



A SURVEY HELPS A NEW HANDCRAFTED
LEATHER SHOE BRAND INTO U.S MARKET

Customer Preferences on Leather Shoes

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Executive Summary

Executive summary

This research aims to analyze the American customers' principle consideration about feature factors when they choose to buy one pair of leather shoes. It tries to understand how INLU can effectively conduct relevant and customized strategies towards different segments so that it better penetrate the US market.

With 112 valid respondents, the results of data analysis provide evidence as to what is the rank of seven factors, namely price, brand, comfort, quality, handcrafted, environmental-friendly and design, included in INLU's brand perception towards individual customers and how much customers value each factor across various segments divided by demographic and behavioral criteria.

Executive summary

Tier 1

Quality
Comfort
Design

Tier 2

Price

Tier 3

Brand
Handcrafted
Environmental-friendly

This research indicates the factor rank list of mass customers where factors are divided into three tiers.

QUALITY (almost half of the customers choose it as the top factor), **COMFORT** and **DESIGN** belong to the top tiers to which people tend to pay more attention. Then in the customer's mind, the price factor is placed ahead of the third tiers (Handcrafted, environment-friendly and brand factor).

Afterward, all the customers are classified to several clusters from recency, price perception, gender and age perspective. To understand and find out the distinguishing focus of each segment, we compare the result of individual group within the same criterion.

Executive summary

Research indicates that **RECENCY** (when was the last purchase of leather shoes) indeed affects the top factor of customers leading to the final purchase. The comfort factor is increasingly important as the recency level of customer decreases. About 31% of people who purchased shoes from three months ago, regards the comfort factor as their priority, same does quality factor (31%).

The score and rank results of each age group differentiate most greatly, and people aged from 24-35 gave a higher score for each factor. INLU can take great advantage of this situation where this group of customers values these factors that INLU provides.

Additionally, research shows that even though the pattern of the rank list is almost same for male and female, the scores of factors are distributed more dispersedly for female, which means that female tend to care more about single specific factor.

Executive summary

The research collected and analyzed the first impression of customers about INLU shoes: only 12% customers think that INLU shoes are of high comfort level which is a quite significant factor for choosing leather shoes when they saw the picture. However, for another two elements of the first tier of the factor, high quality and special design are clicked more by customers, which is crucial information for INLU as it does not want to lose these potential customers just because of inaccuracy and personal thoughts.

It is recommended that INLU understands the distinct attitudes of segments and consequently emphasizes those factors that people think highly. Customized and targeting marketing campaigns are useful to increase brand awareness and win favor from customers. Also, it is highly recommended to avoid or alleviate the negative impression of customers, especially about those first tier factors that significantly and directly affect the final decision. **INLU**

History of INLU

Features of INLU shoes

History of INLU

“If you are looking for shoes that are stylish, comfortable, affordable that use high-end raw materials, INLU is your perfect match.”

Created in 2017 and presented in 2018, INLU is a new 100% Portugal handcrafted the footwear brand which focuses on creating unique fashion with a multitude of colors. The designers believe Nature impacts customers wellbeing; so wear it close to the heart and feet with INLU. The footwear fuses fine Portuguese cork with Italian leather, which is the new design in the footwear market.

INLU wants to combine the new innovative design idea with the high-end raw materials to attract the customers who wish to exude personality. The shoes are made of sustainable materials, such as cork, leather, and suede (a special one, chromium-free). Besides, they stress their efforts for environment, INLU will plant a tree per each pair of sold!.

History of INLU

Destination: The United States



Now, INLU desires to enter the US market and grabs market shares of footwear industry.

There is a massive revolution taking place in the footwear industry, and INLU is at the lead of this trend to sophistication, craftsmanship, and sustainability.

INLU's first collection would be launched via crowdfunding campaign, namely on Kickstarter, "the world's largest funding platform for creative projects". The CEO Inês Lebre isn't shy on the goal. She is pledging for \$25 000, a big amount to achieve. **INLU**

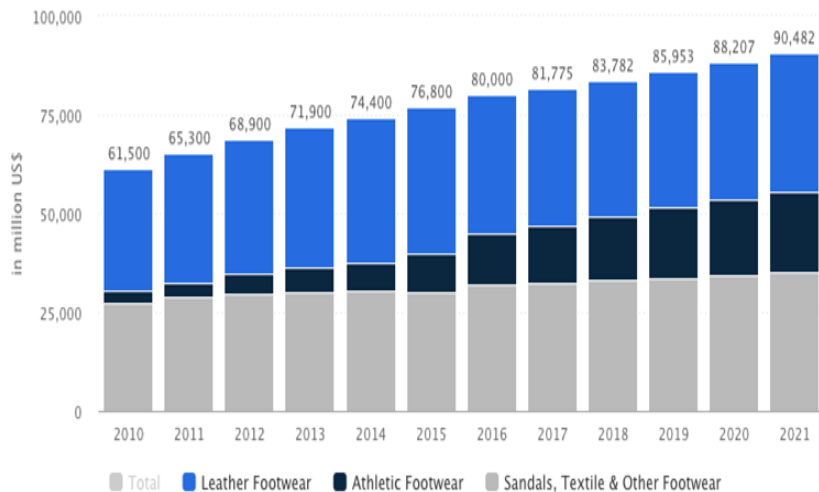
Problem Definition

Exploratory Research and Secondary Data

Problem Definition

Now, our research strives to help INLU enter the US market and grabs market shares in the US's footwear industry.

FIGURE 3.1 – YEARLY REVENUE in FOOTWEAR MARKET from 2010 to 2021 in the US



According to the U.S. Census Bureau's County Business Patterns (CBP) data (see *Fig 3.1*), 98% of footwear in the U.S. market is imported from foreign countries. According to Statista data, revenue in the footwear market amounts to US\$83,782m in 2018 and increases every year, and the market's largest segment is the segment Leather Footwear. **The footwear market is expected to grow annually by 2.6%.** In addition, based on marketing statistic: "By 2021, global retail e-commerce sales will reach \$4.5 trillion.

There is a huge revolution taking place in the footwear industry. INLU is at the lead of this trend to sophistication craftsmanship and sustainability. Now, our research strives to help INLU enter the US market and grabs market shares in the US's footwear industry.

Exploratory Research and Secondary Data

Problem Definition

Many factors decide customer preferences on shoes, and INLU mainly focuses on seven factors. As discussed in the history of INLU, they are unique design, high quality, handcrafted process, environmental material, high level of comfort, affordable price.

