3%
Influence of Corporate Social Responsibility	47	48.9%	9.9%	38.6%-58.4%
Peer Influence	66	68.8%	9.3%	58.8%-77.4%
Influencer Influence	42	43.8%	9.9%	33.9%-53.7%
Celebrity Endorsement Influence	31	32.3%	9.3%	22.6%-41.2%
Quality Consciousness	75	78.1%	8.2%	69.9%-86.3%
Performance Enhancement Consciousness	49	51.0%	9.7%	41.3%-60.7%
Fashion Consciousness	48	50.0%	9.9%	40.1%-59.9%
Comfort Consciousness	79	82.3%	7.6%	74.7%-89.9%
Brand Awareness - NIKE	48	90.6%	5.8%	85.8%-96.4%
Good Fit Consciousness - NIKE	46	86.8%	6.7%	80.1%-93.5%
Attitude Towards Store Environment - NIKE	30	56.6%	9.9%	46.7%-66.5%
Attitude Towards Service Quality - NIKE	27	50.9%	5.9%	45.0%-56.8%
Attitude Towards Shipping Quality - NIKE	30	56.6%	9.9%	46.7%-66.5%
Influence of Corporate Reputation - NIKE	45	84.9%	7.1%	77.8%-92.0%
Brand Page Commitment - NIKE	16	30.2%	9.9%	20.3%-40.1%

Table 3 Confidence of IDV

The research analyzes the frequency distribution of 18 independent variables and 9 dependent variables. To investigate respondents' attitudes towards various sports apparel brands, different choices of sports apparel brands are given in the questionnaire. The research computes a new variable score for each respondent by averaging reliable items of each construct. Then, the

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research summarizes the data values found on the 5-Point Likert Scale: 5 assumes high, 4 assumes moderately high, 3 assumes neither high nor low, 2 assumes moderately low, and 1 assumes low. This research combined the value of moderately high and high for all constructs. This research also calculates the 95%-confidence-level sampling error for the joint value of moderately high and high, where the confidence interval can predict the frequency in the population. The results are shown as follows:

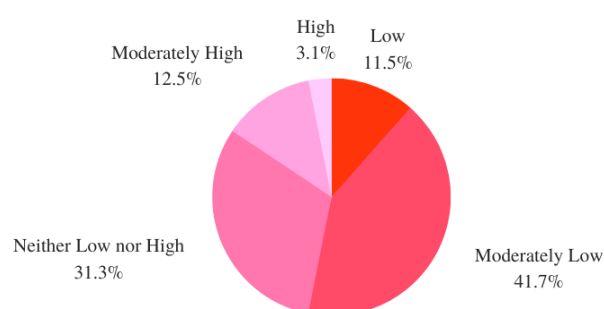


Chart 1 Frequency Chart of Impulsive Shopping Tendency

The 1st construct of Impulsive Shopping Tendency received 96 valid responses. Based on the 5-Point Likert Scale, the mean is 2.4 and the median is 2.0, which means average responses are under neither low nor high. In detail, 51(53.1%) of the respondents considered low (11.5%) or moderately low (41.7%), and 30(31.3%) of respondents considered neither low nor high, while 15(15.6%) of respondents chose moderately high (12.5%) or high (3.1%). The sample error at the 95% confidence level for the 53.1% of respondents who selected low or moderately low is 9.6%. It shows that between 54.2%-73.4% of college students don't behave impulsively when shopping.

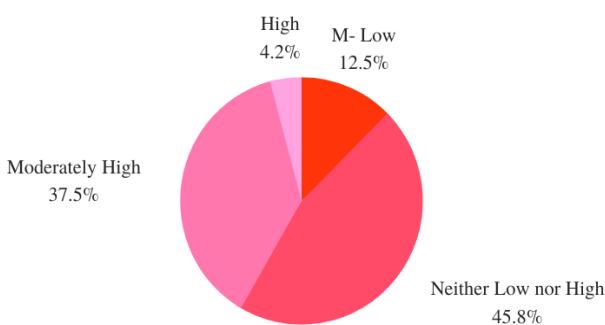


Chart 2 Frequency Chart of Value Consciousness

The 2nd construct of Value

Consciousness received 96 valid responses. Based on the 5-Point Likert Scale, the mean is 3.2 and the median is 3.3, which means the average responses are above neither low nor high. In detail, 12(12.5%) of the respondents

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considered low (0%) or moderately low (12.5%), and 44(45.8%) of respondents considered neither low nor high, while 40 (41.7%) of respondents chose moderately high (37.5%) or high (4.2%). The 95% confidence level sampling error for the 41.7% of respondents who selected moderately high or high is 9.8%. It shows that between 31.4%-51.0% of college students view value as a key deciding factor while shopping.

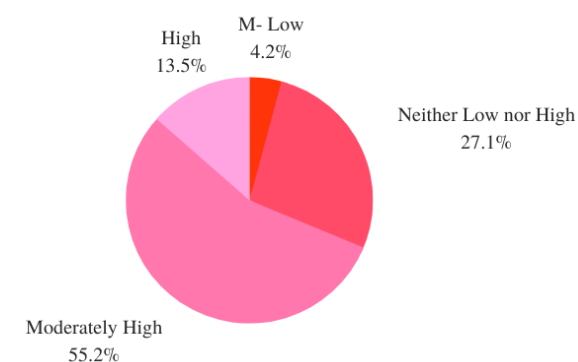


Chart 3 Frequency Chart of Awareness of Marketing Exposure

The 3rd construct of Awareness of

Marketing Exposure received 96 valid responses.

Based on the 5-Point Likert Scale, the mean is 3.6 and the median is 3.5, which means average

responses are above neither low nor high. In

detail, 4(4.2%) of the respondents considered low

(0%) or moderately low (4.2%), and 26 (27.1%)

of respondents considered neither low nor high, while 66(68.7%) of respondents chose moderately high (55.2%) or high (13.5%). The 95% confidence level sampling error for the 68.7% of respondents who selected moderately high or high is 9.3%. It shows that 58.7%–77.3% of college students perceive marketing exposure as an important influential factor when making purchasing decisions.

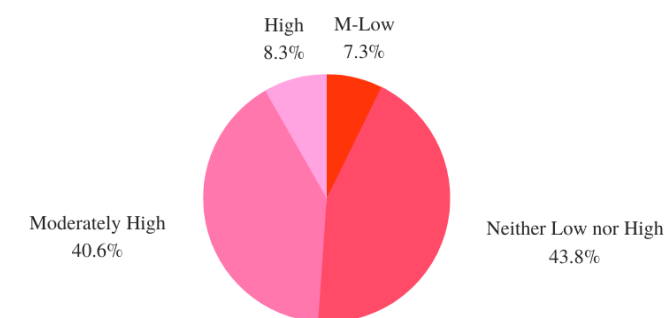


Chart 4 Frequency Chart of Influence of Corporate Social Responsibility

The 4th construct of Influence of

Corporate Social Responsibility received

96 valid responses. Based on the 5-Point

Likert Scale, the mean is 3.4 and the

median is 3.0, which means the average

responses are above neither low nor high.

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In detail, 7(7.3%) of the respondents considered low (0%) or moderately low (7.3%), and 42(43.8%) of respondents considered neither low nor high, while 47(48.9%) of respondents chose moderately high (40.6%) or high (8.3%). The 95% confidence level sampling error for the 48.9% of respondents who selected moderately high or high is 9.9%. It shows that 38.6%-58.4% of college students think that corporate social responsibility has a big impact on their buying decisions.

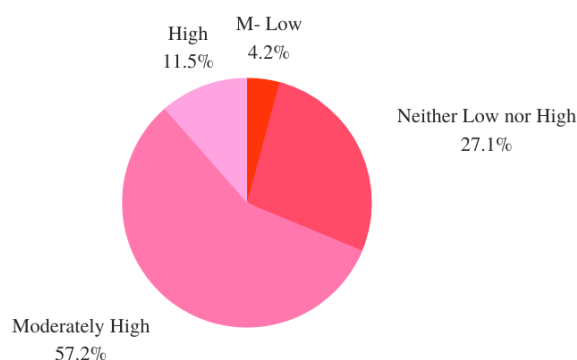


Chart 5 Frequency Chart of Peer Influence

low (4.2%), and 26(27.1%) of respondents considered neither low nor high, while 66(68.8%) of respondents chose moderately high (57.2%) or high (11.5%). The 95% confidence level sampling error for the 68.8% of respondents who selected moderately high or high is 9.3%. It shows that 58.8%–77.4% of college students believe peer influence to be a significant factor in their purchasing decisions.

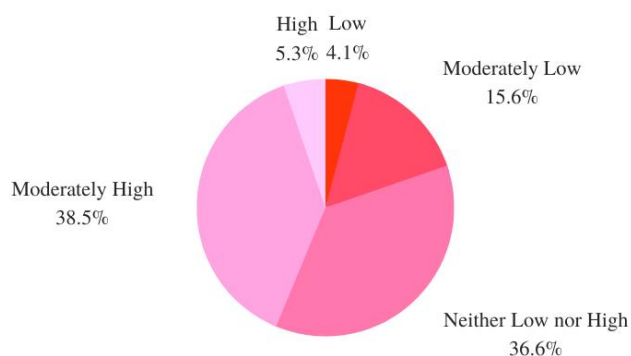


Chart 6 Frequency Chart of Influencer Influence

The 5th construct of Peer Influence

received 96 valid responses. Based on the 5-Point Likert Scale, the mean is 3.6 and the median is 3.8, which means average responses are above neither low nor high. In detail, 4(4.2%) of the respondents considered low (0%) or moderately

The 6th construct of Influencer

Influence received 96 valid responses. Based on the 5-Point Likert Scale, the mean is 3.26 and the median is 3.25, which means average responses are above neither low nor high. In detail, 19(19.8%) of the respondents

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considered low (4.1%) or moderately low (15.6%), and 35(36.5%) of respondents considered neither low nor high, while 42 (43.8%) of respondents chose moderately high (38.5%) or high (5.3%). The 95% confidence level sampling error for the 43.8% of respondents who selected moderately high or high is 9.9%. It shows that 33.9%-53.7% of college students believe that family influence has a significant impact on their purchasing decisions.

