Pre-purchase and post-purchase satisfaction and fashion involvement of female tennis wear consumers

Myung-Hee Chae,1 Catherine Black2 and Jeanne Heitmeyer2

1 Department of Apparel, Housing, and Resource Management, Virginia Polytechnic Institute and State University, VA, USA
2 Department of Textiles and Consumer Sciences, Florida State University, FL, USA

Abstract

This study examined the relationship among pre-purchase and post-purchase satisfaction and fashion involvement of women who participated in tennis. As women’s activities in sports, including tennis, are growing, it is necessary to investigate their clothing needs in order to meet consumers’ needs. A final sample consisted of 124 women who attended a Cortec United States Tennis Association Women’s Pro Tournament. The questionnaires were personally distributed and collected during the tournament. The theoretical base for this study was the Engel, Blackwell, and Miniard model on consumer decision making. There was a positive significant relationship between pre-purchase satisfaction and post-purchase satisfaction ($P < 0.01$). There was a positive significant relationship between pre-purchase satisfaction and fashion involvement ($P < 0.001$). Also, there was a positive significant relationship between post-purchase satisfaction and fashion involvement ($P < 0.001$). Comfort was identified as the most important clothing attribute and fit the second most important for women to achieve satisfaction before and after purchasing tennis apparel. Seventy-two percent of the women indicated the need for improved fit of tennis wear. Women of all ages reported garment length as a problem for each garment type. Two major reasons for not purchasing tennis clothing were high prices and inappropriate sizes.

Keywords Consumer, pre-purchase, post-purchase, fashion involvement.

Introduction

An increasing number of women are participating in sports to keep healthy and enjoy life. According to the United State Tennis Association (USTA), in 1995 the number of US adult female tennis participants were 173,081, and the number of female players rose to 322,177 in 2004, an increase of approximately 54%.

As the number of women actively involved in sports increases, there is a growing demand for active sports clothing, but ready-to-wear sports apparel may not meet the diverse needs of women who participate in tennis. Despite the growth in female tennis participants, limited research has been done to investigate the clothing needs of female tennis participants. The purpose of this study is threefold: (1) to identify the levels of pre-purchase and post-purchase tennis wear satisfaction, (2) to assess the degree of fashion involvement, and (3) to determine the relationship among pre-purchase and post-purchase tennis wear satisfaction, and fashion involvement of women who participate in tennis.

Review of literature

Consumer decision making

Many researchers have studied consumer behaviour. The consumer decision-making process starts when there is a discrepancy between the actual and the desired state. Several researchers have viewed the consumer decision-making process as a multistage problem-solving operation. Engel, Kollat, and Blackwell developed a consumer decision-making model in 1968 and have modified it several times, this study used the 1995 model designed by Engel, Blackwell, and Miniard. The components of the decision process in this con-
surer model are input, information processing, decision process and variables influencing the decision process. This study examined the third component of this model, the decision process, which is made up of five stages: Need recognition, search, alternative evaluation, purchase, and outcomes.\(^1\) This research study on tennis apparel examined these stages of the consumer decision-making model by examining clothing need recognition, pre-purchase satisfaction with apparel attributes, fashion involvement, and satisfaction with purchased tennis apparel.

In modern society, there is an increasing need for specialized clothing for sports activities to enhance effective performance.\(^7\) Athletes’ sportswear can serve the purpose of providing confidence to the wearer when style and fit meet standards for the appropriate uniform for a sport.\(^8\)–\(^11\) Dickson and Pollack\(^9\) explained that sport clothing served a variety of purposes for athletes. Fit and comfort aspects of sport clothing for athletes have been considered by previous studies.\(^9\)–\(^11\) Regardless of the type of sport, sports clothing may convey the importance of aesthetic and expressive characteristics for the wearer. The means, as well as the needs, that enhance physical performance may also be important.\(^9\)–\(^12\)

Mullet\(^15\) indicated one of the major concerns regarding athletes’ sports clothing can be comfort in order to increase effective performance of athletes. Regardless of type of sports, a comfort feature would be very significant in assisting players with freedom of movement. Comfort is importantly dealt with as one of the needs assessment elements in sports clothing to enhance effective physical performance. Therefore, discomfort of tennis clothing can cause players to have less freedom of movement, which can result in dissatisfaction with clothing and reduced physical performance. Furthermore, not only attractive, but also functional features of tennis clothing are a need for female athletes.

