



SHOE SURVEY SNAPSHOT: UNCOVERING PURCHASE PATTERNS

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PROBLEM

Does the presence of a brand logo impact the probability of purchasing shoes?

NULL HYPOTHESIS:

The presence or absence of a brand logo does not lead to a statistically significant difference in users' purchase propensity.



TESTING HYPOTHESIS



- ★ We studied the impact of a popular brand logo on shoe preferences and purchases, regardless of shoe features.
- ★ By comparing the responses of logo-exposed and control groups, we aimed to identify significant differences using robust statistical methods.
- ★ If confirmed, our analysis suggests that brand recognition significantly influences consumer decisions, informing marketing strategies and product positioning.
- ★ Conversely, lack of support prompts reflection on factors driving consumer choices, encouraging further exploration.



120
PARTICIPANTS

60 IN EACH TREATMENT & CONTROL



USA
UNIVERSITIES

PARTICIPANTS



18-30
YEARS

AGE BRACKET OF PARTICIPANTS



METHODOLOGY

Procedure:

To understand the influence of brand logos on consumer decisions, participants were divided into two groups

Treatment Group:

The image of the shoe featured a prominent brand logo.

Control Group:

The shoe presented to them was shown from a different angle, omitting any brand logos altogether.

Variable b/w groups

Brand logos!

WHAT DOES THE SURVEY LOOK LIKE?



Survey Questions:

- 1 Please rate the shoe based on your preference.
- 2 How comfortable does the shoe appear?
- 3 Out of the given features, which is most important to you while buying shoes?
- 4 How likely are you to consider purchasing the shoes?

Other Features:

Gender, Shoe Number (we had same 5 shoes with and without the brand logo)

TREATMENT & RANDOMIZATION UNIT

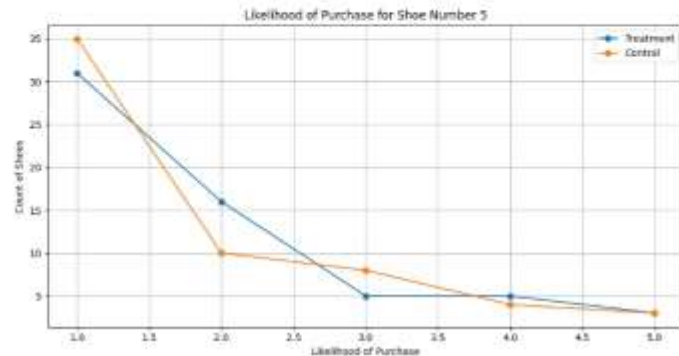
Treatment

- Treatment group exposed to a prominent brand logo added to the shoe image.
- Simulates real-world scenarios emphasizing brand logos' impact on consumer decisions.
- Objective: Determine if the presence of a popular brand logo affects participants' perceptions and purchase intentions regardless of shoe qualities.

