

Project Report

Inside the Minds of Nike's Young Consumers: A Marketing Research Study



Marketing Research & Analysis

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Introduction

In today's competitive business environment, customer satisfaction has emerged as a critical factor in determining a company's success. Ensuring high levels of customer satisfaction requires businesses to continuously evaluate and improve their products, services, and overall customer experience. Nike, a global leader in the sportswear industry, must constantly adapt to the changing needs and preferences of its customers in order to maintain its position in the market. This report presents the findings of a research project aimed at examining customer satisfaction levels related to Nike's products and services, and identifying areas for improvement.

The purpose of this research is to understand the factors influencing customer satisfaction in the sportswear industry, with a particular focus on Nike's offerings. The study addresses several key issues, including the role of product quality, variety, availability, pricing, customer service, and brand image in determining customer satisfaction. By identifying the strengths and weaknesses in Nike's current strategies, this report aims to provide actionable insights and recommendations that can help the company enhance customer satisfaction and drive long-term success.

Research goals and Objectives:

- One potential research problem for Nike in the shoes and apparel industry could be how to create sustainable materials and production processes that reduce the company's environmental impact while still meeting consumer demand for high-quality products.
- •Another research problem could be how to use technology to enhance the performance and functionality of Nike products. This could involve researching new materials and designs that improve comfort, support, and durability, as well as incorporating technology such as sensors or data analysis to help athletes optimize their training and performance.

- •Additionally, Nike could research how to effectively market and distribute their products to different target audiences. This could involve conducting market research to understand consumer preferences and trends, as well as developing targeted marketing campaigns and distribution strategies to reach specific demographics, such as younger or more environmentally conscious consumers.

List of research questions related to the problem:

- a) How often do you purchase Nike products?
- b) Which of the following Nike products have you purchased in the past year? (Select all that apply)
- c) How do you typically purchase Nike products?
- d) Please rate your overall satisfaction with the Nike products you have purchased on a scale of 1 to 5 (1 = Very Dissatisfied, 5 = Very Satisfied).
- e) How would you rate the value for money of Nike products on a scale of 1 to 5 (1 = Poor, 5 = Excellent)?
- f) Have you ever contacted Nike's customer service?
- g) Please rate your overall satisfaction with Nike's customer service on a scale of 1 to 5 (1 = Very Dissatisfied, 5 = Very Satisfied).
- h) On a scale of 0 to 10, how likely are you to recommend Nike to a friend or colleague? (0 = Not likely at all, 10 = Extremely likely)
- i) Have you ever purchased Nike product because it was fashionable or trendy?
- j) How likely are you to purchase Nike product that is fashionable or trendy?
- k) How much are you willing to spend on Nike products?
- l) How much of a factor does the price of Nike products play in your purchase decision?
- m) How important is the design of Nike products when making a purchase decision?
- n) In your own words, what do you like most about Nike products or services?
- o) In your own words, what do you think Nike could improve in their products or services?
- p) What is your age group?
- q) What is your gender?

r) Which study program or specialization are you pursuing in your master's degree?

Hypotheses Testing:

Hypothesis 1: Young customers who prioritize fashion and trends are likelier to purchase Nike products than those who prioritize comfort and function.

Hypothesis 2: Price is a significant factor in the purchasing decisions of young consumers for Nike products.

Hypothesis 3: Product design and customization options have significant impacts on the purchasing decisions of young customers for Nike products.

Literature Review

Customer satisfaction is a critical determinant of a company's success in the highly competitive sportswear industry. A comprehensive understanding of the factors influencing customer satisfaction is essential for businesses like Nike to continuously improve their products and services. This literature review critically evaluates relevant secondary sources and demonstrates knowledge of the research problem, integrating and synthesizing the existing literature that lays the groundwork for the research.

Factors Influencing Customer Satisfaction in the Sportswear Industry

A significant body of research has examined the factors that contribute to customer satisfaction in the sportswear industry. Studies have consistently identified product quality, variety, availability, pricing, customer service, and brand image as the key determinants of customer satisfaction (Anderson et al., 2014; Oliver, 2010; Zeithaml et al., 2013). These factors interact in complex ways, with varying degrees of importance depending on the specific context and customer preferences (Hennig-Thurau et al., 2002).

Product Quality, Variety, and Availability

Product quality is a crucial factor in customer satisfaction, with consumers increasingly demanding high-quality products that meet their functional and aesthetic needs (Aaker & Joachimsthaler, 2000). Studies have shown that customers who perceive a product as high-quality are more likely to be satisfied and loyal to the brand (Sweeney et al., 1999). Similarly, product variety and availability are essential in meeting diverse customer preferences and maintaining satisfaction (Zeithaml et al., 2013).

Pricing and Customer Service

Pricing has a significant impact on customer satisfaction, with research indicating that customers are more likely to be satisfied when they perceive a product's price as fair and reasonable (Xia et al., 2004). However, pricing strategies must be balanced against other factors, such as product quality and customer service (Homburg et al., 2005). Effective customer service, including prompt response to inquiries and addressing issues or complaints, has been shown to positively influence customer satisfaction and brand loyalty (Parasuraman et al., 1988).

Brand Image

Brand image, which encompasses the associations, perceptions, and attitudes customers have towards a brand, plays a crucial role in customer satisfaction (Keller, 1993). A strong brand image can lead to increased customer loyalty, higher willingness to pay premium prices, and positive word-of-mouth recommendations (Kotler & Keller, 2016). Companies like Nike invest heavily in building and maintaining their brand image to ensure consistent customer satisfaction (Tsotsou, 2012).

