Comments (in red boxes) have been added to this student report to point out areas that need special attention as you prepare your own report. Choose any layout you'd like for your own report, but this report and associated comments will be helpful in planning the content of your project document.

CHA BOUTIQUE

Client: Ms. Jenn Pestle

The client is Cha Boutique located in downtown Columbia, MO. The research focused on determining a new way to market to current female college students outside of the greek system that aren't current Cha customers.

Prepared by: Student Name, Student Name, Student Name, and Student Name

December 14, 2016

Table of Contents

Have your report printed on the front and back of a page and **bound on the left side**. Left side binding is easier to read than top binding.

Table of Research Results

Table of Research Results (continued)

Executive Summary

Background and Objectives:

Cha Boutique has operated in Columbia, Missouri, for two years. The boutique has a strong customer base among students from St. Louis and in the Greek system, but would like to reach potential new female customers on Mizzou's campus.

This research examined how Cha Boutique could market to current female college students outside the Greek system who are not current Cha customers.

Method Used to Obtain Information:

A survey of University of Missouri students was conducted between October 5th and October 17th.

Female students were intercepted at six locations on campus and asked to complete a short survey. Completed surveys were obtained from 160 students.

The font in this report is Corbel 15 and looks attractive, but a slightly smaller font would be even better. The font in the bottom paragraph has been changed to Corbel 12, which is a better size.

Questions Asked

The questionnaire was developed by the research team and pretested on current female students at the University of Missouri-Columbia to test potential flaws with wording, format, and overall confusion. The questionnaire was then revised based on the feedback by the 10 respondents, and later redesigned for a clearer understanding for the respondents.

The final questionnaire was one page front and back and printed on standard 8.5"x11" paper in black and white

The questionnaire was designed to answer these questions:

1. How familiar are students outside the Greek system familiar with Cha Boutique?

2. How does Cha Boutique compare to their competition located in Downtown Columbia?

3. What time of the year should Cha boost their social media presence and campus advertising?

Where, When, How

Surveys were handed out during the allotted times predetermined by the research team at five different locations between October 5th and October 17th. These six locations include:

- Speakers Circle
- Inside the Student Center
- Mizzou Columns
- Memorial Union
- 9th Street and Elm

These locations can be found on the map on the left.

Key Findings:

Females from the St. Louis area do not seem to have a greater awareness than individuals from other areas of the country

Cha was ranked the number one favorite boutique to shop at downtown compared to Swank and Fortuity.

Instagram is the most frequently used social media outlet when people look for outfit ideas, but social media presence isn't as important to college students when shopping in store.

Recommendations:

Increase advertising on campus:
• Increase awareness on campus

Reach out to other organizations:
• Reach out to organizations outside the Greek System

Boost Cha's online presence:
• Increase the online presence on the website

Background

Background

Cha boutique recently celebrated their two-year anniversary at the Columbia store this past summer. Sarah Garlich opened the first Cha boutique in Ladue, Missouri in February 2010 with her dreams of opening her very own boutique. As a couple years went by, she was up for another challenge and decided Columbia, Missouri was the perfect located for her next store.

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She was instantly inspired by the quaint downtown area in Columbia and thought that college students would be a big hit for her boutique. Over the past two years Cha has developed a strong cliental with people from the St. Louis area and associated with Greek life. After speaking to Cha's general manager, Ms. Jennifer Pestle, the ultimate decision was to determine how Cha could bring more of self-awareness to Cha Boutique.

A research group from a University of Missouri class on research for marketing decisions offered to create a project to address some of Cha's concerns. This project focused on strategies to bring more of self-awareness to the downtown boutiques and to also broaden the cliental

Notice that the client is referred to Ms. or Mr., never by just the first name.

Client Interview

This is an overview of the main points the client made and decisions to be made for Cha Boutique as discussed in the interview with manager Miss Jenn Pestle.

This is an overview of the main points the client made and decisions to be made for Cha Boutique as discussed in the interview with Ms. Jennifer.

The research team interviewed the client, Ms. Pestle, to discuss potential problems encountered by Cha Boutique.

Ms. Pestle discussed how she wanted to bring more of awareness to Cha to all students on campus. She felt that people who are from St. Louis and are in Greek life have a greater awareness to Cha so she wanted to broaden her customer cliental group.

Cha Boutique strives at delivering a variety of quality clothing for all different ages of women at a variety of prices.

With the variety of prices Cha offers the boutique tends to have many discounting promotions throughout the year. Cha has Flash sales and trunk shows a couple times a year where Cha discount their merchandise. Cha also have a consistent sale rack in the store.

Competition

These are potential competitors to Cha Boutique as discussed with the client, which are also located in downtown Columbia, Missouri.

These are potential competitors to Cha Boutique as discussed with the client, which are also located in downtown Columbia, Missouri.

Fortuity: This is clothing boutique is fairly new to the Columbia, downtown area. With just opening in July, Cha have prices that are very reasonable and selections that will appeal to all ages. However, Fortuity does not have the selection of high quality clothing like Cha does.

Swank: This clothing boutique has been around for 11 years, located in downtown Columbia. Cha have a selection of very high-in brands like Chanel and Rebecca Minkoff that caters to a variety of ages. However, Cha are known for up-charging their products a lot more than compared to Cha.

Background

Managerial Objectives

Increase awareness of the downtown boutique and broaden the cliental

After speaking with the client, Ms. Jenn Pestle, the research team realized that Ms. Pestle's main objective was to find a more effective way to market the store's brands to potential new female customer's on Mizzou's campus. The team would apply this by analyzing potential improvements that increases store awareness for all female college students.

Research Objectives

Cha Boutique identified one key objective that needed to be addressed:

Assess a new way to market to current female college students outside the Greek system that are not current Cha customers

This objective drove the development of the research questions, questionnaire questions, and evaluation of the findings.

Research Questions

Research Questions

1. *Do students who currently live downtown shop downtown more often than students who live on/off campus?*

2. *How often do students shop at a boutique downtown?*

3. *What percentage of female students enjoy shopping downtown?*

4. *How many times have female students visited Cha?*

5. *How satisfied are female students when shopping at Cha?*

6. *What percentage of current female college students know about Cha?*

7. *Do students from the St. Louis area have a greater awareness of Cha than other students from different areas?*

Research Questions

8. *What is the average price of clothing a student is willing to spend on a dress/romper?*

9. *Is being in a sorority associated with the frequency of shopping at cha?*

10. *On what sort of occasions do people go shopping for clothes downtown?*

11. *What social media outlets are most frequently used to look at for outfit ideas?*

12. *How important is it to see the clothing items on social media before going into the store?*

13. *What percentage of college students have a favorite boutique?*

14. *What is current college student's favorite downtown boutique?*

Research Questions

15. *What percentage of students look for specific brands before purchasing an article of clothing?*

16. *Are college students more likely to purchase clothing/accessories in the store or online?*

17. *How often do college students purchase everyday/casual clothing versus dressier/fancy clothing in the store?*

18. *How often do college students purchase everyday/casual clothing versus dressier/fancy clothing via the internet?*

19. *Is having a job associated with the frequency someone shops at a store?*

20. *Does the frequency of shopping change during certain times of the year?*

21. *Do greeks and non greeks differ in their favorite place to buy clothes in Columbia?*

Methods

Questionnaire Development

Development and Description of Questionnaire

Pretest Procedure

Questionnaire Physical Description

The questionnaire was used to answer the following research objective of marketing to female college students outside of the Greek system.

The questionnaire was developed with flow and wording that was easily understandable and implemented questions that were designed to help answer the research questions.

Pretests for the questionnaire where implemented during and outside of class to fellow Mizzou students to identify unclear questions, unnecessary terms and questions, and overall flow and quality of the questionnaire.

The questionnaire itself was a double-sided questionnaire on 8.5" X 11" plain white printer paper.

Questionnaire Content

Overview of Questionnaire Content

The overview of the questionnaire analyzed the research objective of marketing to female college students outside of the Greek System. A total of 19 questions where asked on the questionnaire using nominal, ordinal, and ratio questions.

The questions with the most importance identified how familiar people where with Cha, how many times people have been to Cha if they were familiar with the store, and the ranking of their favorite downtown boutique. Demographic questions such as class level, original hometown, organizations they are involved in, and location of residence appeared at the end of the questionnaire. The screener question of if they are a female student at the University of Missouri was used to discover eligibility to take part of the survey.

Sampling Method

To collect the needed information the team selected five different locations to administer the survey including: Speakers circle, inside the student center, 9th and Elm Street, Starbucks at Memorial Union, and the Mizzou Columns.

Data Collection Method and Sampling Plan

The team selected Speakers Circle to obtain surveys for its high rate of traffic and central campus location. The team occupied Speaker Circle Sunday from noon to 1pm, Monday from 10am-11am, and Thursday from 10am-11am. The location inside Starbucks at memorial union was chosen because most students visit the Starbucks on campus and also to get more participants who live more towards east campus. The team stood right by Starbucks at Memorial Union on Thursday and Friday from 9am-10am and Wednesday from 5pm-6pm. The location of 9th and Elm was chosen because of the high traffic from students coming and going to school and also because many students live downtown. During the time of 1pm-2pm on Sunday, Tuesday, and Saturday the team obtained survey responses.

The research team also surveyed 9th and Elm on Wednesday from 7pm-8pm. The team occupied inside the Student Center on Monday and Tuesday from 4pm-5pm and on Thursday from noon-1pm. Inside the Student Center was chosen because it is a popular location students go when they have extra time in between classes and when they are waiting for the buses to take back to their apartments. Finally, the team selected the iconic Mizzou columns for its high traffic flow of students going to class. The team visited the columns on Thursday and Friday from 1pm-2pm and also Thursday night from 5pm-6pm.

Sample Characteristics

Description of Sample Obtained

The sample size was 234 respondents.

Number of respondents varied greatly from location to location, with 9th and Elm Street gaining us the most respondents due to the high traffic in that location.

Out of the 234 approached students, 44 refused to take the survey, stating they did not have enough time or uninterested. A total of 30 surveys were not complete therefore the team could not count them in the survey sample size. Everyone the team contacted was eligible to participate because they passed the screener question. The net of the total completed surveys was 160. The team calculated their eligibility rate of .80.4, which produced a final response rate of .85.

Include a graph that shows how many respondents were surveyed at each location

Sample Characteristics

The demographics if of the target sample were women at the University of Missouri, spanning all class levels, Freshman to Senior. The survey produced 23 freshman, 34 sophomores, 44 Juniors, and 59 Seniors. The targets for each class level were around 40 respondents for each grade, so it could be equal among freshman-seniors. The team surpassed each target except for freshman and sophomores. The team theorized that this was because a majority of the surveys were taking from the 9th and Elm location, where more upper classman live in apartments downtown.

Demographics

Use graphs to report the demographic characteristics of respondents.

Results

Downtown Shopping by Residence Location

Do students who currently live downtown shop downtown more often than students who live on/off campus?

Data collected from questionnaire questions 6 & 17

After analyzing the data the team concluded that east campus and downtown students had the most correlation between where they live and shopping downtown. The team concluded that east campus and downtown had the highest frequency with shopping downtown because they are the most convenient to the shopping district.

Downtown Shopping Frequency by Residence Location

Legend:
- 0-3 Times
- 4-7 Times
- 8+ Times

Living	0-3 Times	4-7 Times	8+ Times
On Campus	21	4	4
East Campus	37	20	4
Downtown	20	17	9
West Campus	10	1	3
Other	9	1	0

Y-axis: Number of Respondents (0 to 40)
X-axis: Living
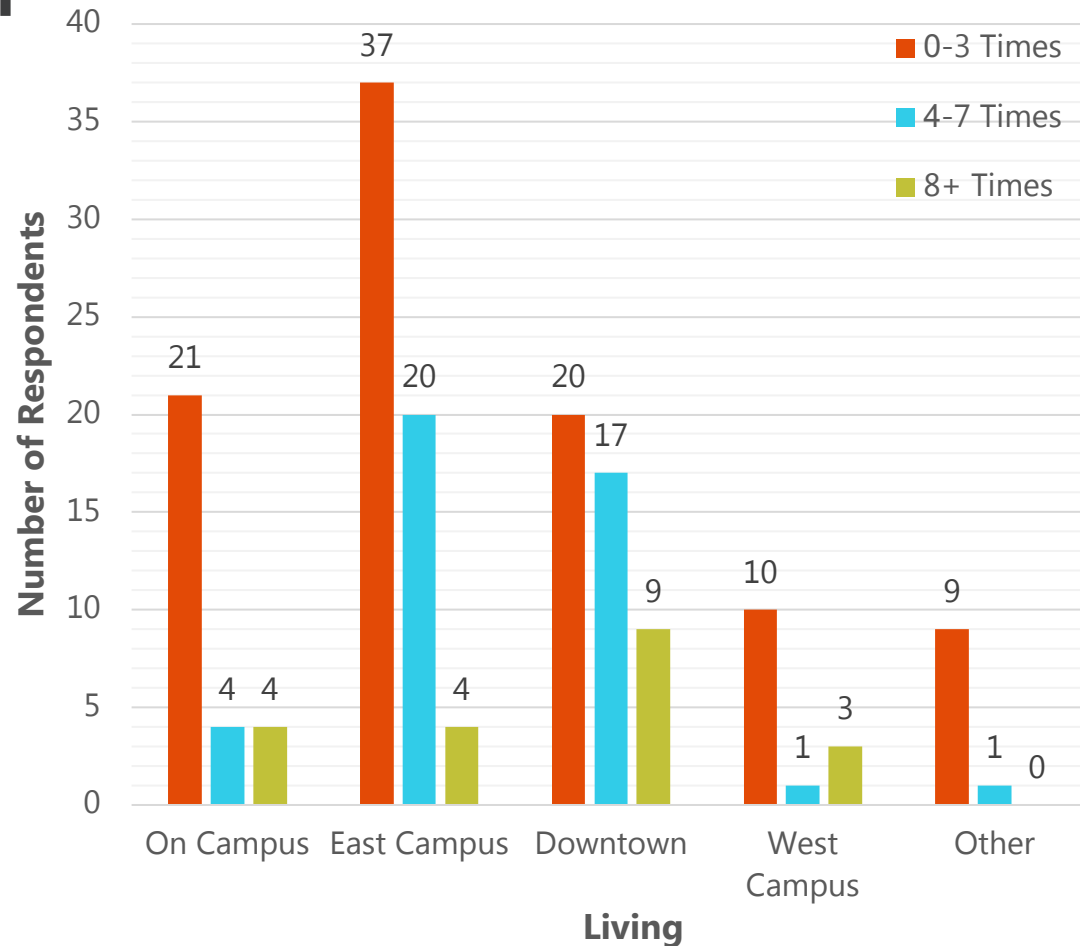
Notice that the heading for this section does NOT contain the words "research question"

Downtown Shopping Frequency

How often do students shop at a boutique downtown?