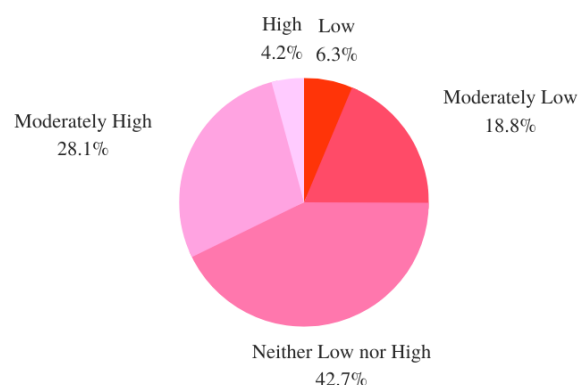


Chart 7 Frequency Chart of Celebrity Endorsement Influence

The 7th construct of Celebrity

Endorsement Influence received 96 valid responses. Based on the 5-Point Likert Scale, the mean is 3.0 and the median is 3.0, which means average responses are neither low nor high. In detail, 24(25.1%) of the respondents considered low (6.3%) or moderately low (18.8%), and

41(42.7%) of respondents considered neither low nor high, while 31(32.3%) of respondents chose moderately high (28.1%) or high (4.2%). For that 32.3% of respondents, who chose moderately high or high, and that 25.1% of respondents, who chose moderately low or low, the 95%-confidence-level sampling error is 9.3%. It suggests that about the same number of college students who do and do not take celebrity endorsement into account while shopping.

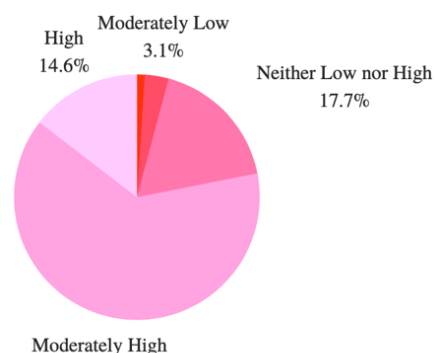


Chart 8 Frequency Chart of Quality Consciousness

The 8th construct of Quality Consciousness received 96 valid responses. Based on the 5-Point Likert Scale, the mean is 3.9 and the median is 4.0, which means the average responses are above neither low nor high. In detail, 4(4.1%) of the respondents considered low (1%) or moderately low (3.1%), and 17(17.7%) of respondents considered neither

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low nor high, while 76(78.1%) of respondents chose moderately high (63.5%) or high (14.6%).

For 79.2% of respondents who chose moderately high or high, the 95%-confidence-level sampling error is 8.2%. It indicates that 70.2%-86.8% of college students consider quality consciousness as an important influencer while purchasing sports apparel.

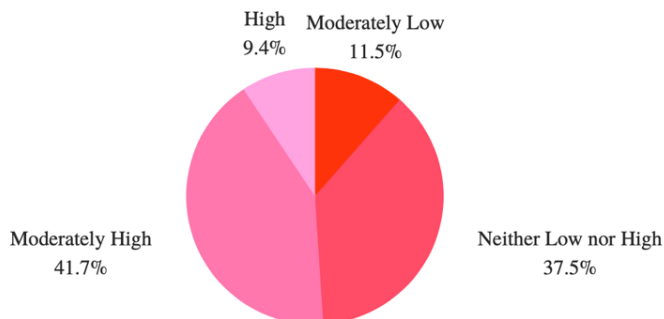


Chart 9 Frequency Chart of Performance Enhancement Consciousness

The 9th construct of Performance Enhancement Consciousness received 96 valid responses. Based on the 5-Point Likert Scale, the mean is 3.5 and the median is 3.5, which means the average responses are above neither

low nor high. In detail, 11(11.5%) of the respondents considered low (0%) or moderately low (11.5%), and 36(37.5%) of respondents considered neither low nor high, while 49(51.1%) of respondents chose moderately high (41.7%) or high (9.4%). For 51.0% of respondents who chose moderately high or high, the 95%-confidence-level sampling error is 9.7%. It indicates that 41.3%-60.7% of college students consider performance enhancement consciousness as an important influencer while purchasing sports apparel.

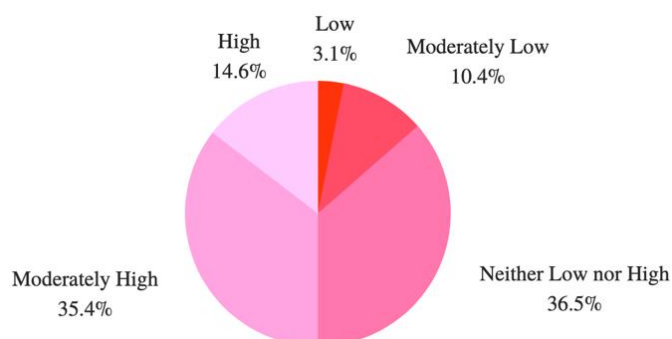


Chart 10 Frequency Chart of Fashion Consciousness

The 10th construct of Fashion Consciousness received 96 valid responses. Based on the 5-Point Likert Scale, the mean is 3.4 and the median is 3.5, which means average responses are above neither low nor high. In detail, 13(13.5%) of the

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respondents considered low (3.1%) or moderately low (10.4%), and 35(36.5%) of respondents considered neither low nor high, while 48(50%) of respondents chose moderately high (35.4%) or high (14.6%). For that 50% of respondents, who chose moderately high or high, the 95%-confidence-level sampling error is 9.9%. It indicates that 40.1%-59.9% of college students consider fashion consciousness as an important influencer while purchasing sports apparel.

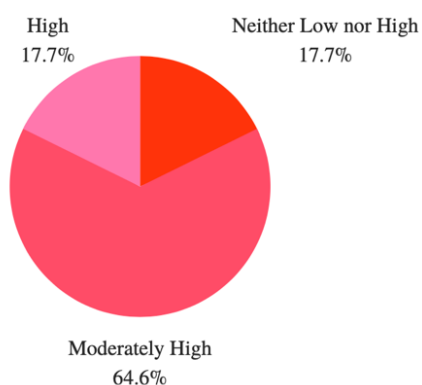


Chart 11 Frequency Chart of Comfort Consciousness

The 11th construct of Comfort Consciousness received 96 valid responses. Based on the 5-Point Likert Scale, the mean is 3.9 and the median is 4.0, which means the average responses are above neither low nor high. In detail, 0(0%) of the respondents considered low (0%) or moderately low (0%), and 17(17.7%) of respondents considered neither low nor high, while 80(82.3%) of respondents chose moderately high (64.6%) or high (17.7%). For that 82.3% of respondents who chose moderately high or high, the 95%-confidence-level sampling error is 7.6%. It indicates that 74.7%-89.9% of college students consider comfort consciousness as an important influencer while purchasing sports apparel.

Moreover, we have 7 constructs for brand-specific questions. We asked respondents to select NIKE, Adidas, Lululemon, and Under Armour as their top brands when asked “Which of the following sports apparel brands do you purchase the most?” They responded to these questions pertaining to each brand after selecting one.

There are 53 responses from NIKE, 26 responses from Adidas, 8 responses from Lululemon, 9 responses from Under Armour. The sample size for the brand-specific questions for Adidas, Lululemon, and Under Armour is less than 30. For the subsequent frequency

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analysis, we only use the questions that are brand-specific to NIKE due to the sample size restriction.

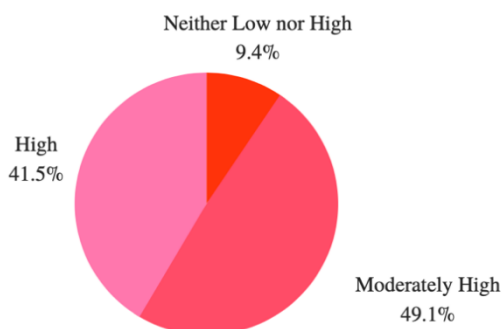


Chart 12 Frequency Chart of NIKE's Brand Awareness

The 12th construct of NIKE's Brand

Awareness received 53 valid responses. Based on the 5-Point Likert Scale, the mean is 4.1 and the median is 4.3, which means the average responses are above neither low nor high. In detail, 5(9.4%) of the respondents considered low (0%) or

moderately low 5(9.4%), and 26(49.1%) of the respondents are neither low nor high, while 48(90.6%) of respondents chose moderately high (49.1%) or high (41.5%). For that 90.6% of respondents, who chose moderately high or high, the 95%-confidence-level sampling error is 5.8%. It indicates that 85.8%-96.4% of college students consider brand awareness as an important influencer while purchasing NIKE's sports apparel.

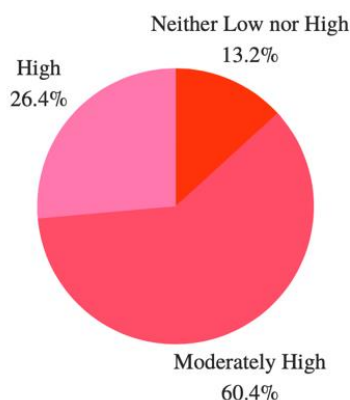


Chart 13 Frequency Chart of NIKE's Good Fit Consciousness

The 13th construct of NIKE's Good Fit

Consciousness received 53 valid responses. Based on the 5-Point Likert Scale, the mean is 4.0 and the median is 4.0. In detail, 0(0%) of the respondents considered low (0%) or moderately low (0%), and 7(13.2%) of the respondents are neither low nor high, while 46(86.8%) of respondents chose moderately

high (60.4%) or high (26.4%). For that 86.8% of respondents, who chose moderately high or high, the 95%-confidence-level sampling error is 6.7%. It indicates that 80.1%-93.5% of college students consider good fit as an important influencer while purchasing NIKE's sports apparel.

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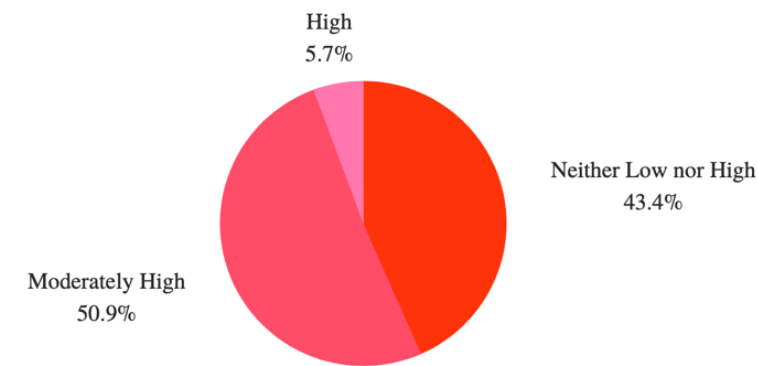


Chart 14 Frequency Chart of NIKE's Attitude toward the Store Environment

23(43.4%) of the respondents are neither low nor high, while 30(56.6%) of respondents chose moderately high (50.9%) or high (5.7%). For that 56.6% of respondents who chose moderately high or high, the 95%-confidence-level sampling error is 9.9%. It indicates that 46.7%-66.5% of college students consider the store environment as an important influencer while purchasing NIKE's sports apparel.