**Pre-purchase clothing satisfaction**

The importance of investigating consumer pre-purchase evaluation of products can help to gain a better understanding of consumers’ purchase decision process. Related to the Engel et al. model, pre-purchase satisfaction occurs at the alternative evaluation stage. Consumers’ search for information through their memory (internal search) and through the environment (external search) is an important step in the evaluation process.\(^1\) Product factors include the apparel attributes, such as colour, fit, and type of fabric. Consumer satisfaction in achieving post-purchase satisfaction with a product results when the consumers’ needs are met by the level of product performance; the measure of post-purchase satisfaction is therefore an outcome of the pre-purchase decision-making process.

Kang-Park\(^14\) investigated misses and petite sized consumers’ satisfaction with ready-to-wear clothing. The study examined the relationships of components in the consumer decision process. Results indicated that pre-purchase satisfaction with clothing attributes was significantly different from the post-purchase satisfaction with clothing. The evaluation of various clothing attributes and beliefs about various clothing attributes were significantly related to pre-purchase satisfaction with clothing attributes.

**Fashion involvement**

The level of involvement with the product and the decision process influence the search stage as indicated in the Engel et al. model.\(^1\) Pre-purchase search reflects the consumer’s involvement with the purchase decision.\(^15,16\) Schiffman and Kanuk defined involvement as ‘the extent to which consumers are concerned with a particular purchase decision and consider it to be important to them’.\(^17\) Engel\(^1\) states that level of involvement with the product increases when it fulfils important needs and values for the consumer. Individuals with a higher level of commitment participate in their sport for longer lengths of time and purchase special sport clothing for themselves.\(^9,10\)

Yoo\(^18\) measured fashion involvement among petite and tall clothing consumers. The results indicated that when fashion involvement increased, pre-purchase and post-purchase satisfaction also increased.

Dickson and Pollack found that the level of involvement for in-line skating was positively correlated with purchasing special clothing for skating. In other words, the more involved an athlete is with skating, the more strongly the athlete will identify himself or herself as a skater. Brand characteristics that con-
tribute to a unique and identifiable sport identity are also essential. Casselmann-Dickson and Damhorst found bicyclists’ levels of involvement was related to differences in interest in clothing. The results indicated that higher involved subjects were highly concerned with wearing appropriate dress when participating in biking group situations. The members of sports groups who are highly committed wish to be perceived by others in the group as appearing like an appropriate group member. Therefore, through tennis clothing, female tennis participants express mutual interest and common perspective of cohesive tennis group members.

Sports clothing interest and consumption preferences of athletes suggest comfort, quality, and other physical performance-enhancing characteristics are important. Personal behaviours and dress can impact established identity and group history as a prospective group member. Kaiser discussed cohesiveness or the degree of mutual interest among members as the most important attribute of a group. The author further suggested that clothing and appearance among a cohesive group provided a visible basis for belonging.

By using clothing and other products, athletes begin to create a sportswoman identity that aids themselves and others in viewing them as athletes. According to Dickson and Pollack, the way to express identity and role of individuals may vary from individual to individual owing to diversity in personal characteristics; for example, interest in being different. For sports, a female athlete may use clothing and appearance to carry out her athletic role, style preferences, or level of expertise. Eventually, selecting appropriate sports clothing may be important for athletes to feel confident about themselves, for a clearly identifiable look, and a uniform for a particular sport may be essential to understand the role of sports clothing as well.