In conclusion, the existing literature highlights the importance of understanding and addressing the factors that contribute to customer satisfaction in the sportswear industry. This research project builds on this foundation by examining the specific context of Nike and exploring the interplay of product quality, variety, availability, pricing, customer service, and brand image in shaping customer satisfaction. The findings from this study will contribute to the existing body of knowledge and provide valuable insights for Nike to enhance its customer satisfaction strategies.

Methodology

Given the scope of this class project and the available resources, the research methodology was adapted to suit the constraints while maintaining the research objectives. The methodology consisted of the following elements:

Variables:

Dependent Variable - Customer Satisfaction; Independent Variables - Product Quality, Pricing, Customer Service, Brand Image; Extraneous Variables - Demographics, Competitors, Market Conditions.

Design:

A quantitative approach was employed to understand the factors affecting customer satisfaction. This method was chosen due to time constraints and the limited sample size available for the class project.

Sample:

The sample consisted of 40 graduate students who participated in the study as part of a class project. Although this sample may not be representative of Nike's entire customer base, it provided valuable insights into the factors influencing customer satisfaction among a group of educated consumers.

Instruments:

An online survey was designed to collect data on customer satisfaction and the influencing factors. The survey included questions related to product quality, pricing,

customer service, and brand image. Additionally, demographic information was collected to analyse potential differences in satisfaction levels across various subgroups.

Procedure:

The study was conducted in two phases: 1) administering the online survey to the 40 graduate students, and 2) analysing and interpreting the data to identify trends and correlations among the variables. Due to the project's scope and the sample size, qualitative interviews were not conducted in this study.

While the adapted methodology may have limitations due to the sample size and the absence of qualitative data, it still provided valuable insights into the factors affecting customer satisfaction among the participating graduate students. These findings can serve as a basis for further research and contribute to the understanding of customer satisfaction in the sportswear industry.

Analysis and Results

Data Preparation

After about two weeks of data collection, this study received 20 responses. The raw dataset is in CSV format and was imported into SPSS for analysis. This study took the following steps to prepare the data frame.

1. Handle missing values: This study discarded observations with too many missing values.
2. Rename variables: This study renamed less descriptive variable names in the dataset. For example, Q1 to Q1_AgeGroup
3. Create dummy variables: This study created dummy variables for all categorical variables for further analysis.

After completing these steps, the prepared dataset contained 16 observations and 31 variables, including demographic variables, satisfaction ratings, and other customer behavior variables.

Descriptive Statistics and Data Visualization

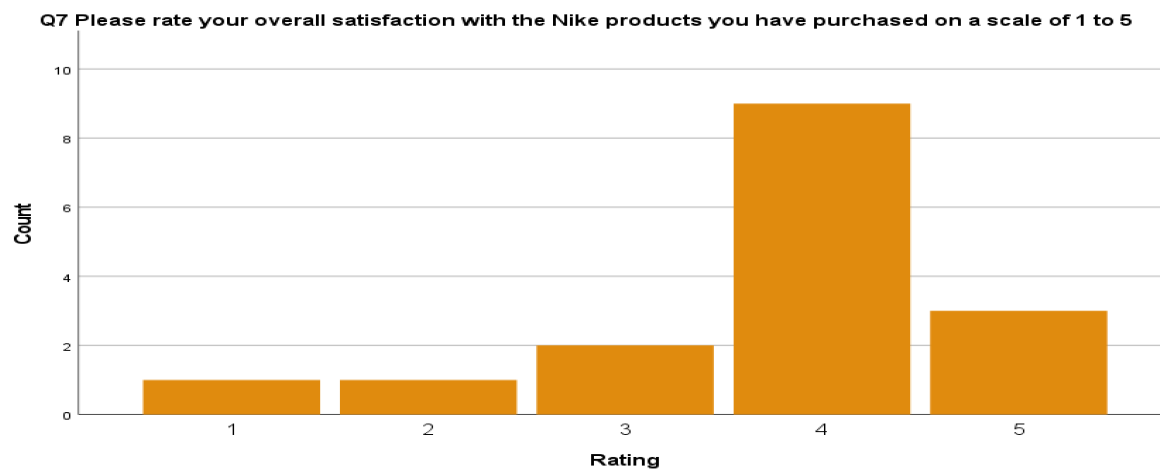
Descriptive analyses were conducted on each question (shown in Appendix 3: Descriptive Statistics Results). This study found that most respondents in our sample were from 18-24 (56.3%) age group, followed by 25-24 (37.5%). Regarding gender, 50% of the participants were female, and 43.8% were male. Participants from the business analytics program (62.5%) dominated the sample.

When asked what type of Nike product they purchased in the past year, the study found Nike shoes to be the most popular category, with 75% of participants reporting a footwear purchase. In terms of shopping channels, channels with better quality assurance are more popular. 43.8% of the respondents preferred in-store shopping, and 37.5% chose Nike's official website. Regarding the frequency of purchasing Nike products, the participants' feedback is quite different. 43.8% of the participants stated that they purchase Nike products less than once a year,

18.8% purchase them once every six months, 25% purchase them once a quarter, and only one participant buys more often than once a month.