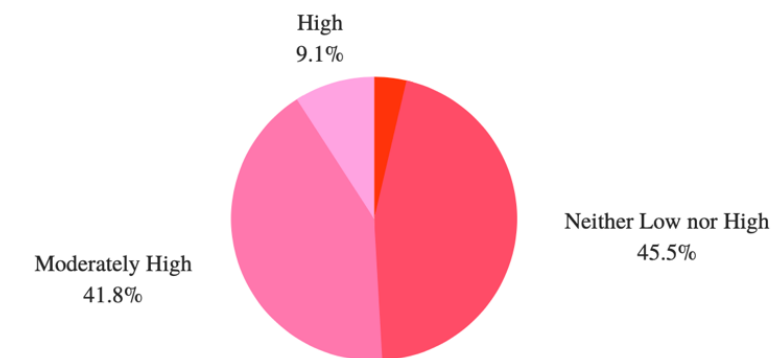


Chart 15 Frequency Chart of NIKE's Attitude toward Service Quality

above neither low nor high. In detail, 2(3.6%) of the respondents considered low (0%) or moderately low 2(3.6%), and 24(45.5%) of the respondents are neither low nor high, while 27(50.9%) of respondents chose moderately high (41.8%) or high (9.1%). For that 50.9% of

The 14th construct of NIKE's Attitude toward the Store Environment received 53 valid responses. Based on the 5-Point Likert Scale, the mean is 3.5 and the median is 3.5. In detail, 0(0%) of the respondents considered low (0%) or moderately low (0%), and

The 15th construct of NIKE's Attitude toward Service Quality received 53 valid responses. Based on the 5-Point Likert Scale, the mean is 3.4 and the median is 3.5, which means average responses are

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respondents, who chose moderately high or high, the 95%-confidence-level sampling error is 5.9%. It indicates that 45.0%-56.8% of college students consider service quality as an important influencer while purchasing NIKE's sports apparel.

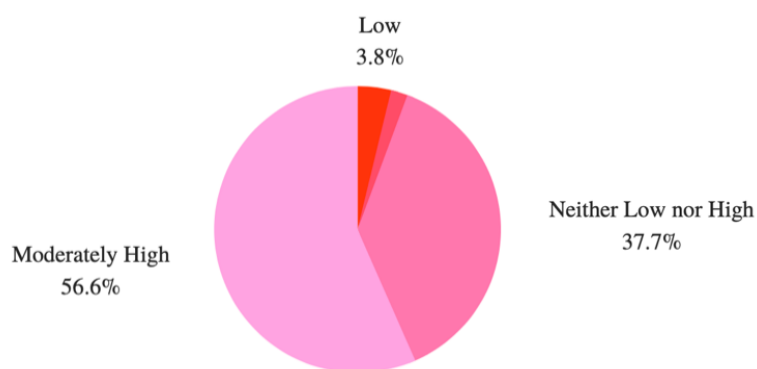


Chart 16 Frequency Chart of NIKE's Attitude toward Shipping Quality

The 16th construct of NIKE's Attitude toward Shipping Quality received 53 valid responses. Based on the 5-Point Likert Scale, the mean is 3.4 and the median is 3.7, which means average responses are above neither low nor high. In detail, 3(5.7%) of

the respondents considered low 2(3.8%) or moderately low 1(1.9%), and 20(37.7%) of the respondents are neither low nor high, while 30(56.6%) of respondents chose moderately high (56.6%) or high (0%). For that 56.6% of respondents who chose moderately high or high, the 95%-confidence-level sampling error is 9.9%. It indicates that 46.7%-66.5% of college students consider shipping quality as an important influencer while purchasing NIKE's sports apparel.

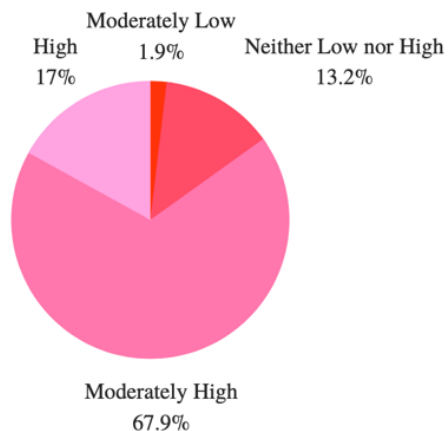


Chart 17 Frequency Chart of NIKE's Influence of Corporate Reputation

The 17th construct of NIKE's Influence of Corporate Reputation received 53 valid responses. Based on the 5-Point Likert Scale, the mean is 3.8 and the median is 4.0, which means the average responses are above neither low nor high. In detail, 1(1.9%) of the respondents considered low 0(0%) or moderately low 1(1.9%), and 7(13.2%) of the respondents are neither low nor high, while 45(84.9%) of respondents

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chose moderately high (67.9%) or high (17.0%). For that 84.9% of respondents, who chose moderately high or high, the 95%-confidence-level sampling error is 7.1%. It indicates that 77.8%-92.0% of college students consider corporate reputation as an important influencer while purchasing NIKE's sports apparel.

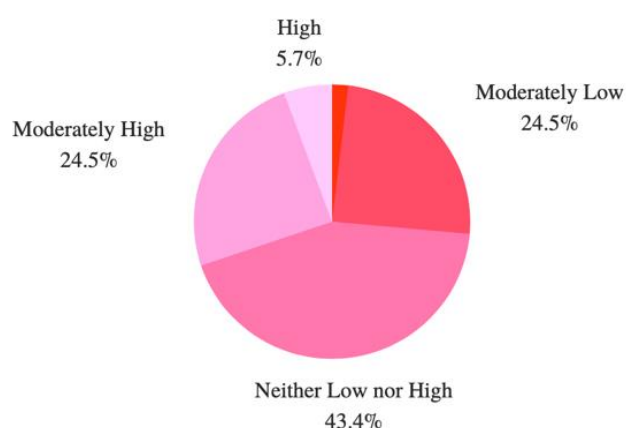


Chart 18 Frequency Chart of NIKE's Brand Page Commitment

The 18th construct of NIKE's Brand Page Commitment received 53 valid responses. Based on the 5-Point Likert Scale, the mean is 2.9 and the median is 3.0, which means the average responses are above neither low nor high. In

detail, 14(26.4%) of the respondents

considered low 1(1.9%) or moderately low 13(24.5%), and 23(43.4%) of the respondents are neither low nor high, while 16(56.6%) of respondents chose moderately high (24.5%) or high (5.7%). For that 56.6% of respondents who chose moderately high or high, the 95%-confidence-level sampling error is 9.9%. It indicates that 46.7%-66.5% of college students consider brand page commitment as an important influencer while purchasing NIKE's sports apparel.

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2. Dependent variable

Frequency of Dependent Variables											
Dependent Variable		N	Frequency (valid percent)							Mean	Median
			0	1	2	3	4	5	>5		
The number of sports apparel a consumer bought in the past 3 months.		96	23 (24.0%)	19 (19.8%)	13 (13.5%)	23 (24%)	3 (3.1%)	13 (13.5%)	2 (2.1%)	2.2	2.0
The number of sports apparel a consumer bought from this brand in the past 3 months.	NIKE	96	56 (58.3%)	22 (22.9%)	10 (10.4%)	4 (4.2%)	3 (3.1%)	1 (1.0%)	0 (0.0%)	0.7	0.0
	Adidas	96	73 (76.0%)	13 (13.5%)	6 (6.3%)	4 (4.2%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0.2	0.0
	Lululemon	96	80 (80.3%)	11 (11.5%)	2 (2.1%)	1 (1.0%)	0 (0.0%)	1 (1.0%)	1 (1.0%)	0.3	0.0
	Under Armour	96	84 (87.5%)	8 (8.3%)	1 (1.0%)	2 (2.1%)	1 (1.0%)	0 (0.0%)	0 (0.0%)	0.4	0.0

Frequency of Dependent Variable									
Dependent Variable		N	Frequency					Mean	Median
			Low	Moderately Low	Neither Low or High	Moderately High	High		
The likelihood that a consumer will buy sports apparel from this brand tomorrow.	NIKE	96	5 (5.2%)	6 (6.3%)	18 (18.8%)	44 (45.8%)	23 (24%)	3.8	4.0
	Adidas	96	3 (3.1%)	10 (10.4%)	19 (19.8%)	59 (61.5%)	5 (5.2%)	3.6	4.0
	Lululemon	96	19 (19.8%)	21 (21.9%)	27 (28.1%)	25 (26.0%)	4 (4.2%)	2.7	3.0
	Under Armour	96	12 (12.5%)	22 (22.9%)	29 (30.2%)	31 (32.3%)	2 (2.1%)	2.9	3.0

Table 4 Frequency of DV

Confidence of Dependent Variables					
Construct		Frequency	Valid Percent	Sampling Error (95% Confidence)	Confidence Interval
		Moderately High and High			
If you were to buy sports apparel tomorrow, how likely would you choose	NIKE	67	69.80%	9.20%	60.6%-79.0%
	Adidas	64	66.70%	9.40%	66.3%-76.1%
	Lululemon	29	30.20%	9.20%	21.0%-39.4%

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from the following brands?	Under Armour	33	34.40%	9.50%	24.9%-43.9%
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Table 5 Confidence of DV

The 1st dependent variable “the number of sports apparel you bought in the past 3 months” received 96 valid responses. The mean of this dependent variable was 2.2. Therefore, college students purchased approximately 2.2 pieces of sports apparel in the past 3 months. 57.3% of them bought 1 to 3 pieces.

The 2nd dependent variable “the number of sports apparel you bought from Nike in the past 3 months” received 96 valid responses. The mean of this dependent variable was 0.7, and the highest frequency of the dependent variable was 1(22.9%), the second highest frequency was 2(10.4%). Therefore, college students purchased approximately 0.7 pieces of clothing from Nike in the past three months, and most of them bought 1 or 2 pieces.

The 3rd dependent variable “the number of sports apparel you bought from Adidas in the past 3 months” received 96 valid responses. The mean of this dependent variable was 0.2, and the highest frequency of the dependent variable was 1(13.5%), the second highest frequency was 2(6.3%). Therefore, college students purchased approximately 0.2 pieces of clothing from Adidas in the past three months, and most of them bought 1 or 2 pieces.