Wheat and Dickson indicated that female athletes use clothing to communicate an athletic identity, and even level of expertise. When female collegiate golfers wore clothing that was cumbersome or did not fit correctly, this led to dissatisfaction and potential role conflict. When subjects were dissatisfied with the fit or comfort of their clothing, they felt they did not look good.

Consumer satisfaction with clothing

Consumer satisfaction relates to the purchase and outcomes stages of the Engel et al. model. Numerous studies have addressed levels of consumer satisfaction with ready-to-wear clothing. Researchers have also investigated product attributes associated with consumer satisfaction of clothing purchases. Results indicated that care and garment performance were the most frequent source of concern. Durability and quality of construction were also reported as frequent sources of dissatisfaction. Additionally, dissatisfaction with ready-to-wear clothing has included women’s sizing, fit, and limited style selection. Specific fit problems for women’s clothing have included the shoulder area, bust size, waistline, and sleeve and skirt length. Regardless of age, women who wore larger sizes and smaller sizes had more difficulty finding clothing that fit properly than the average sized women. While these studies did not focus on sports wear, ready-to-wear clothing problems can be helpful in identifying potential tennis clothing problems.

Feather, Herr, and Ford looked at fit satisfaction and design preferences for uniform jersey and shorts worn by female college basketball players. Results indicated that most players preferred shorts with a baggy fit. Subjects identified the need for improved overall sizing for both uniform jersey and shorts, and improved fit for specific areas including armhole and crotch depth.

Therefore, based upon the review of literature the following three hypotheses were proposed. (H1). There is a positive significant relationship between pre-purchase satisfaction and post-purchase satisfaction. (H2). There is a positive significant relationship between pre-purchase satisfaction and fashion involvement. (H3). There is a significant relationship between post-purchase satisfaction and fashion involvement.

Methods

Selection and description of sample

A purposive sample of women who participated in tennis was used for this study. Questionnaires were distributed to 150 women attending a Cortec United States Tennis Association Women’s Pro Tournament. The
questionnaires were distributed to professional female tennis players, spectators, tennis umpires, officers, and board members of USTA. The questionnaires were distributed and returned during the same event. One hundred and twenty-four usable questionnaires were returned while 27 questionnaires were excluded owing to significant incomplete sections. Ethical approval to research human subjects was gained through proper procedures.

Questionnaire

The questionnaire was composed of two sections: Part I included pre-purchase and post-purchase tennis clothing satisfaction, and fashion involvement. This section was modified from the study of petite and tall sized consumer segmentation by Yoo, Khan and Black. Statements were modified to relate specifically to tennis clothing. Part II included general apparel questions and demographic information.

Participants in the pilot phase of the study included women who participated in the Georgia/Florida Tennis League, a south-eastern university women’s tennis team and its head coach. After the questionnaire was pilot tested for reliability, ease of use, and interpretability, respondents’ slight modification suggestions for wording were made. Reliability for each scale was recalculated after the final data collection; pre-purchase tennis wear satisfaction was 0.82, post-purchase tennis wear satisfaction was 0.91, and fashion involvement was 0.74. Data were statistically analysed using Statistical Package for the Social Sciences.

Results

Demographic characteristics of the sample

One hundred and twenty-four women, ages 18–68 years, participated in the study. The mean age of the respondents was 43 (SD = 13.2). The majority of respondents, 79%, were from Minnesota; the remaining participants, 21%, were from across the US (9%) or elsewhere (12%). Tennis experience ranged from six months to 48 years and hours played ranged from one to 100 h per week. The women reported having a high level of commitment to tennis.

The majority of respondents (60%) were married while 35% were single. Only 5% were either divorced (3%) or widowed (2%). Forty-four percent of the respondents reported that they were professionally employed in jobs unrelated to tennis. Approximately 26% were employed in professional tennis careers, for example as professional tennis players, tennis umpires, tennis officers, or board members in USTA. The remaining 30% of the subjects identified themselves as either a housewife (18%), retired (10%), or as a student (2%).