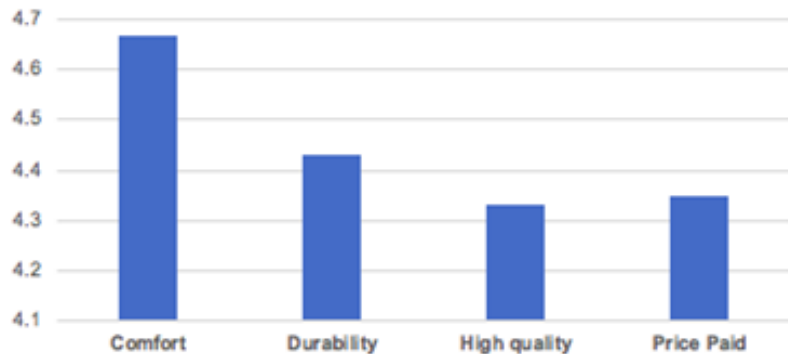
Thus, Our research devotes to helping INLU find out whether the characteristics of shoes that INLU emphasizes are highly influential in customers' decisions now.

Our research devotes to helping INLU find out whether the characteristics of shoes that INLU emphasizes are highly influential in customers' decisions now.

Exploratory Research and Secondary Data

Problem Definition

FIGURE 3.2 – MEAN OF SOME HIGH-IMPORTANT LEVEL FACTORS (2013)



Large numbers of retailers and scholars connected the cause of increasing profits with consumer behavior (Best et al., 2004). Aiming at creating the best suitable strategy, marketers must dedicate to probe vast researches about consumers, observation of behavior pattern and buying habits as well. For different factors, a research found out Comfort, Durability and Price of shoes as the top three factors of customers' interests. (see *Fig3.2* , A Matter of Shoes, 2013)

Exploratory Research and Secondary Data

Problem Definition

Moreover, environmental performance information from environmental management systems has the highest influence on the purchase decision, even higher than price (Daniel et al., 2018).

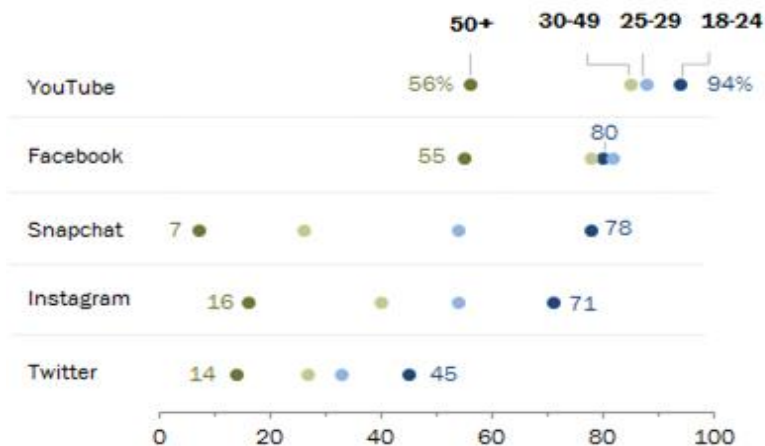
Into the technological century, due to advanced technology and mechanization, a machine-made mode takes the place of human labor production rapidly (Brynjolfsson, 2011). But handcraft attribute is perceived as a particular design containing craftsmen's wishes and loves and contributes to a positive effect on customer buying behaviors (Martin, 2015).

Modern consumers show increasing consciousness and interests towards appearances than before (Saeed and Baig, 2013). And this taste is not constant and changes with time frequently. In other words, customers will purchase their desirable style straight away (Moye and Kincade, 2003).

Exploratory Research and Secondary Data

Problem Definition

FIGURE 3.3 – PERCENTAGE OF POPULARITY OF DIFFERENT SOCIAL PLATFORM AMONG AGE GROUPS (2018)



Now, INLU mainly puts the advertisements on social media, such as Twitter, Facebook, LinkedIn, Instagram. The production process of INLU will begin in November 2018.

According to The Ultimate List of Marketing Statistics for 2018, about 3.03 billion people are on social media around the globe, and 59% of Americans believe that customer service through social media has made it easier to get their questions answered and issues resolved. Whether INLU can put ads on more efficient channels is increasingly essential for the promotion of INLU's shoes.

According to *Globalwebindex* (see Fig 3.3), "In fact, a higher proportion are using Facebook daily (50%) than are watching TV (39%), with an even bigger gap seen among millennials (54% vs. 33%)."

Exploratory Research and Secondary Data

Problem Definition

Furthermore, the customer behavior is a complex dimensional process(Alexander, Oliver, 2015). It is necessary to combine these single factors and evaluate and compare these factors integrally.

Chen (2008) discussed six external factors that influence Taiwanese students shoes purchase intention and believed that the comfort and style are the top two preferred factors. However, in Bangkok, Thailand, customers are more likely to consider durability and value for price paid ahead out of all 50 variables (Nuntana, 2013).

To dominate the market, companies need to prioritize factors to better meet the customer needs in specific areas.

Problem Audit

Problem Definition

“A comprehensive examination of a marketing problem to understand its origin and nature.”

<i>Item</i>	<i>Description</i>
<i>1. History of the Problem</i>	INLU is a new footwear brand from Portugal who wants to get its foot into the US market. Due to diverse consumer preferences for footwear, it is necessary to probe whether INLU's attributes of footwear conform to local consumers.
<i>2. The alternative courses of action available</i>	Improving the comfort of shoes Enhancing the design of shoes Increasing commercial in the US
<i>3. The criteria to evaluate the alternative</i>	Market share Customer satisfaction People comments

*Problem Audit***Problem Definition**

<i>Item</i>	<i>Description</i>
<i>4. Nature of potential actions</i>	Re-orient the brand positioning of INLU
<i>5. Information needed</i>	Comparison of different customer preference to decide which factors is the priority factor of decision making
<i>6. The manner of decision maker</i>	Adjust our brand segmentation and management

Specific components

Problem Definition

- ❑ What types of consumers will want/ need INLU shoes?
Income level /Gender /Age /Culture
- ❑ Is that an association between the time of consumers' last purchasing and the possibility of purchasing from INLU shoes?
- ❑ What can be the top factor to influence the final decision of leather shoes buying, especially compared to those factors which INLU emphasized.

