ABSTRACT

The cotton industry has seen a rise in demand due to the increasing popularity of the athleisure clothing market. The disruption in the market has created a need for higher preforming materials to better suit the mobility, strength, and performance of the athleisure garments for the user. Modifications to the DNA of the cotton plant have been found to increase these performing factors, along with the combination of synthetic fibers. Studying the effects that modified cotton plants have on the consumer is a key piece of knowledge due to the fact that our clothing is largely based on the product standing in the consumers’ minds. The effects that modified cotton plants have on future cotton industries are important because, if positive, the new processes will be used on future cotton plants and most likely change the way cotton is grown and engineered. The analysis of consumers’ preferences is collected by surveys and the study of scholarly articles on the effects that modified cotton has on the industry. The purpose of the study is to investigate further on the consumer preferences on genetically modified cotton and/or the combination of cotton and synthetic fibers. The results of the study are the preferences and opinions that the consumer has on genetically modified cotton and/or the combination of cotton with synthetic fibers in the athleisure market.