The respondents were highly educated. Fifty-four percent had attended college or had acquired a bachelor’s degree, and 33% had attended either a graduate or professional school, while approximately 13% had obtained a high school degree. Approximately 57% of the respondents earned household income over $75 000; 19% earned between $50 000 and $75 000; 17% earned between $25 000 and $50 000, and 8% earned below $25 000.

Thirty-seven percent of the respondents reported spending between $100 and $250 per year on tennis clothing. Twenty-seven percent spent between $250 and $500, and approximately nine percent spent more than $500 on tennis clothing. Approximately 13% of the respondents indicated no tennis clothing expenditures.

Shopping and clothing characteristics

The most preferred retail sources for purchasing tennis apparel were sports or tennis stores (62%), followed by stores that do not cater specifically to the tennis consumer, including discount stores (11%), specialty stores (9%), and department stores (5%). Only 5% of respondents indicated non-store retailers (catalogue or Internet shopping) as the preferred shopping source.

The majority of respondents preferred wearing two-piece tennis outfits (91%), such as a combination top and bottom, including shorts (43%), skirts (43%), or pants (5%). Respondents indicated preference for a variety of colours with white being most preferred (28%) and blue or navy (23%) preferred second. Other favourite colours included black (21%) and red (11%). While some women preferred pastel colours (9%), others preferred bright colours (8%).
Pre-purchase satisfaction with tennis clothing

Respondents indicated their level of pre-purchase satisfaction when purchasing apparel for 14 clothing attributes, including comfort, price, colour, fit, and size assortment. Pre-purchase satisfaction items were measured on a seven-point scale (1 = most important, 7 = not very important) with an overall mean score of 2.62. Ten of the 14 items were identified as important (Table 1).

The most important attributes when purchasing clothing were comfort, fit, sizing, and quality of construction. Respondents indicated that the two major reasons for not purchasing tennis clothing were comfort and fit. They also indicated a desire for a wider range of garment sizes and improved garment construction quality. Although only four women indicated that there was a lack of clothing for larger women, it may need to be further investigated to determine if gaps exist in plus-sized clothing.

Eighty-two per cent of the subjects indicated the need for reasonable prices when purchasing tennis clothing. While the subjects reported price as important it was not the most important factor when purchasing clothing. The women also indicated a desire for more clothing styles including more functional clothing such as appropriate pockets for tennis balls.

Overall, the subjects rated 12 of the 14 attributes as important when purchasing tennis apparel, while brand name and pleasing to others were least important. Even though brand name was not considered important when purchasing tennis wear, over 50% of the women indicated Nike (33%) and Adidas (22%) as their most preferred brands. However, in contrast, 26% of the women indicated no specific preference for a brand name, preferring garments with no logos (13%) or any brand logos (13%).

These findings support the Engel et al. model that pre-purchase satisfaction occurs at the alternative evaluation stage of the decision process. This study found that female tennis wear consumers considered comfort, fit and construction quality as the three most important attributes for achieving pre-purchase satisfaction with tennis apparel.

Fashion involvement

Fashion involvement was measured using 15 items; each item was measured on a 7-point scale (1 = Involved, 7 = Not involved) with an overall mean score of 3.9. The women indicated not owning tennis outfits that were the latest style and preferred classic over trendy tennis clothing. This group of women saw themselves as only somewhat fashion conscious; they did not have a strong desire to purchase fashionable clothing or a to shop for tennis clothing. They only purchased tennis clothing when needed, not on impulse. Reading fashion magazines or tennis magazines was not an important source used by this group of women to keep up to date with fashion trends, nor did they seek the advice of sales associates. When purchasing tennis clothing, the women identified comfort as more important than fashion (Table 2).