The 4th dependent variable “the number of sports apparel you bought from Lululemon in the past 3 months” received 96 valid responses. The mean of this dependent variable was 0.3, and the highest frequency of the dependent variable was 1(11.5%), the second highest frequency was 2(2.1%). Therefore, college students purchased approximately 0.3 pieces of clothing from Lululemon in the past three months, and most of them bought 1 or 2 pieces.

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The 5th dependent variable “the number of sports apparel you bought from Under Armour in the past 3 months” received 96 valid responses. The mean of this dependent variable was 0.4, and the highest frequency of the dependent variable was 1(8.3%), the second highest frequency was 3(2.1%). Therefore, college students purchased approximately 0.4 pieces of clothing from Under Armour in the past three months, and most of them bought 1 or 3 pieces.

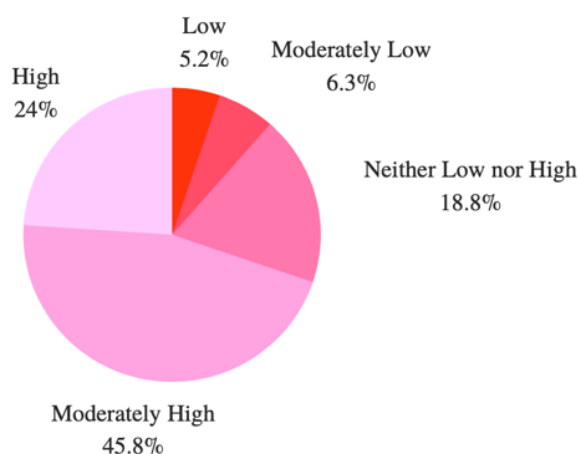


Chart 19 Frequency Chart of future purchase tendency of NIKE

(45.8%) willingness to buy clothing from Nike. The 95%-confidence-level sampling error for the two responses, the moderately high or high willingness to buy clothing from Nike, was 9.2%. Therefore, it implies that 60.6%-79.0% of college students are willing to purchase clothing from Nike tomorrow.

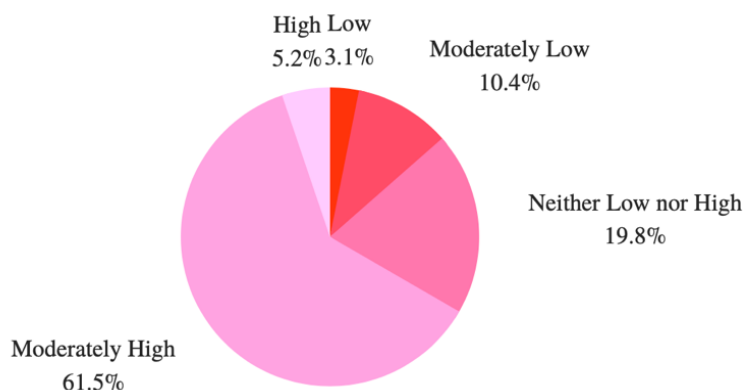


Chart 20 Frequency Chart of future purchase tendency of Adidas

The 6th dependent variable

“the likelihood that a consumer will buy sports apparel from Nike tomorrow” received 96 valid responses. The following are statistics for this dependent variable:

67(69.8%) of the respondents show a high (24%) and moderately high

The 7th dependent variable

“the likelihood that a consumer will buy sports apparel from Adidas tomorrow” received 96 valid responses. The following are statistics for this dependent

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variable: 64(66.7%) of the respondents show a high (5.2%) and moderately high (61.5%)

willingness to buy clothing from Adidas. The 95%-confidence-level sampling error for the two responses, the moderately high or high willingness to buy clothing from Adidas, was 9.4%. It implies that 66.3%-76.1% of college students prefer to purchase clothing from Adidas tomorrow.

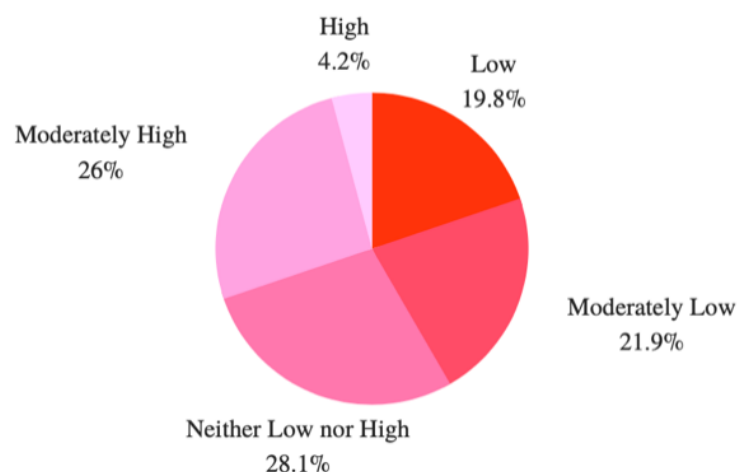


Chart 21 Frequency Chart of future purchase tendency of Lululemon

and moderately high (26%) willingness to buy clothing from Lululemon. The 95%-confidence-level sampling error for the two responses, the moderately high or high willingness to buy clothing from Lululemon, was 9.2%. Therefore, it implies that 21%-39.4% of college students are willing to purchase clothing from Lululemon tomorrow.

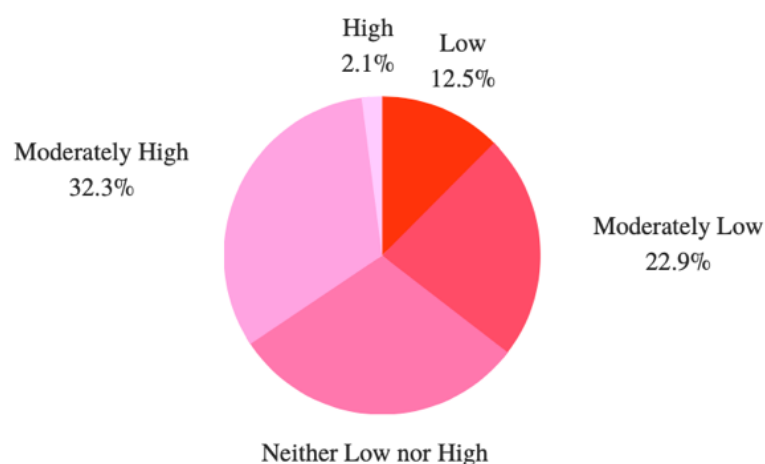


Chart 22 Frequency Chart of future purchase tendency of Under Armour

The 8th dependent variable

“the likelihood that a consumer will buy sports apparel from Lululemon tomorrow” received 96 valid responses. The following are statistics for this dependent variable: 29(30.2%) of the respondents show a high (4.2%)

The 9th dependent

variable “the likelihood that a consumer will buy sports apparel from Under Armour tomorrow” received 96 valid responses. The following are statistics for this dependent

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variable: 33(34.4%) of the respondents show a high (2.1%) and moderately high (32.3%)

willingness to buy clothing from Under Armour. The 95%-confidence-level sampling error for the two responses, the moderately high or high willingness to buy clothing from Under Armour, was 9.5%. Therefore, it implies that 24.9%-43.9% of college students are willing to purchase clothing from Under Armour tomorrow.

Analysis of Correlations

Correlation							
Dependent Variable		Independent Variable	N	Correlation (r)	Rule of Thumb	Probability of Error (p)	Significant Level
The number of sports apparel a consumer bought in the past 3 months.		Impulsive Shopping Tendency	96	0.282**	Moderate	0.005	Significant
		Awareness of Marketing Exposure	96	0.223*	Moderate	0.029	Significant
		Influencer Influence	96	0.274**	Moderate	0.007	Significant
		Celebrity Endorsement Influence	96	0.313**	Moderate	0.002	Significant
		Performance Enhancement Consciousness	96	0.254**	Moderate	0.013	Significant
		Fashion Consciousness	96	0.243*	Moderate	0.017	Significant
The number of sports apparel a consumer bought from this brand in the past 3 months.	NIKE	Celebrity Endorsement Influence	96	0.206*	Moderate	0.044	Significant
		Influence of Corporate Reputation	53	0.305*	Moderate	0.027	Significant
	Adidas	/					Significant
	Lululemon	Fashion Consciousness	96	0.214*	Moderate	0.037	Significant
	Under Armour	/					Significant

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The likelihood that a consumer will buy sports apparel from this brand tomorrow.	NIKE	Awareness of Marketing Exposure	96	0.323**	Moderate	0.001	Significant
		Peer Influence	96	0.298*	Moderate	0.003	Significant
		Influencer Influence	96	0.236*	Moderate	0.021	Significant
		Celebrity Endorsement Influence	96	0.299*	Moderate	0.003	Significant
		Quality Consciousness	96	0.218*	Moderate	0.033	Significant
		Performance Enhancement Consciousness	96	0.316*	Moderate	0.002	Significant
		Brand Awareness	53	0.290*	Moderate	0.035	Significant
		Good Fit Consciousness	53	0.461**	Strong	0.001	Significant
		Influence of Corporate Reputation	53	0.328*	Moderate	0.016	Significant
	Adidas	Awareness of Marketing Exposure	96	0.205*	Moderate	0.045	Significant
		Peer Influence	96	0.265**	Moderate	0.009	Significant
	Lululemon	Impulsive Shopping Tendency	96	0.236*	Moderate	0.020	Significant
		Influence of Corporate Social Responsibility	96	0.265**	Moderate	0.009	Significant
		Influencer Influence	96	0.283**	Moderate	0.005	Significant
		Celebrity Endorsement Influence	96	0.257*	Moderate	0.011	Significant
		Fashion Consciousness	96	0.333**	Moderate	0.001	Significant
	Under Armour	Awareness of Marketing Exposure	96	0.246*	Moderate	0.016	Significant
		Peer Influence	96	0.207*	Moderate	0.043	Significant
		Performance Enhancement Consciousness	96	0.281**	Moderate	0.005	Significant

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Table 6 Correlation Analysis

Notes: Rule of Thumb

0.10-0.19 Small

0.20-0.39 Moderate

0.40-0.59 Strong

≥ 0.6 Very Strong

*Correlation is significant at the 0.05 level

**Correlation is significant at the 0.01 level

After revealing the consumer characteristics of college students through frequency analysis, a correlation analysis was conducted to investigate the relationship between consumer characteristics (independent variables) and their purchase decisions (dependent variables). The correlation between independent variables (IDV) and dependent variables (DV) offers evidence to further determine the important factors influencing college students' purchase of sports apparel.