*Attitudes towards factors especially mentioned in INLU :
 - 1) Affordable - price
 - 2) Italian leather and Cork material
 - 3) Handcrafted
 - 4) Perceive quality
 - 5) Unique fashion - design/special offer
 - 6) Environment-friendly

Specific components

Problem Definition

- ❑ How do the American customers evaluate these factors and their specific attitudes? INIU

1. Price

- *Acceptable Price Range of leather shoes
- *Whether the region of production material is different in price (Italian Leather / Portuguese cork)

2. Comfortable

- *Whether the people will regret if the leather shoes they bought is uncomfortable but the shoes have a fashion design.

3. High quality & Durability

- **How to judge the quality of shoes, especially online shopping.
- *Attitudes towards handcrafted shoes and machine-made shoe

4. Handcrafted

- *If handcrafted leather shoes are more comfortable than machine-made ones?
- *If the quality of the handcrafted leather shoes is not as good as it claimed in the advertisements.

5. Design

- *Thought of special design
- *Colors choices for leather shoes

6. Environment-friendly

- *Consciousness of environmental impact

7. Brand image

- *Whether customers will due to the image of the brand buy shoes

Survey Design and Method

Survey Design and Method

Objective of Survey

The primary objective of our survey is to find out the attitude consumers have to our brand.

INLU and which factor, including quality, design, price, comfort, handcrafted, brand image and environment-friendly, is the most important one in consumers' minds when they are considering buying a pair of leather shoes.

The above information can guide INLU to better enter the American market.

Wording for Individual Questions

The questions are designed to obtain sufficient and valid data which can be analyzed smoothly. We give an instruction at the beginning of the survey to show respondents our purpose, and approximate time the survey will take.

We also use a **filter question** at first to help us select people who have never bought leather shoes before, which can guarantee the significance of responses.

As for individual questions, all questions only ask one piece of information at one time with expressions that are easy understood. To improve the response rate, we offer 5 cents per respondents as a bonus when they finish the survey.

Survey Design and Method

Scale Decisions

We use three different types of questions to make sure we can have a comprehensive understanding of attitudes toward leather shoes and INLU of consumers, including **nominal, ordinal, and interval** questions.

Also, most of the questions are close-ended which make questions easier for respondents to answer. We also mix open-ended and close-ended question by adding “if other” at the end of choices. We do not use any force questions in our survey because we want to make sure all responses are as objective as possible.

Length and Arrangement

Our survey contains **20 questions** in total, which is not very long and takes about 6 minutes. Moderate questionnaire length can lead to a higher response rate compared to a long and comprehensive questionnaire.

The sequence of our questionnaire intends to start from easy questions to difficult questions and from questions focus on leather shoes to questions focus on INLU shoes. To make sure we can get some demographic information about respondents, we put questions about age and gender at the end of the questionnaire. This is because respondents have built a trust relationship with us through fill out all the questions above and it is easier for them to give true demographic information.

Survey Design and Method

Evaluation and Revise

Our questionnaire has been revised **three times**.

In the beginning, we ask questions about INLU shoes without a picture of INLU shoes in the questionnaire, which makes questions more difficult because lots of respondents have no idea with brand INLU. A picture of our shoes enables respondents to build an image on our shoes in a very short time.

In addition, we deleted a question of asking email address because e-mail addresses of respondents do not help us to understand consumers' preferences on leather shoes. **INLU**

Data Analysis

General Introduction

Data Analysis

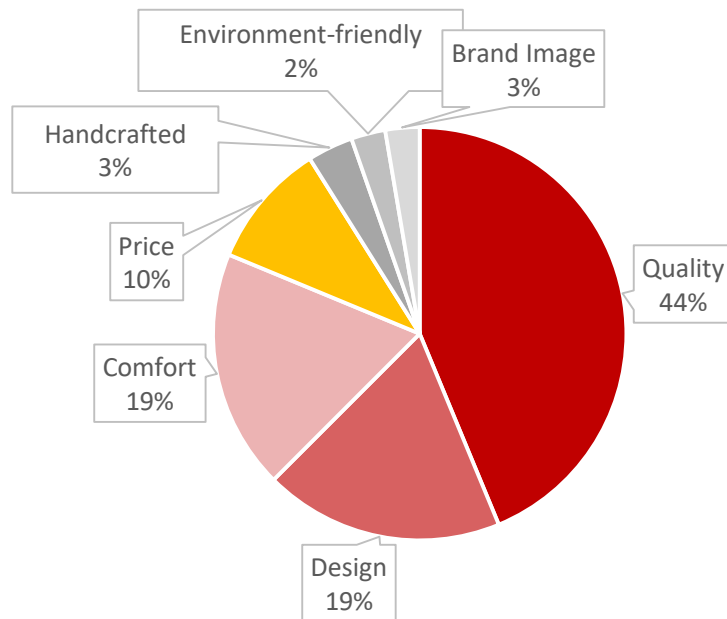
Our data was collected using the online survey tool, Qualtrics. It was disseminated to leather shoes buyers to analyze their preference of factors, **251 customers** participated in the survey. There are 49 invalid data due to contradictory and inconsistent responses, 55 participants who did not finish the survey, 19 people were excluded by filter question and never bought leather shoes before and 15 test responses of Qualtrics tool. In all, there are **112 valid respondents** eventually.

Data was analyzed by SPSS. We conducted frequency tables to check the distribution of responses. To test whether characteristic of segment would affect the top factor choice towards INLU's customers, we conduct several ANOVA tests. To then understand these frequency tables further and uncover pattern within segments, we used crosstabulations and also calculated separately the means of each factors based on different segments.

Part 1 – Overall Description

Data Analysis

FIGURE 5.1 FREQUENCIES DISTRIBUTION OF TOP CHOICE ON SEVEN FACTORS (OVERALL)



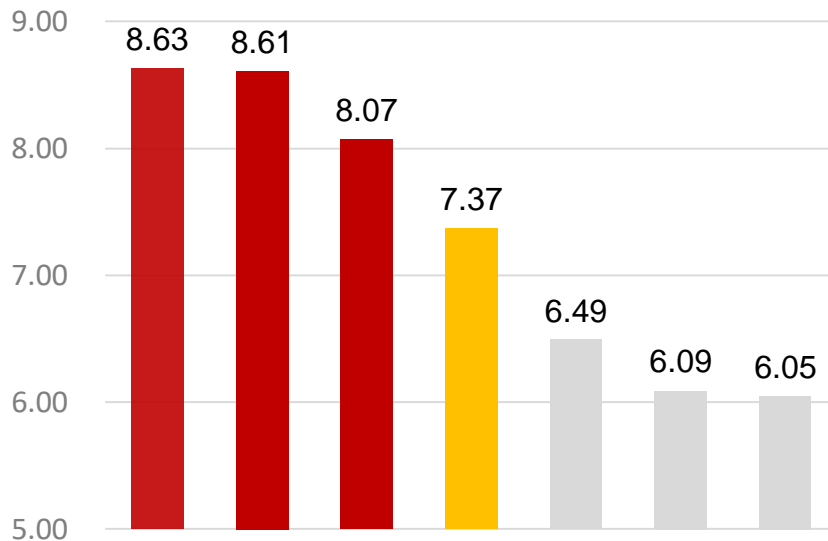
44% of participants chose QUALITY as their prior consideration

We run a frequency table on Q12, which asks what will be the most important factor leading to purchase of leather shoes.