The women in this study were not influenced in their buying by those they admired who wore specific tennis clothing. These findings tend to indicate that this group of women is not highly involved with fashion. Engel et al. states the level of involvement with the product influences the search process;1 as indicated above,

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Table 1  Pre-purchase and post-purchase means for clothing attributes

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Pre-purchase</th>
<th>Post-purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M</td>
<td>SD</td>
</tr>
<tr>
<td>Comfort</td>
<td>1.46</td>
<td>0.83</td>
</tr>
<tr>
<td>Fit</td>
<td>1.54</td>
<td>0.91</td>
</tr>
<tr>
<td>Construction quality</td>
<td>1.91</td>
<td>1.09</td>
</tr>
<tr>
<td>Size assortment</td>
<td>1.93</td>
<td>1.27</td>
</tr>
<tr>
<td>Price</td>
<td>1.99</td>
<td>1.07</td>
</tr>
<tr>
<td>Fabric quality</td>
<td>2.00</td>
<td>1.16</td>
</tr>
<tr>
<td>Fibre content</td>
<td>2.38</td>
<td>1.41</td>
</tr>
<tr>
<td>Style</td>
<td>2.52</td>
<td>1.19</td>
</tr>
<tr>
<td>Attractiveness</td>
<td>2.52</td>
<td>1.39</td>
</tr>
<tr>
<td>Colour</td>
<td>2.72</td>
<td>1.41</td>
</tr>
<tr>
<td>Fashionability</td>
<td>3.02</td>
<td>1.43</td>
</tr>
<tr>
<td>Alteration</td>
<td>3.37</td>
<td>1.96</td>
</tr>
<tr>
<td>Brand name</td>
<td>4.42</td>
<td>1.75</td>
</tr>
<tr>
<td>Pleasing to others</td>
<td>4.63</td>
<td>1.66</td>
</tr>
</tbody>
</table>

*Each item was measure on a seven point scale, ranging from ‘Very important’ (1) to ‘Very unimportant’ (7).
M, Mean; SD, Standard Deviation.
women in this study were not highly involved in shopping nor searching for tennis apparel.

### Post-purchase satisfaction with tennis clothing

Respondents also indicated their level of satisfaction with the same 14 clothing attributes after purchasing tennis apparel. Post-purchase satisfaction items were also measured on a 7-point scale, with an overall mean score of 3.32. For 12 of the 14 attributes the mean scores between pre-purchase satisfaction and post-purchase satisfaction were significantly different, only fashionability and degree of alteration were not found to be significantly different. For 11 of the clothing attributes the women reported their level of pre-purchase satisfaction was higher than their level of post-purchase satisfaction.

Comfort was the most important attribute before and after purchase; the women reported being satisfied with the comfort of their tennis apparel and with the construction and fabric quality of the garments they purchased.

While fit ranked second in importance when purchasing clothing, subjects reported being only slightly satisfied with the fit of their apparel after purchase. Respondents indicated the level of satisfaction with the fit of selected tennis garment types. Questions were divided into three different garment categories: blouses, bifurcated garments (pants and shorts), and skirts. Three hundred and eleven problems were identified by 72% of the women, who also indicated the need for improved fit of tennis wear. Women of all ages reported garment length as a problem for each garment type. Approximately one-third of the women indicated top length (40%), skirt length (33%), or pant length (30%) as too long or too short. Respondents also identified problems with pocket placement in pants (17%), skirts (7%), and tops (6%). Respondents suggested that pockets should be suitable for carrying tennis balls, as most ready-to-wear tennis clothing is currently designed with pockets of inappropriate size, poor pocket placement, or without pockets.

While subjects between ages 40 and 49 reported the highest number of clothing problems ($n = 141$), age was not correlated to the number of clothing problems. This indicates that regardless of age, women experience similar problems when purchasing clothes.

This study found that post-purchase satisfaction, the fifth stage of the decision process of the Engel et al. model was overall satisfactory, as the mean score of 3.32 indicated. Comfort and construction quality rated the highest on post-purchase satisfaction.