Concerning DVs “the number of sports apparels bought from Adidas in the past 3 months”, “the number of sports apparels bought from Under Armour in the past 3 months”, there is no significant relationship found between these DVs and 18 IDVs. We found DVs “the number of sports apparels bought in the past 3 months”, “the number of sports apparels bought from NIKE in the past 3 months”, and “the number of sports apparels bought from Lululemon in the past 3 months” were related to some IDVs. Following are findings of correlation analysis:

According to 96 valid responses, the DV “the number of sports apparels bought in the past 3 months” has a positive, moderate, and highly statistically significant relationship with the IDV “impulsive shopping tendency” ($r=0.28$, $p=0.005$). The correlation between the number of

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sports apparels bought in the past 3 months and impulsive shopping tendency is 0.28 with the probability of error 0.005. However, there is no such correlation for Lululemon. Impulsive shopping tendency refers to consumers making purchases without planning and control (Rook & Fisher, 1995). In short, if a consumer has a high propensity to shop impulsively, the more sports apparel they have purchased in the past 3 months.

According to 96 valid responses, the DV “the number of sports apparels bought in the past 3 months” has a positive, moderate, and statistically significant relationship with the IDV “awareness of marketing exposure” ($r=0.22$, $p=0.029$). The correlation between the number of sports apparels bought in the past 3 months and awareness of marketing exposure is 0.22 with the probability of error 0.03. However, there are no such findings for Lululemon. Awareness of marketing exposure means consumers’ awareness of promotion, including the use of the advertising, the sales promotions, and the personal selling (Lim & Aprianingsih, 2015). In short, if a consumer has a higher awareness of marketing exposure, then the more sports apparels they have purchased in the past 3 months.

According to 96 valid responses, the DV “the number of sports apparels bought in the past 3 months” has a positive, moderate, and highly statistically significant relationship with the IDV “influencer influence” ($r=0.27$, $p=0.007$). The correlation between the number of sports apparels bought in the past 3 months and influencer influence is 0.27 with the probability of error 0.007. However, there are no such findings for Lululemon. Influencer influence refers to the extent to which influences who have an effect on a specific target audience exert influence on consumers’ attitudes and purchase intentions (Wils, 2021). In short, the more consumers are influenced by influencers, the more sports apparel they have purchased in the past 3 months.

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According to 96 valid responses, the DV “the number of sports apparels bought in the past 3 months” has a positive, moderate, and highly statistically significant relationship with the IDV “celebrity endorsement influence” ($r=0.31$, $p=0.002$). The correlation between the number of sports apparels bought in the past 3 months and celebrity endorsement influence is 0.31 with the probability of error 0.002. However, there are no such findings for Lululemon. Celebrity endorsement influence refers to the extent to which a celebrity who enjoys public recognition possessing such attributes as attractiveness and trustworthiness endorsing products can influence consumers’ purchase intentions for the product (Apejoye, 2013; Meng et al., 2021). In short, the more consumers are influenced by celebrity endorsement, the more sports apparels they have purchased in the past 3 months.

According to 96 valid responses, the DV “the number of sports apparels bought in the past 3 months” has a positive, moderate, and highly statistically significant relationship with the IDV “performance enhancement consciousness” ($r=0.25$, $p=0.013$). The correlation between the number of sports apparels bought in the past 3 months and performance enhancement consciousness is 0.25 with the probability of error 0.013. Performance enhancement consciousness refers to the degree a sports apparel improves sports performance (Wheat & Dickson, 1999). In short, the more consumers believe in celebrity endorsement, the more sports apparels they have purchased in the past 3 months.

According to 96 valid responses, the DV “the number of sports apparels bought in the past 3 months” has a positive, moderate, and statistically significant relationship with the IDV “fashion consciousness” ($r=0.24$, $p=0.017$). The correlation between the number of sports apparels bought in the past 3 months and fashion consciousness is 0.24 with the probability of error 0.017. The correlation is also found for Lululemon. According to 96 valid responses, the

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DV “the number of sports apparels bought from Lululemon in the past 3 months” has a positive, moderate, and statistically significant relationship with the IDV “fashion consciousness” ($r=0.21$, $p=0.037$). The correlation between the number of sports apparels bought from Lululemon in the past 3 months and fashion consciousness is 0.21 with the probability of error 0.037. Fashion consciousness refers to consumers’ degree of involvement with the styles or fashion clothing (Kautish & Sharma, 2018). In short, the more consumers care about fashion, the more sports apparels they have purchased in the past 3 months.

According to 96 valid responses, the DV “the number of sports apparels bought from NIKE in the past 3 months” has a positive, moderate, and statistically significant relationship with the IDV “celebrity endorsement influence” ($r=0.21$, $p=0.044$). The correlation between the number of sports apparels bought from NIKE in the past 3 months and celebrity endorsement influence is 0.21 with the probability of error 0.044. Celebrity endorsement influence means the extent to which a celebrity who enjoys public recognition possessing such attributes as attractiveness and trustworthiness endorsing products can influence consumers’ purchase intentions for the product (Apejoye, 2013; Meng et al., 2021). In short, the more consumers believe in celebrity endorsement, the more sports apparels they have purchased from NIKE in the past 3 months.

According to 53 valid responses, the DV “the number of sports apparels bought from NIKE in the past 3 months” has a positive, moderate, and statistically significant relationship with the IDV “influence of corporate reputation” ($r=0.31$, $p=0.027$). The correlation between the number of sports apparels bought from NIKE in the past 3 months and influence of corporate reputation is 0.31 with the probability of error 0.027. Influence of corporate reputation refers to the extent how “consumers’ accumulated opinions, perceptions, and attitudes towards the

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company” influences consumers (Jung & Seock, 2016). In short, the more consumers cared about corporate reputation, the more sports apparels they have purchased from NIKE in the past 3 months.

The following part respectively estimates the relationship between independent variables and the likelihood that a college student will buy sports apparel from NIKE, Adidas, Lululemon, and Under Armour tomorrow. The research finds that the likelihood to buy sports apparel from NIKE has relationships with awareness of marketing exposure, peer influence, influencer influence, celebrity endorsement influence, quality consciousness, performance enhancement consciousness, brand awareness, good fit consciousness, and influence of corporate reputation. The likelihood of buying sports apparel from Adidas has relationships with an awareness of marketing exposure and peer influence. Moreover, the likelihood to buy sports apparel from Lululemon is related to impulsive shopping tendency, influence of corporate social responsibility, influencer influence, celebrity endorsement influence, and fashion consciousness, as well as the likelihood to buy sports apparel from Under Armour has a relevance to awareness of marketing exposure, peer influence, and performance enhancement consciousness.

According to 96 valid responses, the DV “the likelihood that a college student will buy sports apparel from **Nike** tomorrow” has a positive, moderate, and highly statistically significant relationship with the IDV “**awareness of marketing exposure**” ($r=0.32$, $p=0.001$). The correlation between the likelihood that a college student will buy sports apparel from NIKE tomorrow and awareness of marketing exposure is 0.32 with the probability of error 0.00. Awareness of marketing exposure refers to consumers’ awareness of promotion, including the use of the advertising, the sales promotions, and the personal selling (Lim & Aprianingsih,

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2015). In brief, if consumers have higher awareness of marketing promotion, they are more likely to buy sports apparels from NIKE tomorrow.

According to 96 valid responses, the DV “the likelihood that a college student will buy sports apparel from **NIKE** tomorrow” has a positive, moderate, and statistically significant relationship with the IDV “**peer influence**” ($r=0.30$, $p=0.003$). The correlation between the likelihood that a college student will buy sports apparel from NIKE tomorrow and peer influence is 0.30 with the probability of error 0.00. Peer influence refers to the extent to which peers exert influence on the attitudes, thoughts, and actions of an individual (Khan et al., 2016). In brief, the more consumers can be influenced by their friends, the more likely they are to buy sports apparels from NIKE tomorrow.

According to 96 valid responses, the DV “the likelihood that a college student will buy sports apparel from **NIKE** tomorrow” has a positive, moderate, and statistically significant relationship with the IDV “**influencer influence**” ($r=0.24$, $p=0.021$). The correlation between the likelihood that a college student will buy sports apparel from NIKE tomorrow and influencer influence is 0.24 with the probability of error 0.02. Influencer influence refers to the extent to which influencers who have an effect on a specific target audience exert an influence on consumers’ attitudes and purchase intentions. (Wils, 2021). In brief, the more consumers can be influenced by influencers, they are more likely to buy sports apparels from NIKE tomorrow.

According to 96 valid responses, the DV “the likelihood that a college student will buy sports apparel from **NIKE** tomorrow” has a positive, moderate, and statistically significant relationship with the IDV “**celebrity endorsement influence**” ($r=0.30$, $p=0.003$). The correlation between the likelihood that a college student will buy sports apparel from NIKE tomorrow and celebrity endorsement influence is 0.30 with the probability of error 0.000.

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Celebrity endorsement influence refers to the extent to which a celebrity who enjoys public recognition possessing such attributes as attractiveness and trustworthiness endorsing products can influence consumers' purchase intentions for the product (Apejaye, 2013; Meng et al., 2021). In brief, if consumers care more about celebrities' endorsing, they are more likely to buy sports apparel from NIKE tomorrow.

According to 96 valid responses, the DV “the likelihood that a college student will buy sports apparel from **NIKE** tomorrow” has a positive, moderate, and statistically significant relationship with the IDV “**quality consciousness**” ($r=0.22$, $p=0.033$). The correlation between the likelihood that a college student will buy sports apparel from NIKE tomorrow and quality consciousness is 0.22 with the probability of error 0.03. Quality consciousness refers to the degree a consumer searches for the best quality in products (Sproles & Kendall, 1986, p.271)”. In brief, the more consumers are concerned about the quality of sports apparel, the more likely they are to buy sports apparel from NIKE tomorrow.

According to 96 valid responses, the DV “the likelihood that a college student will buy sports apparel from **NIKE** tomorrow” has a positive, moderate, and statistically significant relationship with the IDV “**performance enhancement consciousness**” ($r=0.32$, $p=0.002$). The correlation between the likelihood that a college student will buy sports apparel from NIKE tomorrow and performance enhancement consciousness is 0.32 with the probability of error 0.00. Performance enhancement consciousness refers to the degree a consumer cares about sports apparel can improve sports performance (Wheat & Dickson, 1999). In brief, the more consumers believe that sports apparel can improve their sports performance, the more likely they are to buy sports apparel from NIKE tomorrow.