Out of those 112 valid participants, as shown in *Fig 5.1*, **QUALITY** dominates the list of top factor choice, 44% of participants chose quality as their prior consideration, which is followed by comfort and design with 19% of participants for each. The remaining factors, namely price, handcrafted, environment friendly and brand, are sorted in a decreasing sequence.

*Part 1 – Overall Description***Data Analysis**

FIGURE 5.2 FREQUENCIES DISTRIBUTION OF TOP CHOICE ON SEVEN FACTORS (TARGET GROUP)



After the top factor selection, we asked for the specific score for each factor from participants to weigh their importance. And the mean scores of factors vary in the customers.

As shown in Fig 5.2, seven factors were divided into **three tiers**. Quality (8.63), comfort (8.61) and design (8.07) belong to the first tier. And the price factor (7.37) ranks in the second tier, while the scores of the remaining factors (less than 6.50) are relatively less important towards customers and belong to the third tier.

Part 1 – Overall Description

Data Analysis

<i>The result of ANOVA</i>	<i>P-value</i>	<i>F</i>
<i>Recency</i>	0.012	4.6464
<i>Price</i>	0.398	1.025
<i>Age</i>	0.063	2.504
<i>Gender</i>	0.504	0.690

TABLE 5.1 P-VALUE of ONE-WAY ANOVA BETWEEN FOUR CRITERIA AND TOP FACTOR (OVERALL)

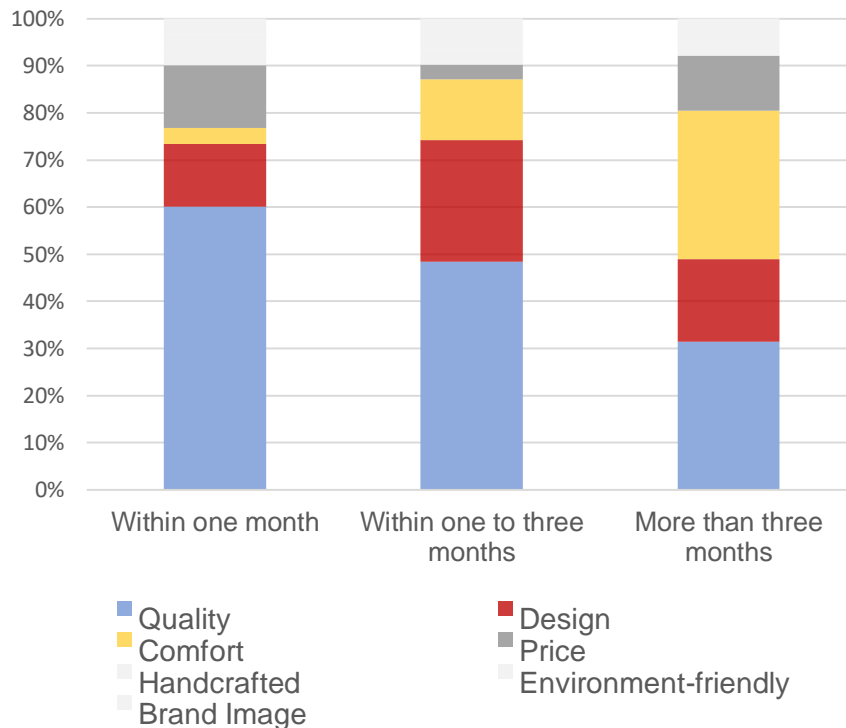
Through the One-way ANOVA method which can determine if there were statistically significant difference by gender, age, recency, and prospective profitability in their choice on the most important factor towards respondents. We used a significance level of $p < .05$ for all tests. The result of ANOVA indicates that only divided groups by **RECENCY** on question 12 show different attitude towards the top factor choice (see Table 5.1, $p < .05$).

Thus, respondents did statistically differ by recency factor in their choice of the top important factor. However, there was not a significant effect of age group ($F=2.504$, $p=.63$), gender group ($F=.690$, $p=.504$) and price perception ($F=1.025$, $p=.398$).

Part 1 – Overall Description

Data Analysis

FIGURE 5.3 FREQUENCIES DISTRIBUTION OF TOP CHOICE ON SEVEN FACTORS IN DIFFERENT GROUP BY REGENCY (OVERALL)



Thus, we further looked into the differences among group by recency (see *Fig 5.3*)

We further organized our database into **three segments** based on the recency they purchase the leather shoes (R1 means that he/she purchased within one month, R2 refers to the last purchase from 1 month to 3 months, and R3 refers last purchase since 3 months ago).

According to the frequencies of Q12, **QUALITY** still takes the dominant place of choice in all 3 groups, yet design and comfort factors are both emphasized more separately by R2 and R3 groups.