### Table 2 Tennis Fashion Involvement

<table>
<thead>
<tr>
<th>Statements*</th>
<th>M</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashionable tennis clothing matters to me</td>
<td>3.13</td>
<td>1.68</td>
</tr>
<tr>
<td>I read fashion magazines to keep my tennis wear up to date</td>
<td>4.84</td>
<td>1.90</td>
</tr>
<tr>
<td>My friends turn to me for advice on tennis clothing</td>
<td>4.96</td>
<td>1.74</td>
</tr>
<tr>
<td>I usually have one or more tennis outfits in the very latest style</td>
<td>4.13</td>
<td>2.07</td>
</tr>
<tr>
<td>I like to shop for tennis clothing</td>
<td>3.48</td>
<td>1.99</td>
</tr>
<tr>
<td>I usually dress for fashion not comfort</td>
<td>5.05</td>
<td>1.74</td>
</tr>
<tr>
<td>I consider myself to be fashion conscious</td>
<td>3.37</td>
<td>1.67</td>
</tr>
<tr>
<td>My clothing selections are influenced by people I admire</td>
<td>4.72</td>
<td>1.75</td>
</tr>
<tr>
<td>I prefer classic rather than trendy looks</td>
<td>3.02</td>
<td>1.69</td>
</tr>
<tr>
<td>I make clothing purchases only when needed, not on impulse</td>
<td>3.60</td>
<td>1.81</td>
</tr>
<tr>
<td>When shopping, I comparison shop for the best prices</td>
<td>3.40</td>
<td>1.81</td>
</tr>
<tr>
<td>When shopping, I rely heavily on advice of salespersons</td>
<td>5.61</td>
<td>1.36</td>
</tr>
<tr>
<td>I have a difficulty time finding tennis clothing I want to buy</td>
<td>3.85</td>
<td>1.84</td>
</tr>
<tr>
<td>Quality is more important than the price</td>
<td>3.54</td>
<td>1.26</td>
</tr>
<tr>
<td>I am usually satisfied with the tennis clothing I purchase</td>
<td>2.51</td>
<td>1.25</td>
</tr>
</tbody>
</table>

*Each statement was measure on a seven point scale, ranging from ‘Strongly agree’ (1) to ‘Strongly disagree’ (7). M, Mean; SD, Standard Deviation.

### Testing of hypotheses

Three hypotheses were generated for the study.

H1. There was a positive significant relationship between pre-purchase satisfaction and post-purchase satisfaction.

Pearson Correlation was utilized to test the hypothesis. The finding indicates a positive significant correlation between pre-purchase satisfaction and post-purchase satisfaction for the respondents ($r = 0.466$, $P < 0.01$). Therefore, hypothesis 1 was supported.

H2. There was a positive significant relationship between pre-purchase satisfaction and fashion involvement.
Pearson Correlation was also utilized to test hypothesis 2. The results indicated a positive relationship between pre-purchase tennis wear satisfaction and fashion involvement ($r = 0.369, P < 0.001$). As pre-purchase satisfaction increased for the subjects, the degree of fashion involvement also increased. However, overall the respondents in this study indicated only being slightly involved with tennis apparel. As previously stated, the mean for ‘desire to purchase fashion clothing’ a factor measuring fashion involvement was 3.1. Those respondents who scored high on this variable also scored high on pre-purchase satisfaction. Therefore, hypothesis 2 was supported.

H3. There was a significant relationship between post-purchase satisfaction and fashion involvement.

The results indicated a positive relationship between post-purchase tennis wear satisfaction and fashion involvement ($r = 0.312, P < 0.001$). As post-purchase satisfaction increased for the subjects, the degree of fashion involvement also increased. The overall mean for fashion involvement was 3.9; those with a mean higher than 3.9 did exhibit high post-purchase satisfaction. Therefore, hypothesis 3 was supported.

