

Controlling the Sweat: Female Athletes' Perceived Deodorant Effectiveness for Sport Engagement

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Youth Enrichment Services | Annual Research Symposium

Introduction

Female athletes have been largely studied by scholars, particularly as it relates to their physical fitness, athletic performance and sport participation, sport environment, and sport contributions. However, very few scholars have investigated female athletes experience with deodorant. Deodorant is a substance commonly used to reduce odor and maintain sweat controls. Despite the extensive study of deodorant types and materials, limited research exists, within a sport context, that guides female athletes to the most beneficial and effective deodorant. Additionally, no studies currently exist that consider female athletes' perspectives on this topic. As such, this study contributes to the literature by providing female athlete perspectives on deodorant effectiveness for their sport involvement. Gaining female athletes' perspectives will help provide insight into the struggle to identify a deodorant that best accommodates them.

Research Question

What deodorant is most effective for female athletes' sport engagement?

Hypothesis

Antiperspirant deodorants are most beneficial and effective for female athletes' sport engagement.

Purpose

This study explores athletes' perceptions of deodorant effectiveness for sport engagement and is the antecedent for a forthcoming experiment.

Race	African American (100%)
Age	16-20 years old (64%)
Gender	Female (100%)
Education	9-12th grade(46%)
Household Status	Single- parented (70%)
Household Income	Unsure (46%)



Survey Question(s)	Respondents	Total	Percentage
What factors do you consider when selecting deodorant?	6 (Smell)	11	55%
Which deodorant is most effective for athletes?	4 (Dove Spray)	11	30%
What type of deodorant style do you prefer?	8 (Stick)	11	73%
How long does your deodorant typically last?	4 - (4-6 hrs); 4 - 10+	11	36%
Does your deodorant cause any harm to you?	10 (No)	11	92%

Results

Results reveal that the most commonly used deodorant is dove stick. Interestingly, my survey population believes the most effective deodorant for athletes is dove spray on. It is still unclear, however, why this deodorant is deemed in such a way.

Beyond price, material use, and sweat protection, female athletes suggest that the smell of deodorant is the most important factor in selecting an appropriate deodorant. Survey respondents were less concerned about the harm certain deodorants may cause to one's body. Moreover, four survey respondents suggest that their deodorant lasts up to 6 hours, while four others denote that their deodorant is longer lasting (10+ hours). Individuals with longer lasting deodorant listed various types of deodorant, making it difficult to draw overall conclusions - all had antiperspirant in them, though.

Discussion / Conclusion

In conclusion, this study is the initial step in equipping female athletes with insights to strategically and wisely choose deodorant for sport engagement. Female athletes in the study suggest that dove spray on is most effective. Such findings will inform the context of forthcoming studies and provide a platform for product testing. Researchers should investigate why athletes deem this deodorant to be most beneficial and consider conducting a physical experiment to test its effective within various sport contexts. Scholars should also explore other factors that might influence deodorant effectiveness.