*Part 1 – Overall Description***Data Analysis**

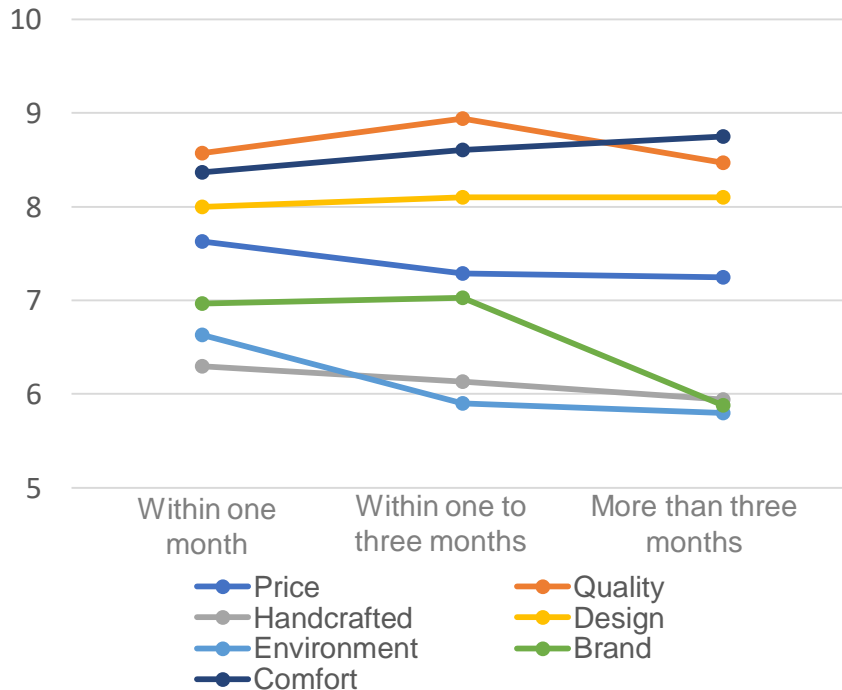
Afterward, we separately run the frequencies method about the mean scores of various factors in term of **four criteria** (recency, price perception, age and gender), to figure out the overall ranking list of seven factors and to explore the discrepancy among different segments.

Precisely, we calculated the means of each factor in different segments, then drew several line charts to see the position exchange of each factor in the overall rank list among groups, and the distribution of scores in one group (concentration and differences among factors).

Part 1 – Overall Description

Data Analysis

FIGURE 5.4 SCORES AND RANK OF SEVEN FACTORS IN RECENCY CRITERION (OVERALL)



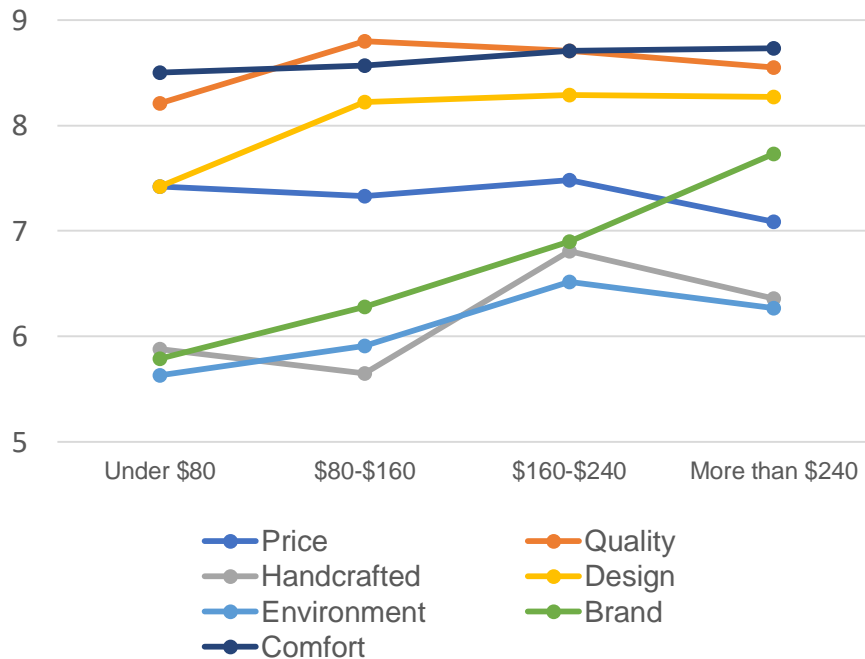
First, we observed the differences in **recency** criterion (see Fig 5.4). Between three segments, **COMFORT** surpasses quality and upgrades to be the top of ranking list in the group who purchase leather shoes three month ago ($M_{\text{comfort}}=8.74$ vs. $M_{\text{quality}}=8.47$).

Unlike first two groups, the third group has a much lower score of brand comparing with that of price factor, which means that the brand becomes relatively less important for customers in the third group, and the gap of the significance between the second tier and the third tier enlarges.

Part 1 – Overall Description

Data Analysis

FIGURE 5.5 SCORES AND RANK OF SEVEN FACTORS IN PRICE PERCEPTION CRITERION (OVERALL)



Brand is increasingly significant towards people with higher price perception of INLU shoes.

Then, we carrier on to **price perception**. On account of the small size of the group who is willing to pay more than \$320 for INLU shoes, which may remarkably influence the outcome, we combined it with the group where people have the price perception range from \$240 to \$320.

The mean scores of each factor fluctuates over four groups based on the price criterion (under \$80, \$80-\$160, \$160-\$240 and more than \$240, see Fig 5.5). The general holistic rank of factors in the last three clusters varies slightly and shows as same sequence in three tiers. Only in the second group, the quality factor takes the first place of preference ($M_{\text{quality}}=8.80$ vs $M_{\text{comfort}}=8.57$), and customers pay the least attention to the handcrafted factor.

Another key interesting point is that those people who are willing to pay for more than \$240 put the brand factor ahead of price, which breaking the division standard of tiers. Thus, it can be seen that the brand factor is increasingly significant towards people with higher price perception of INLU shoes.

Part 1 – Overall Description

Data Analysis

FIGURE 5.6 SCORES AND RANK OF SEVEN FACTORS IN GENDER CRITERION (OVERALL)



Female are more sensitive to and care more about single specific factor of the leather shoes than male do.

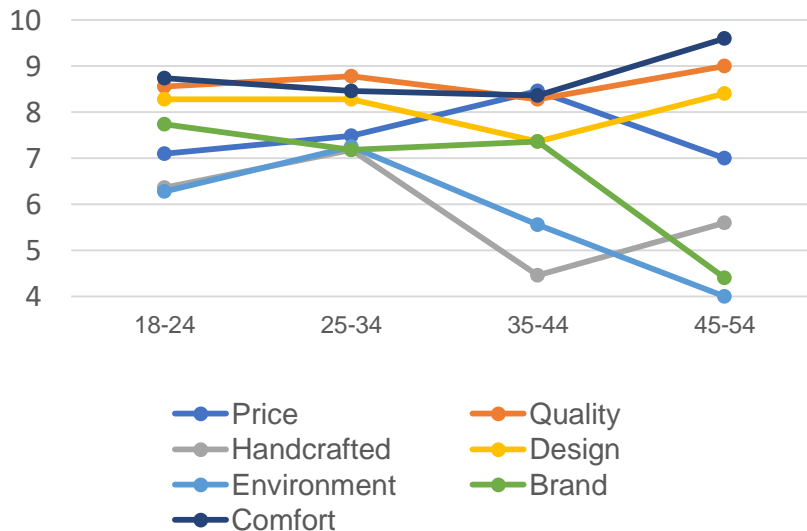
As from the **gender** perspective, there is no evident difference in the rank of seven factors among male and female, expect for the place of COMFORT (see Fig 5.6).