Discussion

This study supported the Engel, Kollat & Blackwell model. The five stages of the decision process are need recognition, search, alternative evaluation, purchase and outcome. This study examined the third and fifth stage of the decision-making process: alternative evaluation and outcome: post-purchase satisfaction. From this study, a positive correlation among pre-purchase tennis wear satisfaction and the level of fashion involvement was found. A positive correlation was also found between pre- and post purchase tennis wear satisfaction. Finally, the correlation between post-purchase tennis wear satisfaction and fashion involvement was a positive one. Overall, there was a low level of fashion involvement for respondents in this study, but as the level of pre or post satisfaction increased for tennis wear consumers, the level of fashion involvement increased.

Yoo\(^{18}\) addressed that in general, people with a high fashion involvement are likely to show needs of feelings or judgement in what is available in the clothing market for them. Level of involvement denotes one indicator of the search activity (Krugman, 1965). In this study, when respondents were highly involved with tennis, they were more interested in pre-purchase satisfaction and also documented more clothing problems.

Moreover, the respondents indicated that the expensive price of tennis wear was one of the main reasons for not purchasing tennis clothing. There may also be a lack of plus-sized tennis apparel as noted by some respondents.

Although female participants who were highly involved and successful with tennis may be more likely to reveal an interest in seeking their individuality through tennis clothing, they may face some difficulty selecting tennis clothing that properly fit. Women identified fit as one of the most perceived tennis clothing problems that needs improvement. In addition, women of all age groups addressed garment length, in particular, top length and skirt length, as the most common clothing problem when purchasing garments.

Moore\(^{30}\) found that fit was positively correlated with age. As fitting problems increased, age increased. On the other hand, women’s age was not shown to be significantly related to the number and type of clothing problems in this study. Black\(^{31}\) also reported that age was not related to an increase in the number of clothing problems. No correlation between the type of tennis clothing problems and age of respondents was found except for top length and skirt length in the current study. Furthermore, previous research also identified a variety of fitting problems including length problems in ready-to-wear garments.\(^{22}\)

Comparing this study to others, Porter identified personal preferences of women’s tennis apparel as follows: the sleeveless dresses (98%), collarless dresses (96%), front zippers (75%), short-shorts (62%), adjustable waistband on shorts (56%) and A-line dresses (50%). Women indicated that they preferred side pockets on shorts (58%) and preferred wearing their blouse out (56%). In Porter’s study of colour, white was also the most preferred colour to wear, and over half of the women preferred a mixture of white and colours.\(^{3}\)

Respondents in this study addressed white as the most preferred colour, and indicated that they preferred to wear a two-piece outfit garment such as top and bottom followed by shorts (43%), skirts (43%), or pants (5%).
In addition, Kaiser suggested that clothing and appearance among a cohesive group give a visible basis for belonging. Women indicated that Nike and Adidas were the most preferred logos, while white and black were the most preferred colours for tennis clothing. The preferred colours or logos may be an expression of women’s mutual interest and common outlook of the cohesive group of tennis participants. When shopping for tennis apparel and considering alternatives, which is the third stage of the Engel et al. decision-making model, women preferred Nike and Adidas tennis wear. Preferring this apparel attribute of brand may have represented a feeling of need to belong to the group, which was fulfilled during the alternative evaluation stage of apparel selection.

Suggestions are that manufacturers need to improve analysis of body types and size of female tennis participants to improve the fit of tennis apparel. Manufacturers also need to produce female tennis clothing in wider range of prices and styles.

Recommendations for directions in future research include: (1) to investigate juniors and men that participate in tennis for their preferred pre- and post-purchase satisfaction and level of involvement because these two groups have a high number playing the sport, (2) expanding upon Engel’s et al. third stage of the consumer decision-making process alternative evaluation investigating preferred functional design features of female tennis wear, and (3) researching prototype development based on the significant factors identified in this study.

References