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According to 53 valid responses, the DV “the likelihood that a college student will buy sports apparel from **NIKE** tomorrow” has a positive, moderate, and statistically significant relationship with the IDV “**brand awareness**” ($r=0.30$, $p=0.035$). The correlation between the likelihood that a college student will buy sports apparel from NIKE tomorrow and brand awareness is 0.30 with the probability of error 0.04. Brand awareness refers to consumers thinking of a brand and taking the brand into consideration when making a purchase decision (Hutter, Hautz, Dennhardt, & Füller, 2013). In brief, if consumers have better attitudes towards NIKE or have heard of NIKE more, they are more likely to buy sports apparel from NIKE tomorrow.

According to 53 valid responses, the DV “the likelihood that a college student will buy sports apparel from **NIKE** tomorrow” has a positive, strong, and highly statistically significant relationship with the IDV “**good fit consciousness**” ($r=0.46$, $p=0.001$). The correlation between the likelihood that a college student will buy sports apparel from NIKE tomorrow and good fit consciousness is 0.46 with the probability of error 0.00. Good fit consciousness means the degree to which consumers care about the proper size and fit of sports apparel (Kawabata & Rabolt, 1999). In brief, if the more consumers care about the proper size and fit of sports apparel, the more likely they are to buy sports apparel from NIKE tomorrow.

According to 53 valid responses, the DV “the likelihood that a college student will buy sports apparel from **NIKE** tomorrow” has a positive, moderate, and statistically significant relationship with the IDV “**influence of corporate reputation**” ($r=0.33$, $p=0.016$). The correlation between the likelihood that a college student will buy sports apparel from NIKE tomorrow and the influence of corporate reputation is 0.33 with the probability of error 0.02. Influence of corporate reputation means the extent to which “consumers’ accumulated opinions,

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perceptions, and attitudes towards the company” influences consumers (Jung & Seock, 2016). In brief, consumers believe the higher the corporate reputation of NIKE, the more likely they are to buy sports apparel from NIKE tomorrow.

According to 96 valid responses, the DV “the likelihood that a college student will buy sports apparel from **Adidas** tomorrow” has a positive, moderate, and statistically significant relationship with the IDV “**awareness of marketing exposure**” ($r=0.21$, $p=0.045$). The correlation between the likelihood that a college student will buy sports apparel from Adidas tomorrow and awareness of marketing exposure is 0.21 with the probability of error 0.04. Awareness of marketing exposure refers to consumers’ awareness of promotion, including the use of the advertising, the sales promotions, and the personal selling (Lim & Aprianingsih, 2015). In brief, if consumers have higher awareness of Adidas’ marketing exposure and promotion, they are more likely to buy sports apparel from Adidas tomorrow.

According to 96 valid responses, the DV “the likelihood that a college student will buy sports apparel from **Adidas** tomorrow” has a positive, moderate, and highly statistically significant relationship with the IDV “**peer influence**” ($r=0.27$, $p=0.009$). The correlation between the likelihood that a college student will buy sports apparel from Adidas tomorrow and peer influence is 0.27 with the probability of error 0.01. Peer influence refers to the extent to which peers exert influence on the attitudes, thoughts, and actions of an individual (Khan et al., 2016). In brief, the more consumers can be influenced by their friends, the more likely they are to buy sports apparel from Adidas tomorrow.

According to 96 valid responses, the DV “the likelihood that a college student will buy sports apparel from **Lululemon** tomorrow” has a positive, moderate, and statistically significant relationship with the IDV “**impulsive shopping tendency**” ($r=0.24$, $p=0.020$). The correlation

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between the likelihood that a college student will buy sports apparel from Lululemon tomorrow and impulsive shopping tendency is 0.24 with the probability of error 0.02. Impulsive shopping tendency refers to consumers making purchases without planning and control (Rook & Fisher, 1995). In brief, if consumers tend to make more purchases without planning and control, they are more likely to buy sports apparel from Lululemon tomorrow.

According to 96 valid responses, the DV “the likelihood that a college student will buy sports apparel from **Lululemon** tomorrow” has a positive, moderate, and highly statistically significant relationship with the IDV “**influence of corporate social responsibility**” ($r=0.27$, $p=0.009$). The correlation between the likelihood that a college student will buy sports apparel from Lululemon tomorrow and the influence of corporate social responsibility is 0.27 with the probability of error 0.01. Influence of corporate social responsibility means the extent to which “a company’s commitment to minimizing or eliminating any harmful effects and maximizing its long-run beneficial impact on society” influences consumers (Bolton & Mattila, 2015). In brief, the more consumers are concerned about corporate social responsibility, the more likely they are to buy sports apparel from Lululemon tomorrow.

According to 96 valid responses, the DV “the likelihood that a college student will buy sports apparel from **Lululemon** tomorrow” has a positive, moderate, and highly statistically significant relationship with the IDV “**influencer influence**” ($r=0.28$, $p=0.005$). The correlation between the likelihood that a college student will buy sports apparel from Lululemon tomorrow and influencer influence is 0.28 with the probability of error 0.01. Influencer influence means the extent to which peers exert an influence on the attitudes, thoughts, and actions of an individual (Khan et al., 2016). In brief, the more consumers can be influenced by influencers, the more likely they are to buy sports apparel from Lululemon tomorrow.

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According to 96 valid responses, the DV “the likelihood that a college student will buy sports apparel from **Lululemon** tomorrow” has a positive, moderate, and statistically significant relationship with the IDV “**celebrity endorsement influence**” ($r=0.26$, $p=0.011$). The correlation between the likelihood that a college student will buy sports apparel from Lululemon tomorrow and celebrity endorsement influence is 0.26 with the probability of error 0.01. Celebrity endorsement influence refers to the extent to which a celebrity who enjoys public recognition possessing such attributes as attractiveness and trustworthiness endorsing products can influence consumers’ purchase intentions for the product (Apejaye, 2013; Meng et al., 2021). In brief, the more consumers believe in celebrities’ endorsing, the more likely they are to buy sports apparel from Lululemon tomorrow.

According to 96 valid responses, the DV “the likelihood that a college student will buy sports apparel from **Lululemon** tomorrow” has a positive, moderate, and highly statistically significant relationship with the IDV “**fashion consciousness**” ($r=0.33$, $p=0.001$). The correlation between the likelihood that a college student will buy sports apparel from Lululemon tomorrow and fashion consciousness is 0.33 with the probability of error 0.00. Fashion consciousness means the degree consumers’ involvement with the styles or fashion clothing (Kautish & Sharma, 2018). In brief, the more consumers care about the styles or fashion clothing, the more likely they are to buy sports apparel from Lululemon tomorrow.

According to 96 valid responses, the DV “the likelihood that a college student will buy sports apparel from **Under Armour** tomorrow” has a positive, moderate, and statistically significant relationship with the IDV “**awareness of marketing exposure**” ($r=0.25$, $p=0.016$). The correlation between the likelihood that a college student will buy sports apparel from Under Armour tomorrow and awareness of marketing exposure is 0.25 with the probability of error

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0.02. Awareness of marketing exposure means consumers' awareness of promotion, including the use of the advertising, the sales promotions, and the personal selling (Lim & Aprianingsih, 2015). In brief, if consumers have higher awareness of promotion, they are more likely to buy sports apparel from Under Armour tomorrow.

According to 96 valid responses, the DV "the likelihood that a college student will buy sports apparel from **Under Armour** tomorrow" has a positive, moderate, and statistically significant relationship with the IDV "**peer influence**" ($r=0.21$, $p=0.043$). The correlation between the likelihood that a college student will buy sports apparel from Under Armour tomorrow and peer influence is 0.21 with the probability of error 0.04. Peer influence means the extent to which peers exert influence on the attitudes, thoughts, and actions of an individual (Khan et al., 2016). In brief, the more consumers can be influenced by their friends, the more likely they are to buy sports apparel from Under Armour tomorrow.

According to 96 valid responses, the DV "the likelihood that a college student will buy sports apparel from **Under Armour** tomorrow" has a positive, moderate, and highly statistically significant relationship with the IDV "**performance enhancement consciousness**" ($r=0.28$, $p=0.005$). The correlation between the likelihood that a college student will buy sports apparel from Under Armour tomorrow and performance enhancement consciousness is 0.28 with the probability of error 0.01. Performance enhancement consciousness means the degree a consumer cares about sports apparel can improve sports performance (Wheat & Dickson, 1999). In brief, if the more consumers believe that sports apparel can improve performance, the more likely they are to buy sports apparel from Under Armour tomorrow.

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Discussion

In this section, the research compared 18 constructs with previous literature reviews. Among the 18 constructs, 12 constructs confirmed the findings in the literature review. The detailed discussions are as follows:

Impulsive tendency can influence purchasing behavior (Wang, Siu & Hui, 2004). In the research, 54.2% to 73.4% (with a 95% confidence) of college students did not consider Impulsive Shopping Tendency as an important factor when they purchase sports apparel. Although less than half the college students with impulsive shopping tendency believe that they will buy sports apparel because of impulsive shopping tendency, the research found a positive, moderate, and highly statistically significant relationship between impulsive shopping tendency and the number of sports apparels bought in the past 3 months. Furthermore, there is also a positive, moderate, and statistically significant relationship between impulsive shopping and the likelihood that a college student will buy sports apparel from Lululemon tomorrow. Therefore, the research can confirm that impulsive shopping tendency is a significant factor in purchasing sports apparel.

Cowart and Goldsmith (2007) proposed that “**value consciousness** was significantly correlated with the amount spent on online apparel” (p. 643). In the research, 31.4% to 51.0% (with a 95% confidence) of college students considered value consciousness has a great influence when purchasing sports apparel. However, there was no correlation found between this factor and the likelihood of purchasing sports apparel from any brands tomorrow. Therefore, this research cannot confirm that value consciousness is a vital influencer on brand choice when college students purchase sports apparel.

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Pappas (2016) stated that **marketing exposure** is essential in consumer decision making. In the research, 58.7% to 77.3% (with a 95% confidence) of college students regarded Awareness of Marketing Exposure as a driver when purchasing sports apparel. The results of the research showed there are multiple correlations between this factor and the number of sports apparels bought in past 3 months or the likelihood of purchasing sports apparel from some brands tomorrow: a positive, moderate, and high statistically significant correlation between awareness of marketing exposure and the number of sports apparels bought in the past 3 months; a positive, moderate, and highly statistically significant correlation between awareness of marketing exposure and the likelihood of purchasing sports apparel from NIKE tomorrow; a positive, moderate, and highly statistically significant correlation between awareness of marketing exposure and the likelihood of purchasing sports apparel from Adidas tomorrow; a positive, moderate, and statistically significant correlation between awareness of marketing exposure and the likelihood of purchasing sports apparel from Under Armour tomorrow. Therefore, the research can confirm that awareness of marketing exposure is a vital influencer in selecting sports apparel's brand.