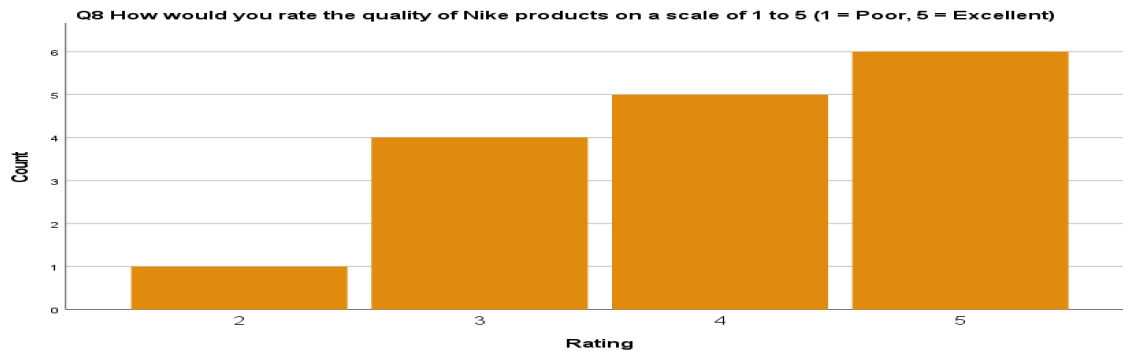
This study also employed visualizations to analyze consumer overall satisfaction and factors affecting consumer satisfaction with Nike products.

Overall satisfaction



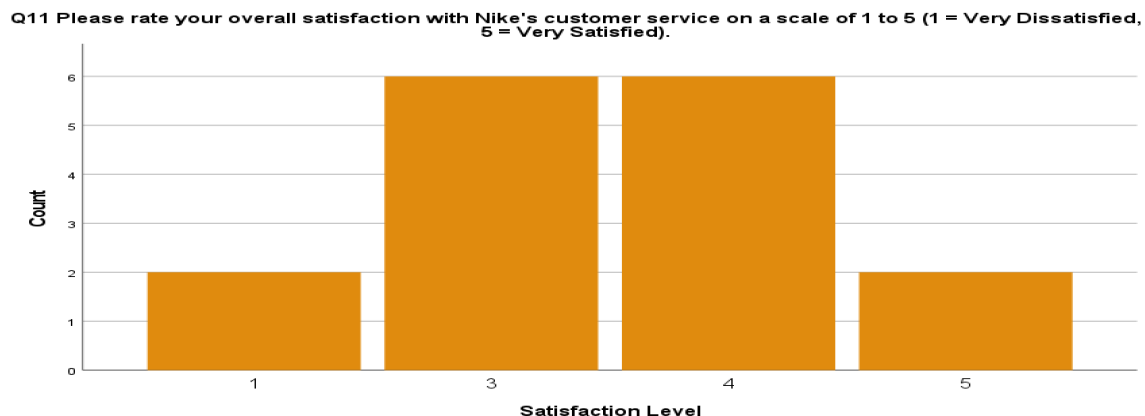
The bar chart shows that most respondents rated their overall satisfaction with Nike products as 4. In addition, three respondents rated their satisfaction as 5, indicating that respondents have high satisfaction with Nike products. Only a minority of respondents rated their satisfaction below 4. It suggests that most respondents are satisfied with their purchases, but there is room for improvement in addressing the concerns of less happy customers.

Quality



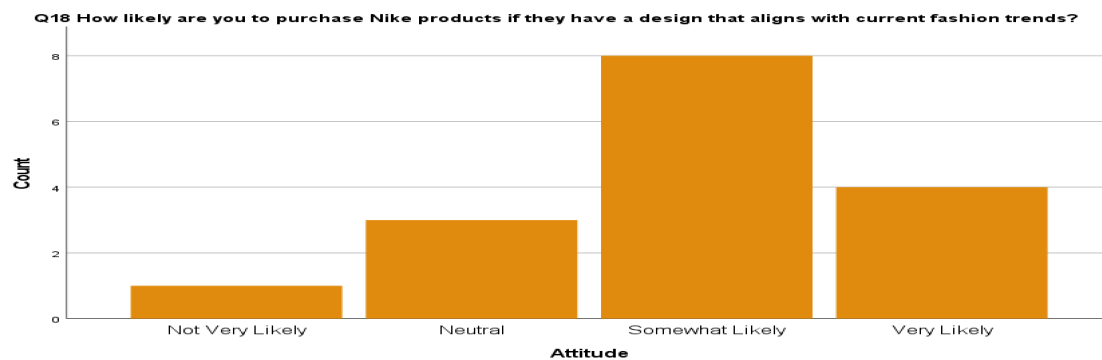
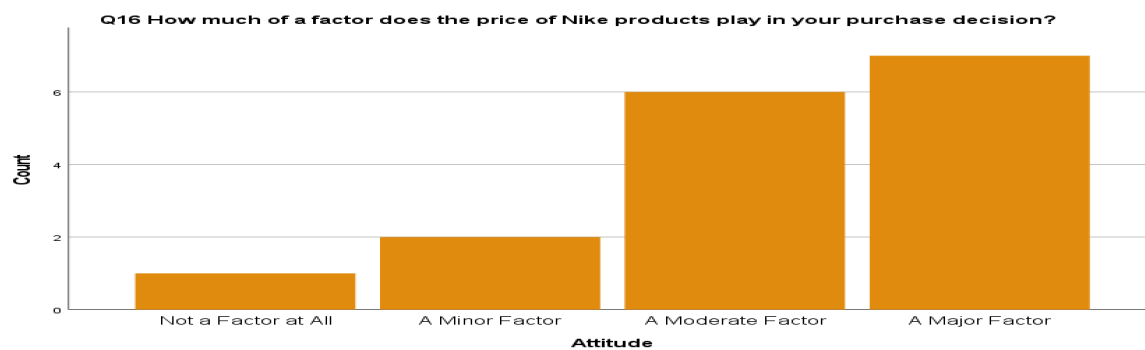
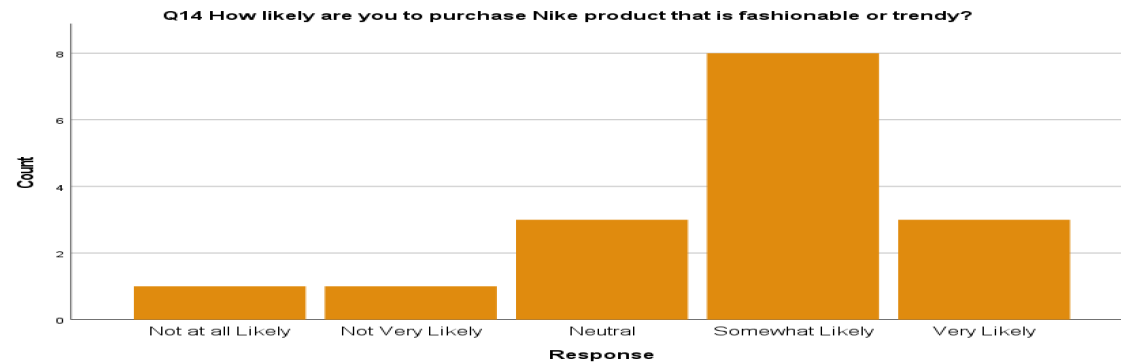
The bar chart shows the distribution of scores for Nike product quality on a scale of 1 to 5. Most respondents rated the quality of Nike products as 4 or 5, indicating a positive perception of product quality. However, a considerable number of respondents are still dissatisfied with the quality of Nike products.