Data collected from questionnaire question 6

Seen on the graph to the right, the majority of students shopped between 0-3 times a semester downtown, which was 60.60% of the respondents. Followed by 4-7 times (26.90%), and lastly was 8+ times (12.50%). Overall, many female college students do not shop often downtown during a semester.

The graphs in this report are attractive and easy to understand; note that each chart has a title and the x and y axes are both labeled.

Amount of Times Shopped Downtown

Bar chart — Number of Respondents vs Frequency of Shopping:
- 0-3 Times: 97
- 4-7 Times: 43
- 8+ Times: 20
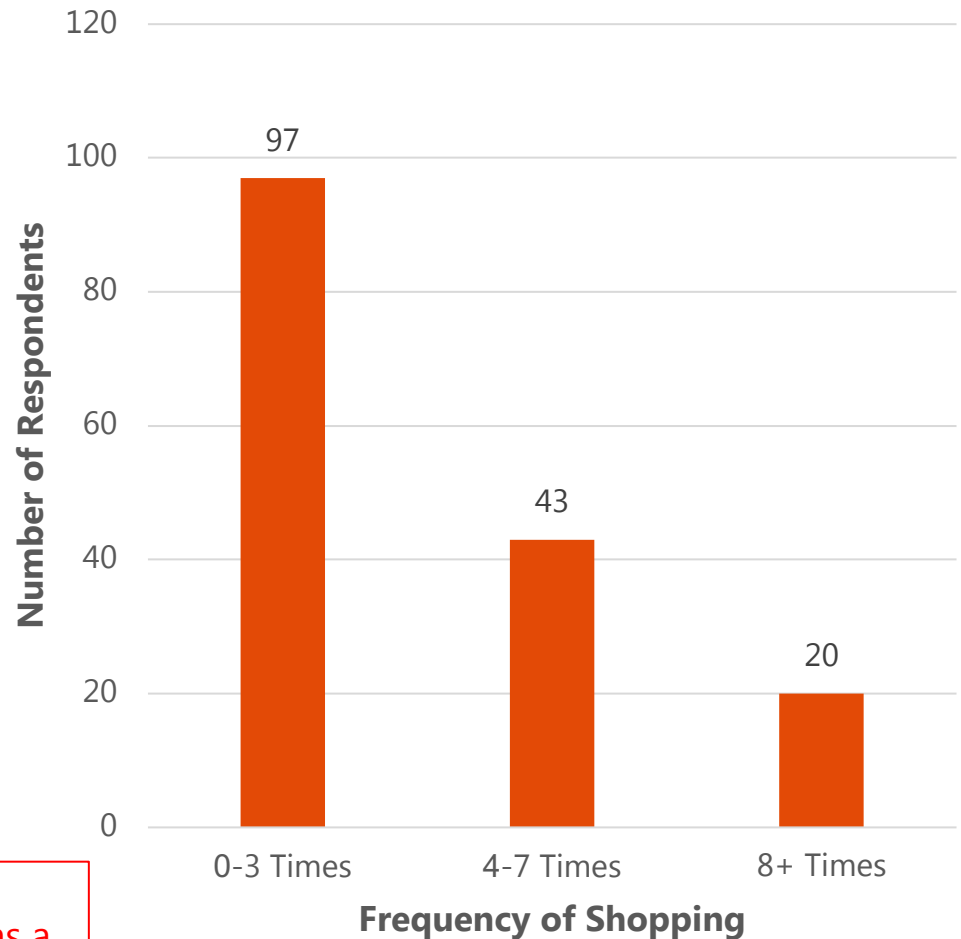
Shopping Enjoyment

What percentage of female
students enjoy shopping
downtown?

*Data collected from questionnaire
question 9*

From the written in responses on the
questionnaire the team concluded
about 64% of the students surveyed
enjoy shopping downtown for various
reasons. These reasons comprised of
convenience, unique looks, and
having different options compared to
shopping at a mall. The three main
reasons found for female students
who did not like to shop downtown
were troubles parking, expensive
prices, and it is time consuming.

Do You Like Shopping Downtown?
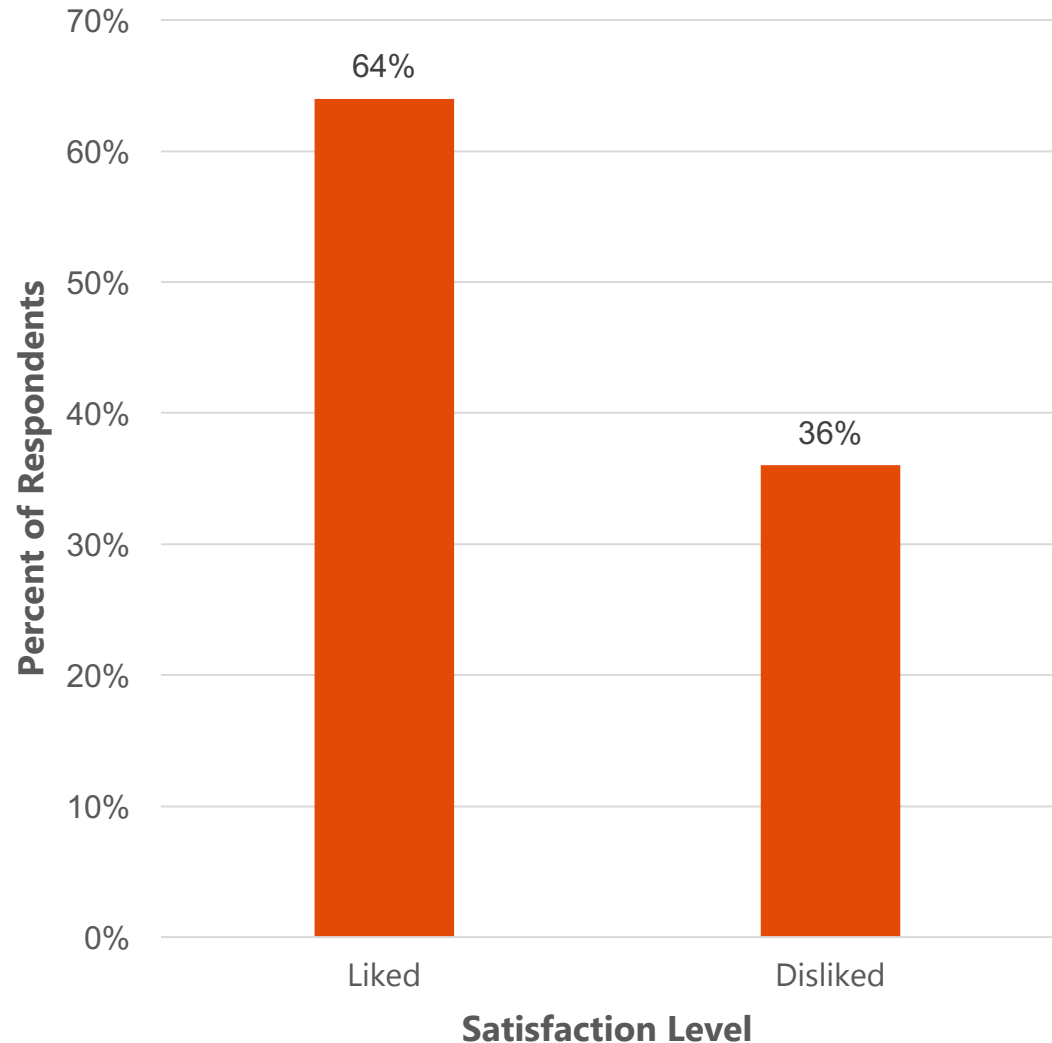
Cha Patronage

How many times have female
students visited Cha?

*Data collected from questionnaire
questions 13*

The majority (76.8%) of female
students surveyed have visited Cha.
Most of the respondents (40%) have
visited Cha Boutique 1-3 times. There
was a tie between 0 times and 4-7
times at 23.1%. The lowest
percentage was for 8+ times visiting
Cha with 13.7%.

Notice there are no pie charts
in this report. Pie charts are not allowed
in this class. Simple bar/column charts
work best for most situations.

How Many Times Female Students Have Visited Cha
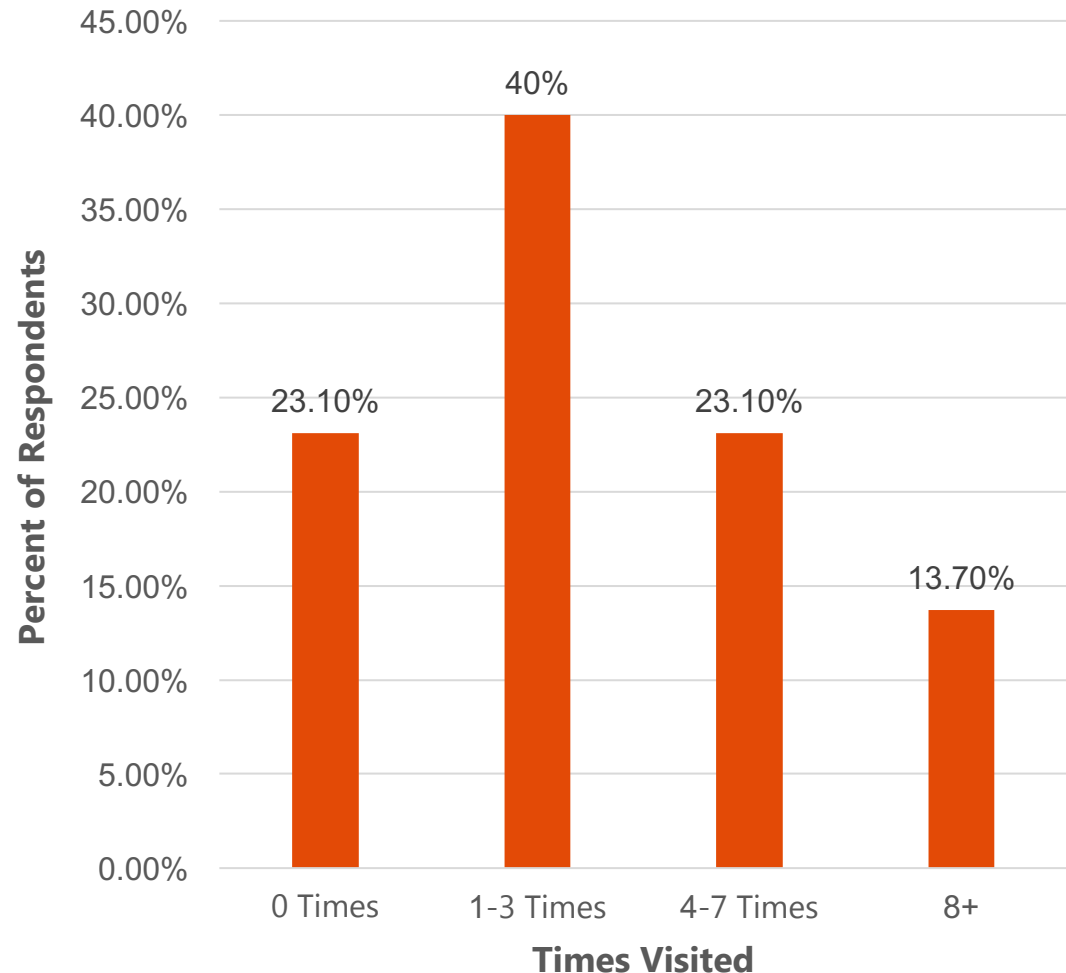
Satisfaction with Cha

How satisfied are female students when shopping at Cha?

Data collected from questionnaire question 14

The majority of the respondents were somewhat to mostly satisfied when shopping at Cha Boutique. The results are directly in the middle of the satisfaction interval with 4 being circled 36 times. This concludes most female students who shop at Cha are more satisfied than not.