Ali and Sohail (2018) argued that **corporate social responsibility** (CSR) significantly impacts consumers' purchase intention. In the research, 38.6% to 58.4% (with a 95% confidence) of college students chose Influence of Corporate Social Responsibility as a driver when purchasing sports apparel. The research found a positive, moderate, and highly statistically significant correlation between awareness of influence of corporate social responsibility and the likelihood of purchasing sports apparel from Lululemon tomorrow. Therefore, the research can confirm the influence of corporate social responsibility is an important influencer in selecting sports apparel's brand.

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Khan and others (2016) found that peers would affect young people's purchase intention. In the research, 58.8% to 77.4% (with a 95% confidence) of college students regarded **peer influence** as a driver when purchasing sports apparel. The results of the research showed there are multiple correlations between this factor and the likelihood of purchasing sports apparel from some brands: a positive, moderate, and statistically significant correlation between peer influence and the likelihood of purchasing sports apparel from NIKE tomorrow; a positive, moderate, and highly statistically significant correlation between peer influence and the likelihood of purchasing sports apparel from Adidas tomorrow; a positive, moderate, and statistically significant correlation between peer influence and the likelihood of purchasing sports apparel from Under Armour tomorrow. Therefore, the research can confirm that peer influence is a vital influencer in selecting sports apparel's brand.

Wils (2021) suggested that the type of influencers in sportswear was indeed significant for positive consumer attitudes, high purchase intentions and a high perceived credibility. In the research, 33.4% to 53.2% (with a 95% confidence) of college students regarded **influencer influence** as a driver when purchasing sports apparel. The results of the research showed there are multiple relationships between this factor and the number of sports apparels bought in past 3 months or the likelihood of purchasing sports apparel from some brands tomorrow: a positive, moderate, and highly statistically significant correlation between influencer influence and the number of sports apparels bought in the past 3 months; a positive, moderate, and statistically significant correlation between influencer influence and the likelihood of purchasing sports apparel from NIKE tomorrow; a positive, moderate, and highly statistically significant correlation between influencer influence and the likelihood of purchasing sports apparel from

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Lululemon tomorrow. Therefore, the research can confirm that influencer influence is a vital influencer on sports apparel's brand decision.

Apejoye (2013) pointed out that celebrities' endorsements can impact consumers' purchase intention. In the research, 22.6% to 41.2% (with a 95% confidence) of college students regarded **celebrity endorsement influence** as an influencer when purchasing sports apparel. Although less than half of the college students care about this celebrity endorsement of sports apparel brand, the research showed there are multiple relationships between this factor and the number of sports apparels bought in past 3 months or the likelihood of purchasing sports apparel from some brands tomorrow: a positive, moderate, and statistically significant correlation between fashion consciousness and the number of sports apparels bought in the past 3 months; a positive, moderate, and highly statistically significant correlation between celebrity endorsement influence and the number of sports apparels bought in the past 3 months; a positive, moderate, and statistically significant correlation between celebrity endorsement influence and the number of sports apparels bought from NIKE in the past 3 months; a positive, moderate, and statistically significant correlation between celebrity endorsement influence and the likelihood of purchasing sports apparel from NIKE tomorrow; a positive, moderate, and statistically significant correlation between celebrity endorsement influence and the likelihood of purchasing sports apparel from Lululemon tomorrow. Therefore, the research can confirm that celebrity endorsement influence is an important factor in sports apparel's brand decision.

Yeesuntes and Buran (2017) demonstrated that quality was important for purchasing sportswear. In the research, 70.2% to 86.6% (with a 95% confidence) of college students regarded **quality consciousness** as a driver when purchasing sports apparel. The research demonstrated there is a positive, moderate, and statistically significant correlation between

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quality consciousness and the likelihood of purchasing sports apparel from NIKE tomorrow.

Therefore, the research can confirm that quality consciousness is an important factor in selecting sports apparel's brand.

Wheat and Dickson (1999) figured out that performance enhancement is one of the consumer's needs of sports clothing. In the research, 33.4% to 53.2% (with a 95% confidence) of college students regarded **performance enhancement consciousness** as a driver when purchasing sports apparel. Although merely half of the colleges students care about this factor, the research illustrated there are multiple relationships between performance enhancement consciousness and the number of sports apparels bought in past 3 months or the likelihood of purchasing sports apparel from some brands tomorrow: a positive, moderate, and highly statistically significant correlation between performance enhancement consciousness and the number of sports apparels bought in the past 3 months; a positive, moderate, and statistically significant correlation between performance enhancement consciousness and the likelihood of purchasing sports apparel from NIKE; a positive, moderate, and highly statistically significant correlation between performance enhancement consciousness and the likelihood of purchasing sports apparel from Under Armour tomorrow. Therefore, the research can confirm that performance enhancement is a vital influencer in choosing sports apparel's brand.

According to Cowart and Goldsmith (2007), fashion consciousness was significantly correlated with clothes purchasing. In the research, 40.6% to 60.4% (with a 95% confidence) of college students regarded **fashion consciousness** as a driver when purchasing sports apparel. The results of the research showed there are multiple relationships between this factor and the number of sports apparels bought in past 3 months or the likelihood of purchasing sports apparel from some brands tomorrow: a positive, moderate, and statistically significant correlation

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between fashion consciousness and the number of sports apparels bought in the past 3 months; a positive, moderate, and statistically significant correlation between fashion consciousness and the number of sports apparels bought from Lululemon in the past 3 months; a positive, moderate, and highly statistically significant correlation between fashion consciousness and the likelihood of purchasing sports apparel from Lululemon tomorrow. Therefore, the research can confirm fashion consciousness is a vital influencer in selecting sports apparel's brand.

Wheat and Dickson (1999) proposed that wearing comfort can reflect consumer's need for sports clothing. In the research, 75.7% to 90.9% (with a 95% confidence) of college students considered **comfort consciousness** to have a great influence when purchasing sports apparel. However, there was no correlation found between this factor and the likelihood of purchasing sports apparel from any brands tomorrow. Therefore, this research cannot confirm that comfort consciousness is a vital factor on brand choice when college students purchase sports apparel.

June and Seock (2016) found that there are significant effects of **brand awareness** on brand attitude and purchase intention. Baek (2017) also discovered that "college-aged millennials' perception of brand can influence their perceptions of brand-cause fit and their purchase intention of a cause-related marketing (CRM) product". In the research, 85.8% to 96.4% (with a 95% confidence) of college students considered brand familiarity an important factor of their purchasing decision. Besides, the research discovered a positive and moderate correlation between brand awareness and the likelihood that college students will buy sportswear from NIKE in the next three months. It indicates that brand awareness can boost consumers' purchasing intention. Therefore, this research can confirm that family influence is a significant factor in clothing brand choices for college students.

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Kawabata and Rabolt (1999) found that **good fit consciousness** was an important deciding criterion in choosing clothes. In the research, 80.1% to 93.5% (with a 95% confidence) of college students considered good fit consciousness as an important factor of their sportswear purchasing decision. Besides, the research discovered a positive and strong correlation between good fit consciousness and the likelihood that people will buy sports apparel from NIKE in the next three months, indicating that good fit consciousness is an important factor for the likelihood of purchasing clothing from a brand.

Lim and Aprianingsih (2015) showed that **attitude towards store environment** could significantly influence brand loyalty to sportswear brands. In the research, 46.7% to 66.5% (with a 95% confidence) of college students considered attitude towards store environment an important factor of their sportswear purchasing decision, while no correlation was found between attitude towards store environment and the likelihood of buying sports apparel. Therefore, this study cannot confirm the attitude towards store environment can be an important motivation for college students to purchase sportswear from a brand.

Lim and Aprianingsih (2015) also showed that **attitude towards service quality** could significantly influence brand loyalty to sportswear brands. In the research, 43.0% to 62.8% (with a 95% confidence) of college students considered attitude towards service quality an important factor of their sportswear purchasing decision, while no correlation was found between attitude towards service quality and the likelihood of buying sports apparel. Therefore, this research cannot confirm the attitude towards service quality is an important motivation for college students to purchase sportswear from a brand.

Kim and Kim (2004) illustrated that “fast delivery time, no or low shipping and handling charge” (Kim & Kim, 2004, p. 889) are influential factors of the choice attribution of online

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shopping. In the research, 46.7% to 66.5% (with a 95% confidence) of college students regarded **attitude towards shipping quality** as an important factor of their sportswear purchasing decision, while no correlation was found between attitude towards shipping quality and the likelihood of buying sports apparel. Therefore, this study cannot confirm the attitude towards shipping quality is a motivation for college students to purchase sportswear from a brand.

Jung and Seock (2016) pointed out negative information about **corporate reputation** affects people's attitudes toward brands and their purchase intentions (Jung & Seock, 2016). In the research, 77.8% to 92.0% (with a 95% confidence) of college students considered corporate reputation an important factor of their sportswear purchasing decision. Besides, the research discovered a positive correlation between corporate reputation and the likelihood that people will buy clothing from NIKE in the next three months. It indicates that Influence of Corporate Reputation is a significant factor in selecting sports apparel's brand for college students.

Huter and others (2013) illustrated that **brand page commitment** has a positive effect on consumers' purchase intention. Engagement on a Facebook fan page affects consumer purchase intentions in a positive way (Huter et al., 2013). In the research, 46.7% to 66.5% (with a 95% confidence) of college students considered the fan page of a brand an important factor of their sportswear purchasing decision, while no correlation was found between brand page commitment and the likelihood of buying sports apparel. Therefore, this research cannot confirm brand page commitment as an important factor for college students to purchase sportswear from a brand.

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Recommendations

The result of dependent variables shows that 21.0% to 39.4% of college students are willing to buy sports apparel from Lululemon. In this part, we will give recommendations to Lululemon for the brand to attract more potential purchases from college students.

According to frequency and correlation analysis of 18 independent variables, we found that college students care much about Impulsive Shopping Tendency, Awareness of Marketing Exposure, Influence of Corporate Social Responsibility, Peer Influence, Influencer Influence, Celebrity Endorsement Influence, Quality Consciousness, Performance Enhancement Consciousness, Fashion Consciousness, Brand Awareness, Good Fit Consciousness, and Influence of Corporate Reputation when buying sports apparel.