Customer service



The above chart shows the distribution of satisfaction ratings for Nike's customer service. Most respondents rated their overall satisfaction as either 3 or 4, indicating moderate satisfaction with Nike's customer service.

Factors that affect purchase intention.



The above three charts show the attitude of consumers toward Nike products. The bar charts for Q14 and Q18 reveal how consumers perceive the positioning and design of Nike products when purchasing them. The two graphs show similar trends, and the number of respondents who choose the “somewhat likely” option is significantly higher than others. It indicates that fashion-designed products are more attractive to consumers. The chart of Q16 shows that most respondents are sensitive to price, which reveals that price plays a critical role in users’ decision to purchase Nike products.

Correlation Analysis

This study employed Pearson correlation analysis to determine the relationships between numerical variables in the dataset. The results are presented in Appendix 4, which shows the correlation coefficients between pairs of variables. Each cell in the matrix represents the correlation coefficient between two variables and the corresponding p-value. The coefficient ranges from -1 to 1, with -1 meaning a perfect negative correlation, 0 meaning no correlation, and 1 suggesting a perfect positive correlation.

After analyzing the correlation matrix, this study found some statistically significant relationships (p-value less than 0.05).

- A negative linear relationship exists between the age group (Q1) and the variables related to product design attitude (Q17, Q18). It indicates that consumers are less likely to be attracted by product design with the increment in their age.
- The coefficients between age group (Q1), product quality (Q8), and value of money (Q9) are also negative. It shows that older consumers are less sensitive to quality and price than younger consumers.
- The relationships between whether to buy because of the trend (Q15) and the variables related to product design attitude (Q17, Q18) are positive. Therefore, Consumers who pay attention to fashion trends are more concerned about product design.
- The coefficients between price sensitivity (Q16) and the variables related to product design attitude (Q17, Q18) are negative. It indicates consumers who care about product design are less sensitive to price.
- The positive linear relationship between overall satisfaction (Q7) and quality satisfaction (Q8) indicates that users who are satisfied with the quality of Nike products will also be satisfied with the Nike brand. Similarly, consumers willing to recommend Nike products to their friends (Q12) will also be satisfied with Nike.

Regression Analysis

With the help of multiple linear regression, this study examined the relationship between independent variables and overall satisfaction. Generally, the sample size should be several times larger than the number of predictor variables in linear regression. Therefore, considering that the small sample size and the distributions of categorical variables are not even, only numerical variables were included in the analysis. The results are presented below.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.981 ^a	.962	.858	.40181

a. Predictors: (Constant), Q12_Recommendation, Q17_ImportanceOfDesign, Q4_BuyFrequency, Q15_SpendMoney, Q16_ImportanceOfPrice, Q11_CustomerService, Q9_ValueOfMoney, Q18_BuyDueToDesign, Q8_Quality, Q14_BuyDueToFashion, Q1_AgeGroup

The R-squared value of 0.98 indicates that the model explains 98% of the variance in the outcome variable. The adjusted R-squared value of 0.858 suggests that the model fits the dataset well.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.354	11	1.487	9.209	.023 ^b
	Residual	.646	4	.161		
	Total	17.000	15			

a. Dependent Variable: Q7_OverallSatisfaction

b. Predictors: (Constant), Q12_Recommendation, Q17_ImportanceOfDesign, Q4_BuyFrequency, Q15_SpendMoney, Q16_ImportanceOfPrice, Q11_CustomerService, Q9_ValueOfMoney, Q18_BuyDueToDesign, Q8_Quality, Q14_BuyDueToFashion, Q1_AgeGroup

As the ANOVA table shown, the F-statistic of 9.209 with a p-value of less than 0.05 indicates that the model is significant. It means that there is strong evidence to suggest that the predictor variables are related to the dependent variables.

