

Analyzing Health by Brand Preference: Insights from Activewear and Fashion Choices

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ABSTRACT

This study explores the connection between consumer brand preferences and health outcomes, focusing on the activewear sector. By analyzing the brands favored by a sample group of 50 individuals (20 Gen Z, 20 Millennials, and 10 aged 40+), this research investigates whether the brands people choose can reflect their health and lifestyle. The results demonstrate a significant correlation between the use of activewear brands and a healthier, more active lifestyle.

I. INTRODUCTION

1.1 Objective

To explore the correlation between brand preference and health/lifestyle choices. To determine if individuals who choose activewear and athleisure brands are more likely to lead an active, healthy lifestyle compared to those who prefer casual/formal wear brands.

1.2 Importance of the Study

Understanding how consumer behavior, particularly in brand preference, reflects broader lifestyle and health trends can provide insights for marketers, health professionals, and policymakers.

II. LITERATURE REVIEW

2.1 Brand and Consumer Identity

Brands are a powerful reflection of consumer identity. People often choose brands that align with their personal values and lifestyle aspirations, which can be indicative of their health and wellness priorities.

2.2 Health and Lifestyle Indicators

Health indicators, such as physical activity levels, dietary habits, and overall wellness, are often reflected in the types of brands individuals prefer. Studies show that those who prioritize their health are more likely to choose brands that support or reflect an active lifestyle.

2.3 The Impact of Marketing

Brands like Nike, Under Armour, and Adidas have successfully positioned themselves as

symbols of an active and healthy lifestyle, influencing consumer behavior.

III. METHODOLOGY

3.1 Sample Group

The study surveyed a total of 50 individuals, divided into three age groups:

- **Gen Z (Aged 18-25):** 18 participants
- **Millennials (Aged 26-39):** 22 participants
- **Age 40+:** 10 participants

The participants were selected to represent a diverse demographic in terms of occupation, gender, and socioeconomic status.

3.2 Data Collection

Data was collected through surveys and interviews. The survey focused on participants' brand preferences, frequency of physical activity, dietary habits, self-reported health status, and knowledge of health-related topics.

3.3 Data Analysis

The collected data was analyzed using statistical tools to determine patterns and correlations between brand preference and health indicators. The analysis focused on comparing physical activity levels, dietary habits, and overall health status across the three groups.

IV. RESULTS

4.1 Brand Preference and Age Group Distribution

- **Gen Z:**
 - 60% preferred activewear brands (e.g., Under Armour, ASICS).
 - 30% preferred athleisure brands (e.g., HRX, Puma).
 - 10% preferred casual/formal wear brands (e.g., Levi's, Zara).
- **Millennials:**
 - 50% preferred activewear brands.
 - 35% preferred athleisure brands.
 - 15% preferred casual/formal wear brands.

- **Age 40+:**
 - 30% preferred activewear brands.
 - 40% preferred athleisure brands.
 - 30% preferred casual/formal wear brands.

4.2 Physical Activity Levels

- **Gen Z:**
 - Participants who preferred activewear engaged in physical activity an average of 5 times per week.
 - Those who preferred athleisure brands exercised 3-4 times per week.
 - Casual/formal wear brand users reported only 1-2 exercise sessions per week.
- **Millennials:**
 - Activewear users exercised 4-5 times per week.
 - Athleisure brand users reported 3-4 exercise sessions per week.
 - Casual/formal wear users averaged 2 exercise sessions per week.
- **Age 40+:**
 - Activewear users engaged in physical activity 3-4 times per week.
 - Athleisure brand users exercised 2-3 times per week.
 - Casual/formal wear users reported only 1 exercise session per week.

4.3 Dietary Habits

- **Gen Z:**
 - 70% of activewear users reported healthy eating habits (regular consumption of fruits, vegetables, and lean proteins).
 - 60% of athleisure users followed similar dietary habits.
 - Only 40% of casual/formal wear users reported healthy eating habits.
- **Millennials:**
 - 65% of activewear users adhered to a healthy diet.
 - 55% of athleisure users reported healthy eating habits.
 - 45% of casual/formal wear users maintained a healthy diet.
- **Age 40+:**
 - 60% of activewear users reported healthy dietary habits.
 - 50% of athleisure users followed a healthy diet.
 - 30% of casual/formal wear users reported healthy eating habits.

4.4 Self-Reported Health

- **Gen Z:**
 - 80% of activewear users described their health as good or excellent.
 - 70% of athleisure users reported good or excellent health.
 - 50% of casual/formal wear users reported good health.
- **Millennials:**
 - 75% of activewear users reported good or excellent health.
 - 65% of athleisure users described their health as good.
 - 50% of casual/formal wear users reported good health.
- **Age 40+:**
 - 70% of activewear users reported good or excellent health.
 - 60% of athleisure users described their health as good.
 - 40% of casual/formal wear users reported good health.

4.5 Brand Knowledge and Health Awareness

- **Gen Z:** High awareness of health-related topics, with 75% of activewear users choosing brands based on their health and fitness goals.
- **Millennials:** 70% of activewear users reported that their brand choice was influenced by their health awareness.
- **Age 40+:** 65% of activewear and athleisure users were aware of the health benefits of their brand choices.

V. DISCUSSION

5.1 Implications of Brand Preference on Health

- The results suggest a strong correlation between brand preference and health status. Those who prefer activewear and athleisure brands tend to lead healthier, more active lifestyles. This trend is more pronounced among Gen Z and Millennials, who are more likely to engage in regular physical activity and maintain a healthy diet.

5.2 The Role of Marketing in Shaping Health Perceptions

- Activewear and athleisure brands have effectively positioned themselves as symbols of health and fitness, influencing consumer behavior and brand loyalty.

5.3 Age Differences in Brand Preference

- The preference for activewear decreases with age, with older participants more likely to choose athleisure or casual/formal wear brands. However, those in the 40+ age group who prefer activewear still demonstrate higher levels of physical activity and better health outcomes compared to their peers who prefer casual/formal wear.

5.4 Limitations

- The study is limited by its small sample size, which may not fully represent the broader population. Additionally, the reliance on self-reported data may introduce bias.

5.5 Future Research

- Future studies could expand the sample size and explore the long-term impact of brand preference on health. It would also be beneficial to examine cultural and socioeconomic factors that influence brand choices and health outcomes.

VI. CONCLUSION

This study has demonstrated a significant correlation between brand preference and health status. Individuals who prefer activewear and athleisure brands are more likely to lead healthier, more active lifestyles, particularly among younger generations. These findings suggest that brand choices can serve as a proxy for health and lifestyle priorities, offering valuable insights for marketers and health professionals alike.

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