Based on the frequency analysis of dependent variables, NIKE and Adidas can be Lululemon's competitive competitors because many respondents have bought sports apparel from these two brands in the past 3 months and showed their willingness to buy from these two brands in the future. However, due to the limitation of sample size, we mainly analyzed NIKE's brand-specific independent variables for comparison and reference for recommendations to Lululemon.

In college students' opinions of purchasing sports apparel in the past 3 months, we found that Influencer Influence, Celebrity Endorsement Influence, Impulsive Shopping Tendency, Awareness of Marketing Exposure, Performance Enhancement Consciousness, and Fashion Consciousness had positive impacts on them when buying sports apparel.

According to college students' future tendency of choosing sports apparel, influencers influence and celebrity endorsement influence will be both vitally concerned about buying from NIKE and Lululemon. Particularly, celebrity endorsement's influence is more important to the

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competitive brand NIKE, however, influencer's influence is more vital to Lululemon based on consumers' future purchase intention. We predict one of the reasons for this result may be that there is currently no celebrity endorsing Lululemon for the brand. Instead, Lululemon previously put more effort into inviting influencers of fitness or dressing to promote their sports apparel and athletes as its brand ambassadors for improving its professional brand image.

Learning from NIKE, Lululemon should strengthen its multi-channel advertising to improve its impact of celebrity endorsement and influencers: First, devote more resources to working with reliable and well-known influencers to increase Lululemon's strength on influencers' influence; second, collaborate with one or two charismatic celebrities to promote a particular product line in order to attract more potential customers and increase volume; third, when collaborating with new influencers or celebrities, provide distinctive media content, such as the brand spirit of Lululemon, superior product characteristics.

Considering college students' likelihood of buying sports apparel, consumers who have impulsive shopping tendencies are more prone to buy only from Lululemon, rather than from other brands. However, consumers who have a higher awareness of marketing exposure prefer to select sports apparel from NIKE, Adidas, and Under Armour, not from Lululemon. Compared to other sports brands, Lululemon's original target is sophisticated women so there were few marketing exposures like sales promotion for Lululemon in the past. Based on these results, we recommend Lululemon to use better pricing tactics for consumers, especially college students. There are three suggestions for appealing to more college students to purchase from Lululemon: first, Lululemon can irregularly provide more flash sales and limited-time discounts, such as buy two get one free or buy one get another one at a special discount price to stimulate consumers' motivation of impulsive shopping; second, offer special benefits to college students, such as a

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10% off student discount to improve their awareness of choosing Lululemon' sports apparels in daily life; third, keep posting advertisements on social media to increase the content exposure, and attract more young people's interest in Lululemon to actively search for Lululemon's products.

The influence of corporate social responsibility and fashion consciousness are the two independent variables that are significant only for Lululemon. Expanding the impact of Lululemon's social responsibility and its trendy design to appeal to more consumers, especially the fashion-conscious ones, enable Lululemon to differentiate itself from the competitive industry.

For corporate social responsibility, Lululemon should maintain its brand spirit of sustainability. Lululemon can actively engage in green community events and make connections with eco-friendly organizations, such as Greenpeace, and Friends of the Earth in order to positively shoulder their corporate responsibility. Lululemon can also make posts on environment-related festivals, such as International Tree Planting Day, and World Earth Day, to advocate for more people to be concerned about our environment and emphasize the eco-friendly material used in Lululemon's products.

For sports apparel's fashion of Lululemon, coming up with new designs and catching up with the latest fashion trend is useful for Lululemon to expand its unique advantages in the sports apparel industry. Following up on the suggestions mentioned above, Lululemon can also collaborate with trendy designers to gain inspiration so as to attract more consumers who are concerned about fashion. Besides, Lululemon can invite more celebrities and influencers to post their dressing tips or unboxing videos of their new products so that fans can follow them and buy the same items. Among young people, co-branding is a popular idea. To encourage people to

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shop, Lululemon can co-brand with movies, sporting events, and cultural IPs to stimulate people's shopping interests. For those young people who want to be fashionable but don't know how to dress up, not only Lululemon's staff or online assistants can recommend dressing recommendations, but also Lululemon's stores and websites can provide matching sets that can be worn in different scenarios.

According to the data analysis, quality consciousness and performance enhancement consciousness positively influence consumers' purchasing choice of NIKE, but not of Lululemon. Therefore, Lululemon should improve its product image of good quality and good performance enhancement. Consumers have high demands on the durability, scientific construction, and ease of care of sportswear. With high-quality raw material suppliers, Lululemon can keep the quality control of fabric appearance. Lululemon can increase the investment in technology research and design sportswear that conform to the human body structure, requiring a close fit, light and breathable, etc. to improve sports performance. For future product development, Lululemon can consider launching new product lines for more types of sports, such as surfing, equestrian. What's more, sponsoring sports events is a good choice to emphasize its professionalism in sports performance. Just as Lululemon was the official clothing outfitter of Team Canada during the 2022 Winter Olympics Games, they can keep sponsoring major sports events to emphasize its professionalism in sports performance.

Furthermore, the research's results showed that peer influence is significant for NIKE, Adidas, Under Armour, but not for Lululemon. In order to compete with these brands, Lululemon should try more promotions that can improve the connection of Lululemon with consumers and their peers. In terms of online promotions, Lululemon could offer a cash back or referral program for positive reviews on social media or a rebate for sharing orders with friends.

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While offline stores can offer more part-time job opportunities for college students so that they may be more willing to recommend Lululemon to their friends. It can also increase Lululemon's brand recognition on campus. In addition, Lululemon can also host pop-up stores in colleges or sponsor campus activities with participants wearing Lululemon's sports apparel.

By analyzing the brand-specific independent variables, we found that college students are concerned about brand awareness, good fit consciousness, and the influence of corporate reputation when purchasing sports apparel from NIKE. We believe that Lululemon can learn from NIKE and adopt new strategies.

Good Fit Consciousness is an important factor for consumers' purchase intention in sports apparel. Offering a larger size range indicates the brand's inclusiveness, thus enhancing brand image. The study shows that 86.8% of respondents believe that good fit is important to them, and college students who value good fit are more likely to buy NIKE sports apparel. Similar to NIKE, which offers clothing in sizes 0 to 22, Lululemon offers clothing in a size range of 0 to 20. Lululemon, however, is not perceived by customers as having the same various selection and good fit as NIKE. Lululemon should focus more on the good fit attributes of their sports apparel when creating social media advertisements. For example, Lululemon can advertise on social media and collaborate with fashion-dressing KOLs with more than one hundred thousand fans, upwelling celebrities, and even Youtubers who are with more voluminous figures to emphasize Lululemon's product features such as good-fit, high-quality, and that can enhance sports performance. By continuously conveying information about product attributes, consumers can develop the consciousness that Lululemon can offer more size options to show their inclusiveness for various body shapes.

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The study showed that the majority of respondents considered brand awareness and the influence of corporate reputation as important factors in their choice of athletic apparel. In particular, college students who were familiar with NIKE and thought it had a good reputation were more likely to buy sportswear from NIKE in the next three months. One reason for this phenomenon could be that Lululemon uses a community-based marketing strategy, using social media and offline events to promote the brand image, while NIKE mainly uses traditional advertising to promote the brand, such as print media, TV commercials, and celebrity endorsements. Therefore, we advise Lululemon to take a more effective approach to community-based marketing, which is the strategy that differentiates Lululemon from its competitors. Following up on the suggestions mentioned above, Lululemon can invite popular influencers to participate in a viral video campaign that would spread across social media like TikTok, Instagram, etc. NIKE's #MagicBoots branded hashtag challenge is a good case to learn from. They invited a soccer TikTok creator @ben to collaborate with Liverpool defender Andy Robertson and Manchester City's Phil Foden to create a video showcasing their skills, encouraging fans to show their football tricks in the video and adding tags. The lucky participant who impressed Ben the most would win a pair of "#MagicBoots". By encouraging user-generated content and using celebrity influence and incentives, the viral video campaign could effectively boost brand exposure.

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Assessment

This study has a few limitations that can be improved in the future.

First, with only 96 effective responses, the sample size for this study is quite small. One reason is that many respondents told us that they thought the questionnaire was too long to finish. More than 10% of the respondents only finished less than half of the questionnaire and then quit the survey. Some respondents casually finished the questionnaire by choosing all the same answers because they might think the questionnaire was too lengthy. To solve this problem, the structure and content of the questionnaire should be designed in a more interesting way to attract the respondent's attention. The questionnaire can be designed into a full page with the percentage of completion to better help respondents know how far they are from the end of the survey. A bonus or reward to respondents who complete the survey can be considered in future research design and distribution, which will definitely encourage more people to participate in the survey and improve the average completion of the questionnaire.

Also, the sample size for our client Lululemon was small. In the third part of the survey, the brand-specific questions, we only got 8 responses choosing Lululemon as their most-purchased sports apparel brand and such a small sample size could not support a further analysis. In the future study, the structure of the survey and the weight of brand-specific questions should be re-considered.

The majority of the responses were from Boston University students, who could not adequately represent all American college students. Due to the small sample size, the result might not accurately reflect the actual situation among college students. Future research can increase the sample size by sending questionnaires to numerous universities via student associations.

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Story

For college students, their shopping behavior and preference for product attributes and brands influence their choice of sports apparel. Lululemon distinguishes itself from competitors in the market, which enables them to attract more fashion-conscious college students interested in buying its stylish sports apparel. Besides, benefiting from its unique social media marketing strategies like influencers' promotion and the efforts for corporate social responsibility, Lululemon has been popular among young consumers with a trustworthy brand image. Although Lululemon is currently quite outstanding, there are still certain improvements that can help Lululemon to gain market share in the face of severe market rivalry.

Lululemon should not only improve the good fit and performance enhancement attribute of its sports apparel product, but also convey the brand image to consumers. For the content in social media advertisements and campaigns with KOLs or celebrities, Lululemon should emphasize product features such as stylish, good-fit, high-quality, and that can enhance sports performance. Moreover, a significant amount of high-quality social media outreach can help Lululemon expand its brand presence and create a more positive perception in the eyes of customers while upholding corporate social responsibility and providing superior eco-friendly sports gear.

Besides, marketing promotion, especially pricing tactics, should be another focus of Lululemon to attract more college students. For example, special student discounts and flash sales with buy two get one free can be used to stimulate impulsive shopping; referral programs can increase consumers' brand awareness to Lululemon and peer influence at the same time.

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