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	7.730	2.307		.029
	Q1_AgeGroup	-.595	.356	-.699	.170
	Q4_BuyFrequency	.088	.081	.208	.338
	Q14_BuyDueToFashion	.347	.390	.351	.424
	Q15_SpendMoney	-.325	.179	-.347	.143
	Q16_ImportanceOfPrice	.081	.438	.069	.862
	Q17_ImportanceOfDesign	-1.085	.365	-.832	.041
	Q18_BuyDueToDesign	-.764	.463	-.613	.174
	Q8_Quality	.682	.414	.618	.175
	Q9_ValueOfMoney	-.455	.512	-.433	.424
	Q11_CustomerService	.519	.309	.559	.168
	Q12_Recommendation	.227	.093	.510	.071

a. Dependent Variable: Q7_OverallSatisfaction

The coefficients table shows the estimated regression coefficients for the predictor variables. The coefficient indicates that a one-unit increase in the predictor variable is associated with how much increase in overall satisfaction, holding all other variables constant. This table shows that variables Q1_AgeGroup, Q17_ImportanceOfDesign, and Q18_BuyDueToDesign have high negative impacts on overall satisfaction. At the same time, Q8_Quality and Q11_CustomerService have relatively high positive effects. But the p-values of the coefficients are not very good. Only Q17_ImportanceOfDesign and Q12_Recommendation has p-value that are less than 0.1. Therefore, this study can conclude Q17_ImportanceOfDesign and Q12_Recommendation are significant predictors of the dependent variable.

Overall, the model explains a significant portion of the variance in the outcome variable and is a good fit for the dataset. However, the coefficients of most independent variables are not significant. Therefore, the model requires further data collection for validation. Furthermore, limited by the sample size, the model may be overfitted.

The research "Inside the Minds of Nike's Young Consumers: A Marketing Research Study" offers important new information about the attitudes, actions, and preferences of young Nike product buyers. The following conclusions, management implications, and suggestions can be made considering the study's findings.

Conclusions:

1. Young consumers favor Nike because they think the company is hip, fashionable, and high-quality.
2. When making selections about what to buy, young customers are heavily influenced by their friends, celebrities, and social media.
3. Comfort, style, and performance are the main criteria that influence young consumers to purchase Nike products.
4. The social and environmental effects of the brands that young customers choose to buy can influence their purchasing choices.

Management repercussions

1. Nike should keep putting its effort into developing its reputation as a chic, premium brand that appeals to youthful customers.
2. Nike could use influencer marketing and social media to connect with millennials and foster brand loyalty.
3. To cater to the demands and interests of young consumers, Nike should concentrate on creating products that are cozy, fashionable, and high performing.
4. Given that youthful customers are becoming more interested about sustainability, Nike should think about integrating sustainable practices into its operations and letting them know about its efforts.

Recommendations:

1. To target young consumers, who are increasingly making purchases online, Nike should make an investment in developing a strong web presence and e-commerce skills.
2. Nike needs to work with well-known influencers and celebrities to generate awareness about its goods and foster brand loyalty among millennials.
3. To satisfy young consumers' increased interest in eco-friendly items, Nike might think about launching sustainable product lines. To develop a devoted following of customers, Nike needs interact with young consumers on social media.

Overall, the survey offers insightful information about the tastes and habits of Nike's youthful customers, which can assist Nike in creating more successful marketing plans and strengthening its brand reputation.

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Appendix

Appendix 1: Data collection forms

1. What is your age group?
 - a. Under 18

- b. 18-24
 - c. 25 - 34
 - d. 35 - 44
 - e. 45 - 54
 - f. 55 - 64
 - g. 65 or above
2. What is your gender?
- a. Male
 - b. Female
 - c. Non-binary / third gender
 - d. Prefer not to say
3. Which study program or specialization are you pursuing in your master's degree?
- a. Business Analytics
 - b. Marketing Analytics
 - c. Marketing
 - d. MBA
 - e. Other (Please Specify)
4. How often do you purchase Nike products?
- a. Less than once a year
 - b. Once a year
 - c. Every 6 months
 - d. Quarterly
 - e. Monthly
 - f. More frequently than monthly
5. Which of the following Nike products have you purchased in the past year? (Select all that apply)
- a. Footwear
 - b. Apparel
 - c. Accessories
 - d. Other (please specify)
6. How do you typically purchase Nike products?