However, the distributed density of each factor is distinct for male and female. Men tend to have a concentrated pattern for the scores of factors in three tiers, while the figure difference of the score of each factor is relatively significant. Therefore, female are more sensitive to and care more about single specific factor of the leather shoes than male do.

Part 1 – Overall Description

Data Analysis

FIGURE 5.7 SCORES AND RANK OF SEVEN FACTORS IN GENDER CRITERION (OVERALL)



Finally, the situation in **age** criterion is more complex here (see Fig 5.7). The focus and the preference rank in each age group varies significantly.

The factor preference rank of people from 18 to 24 years old goes with comfort, quality, design, brand, price, handcrafted and environment friendly. As for people aged from 25 to 34, the **QUALITY** factor surpasses comfort to be the prior choice. Moreover, the scores of seven factors locate in the score range of 7 to 9 and show little discrepancy with each other. Regarding the middle age group, three factors in the first-tier score almost same with the order of price, comfort and quality.

The price factor stands out and the brand and design show same importance for those middle-aged customers, followed by the environment and handcrafted factor. However, people aged from 45 to 54 shares a similar rank with the youngest group but the importance of brand decreases tremendously to the sixth place in the rank list.

*Part 2 – Target Customers***Data Analysis**

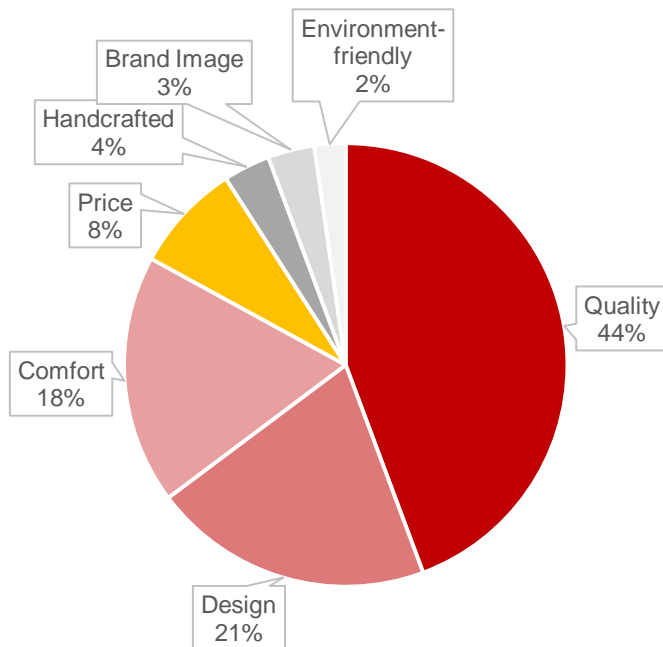
The statistics and findings discussed before generally describe preferences of different segments by gender, age, recency (when did he/she buy last leather shoes), and prospective profitability (how much he/she is willing to pay for INLU shoes). Moreover, we believe that if we concentrate on groups with higher potential profitability, the findings of this survey benefits INLU directly to conduct an effective marketing initiative.

Thus, we selected the 88 respondents who like to pay more than \$80 on INLU shoes (Q15) and continued our analysis.

Part 2 – Target Customers

Data Analysis

FIGURE 5.8 FREQUENCIES DISTRIBUTION OF TOP CHOICE ON SEVEN FACTORS (TARGET GROUP)



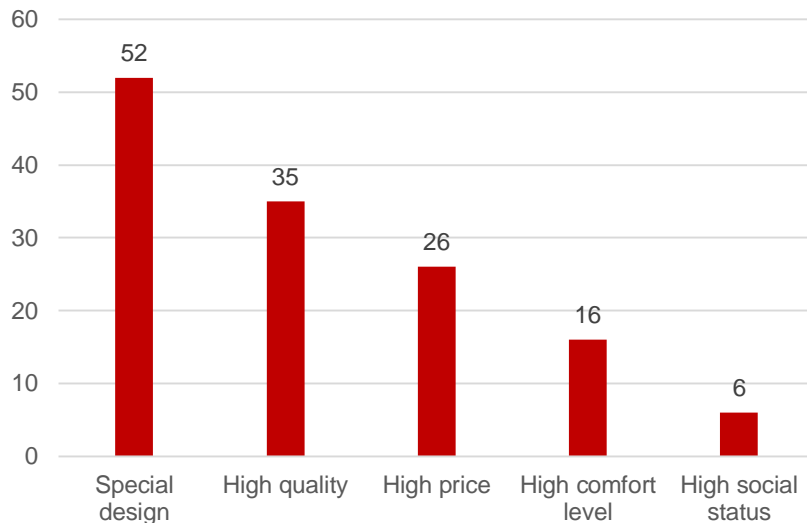
In the first part, one-way ANOVA test has shown that RECENCY is the only factor that has influences on their choices of the most important factor when purchasing leather shoes. It means that after excluding the group with low profitability, the sequences of their first choices won't significantly change, and this is confirmed when we see the frequency distributions (see *Fig 5.8*).

It shows that **QUALITY** is still their first choice when purchasing leather shoes, followed by design and comfort.

Part 2 – Target Customers

Data Analysis

FIGURE 5.9 FREQUENCIES OF IMPRESSIONS
ON INLU SHOES BASED ON PICTURES
(TARGET GROUP)



Only 16 of 88 respondents think INLU shoes have a high comfort level.

Following the same logic in the first part, we continue to find out **their impressions on INLU shoes** to predict future performance in their profitable customers (Q12, multiple choices).

When we check the three most important factors (in Tier 1), which is quality, comfit and design, it's delightful that over half of (52 of 88) the respondents regard INLU shoes as special design, which ranks #1 as a majority impression, and nearly half of (35 of 88) the respondents consider it with high quality (see *Fig 5.9*).

However, only 16 of 88 respondents think INLU shoes have a high comfort level.

