

Examining outcome expectations of athletic performance apparel users: A case study of recreational athletes.

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Abstract Id: 454 Submitted: February 27, 2019 Event: Conference for Undergraduate Research at FIU 2019 Topic: Sport Management

The information era has given birth to a new breed of sport management, which uses new technologies (e.g., performance apparel, wearable devices, data analytics) to improve athletic performance. Previous studies have established an individual adopts new technologies in 4 phases: *Anticipation*, *Orientation*, *Incorporation* and *Identification*. Additionally, these studies stated the most critical stages are *Anticipation* and *Orientation*, which are characterized by outcome expectations and user experience, respectively. However, there is minimal information available to sport managers describing or quantifying athletes' expectations and experiences with athletic performance apparel (APA). The objectives of our project were to examine the relationships between APA use and influence on 1) self-reported TTM (Transtheoretical Model) physical activity stage; 2) outcome expectations (OE) motives; and 3) user experience (UX) factors. A PreTest-PostTest protocol established TTM stage and examined expectations while a 9-week Time-Series design recorded UX of 20 recreational athletes with updated versions of the TTM and OEE instruments and an adopted UX questionnaire, respectively. Pre-Test data indicate that participants were evenly distributed across the six TTM stages while Post-Test data illustrate a change in physical activity (Action (n=8), Maintenance (n=6) and Excel (n=4)). Results indicate that participants had 'moderate' outcome expectations during the *Anticipation phase* and these expectations being fulfilled during the *Incorporation phase* for Physical Performance (OE-PP), Psychological Impact (OE-PI) and Social Status (OE-SS). Also, the data indicate a positive significance difference ($p < .05$) for OE-PP (3.67+/-0.40) and a negative significance difference ($p < .05$) for OE-CAR (1.96+/-0.80). In conclusion, the UX data provided evidence to fast transitions between adoption phases; thus, most APA users finished the project in the *Identification phase*.