Satisfaction level when shopping at Cha

Bar chart showing Number of respondents by Satisfaction level:
- Completely Unsatisfied: 1
- 2: 9
- 3: 21
- 4: 36
- 5: 27
- 6: 29
- Completely Satisfied: 1

X-axis: Satisfaction
Y-axis: Number of respondents
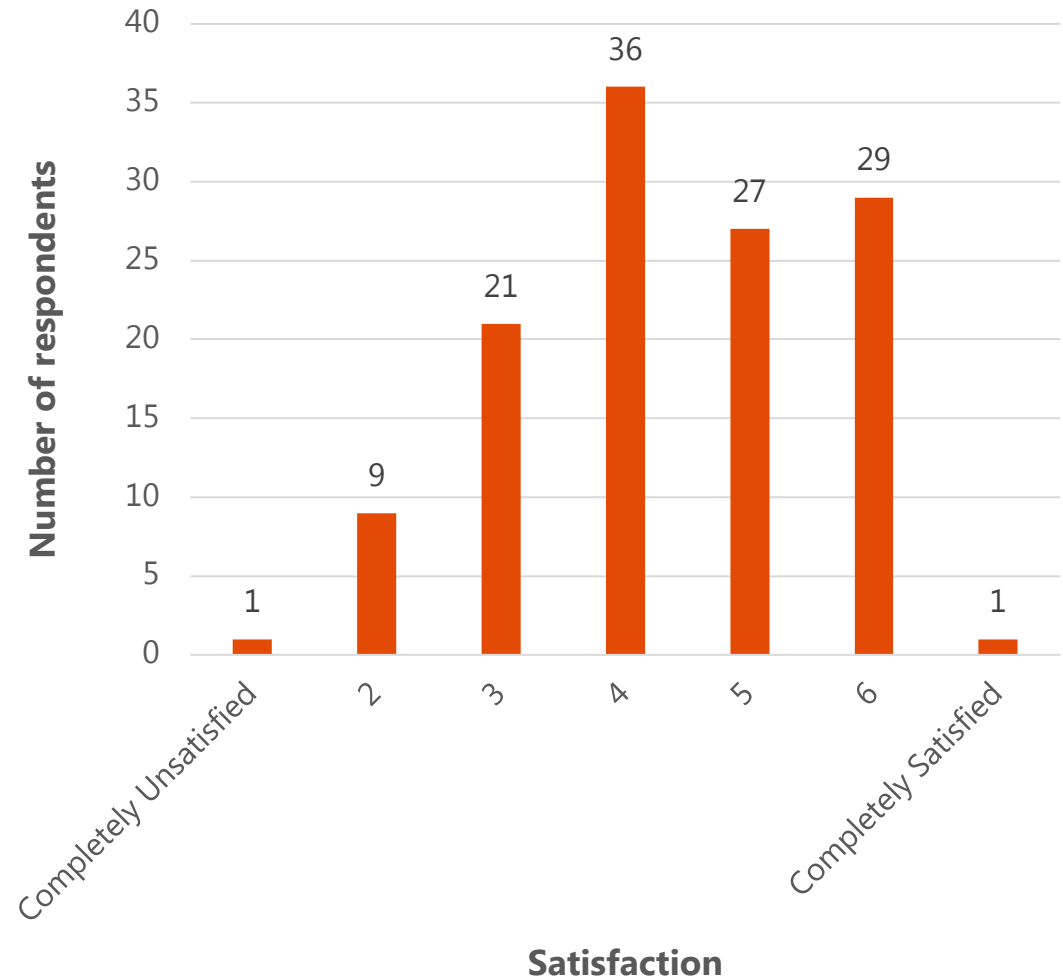
Familiarity with Cha

What percentage of current female college students know about Cha?

Data collected from questionnaire question 12

Overall, 79.4% of college students are familiar with Cha Boutique. A majority of the respondents surveyed they were somewhat familiar with Cha. The team believes that respondents marked somewhat the most (46.3%) because they might have heard of the name, but not been in the store, or they have only shopped in the store a few times.
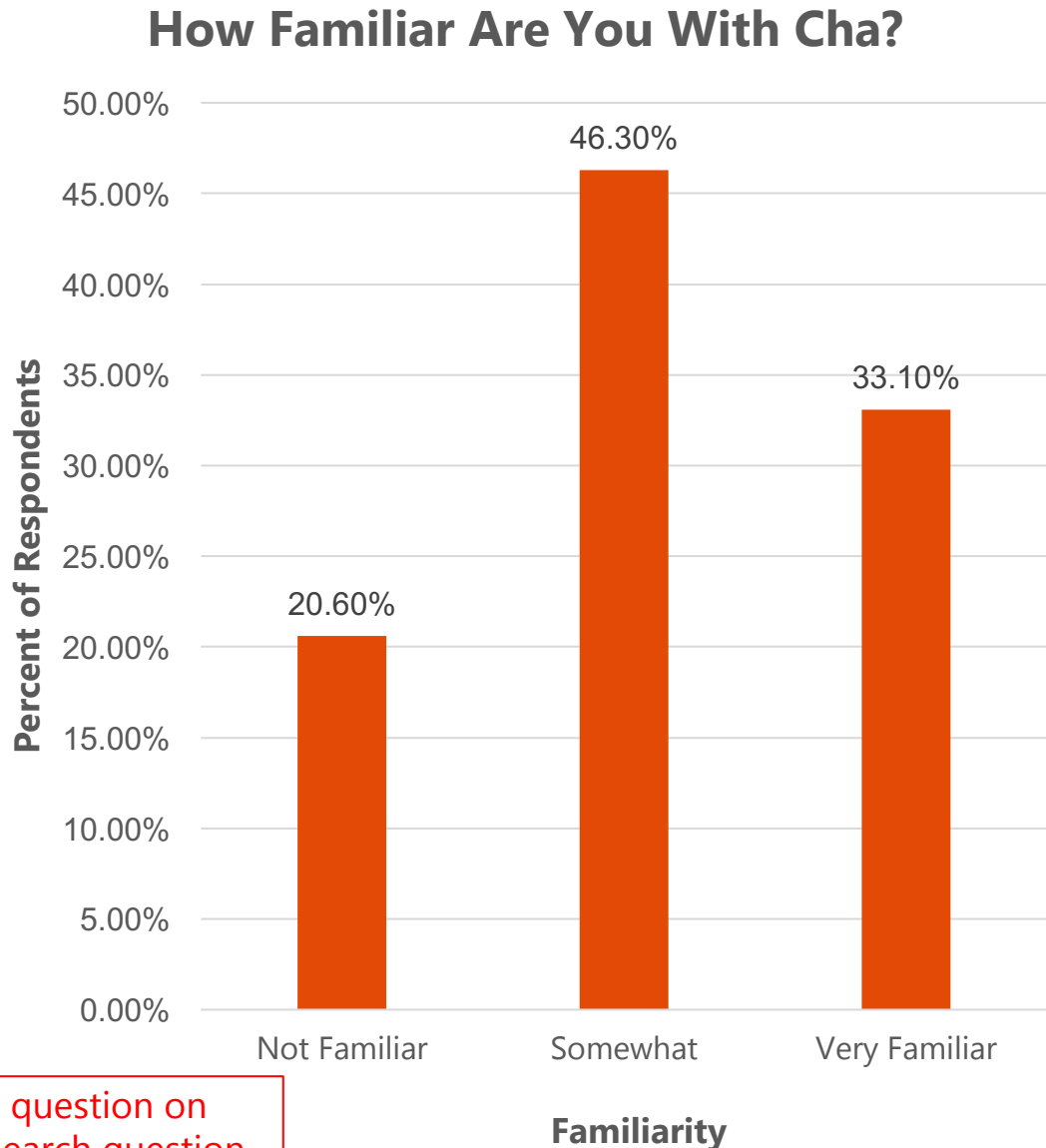
Notice how the report clearly indicates which question on the questionnaire was used to answer the research question

How Familiar Are You With Cha?

Bar chart titled "How Familiar Are You With Cha?" with y-axis "Percent of Respondents" ranging from 0.00% to 50.00%, and x-axis "Familiarity". Not Familiar: 20.60%, Somewhat: 46.30%, Very Familiar: 33.10%

Students from St. Louis

Does St. Louis Have a Greater Awareness of Cha Boutique

Do students from the St. Louis area have a greater awareness of Cha than other students from different areas?

Data collected from questionnaire questions 12 & 16

There was no differences in awareness of Cha between students from St. Louis and students from elsewhere.[a] Cha originally started in St. Louis, so the research team thought respondents from St. Louis would be more familiar to the boutique over other demographic areas.

Number of Respondents vs Familiarity. St. Louis: Not familiar 6, Somewhat familiar 26, Very familiar 23. Other: Not familiar 25, Somewhat familiar 48, Very familiar 32.

[a] $X^2 = 4.17$, df = 2, ns

Note how the results the chi square test have been reported in a footnote. Results of any statistic that has a null hypothesis need to be reported in a footnote.

35

Price Spent on Dress

> What is the average price of clothing a student is willing to spend on a dress/romper?

Data collected from questionnaire question 8

When given three price ranges over wiliness to spend on a dress/romper, the majority of the people surveyed stated they would spend between $20-40 on a romper. 62.5% of respondents said they would pay between $20-$40 on a romper/dress, while the least of the respondents (9.37%) said they would pay less than $20. Overall, Cha can take this information into consideration when pricing their items in the Columbia location.

Price Spent on a Dress/Romper

Bar chart titled "Price Spent on a Dress/Romper" with y-axis "Number of Respondents" (0 to 120) and x-axis "Price Ranges":
- Under $20: 15
- $20-$40: 100
- Over $40: 45

Graphs are easiest to read if they all use the same metric. This graph shows number of respondents, but the discussion is of percents. Except in unusual situations, use percents on the y axis for all graphs.
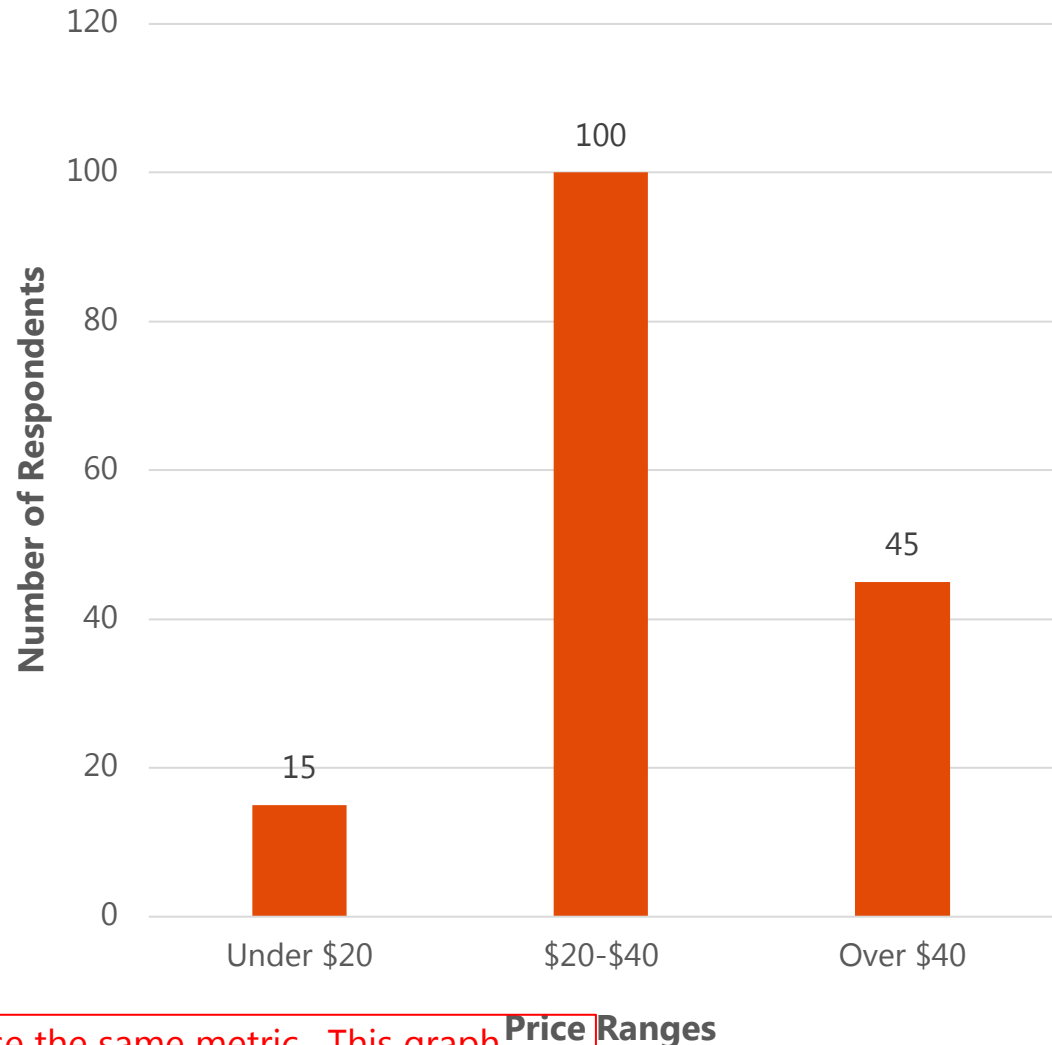
Sorority Membership and Cha

Is being in a sorority associated with the frequency of shopping at Cha?

