

## **The Structural Relationship among Selection Attributes, Consumption Value Brand Attitude, Fun, Brand Loyalty and Quality of Life in Athleisure**

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### **Abstract**

*The purpose of this study is to analyze the relationship among selection attributes, consumption value brand attitude, fun, brand loyalty and quality of life. The subjects of the empirical study were selected by the Korea Fashion Industry Research Institute using the convention sampling method and the quota sampling method for 241 consumers who have purchased brands classified as "athleisure" within the past year. For each variable constructed to verify reliability and validity of the measurement model, reliability tests using Cronbach' alpha were performed using IBM SPSS Win Ver. 23.0. To verify the unidimensionality of the measurements, we conducted a confirmatory factor analysis using AMOS 22.0 and a structural equation model to determine the structural relationship between variables. As a result of the study, First, both intrinsic and extrinsic attributes, which are sub-factors of selection attributes, have been shown to have a significant effect on consumption value. Second, consumption value has been shown to have a significant impact on brand attitude and fun. Third, brand attitudes have been shown to have a significant impact on brand loyalty. Finally, fun has been shown to have a significant impact on quality of life.*

**Keywords:** *Athleisure, Selection Attributes, Consumption Value, Brand Attitude, Brand Loyalty, Fun, Quality of Life*

### **1. Introduction**

As well-being, healthy beauty, and external beauty become more important in society as a whole, many people who have jumped on these trends are investing their leisure time in sports or sports activities [1][2]. The trend of sports activities has led to a change in the everyday life of modern people as they began to pay attention to sports that can be easily enjoyed anytime, anywhere, and sports events that can be played indoors. The number of women who proudly walk around the streets in sportswear has increased [3].

Top U.S. model Kendall Jenner's appearance in the \$98 Lululemon high-rise rounder underpants with Louis Vuitton backpack was popular in July 2016, and the appearance of Britney Spears, Ashley Tisdale, Hillary Duff, Liz Witherspoon, and Paris Hilton in Athleisurewear near the home drew keen attention. Son Na-eun, a

member of a Korean girl group, was selected as an Adidas model thanks to the high public interest and word of mouth, as photos of her wearing Adidas three-line leggings were delivered through personal social networks. As such, the athleisure fashion of famous domestic and foreign stars has recently been exposed through various media along with their lifestyles, attracting much attention among women [4][5].

The word 'Athleisure' is a combination of "athletic" which means exercise and "leisure" which emphasizes the comfort of everyday life and the pleasure of rest in everyday life. The dictionary meaning of "athletic" means solid body, athletics, sportswear worn by athletes or sportswear. Athlete wear refers to the functionality of sportswear and the style that can be worn in everyday life, and it can be directed with other items. [6].

Regardless of whether or not to participate in sports activities, it is showing high interest in trend-oriented consumers and growth enough to drive the sportswear industry. Research trends on athleisure with high sustainability are limited to research on design development or characteristics of athleisure look [7][8]. Currently, Athleisure research has not been carried out in various ways and is insufficient [9]. In response, this study aims to provide accumulation of Athleisure research, theory and practical implications by selecting the selection property of Athleisure consumers as the main cause variable and studying causal relationships with relevant performance variables through structural model analysis.

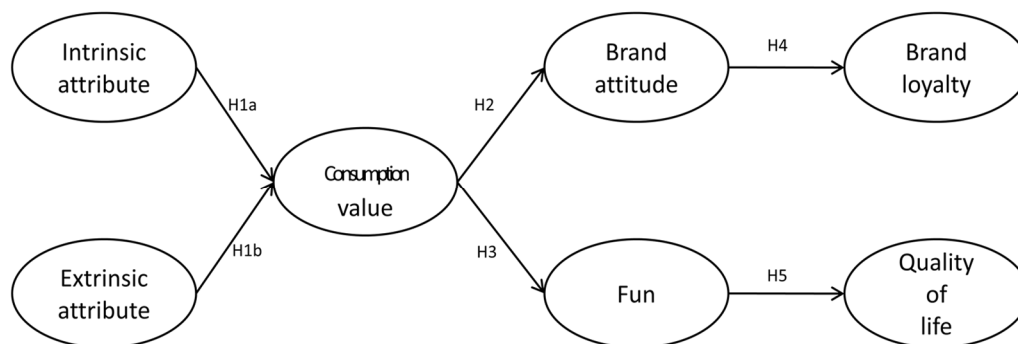
## 2. Study Hypothesis

The research model established in this study first selected 'athleisure selection attributes' derived through laddering techniques for prior research and actual consumers, secondly, 'consumption value', 'brand attitude' in terms of enterprise performance, and 'fun' in terms of individuality. Third, in terms of enterprise performance, 'brand loyalty' and 'subjective quality of life' were selected in terms of consumer performance. The research theory for empirical research on athleisure was established based on prior research, and the contents of the research are as shown in Table 1.