Part 2 – Target Customers

Data Analysis

Next, our team continues observing how participants scored the importance of every factor in different segments in order to obtain insightful findings. Since this new data set is separated according to potential profitability, **the criteria for segmentation are age, gender and recency.**

First, we looked into their preferences with different recency level. We divided respondents into three groups as the same way in the first part.

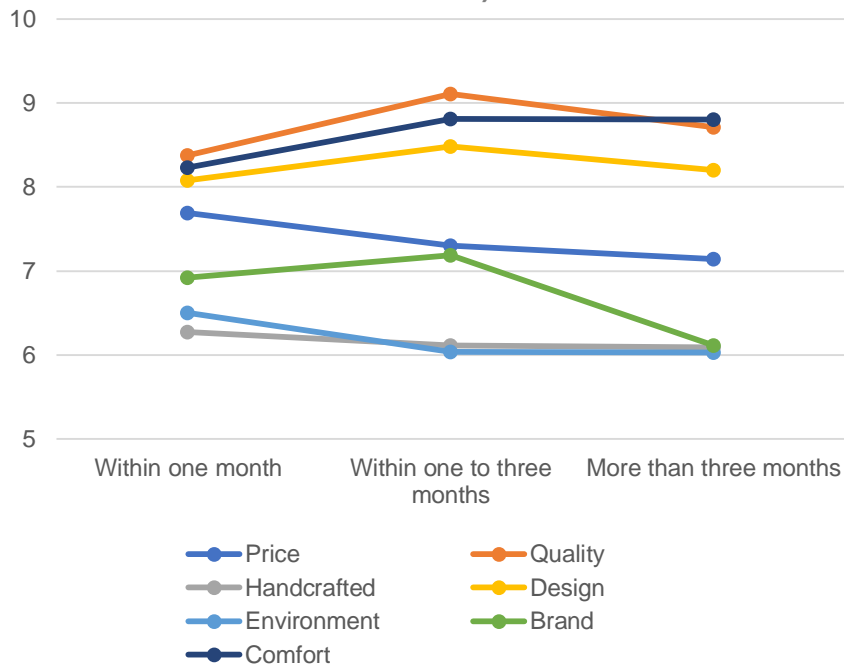
In the new data set, 26 of 88 respondents recently bought leather shoes within one month, 27 respondents bought ones within 1 to 3 months, and 35 respondents bought ones more than 3 months ago.

Part 2 – Target Customers

Data Analysis

For those who bought shoes more than one month ago, comfort and quality matters more.

FIGURE 5.10 SCORES AND RANK OF SEVEN FACTORS IN GENDER CRITERION (TARGET GROUP)



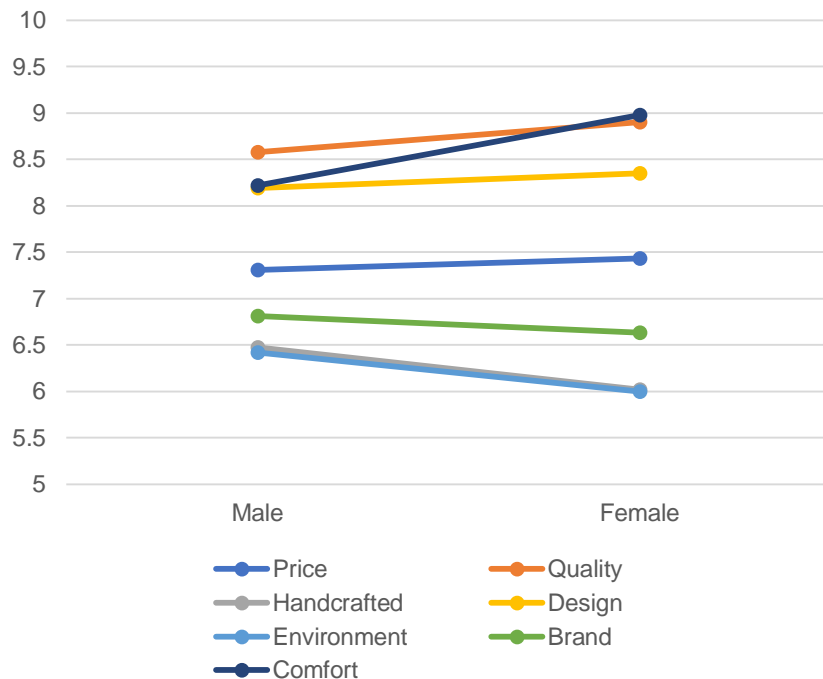
As shown in Fig 5.10, QUALITY, COMFORT and DESIGN still occupy the first tier as three most important factors according to scores. Besides, the importance of comfort matters more, even more important than quality, to those who haven't bought leather shoes for a long time. And for these customers, the influence of brand is also relatively weaker than in other two clusters.

What's more, when we keep an eye on the distribution of how each factor scores, our team found that the differences between comfort, quality and handcrafted, environmental-friendly factors are differs in three clusters. Precisely, in the second and the third cluster, scores of comfort and quality are higher, yet handcrafted and environmental factors won lower scores than in other two clusters. It means that for those who bought shoes more than one month ago, comfort and quality matters more, yet they don't care much about whether shoes are made in a handcrafted or environmental-friendly way.

Part 2 – Target Customers

Data Analysis

FIGURE 5.11 SCORES AND RANK OF SEVEN FACTORS IN GENDER CRITERION (TARGET GROUP)



Comfort matters more to women than men

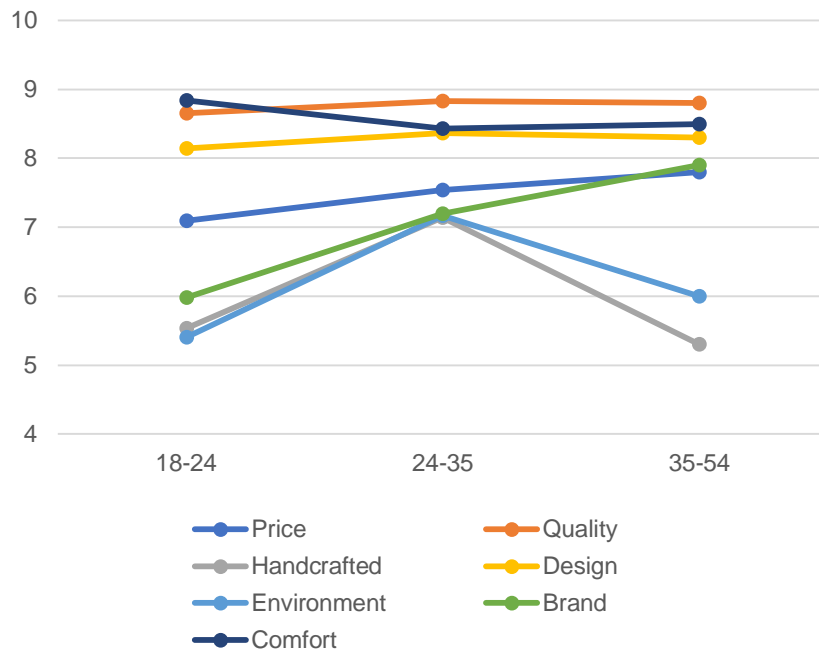
After, **gender** is the last criteria we concerned, and *Fig 5.11* gives a rather clear picture of the differences and similarities between these two groups.