Data collected from questionnaire questions 13 & 18

The data results shows there is no direct correlation between being in a sorority and shopping at Cha. There was more non Greeks when surveying the respondents because of the screener questions with the questionnaire, which results a majority of respondents being non Greek. The data provides that Greek or not Greek, a majority of the students have visited Cha.

Organizations and Frequency of Shopping at Cha
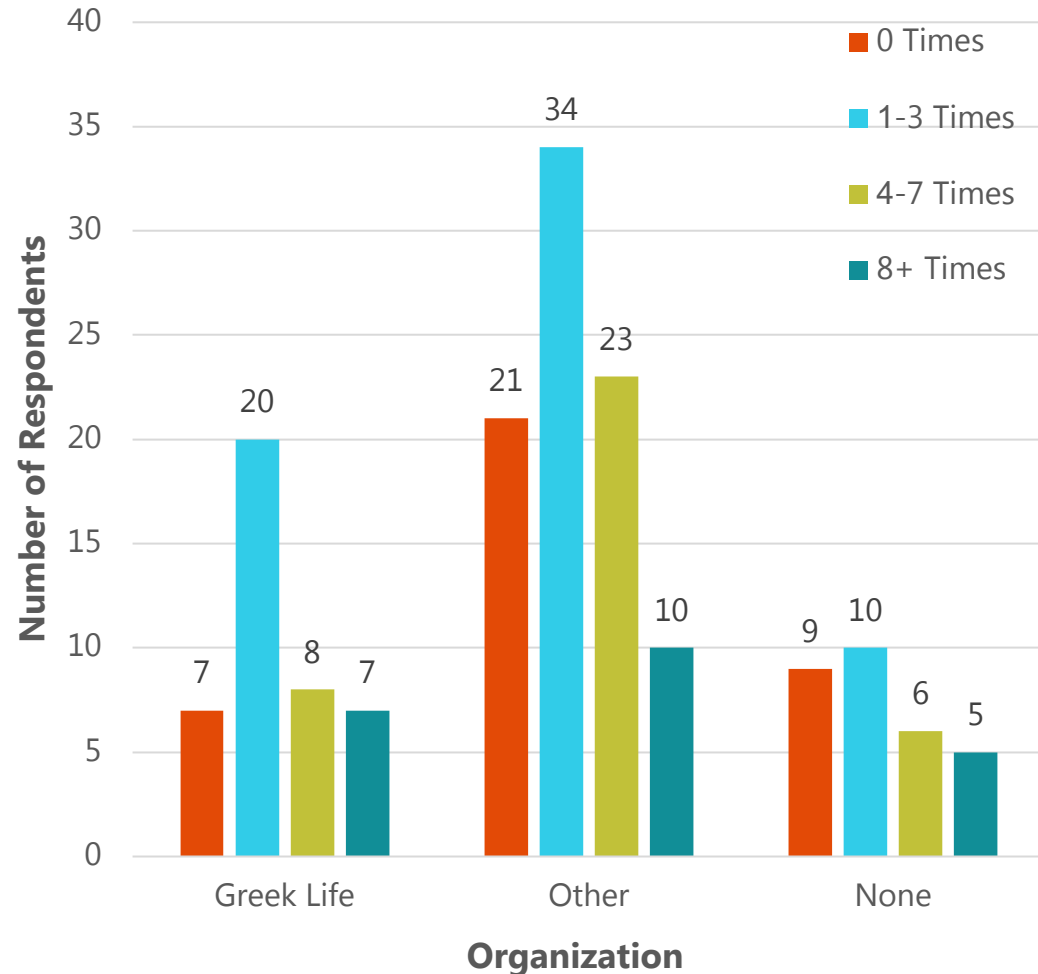
Occasions

On what sort of occasions do people go shopping for clothes downtown?

Data collected from questionnaire question 3

When looking at the data results, all clothing types had a high percentage, but going out type had the highest percentage at 85%. The second highest type was fancy (78.8%), which could result from going out and fancy have similar styles. The third highest was active wear, which can result from many students wear active wear a majority of the week to class and at home.

Occasions People Go Shopping For Clothes Downtown?
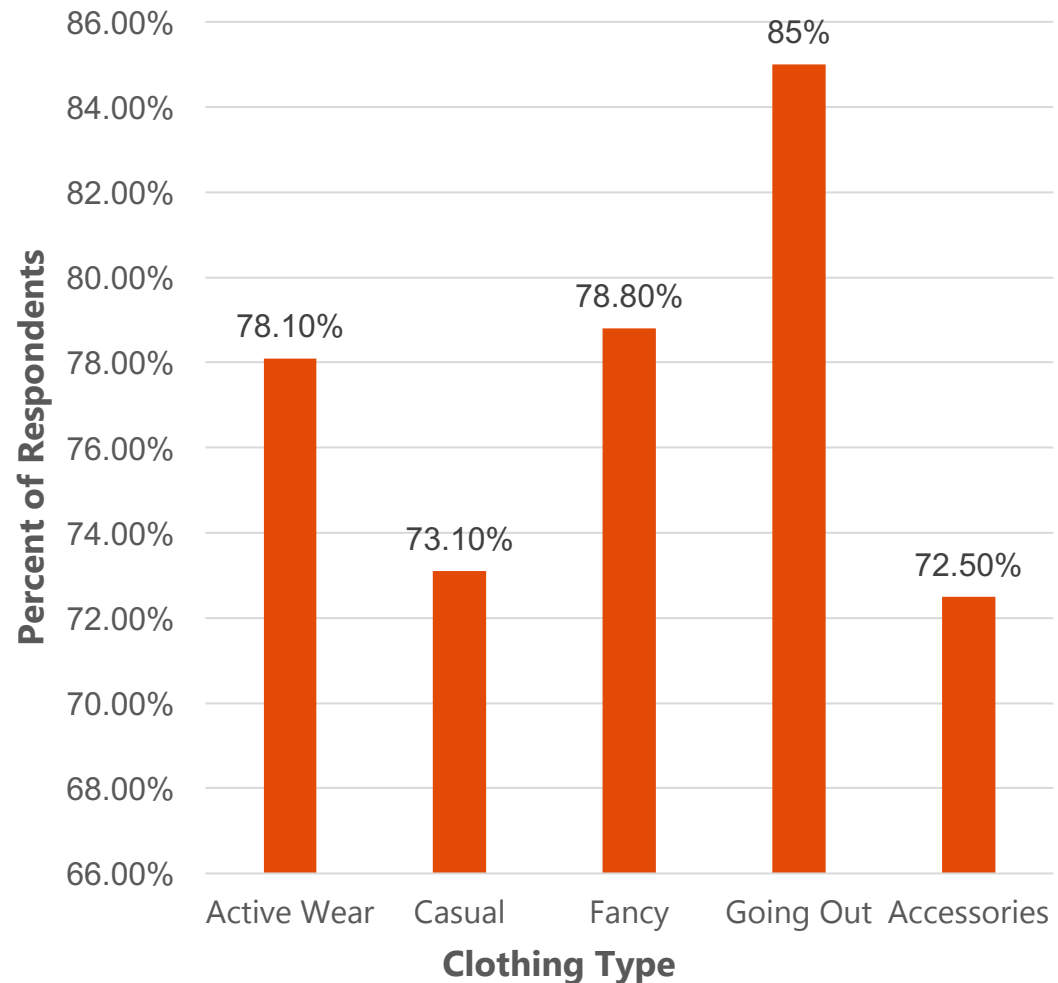
All charts should have a 0 origin on the y axis. Although most charts in this reports have a 0 origin, this one does not. A non-zero origin can make it easy to misinterpret a chart.

Social Media Use

What social media outlets are most frequently used to look at for outfit ideas?

Data collected from questionnaire question 1

The respondents checked off all social media outlets they use when looking for outfit ideas, and Instagram was 76.25% checked from the questionnaire. The graph to the right distinctly shows that Instagram had the highest percentage over all other social media outlets surveyed, which concludes that Cha should be using this social media outlet the most.

Social Media Outlets Used For Outfit Ideas

Notice that in the chart, the difference between Instagram and Facebook is "huge." But the report authors wisely used neutral, professional language instead of words like huge, staggering, amazing, etc.
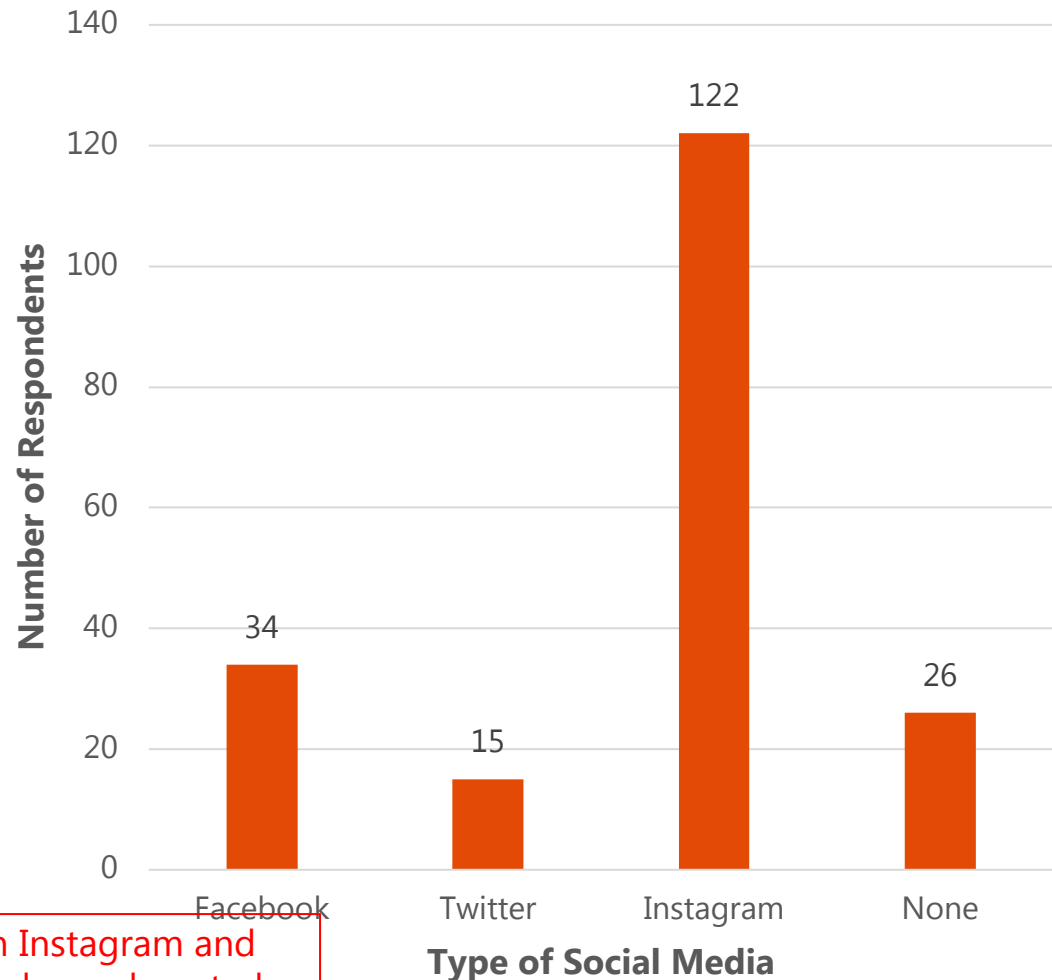
Social Media Use

How important is it to see the clothing items on social media before going into the store?

Data collected from questionnaire question 4

A majority of the respondents stated that seeing clothing on social media before going into the store was not important. The two lower ends of the spectrum (1&2) were tied, roughly at 26%, for social media not being important towards the purchases in store.

