

Evaluate consumer behavior and identify possible segmentation options

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inserts his/her full Under Armour Product benefits and segmentation At the very least, Under Armour mainly caters to the segment of performers, primarily sports performers. The company's market can be segmented into four major segments: apparel for performances, footwear, accessories and licensing. The products under performance apparel can be further segmented based on psychographics to provide comfort, normalize body temperature and enhance performance. The "hotgear", "coldgear" and "allseasongear" apparel provide the benefits of temperature-controlled clothing depending on whether the customer wants the clothing for hot weather, cold weather or all seasons (Forbes. com). Each product line is then segmented further on the basis of customer comfort which includes "compression", "fitted" and "relaxed" (Forbes. com). Each of these serves a unique benefit. For instance, the "fitted" line is particularly suited to athletics who need greater body flexibility, and hence, tighter clothing. At present, the accessories segment is classified into bags, hats as well as gloves for sports that incorporate "moisture-wicking" fabrics and temperature-control technologies (Hallett). These products claim the benefit of keeping the customer cool and dry in situations where moisture may cause body temperature to heat up resulting in excessive sweating. Therefore, by controlling temperature the products provide customers with the benefit of maintaining their highest and best performance for an extended period of time. This is because users are able to 'use' their muscles for longer periods of time (Under Armour). The long sleeves provide protection against cuts, wounds and abrasions that are common in sports requiring high friction. Additionally, to users (performers) who desire to look

aesthetically pleasing, the compression technology provides the benefit of enhancing visibility of body muscles. Furthermore, the “ PolyArmour” technology provides the benefit of protecting the users’ body from UV rays of the sun (Northern Athletic). This acts as a sunscreen averting premature ageing.

As far as possible demographic and psychographic segmentation is concerned, the company can use its anti-sweating technology to provide other products such as deodorants that block body odor resulting from stress and sweat. This product can be targeted to virtually anyone, primarily women and men aged 19 and above who are likely to experience hormonal changes that are conducive to more sweating.

Furthermore, recognizing the fact that the inclusion of women in sports such as softball, volleyball, basketball, hockey and general fitness is gaining momentum, the company may consider targeting older women above 20 as well. This represents a major untapped segment for Under Armour since women in this age bracket are, on average, more conscious about their appearance than men. The UV protection offered by many of the company’s products can be used to target women aged 19-35 by providing anti-ageing technology such as the “ PolyArmour” technology in clothing and footwear for women in this segment. Currently, the company does not offer products for swimwear for kids. This represents a major segment that could be explored. Prices ought to be kept low as this segment is likely to attract price-conscious buyers due to high competition in the market.

Not only can the company can further expand in the outdoor sports segment by providing products for ice hockey but also enter into the segment for in-

door sports and consider manufacturing apparel and footwear for such as table tennis, snooker, squash and gymnastics. Additionally, Under Armour can extend its 'hotgear' technology to provide appropriate apparel, footwear and accessories for firefighters. Similarly, it can extend its 'coldgear' technology to provide the necessary clothing and footwear for sports such as skiing, ice skating and others. Furthermore, the company could expand its line performance wear by producing apparel for the working class starting from salaried individuals to suiting for senior executives.

To conclude, there is tremendous scope for Under Armour to expand its segments to include women as well as individuals who indulge in indoor sports. The possibilities of adding segments such as adolescent males and females for products such as deodorants that protect against sweat from stress are also apparent. Most importantly, however, targeting the children's' segment for swimwear products can be very lucrative.

Works Cited

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