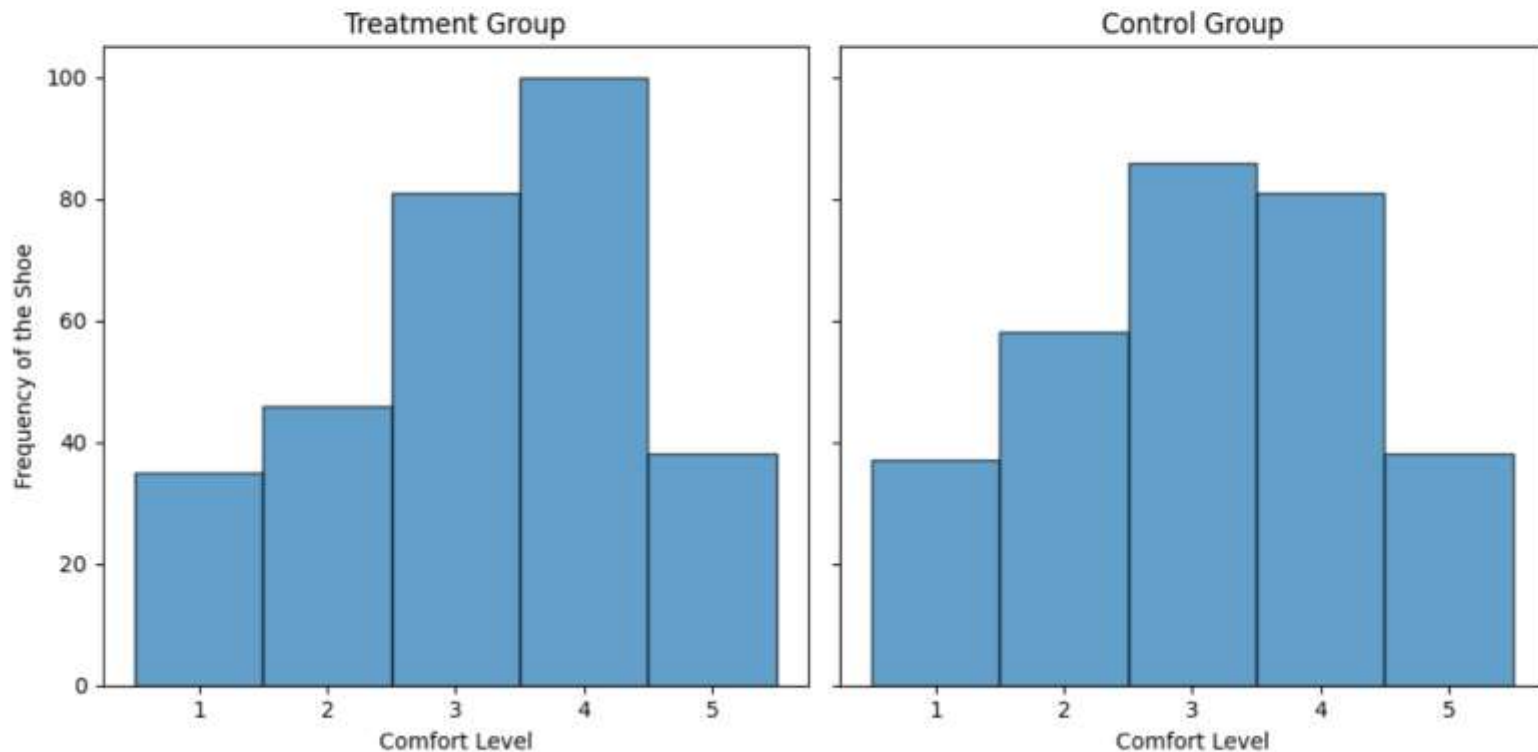
Randomization Unit

- Participant level randomization
- Randomly assigned people to either the group that saw shoes with a popular brand logo or the group that saw shoes without any logos.

LIKELIHOOD OF PURCHASE FOR EACH SHOE



HOW COMFORTABLE DID THE SHOES LOOK TREATMENT AND THE CONTROL GROUP?



QUANTITATIVE OUTCOME(S)

- ATE Estimate: 0.23
- Conditional ATE for women: 0.06
- Conditional ATE for men: 0.38



QUANTITATIVE OUTCOME(S)



- t-score: 2.1518
- p-value: 0.0318 (<0.05)
- Power of experiment: 0.57

REGRESSION ANALYSIS

Likelihood of Purchase ~
Treatment

Significant

Likelihood of Purchase ~ All
features

Not Significant for Important Features

Likelihood of Purchase ~
Preference Rating + Comfort

Not Significant for Gender

Fixed Effect

Shoe number category

Same 5 shoes were shown to all participants

REGRESSION ANALYSIS

<i>Dependent variable: Likelihood of Purchase</i>	
OLS w/o controls	
(1)	
Constant	2.340 ^{***} (0.076)
Treatment	0.230 ^{**} (0.107)
Observations	600
R ²	0.008
Note:	* p<0.1; ** p<0.05; *** p<0.01

KEY RESULTS

- ★ Comfort levels exhibit a strong positive association with purchase likelihood, with higher comfort ratings correlating with increased purchase probability.
- ★ Preference ratings exhibit a strong positive relationship with purchase likelihood, with higher ratings leading to increased likelihood of purchase.



KEY RESULTS (CONTD.)

- ★ None of the important product features—durability, material, style versatility, or traction and grip—show significant effects on purchase likelihood.
- ★ Gender does not appear to significantly impact purchase likelihood, as indicated by its negligible coefficients.



LIMITATIONS

One possible limitation- survey takers are only college students

Participants in the control group may have identified the shoe brand without focusing on the logo, given their heightened awareness of shoe types.

Unintended recognition could have influenced responses, complicating result interpretation.



A close-up photograph of a person's lower legs and feet. They are wearing white leather brogue shoes with intricate perforated patterns. The person is also wearing a dark skirt with white vertical stripes. They are standing on a light-colored, textured concrete surface, leaning against a vertical concrete wall. A white rectangular box with the text "THANK YOU!" is superimposed over the center of the image.

THANK YOU!