Importance of Seeing Clothing On Social Media

Do not EVER paste SPSS output into your report, except in the appendix of your instructor's copy. Instead, report results using graphs, as has been done in this report.
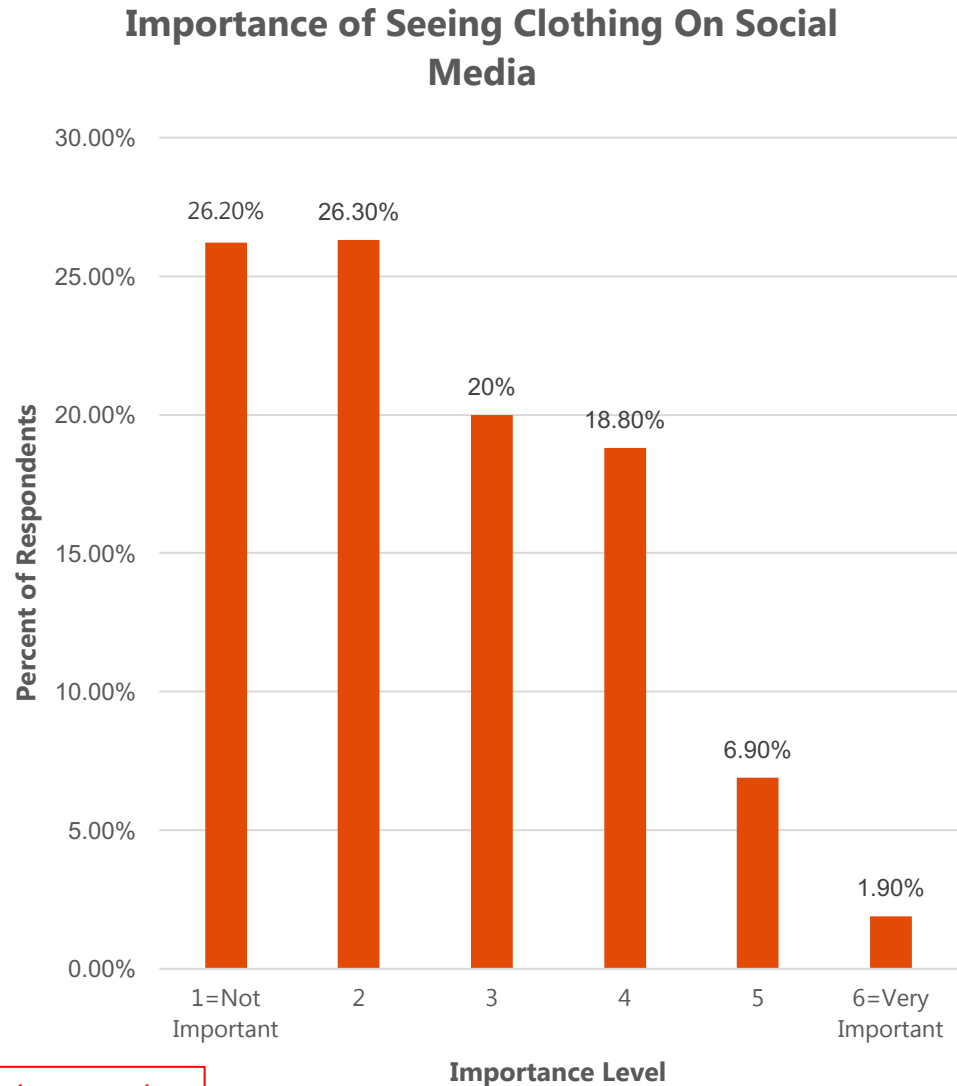
Boutique Loyalty

What percentage of college students have a favorite boutique?

Data collected from questionnaire question 10a

About 52.50% have a favorite boutique, while about 47.50% do not have a favorite boutique. These results have to be taken with consideration that the boutique may not be located downtown, or be a boutique located in Columbia, MO. The following research results consider Cha Boutiques competition within Downtown Columbia.

Do You Have A Favorite Boutique Downtown?

Yes: 52.50%
No: 47.50%

Percent of Respondents
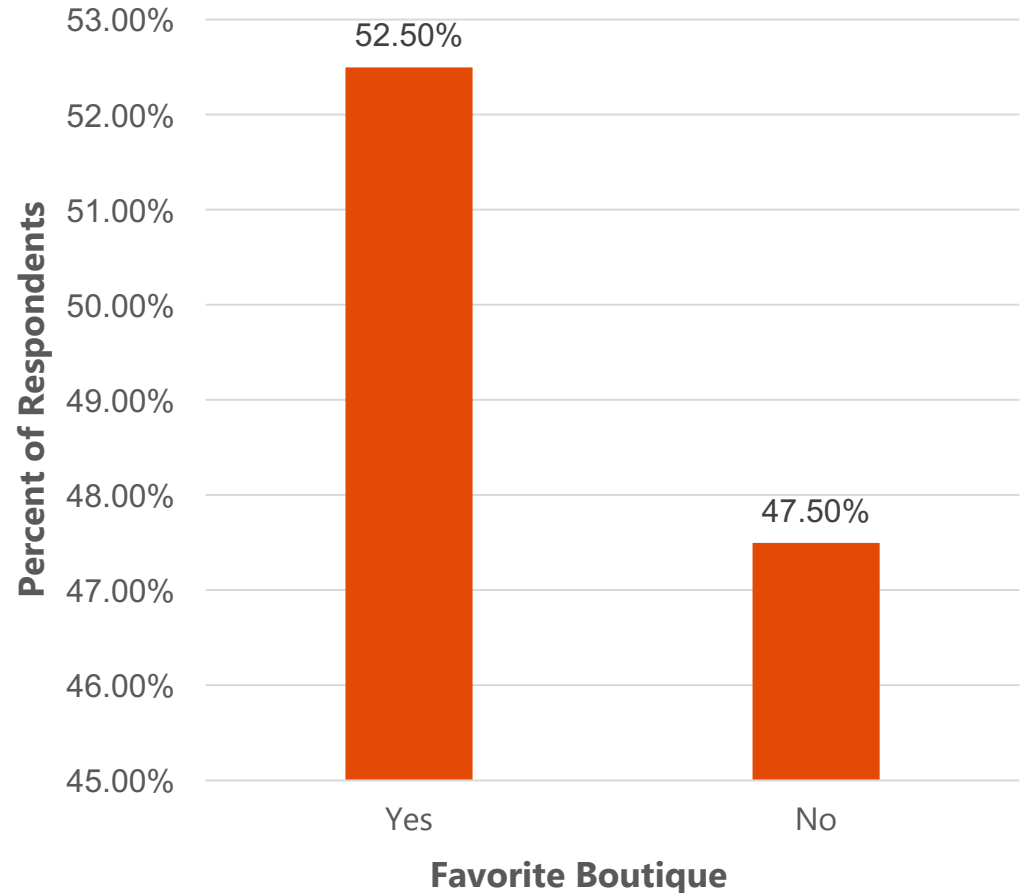
Favorite Boutique

Favorite Boutique

What is current college student's favorite downtown boutique?

Data collected from questionnaire question 10b

When comparing current college student's favorite Downtown Columbia boutiques, Cha had the highest first place percentage (31.87%). Cha also had the lowest score for third place between the other two competitors (11.25%). This information is vital because out of Cha Boutique's competitors, Cha is ranked the best. The second ranked boutique is Swank with 20.62% respondents rating it as their favorite downtown boutique.

Favorite Boutique Downtown
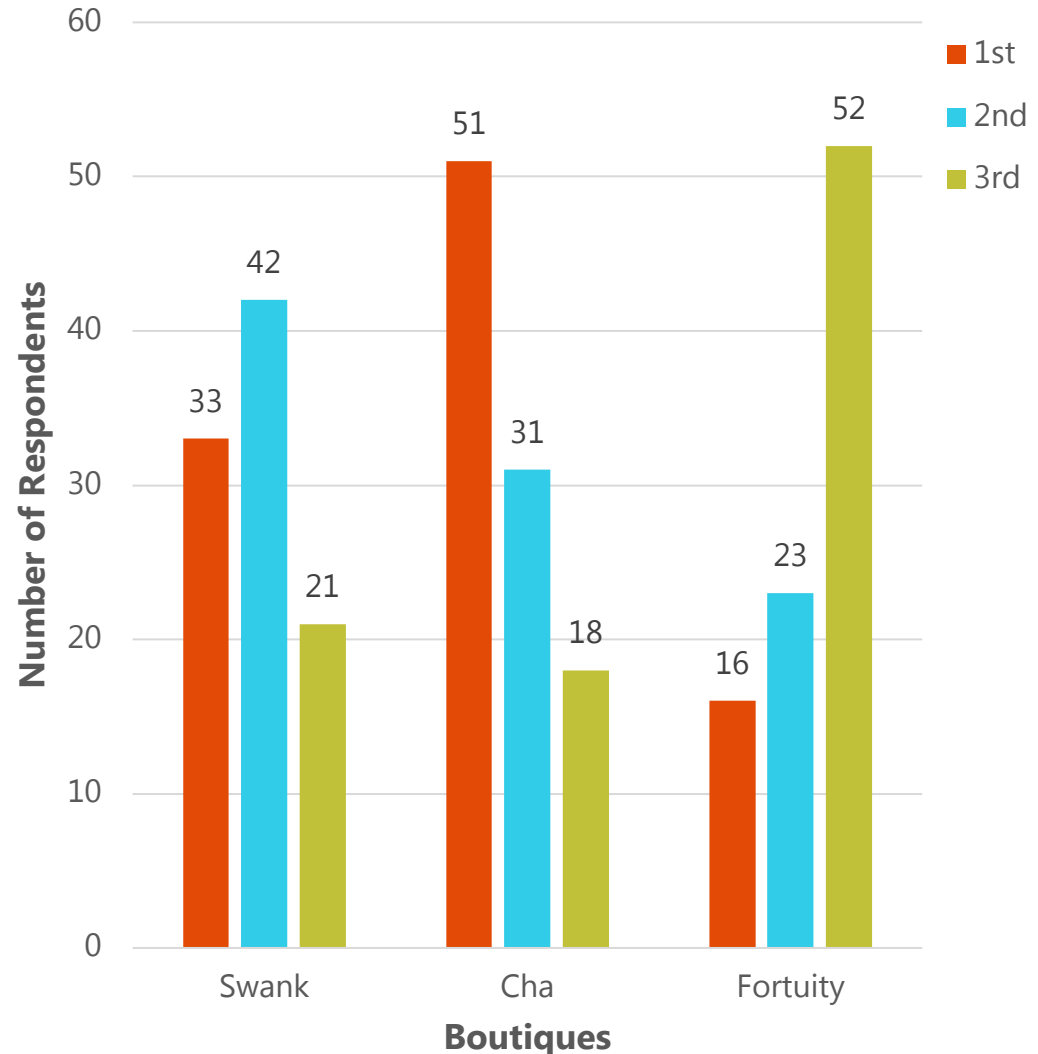
Brand Loyalty

What percentage of students look for specific brands before purchasing an article of clothing?

Data collected from questionnaire question 11

A wide majority, specifically 78 out of the 160 students surveyed look at both brand name and design before purchasing an article of clothing. The design of the clothing is more important over the actual brand name by 51 respondents.

Why Someone Buys Clothing

Bar chart titled "Why Someone Buys Clothing". Y-axis: Number of Respondents (0 to 90). X-axis: Purchase Motives. Design = 61, Brand = 10, Both = 78, Neither = 11.
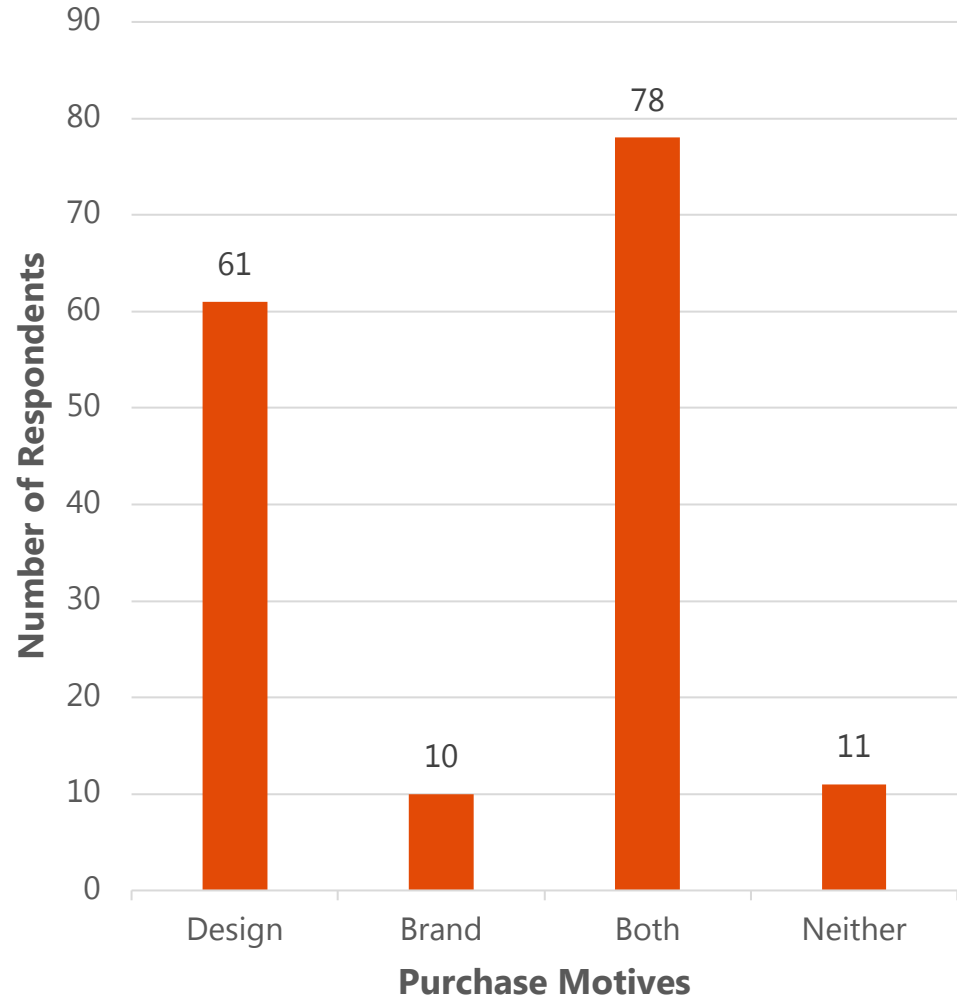
Online vs. In Store Purchases

Are college students more likely to purchase clothing/accessories in the store or online?

