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## **Towards a Fashionable Attire for Women's' Sports Marketing**

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### **Abstract**

Sports marketing, as a business operation is capable of generating billions of dollars in revenue every year. A major source of revenue generation in sporting events, results from ticket sales attributable to spectator attendance. While there has been an increase in spectator consumption in football and rugby in Kenya, there seems to be a perceived barrier in the consumption of sports such as women football. Although many women are fans of men's sports, far fewer are fans of women's sports. Scholars have studied the similarities and differences in the motivation of individuals who attend the different women's sports. Many researchers have found similarities, including entertainment value, vicarious achievement, and social motivation. The desire to attract female fans in male sports, led the sport designers in to create fashionable attire for men and a clothing line for women spectators. As a result, women's spectatorship for men's sport increased, and women participated in sports at higher rates. This paper discussed how fashionable sports attire generally, was a strong motivating factor among fans and also provided

evidence that there are unique motives to watching women's sports in Kenya; thus, fashionable attire is vital for sports marketing.

**Key Words:** Fashionable attire, sports marketing, sports.