**Table 1. Research hypotheses and rationale**

NO	Hypotheses	Rationale
H1	Selection Attributes → Consumption Value	Kim(2011)[10], Yang, Kang(2012)[11], Brown & Carpenter(2000)[12]
H2	Consumption Value → Brand Attitude	Kim, Kim(2013)[13], Han(2018)[14]
H3	Consumption value → Fun	Jeong(2019)[15]
H4	Brand Attitude → Brand Loyalty	Lee(2010)[16], Chaudhuri(1999)[17]
H5	Fun → Quality of Life	Kim(2012)[18]

The following Figure 2 shows a model built around the hypothesis of this study.



**Figure 1. Study model**

### 3. Research Method

#### 3.1 Research Subjects

The subjects of the empirical study were selected by the Korea Fashion Industry Research Institute using the convention sampling method and the quota sampling method for 241 consumers who have purchased brands classified as ‘athleisure’ within the past year. The survey subjects selected the Athleisure brand in comprehensive consideration of the purchase experience, interest, and prior knowledge of the brand. The data collected were edited, considering the integrity of the respondents and the legibility, consistency and completeness of the data. The survey utilized the Korean Social-Science Data Center (KSDC) online survey system. An online survey was conducted with cooperation and consent, and the completed questionnaire was stored in the KSDC DB by informing the survey subjects of the purpose of the study and responding to the survey with self-administration.

#### 3.2 Research Tools

As a research tool in this study, questionnaires were used. The content validity of the selection attributes and performance variables that have undergone the survey tool development process was secured through three experts in the field of major and used in the main survey. Each variable was measured on the Likert 7-point scale with 7 points for ‘very yes’ and 1 point for ‘not at all’.

### 4. Results

#### 4.1 Validity and reliability analysis

The confirmatory factor analysis was conducted on the whole measurement model. The suitability of confirmatory factor analysis was evaluated to confirm the optimal conditions of the structure, and the results and the variable composition and the results are shown in Table 2. The confirmatory factor analysis showed that the suitability was satisfactory for TLI=.929, CFI=.939, and RMSEA=.063. In addition, all the scores of the standardized regression weights(over .5), the value of average variance explained (AVE) and construct reliability (over .7) were more than the standard value showing the satisfactory convergent validity [19][20].

Next, to measure discrimination, the correlation coefficient  $\pm 2 \times S.E.$  between two variables was determined

to be '1' and not '1'. The specific results of the analysis of the correlation are shown in Table 12. The Cronbach's  $\alpha$  reliability analysis for each conceptual measurement shows that the measurement variables have internal consistency, with .865–.952, exceeding the general criteria set forth by Nunnally and Bernstein [21].

Table 2. Confirmatory factor analysis and reliability analysis

Variable	Standard estimates	Error variance	<i>t</i>	AVE	CR	Cronbach's $\alpha$	
Selection attributes	.625	.625	-	.628	.831	.806	
	Intrinsic	.944	.944				9.778
		.776	.776				9.826
	Extrinsic	.516	.734				-
		.799	.362				7.324
Consumption value	.843	.289	7.252	.586	.875	.872	
		.780	.392				-
		.649	.579				10.251
		.812	.341				13.320
		.793	.371				12.948
Brand attitude	.781	.390	12.732	.678	.894	.893	
		.842	.291				-
		.818	.331				15.233
		.783	.387				14.268
Fun		.849	16.148	.738	.893	.882	
		.913	.166				-
		.911	.170				20.710
Brand loyalty		.741	14.362	.671	.891	.890	
		.789	.377				-
		-	-				-
		.810	.344				13.659
		-	-				-
		.868	.247				14.914
Quality of life		.808	16.616	.779	.934	.934	
		.887	.213				-
		.850	.278				18.247
		.911	.170				21.092
	.882	.222	19.675				