Data collected from questionnaire question 5

When respondents were asked if they liked to purchase clothing/accessories in store or online more, 70% of students prefer to shop in-store over online. The reasons behind this result can be that students like to try on clothing before purchasing the item, or the convenience of receiving the item right away.

Where Does One Purchase Clothing More?
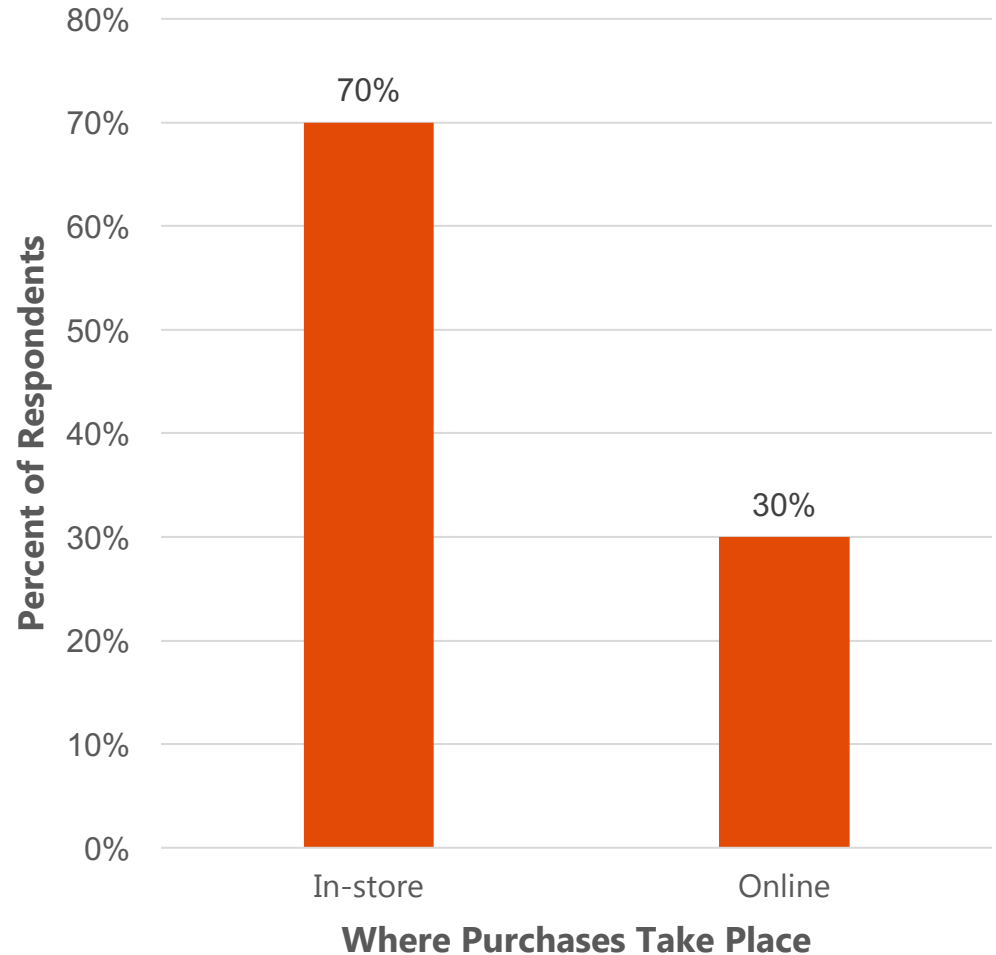
Casual vs. Going Out Clothing

How often do college students purchase casual clothing versus going out clothing in the store?

Data collected from questionnaire question 3

Going out and casual had the highest percentages when a female student is shopping downtown. When respondents were asked to compare going out verse casual clothing purchases in store, going out has more purchases. When asked to check all of the above, going out had 85% checked yes, while casual had 78.75% respondents checked yes.

Highest Purchases In Store

Bar chart showing Number of Respondents by Types of Clothing:
- Casual: 126
- Going Out: 136

Y-axis: Number of Respondents (120 to 138)
X-axis: Types of Clothing
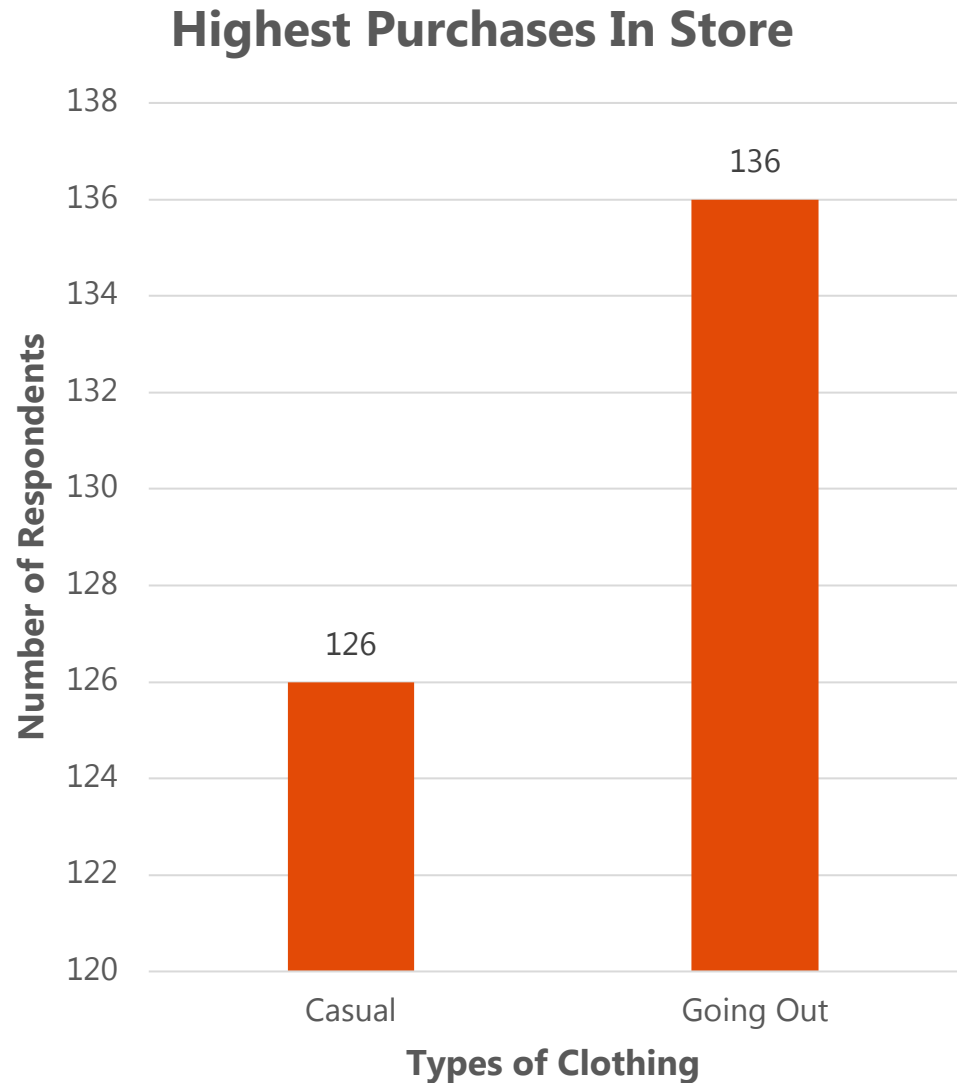
Internet Purchases

How often do college students purchase casual clothing versus going out clothing via the internet?

Data collected from questionnaire question 2

Going out and casual had the highest percentages when a female student is shopping downtown. When respondents were asked to compare going out verse casual clothing purchases via the internet, casual clothing had the highest purchases. When asked to check all of the above, casual had 62.5% checked yes, while going out had 38.75% respondents checked yes.

Highest Purchases Online

Chart: Number of Respondents vs Types of Clothing. Casual = 100, Going Out = 62.
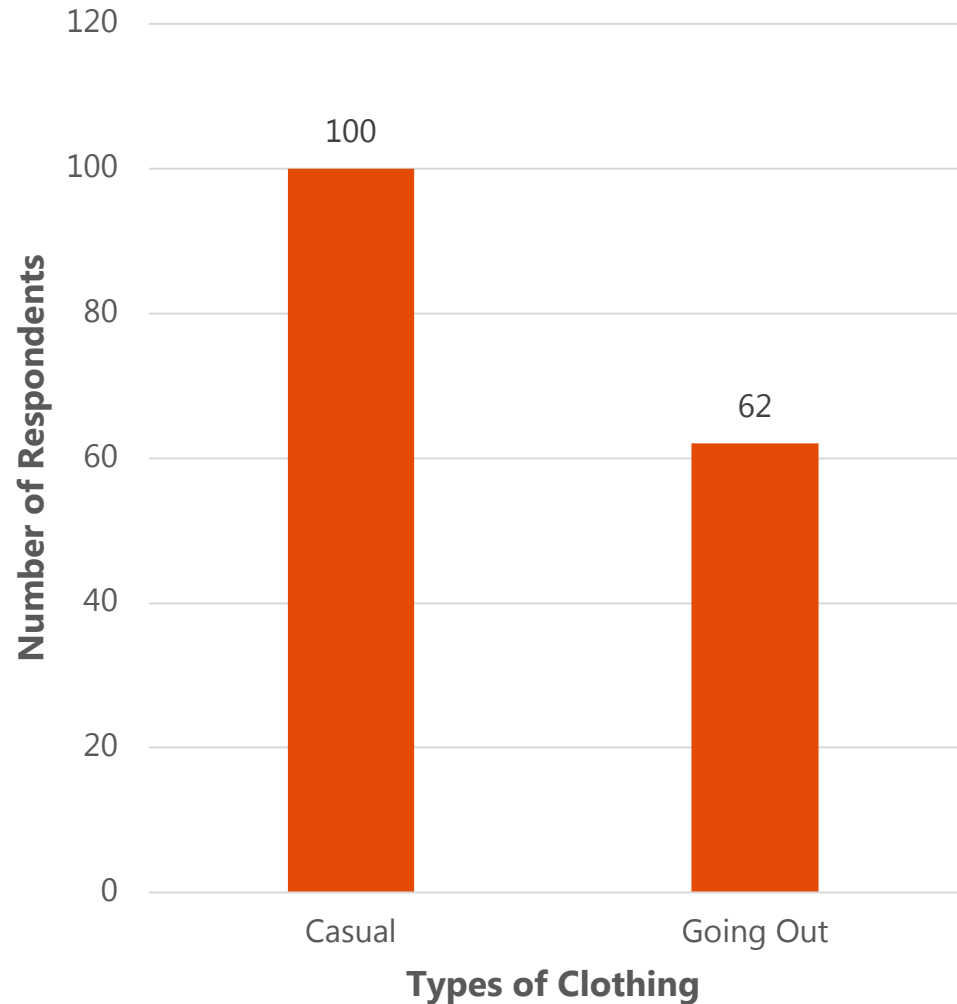
Employment and Shopping Frequency

Does having a job associated with the frequency someone shops at a store?

Data collected from questionnaire questions 6 & 19

Since there were 102 respondents that had a job and 52 respondents that did not, there was not a strong correlation with having a job and the frequency of shopping at a store downtown. 43% of students with jobs shopped more than 4 times a semester downtown and 33% of students with no jobs shopped more than 4 times a semester downtown. This being said, 92 of 160 respondents only shop downtown 0-3 times a semester.

Job vs. No Job

Bar chart titled "Job vs. No Job" with y-axis "Number of Respondents" (0 to 70) and x-axis "Job vs No Job".