- a. In-store
 - b. Online through the Nike website
 - c. Online through third-party retailers
 - d. Other (please specify)
7. Please rate your overall satisfaction with the Nike products you have purchased on a scale of 1 to 5 (1 = Very Dissatisfied, 5 = Very Satisfied).
- a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5
8. How would you rate the quality of Nike products on a scale of 1 to 5 (1 = Poor, 5 = Excellent)?
- a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5
9. How would you rate the value for money of Nike products on a scale of 1 to 5 (1 = Poor, 5 = Excellent)?
- a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5
10. Have you ever contacted Nike's customer service?
- a. Yes
 - b. No
11. Please rate your overall satisfaction with Nike's customer service on a scale of 1 to 5 (1 = Very Dissatisfied, 5 = Very Satisfied).
- a. 1

- b. 2
- c. 3
- d. 4
- e. 5

12. On a scale of 0 to 10, how likely are you to recommend Nike to a friend or colleague? (0 = Not likely at all, 10 = Extremely likely)

0 1 2 3 4 5 6 7 8 9 10

13. Have you ever purchased Nike product because it was fashionable or trendy?

- a. Yes
- b. No

14. How likely are you to purchase Nike product that is fashionable or trendy?

- a. Very Likely
- b. Somewhat Likely
- c. Neutral
- d. Not Very Likely
- e. Not at all Likely

15. How much are you willing to spend on Nike products?

- a. Less than \$50
- b. \$50 - \$100
- c. \$100 - \$150
- d. \$150 - \$200
- e. More than \$200

16. How much of a factor does the price of Nike products play in your purchase decision?

- a. A Major Factor
- b. A Moderate Factor
- c. A Minor Factor
- d. Not a Factor at All

17. How important is the design of Nike products when making a purchase decision?

- a. Very Important
- b. Somewhat Important
- c. Neutral

- d. Not very Important
- e. Not at all Important

18. How likely are you to purchase Nike products if they have a design that aligns with current fashion trends?

- a. Very Likely
- b. Somewhat Likely
- c. Neutral
- d. Not Very Likely
- e. Not at all Likely

19. In your own words, what do you like most about Nike products or services?

20. In your own words, what do you think Nike could improve in their products or services?

Appendix 2: Frequency Tables

Frequencies

			Statistics					
Q1			Q2	Q3	Q4	Q5	Q6	Q7
N	Valid	16	16	16	16	16	16	16
	Missing	0	0	0	0	0	0	0

		Statistics						
		Q8	Q9	Q10	Q11	Q12	Q13	Q14
N	Valid	16	16	16	16	16	16	16
	Missing	0	0	0	0	0	0	0

			Statistics			
			Q15	Q16	Q17	Q18
N	Valid	16	16	16	16	16
	Missing	0	0	0	0	0

Frequency Table

Q1

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	18-24	9	56.3	56.3	56.3
	25 - 34	6	37.5	37.5	93.8
	65 or above	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

Q2

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	Female	8	50.0	50.0	50.0
	Male	7	43.8	43.8	93.8
	Non-binary / third gender	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

Q3

Frequency			Percent	Valid Percent	Cumulati ve Percent
Valid	Business Analytics	10	62.5	62.5	62.5
	Marketing	1	6.3	6.3	68.8
	Marketing Analytics	3	18.8	18.8	87.5
	MBA	1	6.3	6.3	93.8
	Other (Please Specify)	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

Q4

Frequency			Percent	Valid Percent	Cumulati ve Percent
Valid	Every 6 months	3	18.8	18.8	18.8
	Less than once a year	7	43.8	43.8	62.5
	More frequently than monthly	1	6.3	6.3	68.8
	Once a year	1	6.3	6.3	75.0
	Quarterly	4	25.0	25.0	100.0
	Total	16	100.0	100.0	

Q5

Frequency			Percent	Valid Percent	Cumulati ve Percent
Valid	Accessories	1	6.3	6.3	6.3
	Apparel	1	6.3	6.3	12.5
	Footwear	9	56.3	56.3	68.8
	Footwear,Apparel	1	6.3	6.3	75.0
	Footwear,Apparel,Accessories	2	12.5	12.5	87.5
	Other (please specify)	2	12.5	12.5	100.0
	Total	16	100.0	100.0	

Q6

Frequency			Percent	Valid Percent	Cumulati ve Percent
Valid	In-store	7	43.8	43.8	43.8
	Online through the Nikewebsite	6	37.5	37.5	81.3
	Online through third-partyretailers	1	6.3	6.3	87.5
	Other (please specify)	2	12.5	12.5	100.0
	Total	16	100.0	100.0	

Q7

Frequency			Percent	Valid Percent	Cumulati ve Percent
Valid	1	1	6.3	6.3	6.3
	2	1	6.3	6.3	12.5
	3	2	12.5	12.5	25.0
	4	9	56.3	56.3	81.3
	5	3	18.8	18.8	100.0
	Total	16	100.0	100.0	

Q8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	6.3	6.3	6.3
	3	4	25.0	25.0	31.3
	4	5	31.3	31.3	62.5
	5	6	37.5	37.5	100.0
	Total	16	100.0	100.0	

Q9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	31.3	31.3	31.3
	3	2	12.5	12.5	43.8
	4	8	50.0	50.0	93.8
	5	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

Q10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	14	87.5	87.5	87.5
	Yes	2	12.5	12.5	100.0
	Total	16	100.0	100.0	

Q11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	12.5	12.5	12.5
	3	6	37.5	37.5	50.0
	4	6	37.5	37.5	87.5
	5	2	12.5	12.5	100.0
	Total	16	100.0	100.0	

Q12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	6.3	6.3	6.3
	10	2	12.5	12.5	18.8

	6	4	25.0	25.0	43.8
	7	1	6.3	6.3	50.0
	8	5	31.3	31.3	81.3
	9	3	18.8	18.8	100.0
	Total	16	100.0	100.0	

Q13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	6	37.5	37.5	37.5
	Yes	10	62.5	62.5	100.0
	Total	16	100.0	100.0	