Our team found that men tends to score all of the factors within slight differences, yet women have a relatively clearer preferences for each factor. Above all, comfort wins a significant higher score in women than in men, and the other factors stay in the same sequence as the same as in men and overall statistics.

Part 2 – Target Customers

Data Analysis

FIGURE 5.12 SCORES AND RANK OF SEVEN FACTORS IN AGE CRITERION (TARGET GRUOP)



Finally about age, as shown in *Fig 5.12*, our team found that quality, comfort, and design still rank in the first three positions as Tier 1, yet comfort wins a higher score in the age group from 18 to 24. Moreover, there are some slight differences in Tier 2 and 3.

In the age group from 24-35, factors in Tier 3 won scores above 7 and generally have a higher score compared with other two age groups. It means that in this group, the brand of leather shoes, whether it's environmental-friendly and whether it's handcrafted also matters much. Besides, when we look at the distribution of scores on different factors in the second age group, we found that the average differences among each factor are smaller than other groups.

What's more, we noticed that the score of brand increase significantly from 6 to nearly 8 when the age of respondents increases at the meantime. In the third age group, brand exceeds price as the fourth place. It suggests that if INLU plans to attract elderly customers in the further, it's essential to build a solid brand awareness with competitive impact. **INLU**

Limitation of Research

Limitation of Research

There are a few limitations in our research which could lead to the invalidity and inefficiency of our results.

Size of data

On the one hand, the size of our data is just limited in the amount of 112. However, there are 251 customers participated in the survey. Firstly, due to choosing the contradictory answers between question 12 and question 13, 49 participants are regarded as invalid data. We predicted that if participants chose one of the factors as the top factor in question 12, at the same time in question 13, they tended to give a higher rate for that factor they chose in question 12. But if participants rated that top factor at the point that is lower than other factors (rate the factor from 1-10), in order to maintain the validity of our data, our research team just deleted these inconsistent data.

Distribution of respondents

Secondly, our respondents kind of mainly come from certain of customer segment. Such as in question 20, the majority of respondents are in age from 18-24 years old, which influences the diversity of our respondents and weakens the validity of our conclusions and results in that the majority of participants are people aged from 24-35 (almost 80%). Consequently, the result of overall customer shares similar pattern with that of targeted customers which should show a larger disparity.

Additionally, our research did not collect data from respondents who are just in the US. Because there are a bunch of respondents coming from China, and the preferences of people in different culture could lead to significantly different survey answers toward INLU shoes. Consequently, This issue results in the possibility of missing some valuable conclusions because of the efficiency of data.

Limitation of Research

Dishonesty

Eventually, there is an inevitable limitation that all research will confront is the level of honesty when the respondents are taking the survey. Sometimes, the respondents will misrepresent their feelings and thoughts, which generates the unreal data that mislead the research conclusion. Furthermore, they are careless to answer questions and avoid answering questions altogether. Although some misleading data can be discovered and removed, it is always likely to miss some.

Format of Survey


Another limitation of our research is about the format of our survey, such as some unnecessary questions and ineffective answer choices provided in the questions, etc. Obviously, some questions in our study are not related to our specific components, and it is not necessary to solve our research problem. For example, question 3 “what occasions do you prefer wearing leather shoes?” is useless for our data analysis, because our research problem is to improve the market share in the US market and know the customers’ preference for leather shoes.

Limitation of Research

Inappropriate Scaling

For the answer choices provided in the survey, some options did not give appropriate categories and scaling. For instance, question 15, choice B and choice C are all contains \$160; respondents could always be confused to choose B or C if they think the price is \$160.

Unnecessary Questions

Some of the questions in the survey are not based on all of our specific components which help to identify the information we need. Hence, question 3 seems unnecessary. Besides that, in order to collect more data about the factors affected INLU shoes purchasing for the customers in the US, our survey should add a more effective interval question below question 15, “Rate this pairs of shoes from INLU from 1 to 10”. 

Results and Recommendations

Customized Advertisement by Gender **Recommendation**

Based on the analysis of gender group, women regard comfort as the priority, but men put handcrafted at the first place.

Therefore, we could make our advertisements according to the different preferences.

- INLU would design two series of publication to satisfy different needs
- For the female shoes, the advertisement should emphasize the comfort of INLU products
- For the male shoes, the advertisement should use handcrafted as the main element

Take Advantage of Social Media **Recommendation**

According to the output given by Frequency Analysis, we find out what people aged between 24 to 35 value highly match with the factors that INLU emphasizes, which means people aged from 24 to 35 have more possibility to purchase INLU shoes.

Meanwhile, people aged from 24 to 35 use social media such as YouTube and Instagram very often. As a result, we think INLU should increase its advertisement investments on social media, which helps a lot in targeting profitable customers and better reaching them. In the long run, people aged from 24 to 35 may become the most loyal customers of INLU.

Promote Free Return Policy

Recommendation

According to the research, comfort is the first factor that customers think is important. However, only a few of them believe INLU is comfortable in their first impression.

Therefore, we should use products policies to influence their thoughts and impression.

- INLU could have Free Return Policy for customers who are not sure the comfort level.
- Only when the customers try INLU's shoes by themselves, could they change their attitude towards the brand and products.

Enhance Brand Awareness **Recommendation**

Because INLU is a new brand in the US market, we should try to expand its market influence and let more customers know about the brand.

INLU needs to increase its brand exposure and brand recognition in the US market.

- Attend Fashion shows in the US to introduce brand image and design of INLU
- Crossover with other US fashion brands



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A SURVEY HELPS A NEW HANDCRAFTED
LEATHER SHOE BRAND INTO U.S MARKET

Thanks

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