Legend:
- 0-3 Times (red)
- 4-7 Times (blue)
- 8+ Times (olive)

Job: 0-3 Times = 62, 4-7 Times = 33, 8+ Times = 13
No Job: 0-3 Times = 35, 4-7 Times = 10, 8+ Times = 7
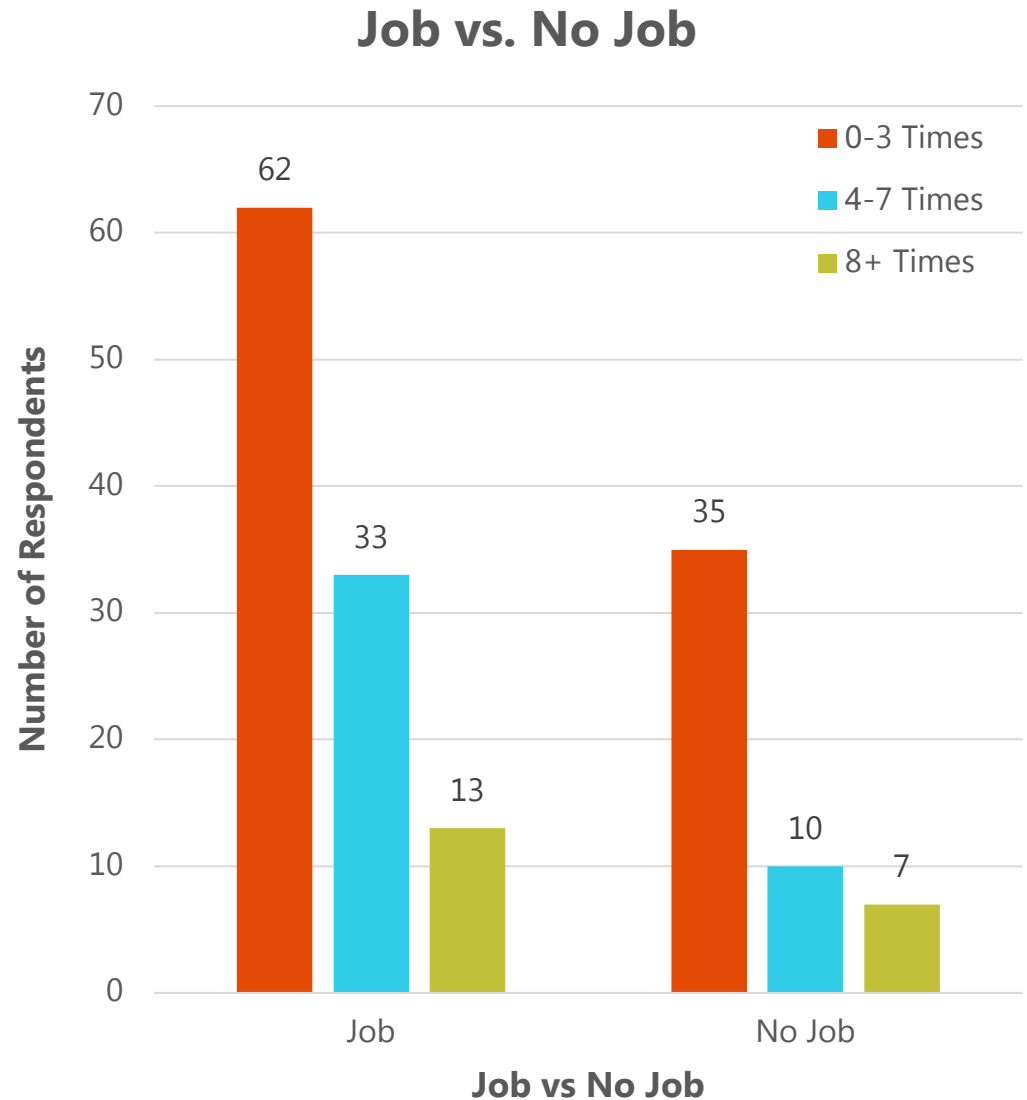
Purchase Seasonality

Does the frequency of shopping change during certain times of the year?

Data collected from questionnaire question 7

From the graph, you can see that shoppers preferred shopping during the summer the most. 62 people surveyed preferred shopping in the summer, followed by 50 people who liked shopping in the fall, and 31 people who liked shopping in the spring. The least favorite time to shop was winter at 17 votes.

Time of Year to Shop For Clothes

Bar chart titled "Time of Year to Shop For Clothes" with y-axis "Number of Respondents" (0 to 70) and x-axis "Time of Year": Winter 17, Spring 31, Summer 62, Fall 50.
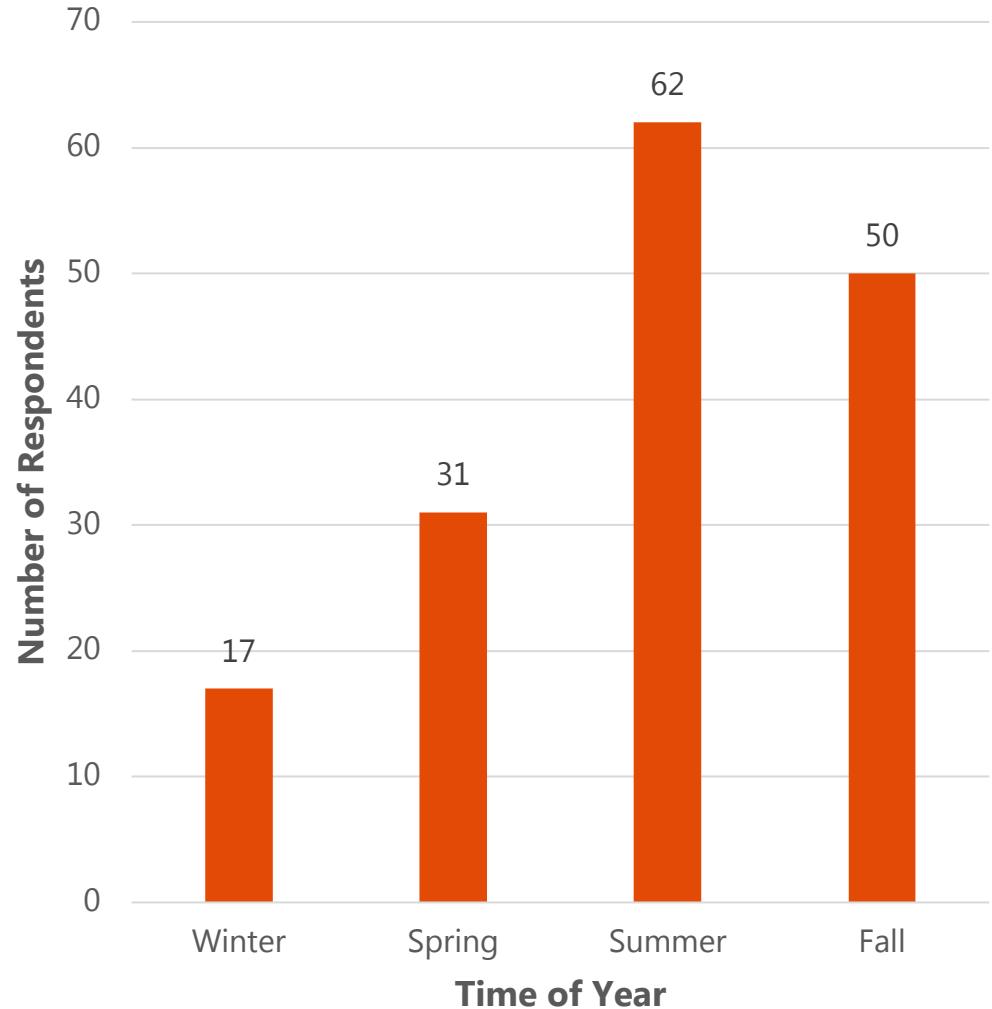
Greek vs. Non Greek Shopping Preferences

Do Greeks and non Greeks differ in their favorite place to buy clothes in Columbia?

Data collected from questionnaire questions 10b & 18

Overall, there is no difference between Greeks and non Greeks and their favorite store in Columbia, MO. There was more non Greeks when surveying the respondents because of the screener questions with the questionnaire, which results a majority of respondents being non Greek. The data provides that Greek or not Greek, a majority of the students have a favorite place to buy clothes in Columbia, MO.

Greek vs. Non Greek
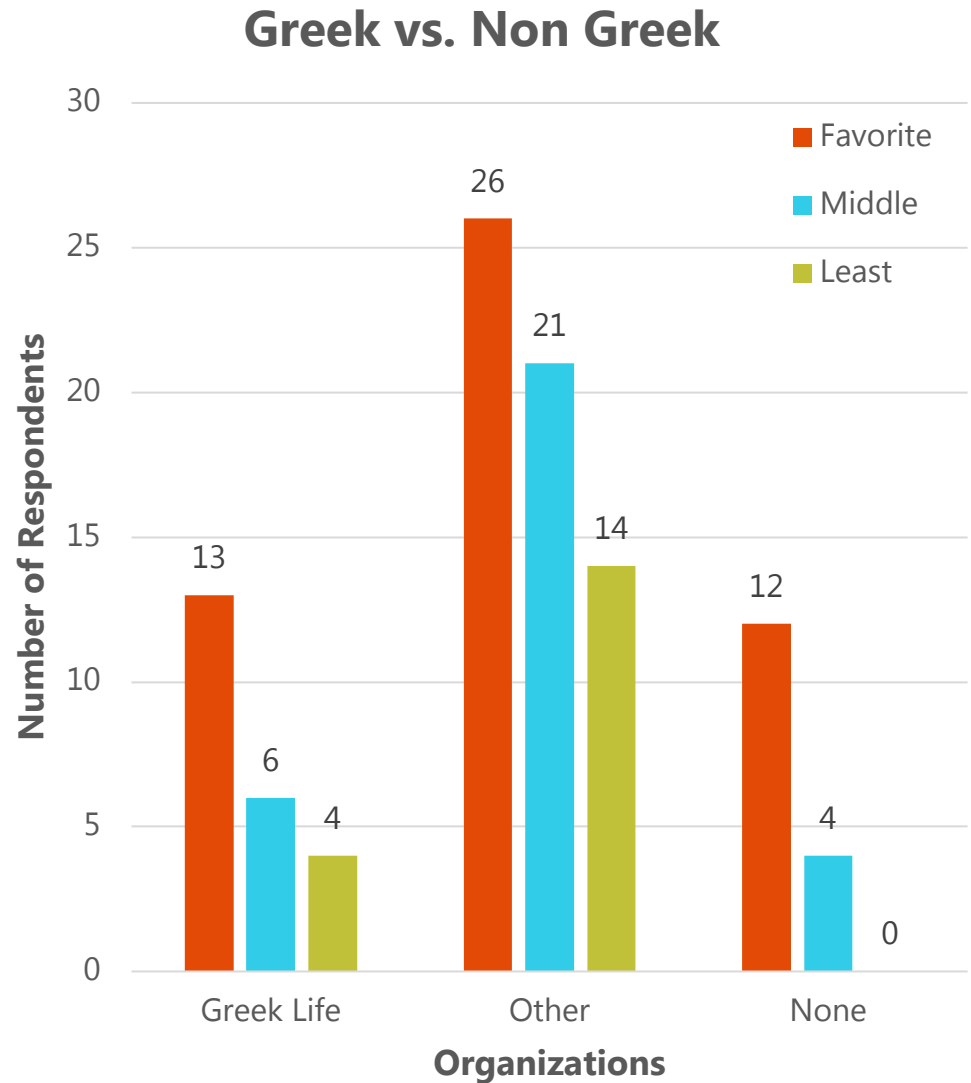
Limitations

Limitations

The limitations described here are ways in which the data in this report may be imperfect or reasons the teams research was unsuccessful in answering the research questions completely.

During the team's data collection the team encountered a few different limitations that may have effected the perfection of the findings. These limitations included differentiating between Greeks and Non-Greeks, survey participation at locations located on campus where students were rushing to classes, and a wide variety of participants.

A little more depth and detail would be helpful in this section. Also, another limitation is that it's the first research project the group has done, so the results may not be as reliable as for a project done by a marketing research expert.

Key Findings and Recommendations

Most Used Social Media Outlet

An important managerial objective for Cha Boutique is to increase its social media online presence.

According to the survey, Instagram is the most frequently used social medial outlet when people look for outfit ideas.

When Students Shop for Clothes

Cha Boutique wants to know what time of year they should boost social media presence and campus advertising.

Summer and fall are the times of year women students shop downtown the most.

Comparing Cha with Competitors

How does Cha Boutique rank in student preferences compared to their competitors?

A bit more depth would be helpful in this section of the report. See the course packet for additional information about what should be included.

Cha was ranked number one by students more often than its competitors, Swank and Fortuity.

Recommendations

The following recommendations are based on the key research findings and the conclusions the team had drawn from the data.

The team's first recommendation is to boost Cha's online presence. The team concluded that Instagram is the most used social media outlet to use for outfit ideas. Therefore, 76.3% of respondents favored using Instagram while 21.3% of respondents used Facebook. Cha Boutique should advertise on Instagram more frequently and post a sign in their store to inform shoppers of their social media accounts and promotional contests.

The second recommendation to Cha Boutique would be to increase campus advertising during the fall, spring, and winter months. Since summer is favored by 38.75% of respondents, it is best to advertise to times of the year that are less favored. Winter is favored by 10.6% of those surveyed and favored by 19.4% in the spring so by increasing campus advertising during the winter and spring months will remind students that Cha has unique outfits to offer for all times of the year. Also, during these seasons Cha can reach out to organizations on campus to discuss trunk show ideas, profit shares, and other events that will boost their cliental.

Appendix

A copy of the questionnaire goes here.

Research Question Summary

Research Question	Questionnaire Question
Do students who currently live downtown/on campus shop at Cha more often than students who live off campus?	6, 17
How often do students shop at a boutique downtown?	6, 17
What percentage of female students enjoy shopping downtown?	9
How many times have female students visited Cha?	13
How satisfied are female students when shopping at Cha?	14
What percentage of current female college students know about Cha?	12
Do students from the St. Louis area have a greater awareness of Cha than other students from different areas?	12, 16
What is the average price of clothing a student is willing to spend on a dress/romper?	8
Is being in a sorority associated with the frequency of shopping at cha?	13, 18
On what sort of occasions do people go shopping for clothes downtown?	3

What social media outlets are most frequently used to look at for outfit ideas?	1
How important is it to see the clothing items on social media before going into the store?	4
What percentage of college students have a favorite boutique?	10a
What is current college student's favorite downtown boutique?	10b
What percentage of students look for specific brands before purchasing an article of clothing?	11
Are college students more likely to purchase clothing/accessories in the store or online?	5
How often do college students purchase everyday/casual clothing versus dressier/fancy clothing in the store?	3
How often do college students purchase everyday/casual clothing versus dressier/fancy clothing via the internet?	2
Is having a job associated with the frequency someone shops at a store?	6, 19
Does the frequency of shopping change during certain times of the year?	7
Do greeks and non greeks differ in their favorite place to buy clothes in Columbia?	10b, 18

Details of the coding for your open end question go here. Do not include the entire codebook.