Q14

Frequency			Percent	Valid Percent	Cumulati ve Percent
Valid	Neutral	3	18.8	18.8	18.8
	Not at all Likely	1	6.3	6.3	25.0
	Not Very Likely	1	6.3	6.3	31.3
	Somewhat Likely	8	50.0	50.0	81.3
	Very Likely	3	18.8	18.8	100.0
	Total	16	100.0	100.0	

Q15

Frequency			Percent	Valid Percent	Cumulati ve Percent
Valid	\$100 - \$150	4	25.0	25.0	25.0
	\$150 - \$200	1	6.3	6.3	31.3
	\$50 - \$100	8	50.0	50.0	81.3
	Less than \$50	1	6.3	6.3	87.5
	More than \$200	2	12.5	12.5	100.0
	Total	16	100.0	100.0	

Q16

Frequency			Percent	Valid Percent	Cumulati ve Percent
Valid	A Major Factor	7	43.8	43.8	43.8
	A Minor Factor	2	12.5	12.5	56.3
	A Moderate Factor	6	37.5	37.5	93.8
	Not a Factor at All	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

Q17

Frequency			Percent	Valid Percent	Cumulati ve Percent
Valid	Not very Important	1	6.3	6.3	6.3
	Somewhat Important	5	31.3	31.3	37.5
	Very Important	10	62.5	62.5	100.0
	Total	16	100.0	100.0	

Q18

Frequency			Percent	Valid Percent	Cumulati ve Percent
Valid	Neutral	3	18.8	18.8	18.8
	Not Very Likely	1	6.3	6.3	25.0
	Somewhat Likely	8	50.0	50.0	75.0
	Very Likely	4	25.0	25.0	100.0
	Total	16	100.0	100.0	

Appendix 3: Descriptive Statistics Results

Descriptive Statistics

N		Minimum	Maximum	Mean	Std. Deviation
Q1_AgeGroup	16	2.00	7.00	2.6875	1.25000
Q4_BuyFrequency	16	1.00	6.00	3.5625	2.52900
Q14_BuyDueToFashion	16	1.00	5.00	3.6875	1.07819
Q15_SpendMoney	16	1.00	5.00	2.6875	1.13835
Q16_ImportanceOfPrice	16	1.00	4.00	1.8125	.91059
Q17_ImportanceOfDesign	16	2.00	5.00	4.5000	.81650
Q18_BuyDueToDesign	16	2.00	5.00	3.9375	.85391
Q7_OverallSatisfaction	16	1.00	5.00	3.7500	1.06458
Q8_Quality	16	2.00	5.00	4.0000	.96609
Q9_ValueOfMoney	16	2.00	5.00	3.3125	1.01448
Q11_CustomerService	16	1.00	5.00	3.3750	1.14746
Q12_Recommendation	16	.00	10.00	7.3750	2.39096
Q10_ContactedConsumerService	16	.00	1.00	.1250	.34157
Q13_WhetherBuyDueToFashion	16	.00	1.00	.6250	.50000
Valid N (listwise)	16				

Appendix 4: Pearson Correlation Matrix

Correlations

		Q1_AgeGroup	Q4_BuyFrequency	Q14_BuyDueToFashion
Q1_AgeGroup	Pearson Correlation	1	-.384	-.374
	Sig. (2-tailed)		.143	.153
	N	16	16	16
Q4_BuyFrequency	Pearson Correlation	-.384	1	.558*
	Sig. (2-tailed)	.143		.025
	N	16	16	16
Q14_BuyDueToFashion	Pearson Correlation	-.374	.558*	1
	Sig. (2-tailed)	.153	.025	
	N	16	16	16
Q15_SpendMoney	Pearson Correlation	.114	.412	.187
	Sig. (2-tailed)	.674	.112	.489
	N	16	16	16
Q16_ImportanceOfPrice	Pearson Correlation	.472	-.067	-.539*
	Sig. (2-tailed)	.065	.805	.031
	N	16	16	16
Q17_ImportanceOfDesign	Pearson Correlation	-.686**	.339	.644**
	Sig. (2-tailed)	.003	.199	.007
	N	16	16	16
Q18_BuyDueToDesign	Pearson Correlation	-.519*	.388	.774**
	Sig. (2-tailed)	.039	.138	<.001
	N	16	16	16
Q7_OverallSatisfaction	Pearson Correlation	-.213	.378	.160
	Sig. (2-tailed)	.429	.149	.555
	N	16	16	16
Q8_Quality	Pearson Correlation	-.607*	.273	.320
	Sig. (2-tailed)	.013	.307	.227
	N	16	16	16
Q9_ValueOfMoney	Pearson Correlation	-.549*	.343	.339
	Sig. (2-tailed)	.028	.194	.199
	N	16	16	16
Q11_CustomerService	Pearson Correlation	.041	.474	.694**
	Sig. (2-tailed)	.881	.064	.003
	N	16	16	16
Q12_Recommendation	Pearson Correlation	-.137	.172	.204
	Sig. (2-tailed)	.614	.523	.449
	N	16	16	16