\*\*\**p*<.001

Table 3. Correlation analysis of exogenous variables

Variable	Intrinsic	Extrinsic	Consumption value	Brand attitude	Fun	Brand loyalty	Quality of life
Intrinsic	1						
Extrinsic	.254**(.073)	1					
Consumption	.322**(.068)	.398**(.079)	1				

value						
Brand attitude	.343 <sup>**</sup> (.075)	.252 <sup>**</sup> (.088)	.713 <sup>**</sup> (.047)	1		
Fun	.285 <sup>**</sup> (.073)	.217 <sup>*</sup> (.083)	.665 <sup>**</sup> (.053)	.727 <sup>**</sup> (.043)	1	
Brand loyalty	.367 <sup>**</sup> (.067)	.231 <sup>**</sup> (.081)	.545 <sup>**</sup> (.061)	.824 <sup>**</sup> (.035)	.690 <sup>**</sup> (.051)	1
Quality of life	.211 <sup>**</sup> (.073)	.316 <sup>**</sup> (.080)	.730 <sup>*</sup> (.047)	.641 <sup>**</sup> (.052)	.615 <sup>**</sup> (.055)	.671 <sup>**</sup> (.047)

<sup>\*</sup>p<.05, <sup>\*\*</sup>p<.01 / ( ) = standard errors

### 4.2 Hypothesis verification result

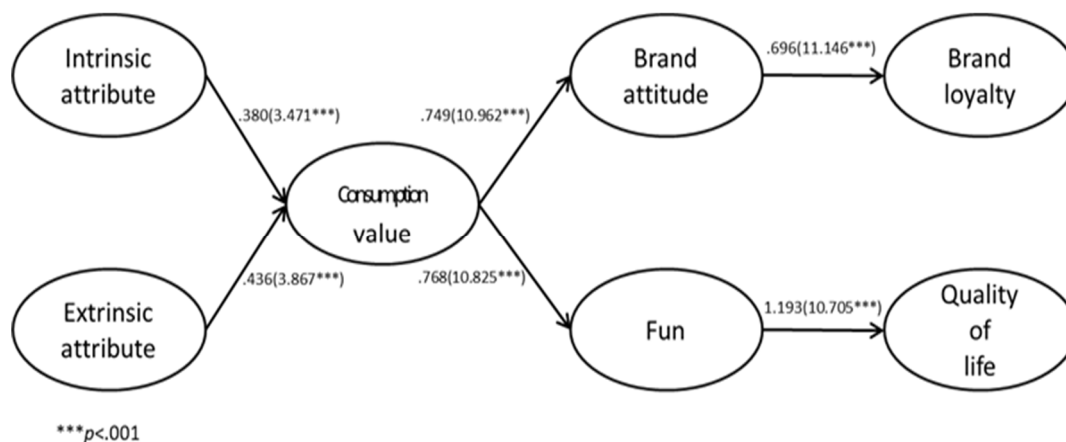
The adequacy of the study model was TLI, CFI, and RMSEA indices. Specific analysis results show that TLI is .927 (≥90), CFI is .936 (≥90), and RMSEA is .064 (≥.08).

As previously presented in the study results, individual hypotheses were verified based on the judgment that the study model was suitable and results such as in Table 4 and Figure 3 were obtained.

**Table 4. Hypothesis verification result**

Hypothesis	$\beta$	s.e	t	Result
H1a Selection attributes → Consumption Value	.380	.109	3.471 <sup>***</sup>	0
H1b Selection attributes → Consumption Value	.436	.113	3.867 <sup>***</sup>	0
H2 Consumption value → Brand Attitude	.749	.068	10.962 <sup>***</sup>	0
H3 Consumption value → Fun	.768	.071	10.825 <sup>***</sup>	0
H4 Brand attitude → Brand Loyalty	.696	.062	11.146 <sup>***</sup>	0
H5 Fun → Quality of Life	1.193	.111	10.705 <sup>***</sup>	0

<sup>\*\*</sup>p<.001 / TLI=.927, CFI=.936, RMSEA=.064



**Figure 3. Result model**

## 4. Conclusion

Empirical studies have shown that both intrinsic and extrinsic attributes have a positive effect on consumption value. Consumption value, the primary parameter, has a positive impact on both corporate performance and the path leading to brand loyalty. It has also been shown to have a positive impact on both consumer performance and the path leading to quality of life. These results confirmed the positive assessment of the intrinsic and extrinsic selection attributes of the athleisure brand not only showed high performance on the corporate side, but also improved consumer enjoyment and personal performance on the quality of life. When comparing path coefficients, extrinsic attributes rather than intrinsic attributes have been shown to serve as more robust causative variables for consumption values. It is believed that Athleisure itself is a product with a unique and showy tendency. Therefore, based on the high quality of intrinsic attributes such as color, material, and style for the functional aspect, it is judged that better consumption value recognition will enhance corporate performance and consumer performance if more unique and discriminatory styles and designs can be met.

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