Time Sampling Grid

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8-9 am							
9-10 am					Memorial Union	Memorial Union	
10-11 am		Speaker Circle			Speaker Circle		
11-noon							
noon-1 pm	Speak Circle				Mizzou Store		
1-2 pm	9th Street		9th Street		Columns	Columns	9th Street
2-3 pm							
3-4 pm							
4-5 pm		Mizzou Store	Mizzou Store				
5-6 pm				Memorial Union	Columns		

SPSS Output

Research Question 1:

Use descriptive titles instead of "Research Question 1"

Q17. Where do you live in Columbia * Q6. Frequency of shopping downtown Columbia a semester Crosstabulation

Count

		Q6. Frequency of shopping downtown Columbia a semester			Total
		0-3	4-7 times	8+ times	
Q17. Where do you live in Columbia	on-campus	21	4	4	29
	east campus	37	20	4	61
	downtown	20	17	9	46
	west campus	10	1	3	14
	other	9	1	0	10
Total		97	43	20	160

Research Question 2:

Q6. Frequency of shopping downtown Columbia a semester

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-3	97	60.6	60.6	60.6
	4-7 times	43	26.9	26.9	87.5
	8+ times	20	12.5	12.5	100.0
	Total	160	100.0	100.0	

Research Question 3:

Q9. Does one like shopping downtown, why/why not?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.6	.6	.6
	.	1	.6	.6	1.3
	1	54	33.8	33.8	35.0
	2	32	20.0	20.0	55.0
	3	16	10.0	10.0	65.0
	4	9	5.6	5.6	70.6
	5	22	13.8	13.8	84.4
	6	6	3.8	3.8	88.1
	7	19	11.9	11.9	100.0
	Total	160	100.0	100.0	

Research Question 4:

Q13. How many times have you visited Cha in downtown Columbia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 times	37	23.1	23.1	23.1
	1-3 times	64	40.0	40.0	63.1
	4-7 times	37	23.1	23.1	86.3
	8+ times	21	13.1	13.1	99.4
	8	1	.6	.6	100.0
	Total	160	100.0	100.0	

Include the SPSS output only in the instructor's copy; do not give this to your client.

Research Question 5:

Q14. How satisfied are you when shopping at Cha		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= completely unsatisfied	1	.6	.8	.8
	2	9	5.6	7.3	8.1
	3	21	13.1	16.9	25.0
	4	36	22.5	29.0	54.0
	5	27	16.9	21.8	75.8
	6	29	18.1	23.4	99.2
	7= completely satisfied	1	.6	.8	100.0
	Total	124	77.5	100.0	
Missing	System	36	22.5		
Total		160	100.0		

Research Question 6:

Q12. How familiar are you with Cha Boutique?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not familiar	33	20.6	20.6	20.6
	somewhat	74	46.3	46.3	66.9
	very familiar	53	33.1	33.1	100.0
	Total	160	100.0	100.0	

Research Question 7:

Q16. Where are you originally from * Q12. How familiar are you with Cha Boutique? Crosstabulation

Count

		Q12. How familiar are you with Cha Boutique?			Total
		not familiar	somewhat	very familiar	
Q16. Where are you originally from	STL	6	26	23	55
	Other	25	48	30	103
Total		31	74	53	158

Research Question 8:

Q8. Price for a dress/romper		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under $20	15	9.4	9.4	9.4
	$20-$40	100	62.5	62.5	71.9
	over $40	45	28.1	28.1	100.0
	Total	160	100.0	100.0	

Research Question 9:

Q13. How many times have you visited Cha in downtown Columbia * Q18. What organizations are you involved in Crosstabulation

Count

		Q18. What organizations are you involved in					Total
		School related orgs.	Club sports	Greek Life	Other	None	
Q13. How many times have you visited Cha in downtown Columbia	0 times	6	5	7	10	9	37
	1-3 times	10	7	20	17	10	64
	4-7 times	2	5	8	16	6	37
	8+ times	3	0	7	7	5	22
Total		21	17	42	50	30	160

Research Question 10a:

Q3. Type of clothing do you shop for in-store? (Active wear)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not checked	23	14.4	15.5	15.5
	Checked	125	78.1	84.5	100.0
	Total	148	92.5	100.0	
Missing	System	12	7.5		
Total		160	100.0		

Research Question 10c:

Q3. Type of clothing do you shop for in-store? (Fancy)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not checked	20	12.5	13.7	13.7
	Checked	126	78.8	86.3	100.0
	Total	146	91.3	100.0	
Missing	System	14	8.8		
Total		160	100.0		

Research Question 10b:

Q3. Type of clothing do you shop for in-store? (Casual)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not checked	35	21.9	23.0	23.0
	Checked	117	73.1	77.0	100.0
	Total	152	95.0	100.0	
Missing	System	8	5.0		
Total		160	100.0		

Research Question 10d:

Q3. Type of clothing do you shop for in-store? (going out)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not checked	18	11.3	11.7	11.7
	Checked	136	85.0	88.3	100.0
	Total	154	96.3	100.0	
Missing	System	6	3.8		
Total		160	100.0		

Research Question 10e:

Q3. Type of clothing do you shop for in-store? (Accessories)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not checked	27	16.9	18.9	18.9
	Checked	116	72.5	81.1	100.0
	Total	143	89.4	100.0	
Missing	System	17	10.6		
Total		160	100.0		

Research Question 11a:

Q1. Social media website to look at outfit ideas (Facebook)					
		Freque ncy	Percent	Valid Percent	Cumulativ e Percent
Valid	Not checked	95	59.4	73.6	73.6
	Checked	34	21.3	26.4	100.0
	Total	129	80.6	100.0	
Missing	System	31	19.4		
Total		160	100.0		

Research Question 11b:

Q1. Social media website to look at outfit ideas (Twitter)					
		Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid	Not checked	117	73.1	88.6	88.6
	Checked	15	9.4	11.4	100.0
	Total	132	82.5	100.0	
Missing	System	28	17.5		
Total		160	100.0		

Research Question 11c

Q1. Social media website to look at outfit ideas (Instagram)					
		Frequen cy	Percent	Valid Percent	Cumulativ e Percent
Valid	Not checked	20	12.5	13.9	13.9
	Checked	122	76.3	84.7	98.6
	3	2	1.3	1.4	100.0
	Total	144	90.0	100.0	
Missing	System	16	10.0		
Total		160	100.0		

Research Question 11d:

Q1. Social media website to look at outfit ideas (none)					
		Frequen cy	Percent	Valid Percent	Cumulativ e Percent
Valid	Not checked	109	68.1	80.7	80.7
	Checked	26	16.3	19.3	100.0
	Total	135	84.4	100.0	
Missing	System	25	15.6		
Total		160	100.0		

Research Question 12:

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q4. Importance of seeing clothing on social media	160	0	6	2.59	1.348
Valid N (listwise)	160				

Research Question 14a:

Q10. Favorite boutique's ranked 1-3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	33	20.6	34.4	34.4
	2	42	26.3	43.8	78.1
	3	21	13.1	21.9	100.0
	Total	96	60.0	100.0	
Missing	System	64	40.0		
	Total	160	100.0		

Research Question 13:

Q10. Does one have a favorite boutique downtown Columbia					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	84	52.5	52.5	52.5
	no	76	47.5	47.5	100.0
	Total	160	100.0	100.0	

Research Question 14b:

Q10. Favorite boutique's ranked 1-3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	51	31.9	51.0	51.0
	2	31	19.4	31.0	82.0
	3	18	11.3	18.0	100.0
	Total	100	62.5	100.0	
Missing	System	60	37.5		
	Total	160	100.0		

Research Question 14c:

Q10. Favorite boutique's ranked 1-3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	10.0	17.6	17.6
	2	23	14.4	25.3	42.9
	3	52	32.5	57.1	100.0
	Total	91	56.9	100.0	
Missing	System	69	43.1		
	Total	160	100.0		

Research Question 15:

Q11. Why someone buys clothing; brand, design, both, neither		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Design	61	38.1	38.1	38.1
	brand name	10	6.3	6.3	44.4
	Both	78	48.8	48.8	93.1
	Neither	11	6.9	6.9	100.0
	Total	160	100.0	100.0	

Research Question 16:

Q5. Where does one purchase clothing more		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	in-store	112	70.0	70.0	70.0
	online	48	30.0	30.0	100.0
	Total	160	100.0	100.0	

Research Question 17a:

Q3. Type of clothing do you shop for in-store? (active wear)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not checked	23	14.4	15.5	15.5
	Checked	125	78.1	84.5	100.0
	Total	148	92.5	100.0	
Missing	System	12	7.5		
Total		160	100.0		

Research Question 17b:

Q3. Type of clothing do you shop for in-store? (Casual)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not checked	20	12.5	13.7	13.7
	Checked	126	78.8	86.3	100.0
	Total	146	91.3	100.0	
Missing	System	14	8.8		
Total		160	100.0		

Research Question 17c:

		Frequency	Percent	Valid Percent	Cumulative Percent
Q3. Type of clothing do you shop for in-store? (Fancy)					
Valid	Not checked	35	21.9	23.0	23.0
	Checked	117	73.1	77.0	100.0
	Total	152	95.0	100.0	
Missing	System	8	5.0		
Total		160	100.0		

Research Question 17e:

		Frequency	Percent	Valid Percent	Cumulative Percent
Q3. Type of clothing do you shop for in-store? (Accessories)					
Valid	Not checked	27	16.9	18.9	18.9
	Checked	116	72.5	81.1	100.0
	Total	143	89.4	100.0	
Missing	System	17	10.6		
Total		160	100.0		

Research Question 17d:

		Frequency	Percent	Valid Percent	Cumulative Percent
Q3. Type of clothing do you shop for in-store? (Going out)					
Valid	Not checked	18	11.3	11.7	11.7
	Checked	136	85.0	88.3	100.0
	Total	154	96.3	100.0	
Missing	System	6	3.8		
Total		160	100.0		

Research Question 18a:

		Frequency	Percent	Valid Percent	Cumulative Percent
Q2. Type of clothing do you shop for online? (Active wear)					
Valid	Not checked	51	31.9	37.5	37.5
	Checked	84	52.5	61.8	99.3
	2	1	.6	.7	100.0
	Total	136	85.0	100.0	
Missing	System	24	15.0		
Total		160	100.0		

Research Question 18b:

Q2. Type of clothing do you shop for online? (Casual)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not checked	39	24.4	27.9	27.9
	Checked	100	62.5	71.4	99.3
	2	1	.6	.7	100.0
	Total	140	87.5	100.0	
Missing	System	20	12.5		
Total		160	100.0		

Research Question 18d:

Q2. Type of clothing do you shop for online? (Going out)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not checked	73	45.6	54.1	54.1
	Checked	62	38.8	45.9	100.0
	Total	135	84.4	100.0	
Missing	System	25	15.6		
Total		160	100.0		

Research Question 18c:

Q2. Type of clothing do you shop for online? (Fancy)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not checked	65	40.6	48.1	48.1
	Checked	70	43.8	51.9	100.0
	Total	135	84.4	100.0	
Missing	System	25	15.6		
Total		160	100.0		

Research Question 18e:

Q2. Type of clothing do you shop for online? (accessories)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not checked	23	14.4	16.5	16.5
	Checked	116	72.5	83.5	100.0
	Total	139	86.9	100.0	
Missing	System	21	13.1		
Total		160	100.0		

Research Question 19:

Correlations			Q6. Frequency of shopping downtown Columbia a semester	Q19. Do you have a job
Kendall's tau_b	Q6. Frequency of shopping downtown Columbia a semester	Correlation Coefficient	1.000	.034
		Sig. (2-tailed)	.	.625
		N	160	159
	Q19. Do you have a job	Correlation Coefficient	.034	1.000
		Sig. (2-tailed)	.625	.
		N	159	159

Research Question 20:

Q7. Time of year to shop for clothes					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	winter	17	10.6	10.6	10.6
	spring	31	19.4	19.4	30.0
	summer	62	38.8	38.8	68.8
	fall	50	31.3	31.3	100.0
	Total	160	100.0	100.0	

Research Question 21a:

Crosstab (Swank)					
Count					
		Q10. Favorite boutique's ranked 1-3			
		1	2	3	Total
Q18. What organizations are you involved in	School related orgs.	6	5	1	12
	Club sports	4	4	2	10
	Greek Life	7	9	6	22
	Other	13	15	10	38
	None	3	9	2	14
Total		33	42	21	96

Research Question 21c:

Crosstab (Fortuity)					
Count					
		Q10. Favorite boutique's ranked 1-3			
		1	2	3	Total
Q18. What organizations are you involved in	School related orgs.	3	4	5	12
	Club sports	6	1	3	10
	Greek Life	3	6	10	19
	Other	3	11	23	37
	None	1	1	11	13
Total		16	23	52	91

Research Question 21b:

Crosstab (Cha)					
Count					
		Q10. Favorite boutique's ranked 1-3			
		1	2	3	Total
Q18. What organizations are you involved in	School related orgs.	3	3	6	12
	Club sports	1	5	5	11
	Greek Life	13	6	4	23
	Other	22	13	3	38
	None	12	4	0	16
Total		51	31	18	100