Correlations

		Q15_SpendMoney	Q16_ImportanceOfPrice	Q17_ImportanceOfDesign
Q1_AgeGroup	Pearson Correlation	.114	.472	-.686**
	Sig. (2-tailed)	.674	.065	.003
	N	16	16	16
Q4_BuyFrequency	Pearson Correlation	.412	-.067	.339
	Sig. (2-tailed)	.112	.805	.199
	N	16	16	16
Q14_BuyDueToFashion	Pearson Correlation	.187	-.539*	.644**
	Sig. (2-tailed)	.489	.031	.007
	N	16	16	16
Q15_SpendMoney	Pearson Correlation	1	.261	-.108
	Sig. (2-tailed)		.328	.692
	N	16	16	16
Q16_ImportanceOfPrice	Pearson Correlation	.261	1	-.583*
	Sig. (2-tailed)	.328		.018
	N	16	16	16
Q17_ImportanceOfDesign	Pearson Correlation	-.108	-.583*	1
	Sig. (2-tailed)	.692	.018	
	N	16	16	16
Q18_BuyDueToDesign	Pearson Correlation	-.227	-.616*	.622*
	Sig. (2-tailed)	.397	.011	.010
	N	16	16	16
Q7_OverallSatisfaction	Pearson Correlation	.371	.430	-.077
	Sig. (2-tailed)	.157	.097	.778
	N	16	16	16
Q8_Quality	Pearson Correlation	.000	.000	.507*
	Sig. (2-tailed)	1.000	1.000	.045
	N	16	16	16
Q9_ValueOfMoney	Pearson Correlation	.090	.212	.282
	Sig. (2-tailed)	.740	.431	.291
	N	16	16	16
Q11_CustomerService	Pearson Correlation	.453	.072	.213
	Sig. (2-tailed)	.078	.792	.427
	N	16	16	16
Q12_Recommendation	Pearson Correlation	.364	.341	.102
	Sig. (2-tailed)	.165	.197	.706
	N	16	16	16

Correlations

		Q18_BuyDueTo Design	Q7_OverallSatis ification	Q8_Quality
Q1_AgeGroup	Pearson Correlation	-.519*	-.213	-.607*
	Sig. (2-tailed)	.039	.429	.013
	N	16	16	16
Q4_BuyFrequence	Pearson Correlation	.388	.378	.273
	Sig. (2-tailed)	.138	.149	.307
	N	16	16	16
Q14_BuyDueToFashion	Pearson Correlation	.774**	.160	.320
	Sig. (2-tailed)	<.001	.555	.227
	N	16	16	16
Q15_SpendMoney	Pearson Correlation	-.227	.371	.000
	Sig. (2-tailed)	.397	.157	1.000
	N	16	16	16
Q16_ImportanceOfPrice	Pearson Correlation	-.616*	.430	.000
	Sig. (2-tailed)	.011	.097	1.000
	N	16	16	16
Q17_ImportanceOfDesign	Pearson Correlation	.622*	-.077	.507*
	Sig. (2-tailed)	.010	.778	.045
	N	16	16	16
Q18_BuyDueToDesign	Pearson Correlation	1	.055	.566*
	Sig. (2-tailed)		.840	.022
	N	16	16	16
Q7_OverallSatisfication	Pearson Correlation	.055	1	.519*
	Sig. (2-tailed)	.840		.040
	N	16	16	16
Q8_Quality	Pearson Correlation	.566*	.519*	1
	Sig. (2-tailed)	.022	.040	
	N	16	16	16
Q9_ValueOfMoney	Pearson Correlation	.409	.756**	.816**
	Sig. (2-tailed)	.116	<.001	<.001
	N	16	16	16
Q11_CustomerService	Pearson Correlation	.366	.573*	.241
	Sig. (2-tailed)	.164	.020	.369
	N	16	16	16
Q12_Recommendation	Pearson Correlation	.110	.851**	.577*
	Sig. (2-tailed)	.685	<.001	.019
	N	16	16	16

Correlations

		Q9_ValueOfMoney	Q11_CustomerService	Q12_Recommendation
Q1_AgeGroup	Pearson Correlation	-.549*	.041	-.137
	Sig. (2-tailed)	.028	.881	.614
	N	16	16	16
Q4_BuyFrequency	Pearson Correlation	.343	.474	.172
	Sig. (2-tailed)	.194	.064	.523
	N	16	16	16
Q14_BuyDueToFashion	Pearson Correlation	.339	.694**	.204
	Sig. (2-tailed)	.199	.003	.449
	N	16	16	16
Q15_SpendMoney	Pearson Correlation	.090	.453	.364
	Sig. (2-tailed)	.740	.078	.165
	N	16	16	16
Q16_ImportanceOfPrice	Pearson Correlation	.212	.072	.341
	Sig. (2-tailed)	.431	.792	.197
	N	16	16	16
Q17_ImportanceOfDesign	Pearson Correlation	.282	.213	.102
	Sig. (2-tailed)	.291	.427	.706
	N	16	16	16
Q18_BuyDueToDesign	Pearson Correlation	.409	.366	.110
	Sig. (2-tailed)	.116	.164	.685
	N	16	16	16
Q7_OverallSatisfaction	Pearson Correlation	.756**	.573*	.851**
	Sig. (2-tailed)	<.001	.020	<.001
	N	16	16	16
Q8_Quality	Pearson Correlation	.816**	.241	.577*
	Sig. (2-tailed)	<.001	.369	.019
	N	16	16	16
Q9_ValueOfMoney	Pearson Correlation	1	.465	.691**
	Sig. (2-tailed)		.069	.003
	N	16	16	16
Q11_CustomerService	Pearson Correlation	.465	1	.601*
	Sig. (2-tailed)	.069		.014
	N	16	16	16
Q12_Recommendation	Pearson Correlation	.691**	.601*	1
	Sig. (2-tailed)	.003	.014	
	N	16	16	16

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

