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Final

Introduction

“Elizabeth Katzman’s new shoe collection for women, Elizabeth’s, fuses fashion and compassion in smart, trend-right styles that are also vegan, eco-friendly and cruelty-free.” The following product information explains the brand and its goals.

“Handmade in the United States of recycled materials, Elizabeth’s shoes features the season’s must-have footwear: peep-toe booties in faux leather that are long on style but short on environmental impact -- they are biodegradable and emit no volatile compounds. Faux suede platform heels are versatile, sexy and made from recycled plastic and soft, recycled ultra-microfiber. And side-zip faux leather combat boots are funky, fashionable and, like all of Elizabeth’s styles, finely crafted and comfortable enough to be worn every day. In addition, for those in warm climates, there are Elizabeth’s jelly flip flops sporting black cow print or pink pigs with the message ‘Go Veg!’ on the heel.”

“There are vegan shoes out there, but for style-conscious women looking for really fabulous but cruelty-free footwear, there’s a hole in the market. My goal with Elizabeth’s is to fill that void, and I look forward to introducing more great styles in the months and years to come.”

Objectives

The overall objective is to, “figure out the best communication approach for this brand.” Get an understanding of what potential targets know and feel about this new product category and this brand.

Research Types

There are a few different types of research methods that allow you to get an understanding of what potential targets know and feel about a new product category and this brand. They follow:

Secondary Research:

This is looking at a summary of existing data. This is looking at research that has already been done in this area and figuring out what kinds of research methods were used, what has been found in these previous studies and other suggestions that other researchers have made.

- Pro: Using secondary research is very inexpensive and you are able to consider multiple studies and large scale studies. You also have more time to analyze and have very trusted sources.
- Con: The studies you are looking at may not be specific to your topic. There also may be limited knowledge of research methodology and collection and a lack of depth in those articles. You may also have conflicting viewpoints with those authors.

You also have to make sure you aren’t just getting a collection of information you need to make sure that you analyze the situations and understand these studies. When using secondary

resources you need to evaluate them first pay attention to the measurement validity, reliability and bias of the study.

Qualitative Research:

Qualitative researchers aim to gather an in-depth understanding of human behavior and the reasons why they have such behaviors. The qualitative method investigates the why and how of decision making, not just what, where, when. Before going into the research you need to have clear objectives. During the research you need to have listening and observational skills, familiarity with techniques you are using and time to execute them. After the research you need analysis and synthesis skills.

In-depth interviews, focus groups, content analysis, observation, ethnography, and projective technique are among the many approaches that are used in qualitative research. These include using: open-ended survey responses, videos, pictures, social media and web pages.

In-depth interviews: With this technique you want to be as non-directive as possible, let the respondents tell their stories and keep them calm and at ease. To do so start with easy questions and move to the harder questions once they are more comfortable. If they seem like they are giving vague answers you want to probe them asking follow-up questions which help you understand what the participant may be trying to say. You need to have an interview guide which will allow the researcher to ensure all areas have been covered and will allow help with asking the correct questions and not forgetting anything that may be important. This will also let you establish rapport with the participants getting their background and demographic information.

Focus Groups: There are generally 7-10 people in a focus group which lasts about 1 to 2 hours. Typically in a focus group there is a moderator which is the one who conducts the actual interview and facilitates the whole discussion. The consumers, who share facts and feelings about a certain product and sometimes do activities for the clients. The client, who listens and takes notes during the discussion. Use focus groups when you want a diversity of opinions and natural comments on a specific topic within a group setting. However, it is important to note that focus groups do not allow you to generalize to larger populations which a private and confidential discussion about the material. Always remember to recruit more participants than you need, you never know who will actually show up on the day of your focus group and you want to make sure you have enough participants. Your participants should feel comfortable expressing their opinions in this group setting which means make sure you pick a comfortable location which is easy to find with enough space for all participants.

Content Analysis: Content analysis is a research tool used to determine the presence of certain words or concepts within texts or sets of texts. Texts can be defined broadly as books, interviews, discussions, newspaper headlines and articles. To conduct a content analysis the text is broken down, into manageable categories on a variety of levels--word, word sense, phrase, sentence, or theme--and then examined using one of content analysis' basic methods: conceptual analysis or relational analysis.

Observational Research: This allows you to examine consumers in their natural environment which allows you to identify insights that respondents may not be able to articulate in an interview. With this you want to pay attention to the participants verbalizations, meanings,

language, omissions of words, examples and stories, contradictions and any other non-verbal clues.

Ethnography: This is an extended observation which focuses on an entire cultural group in their own environment.

Projective Techniques: This means having the participants do some sort of task which you analyze later. Examples of this would be sentence completion, storytelling, personification, role-playing, product sorts or ranking, and collages/ drawings.

When reviewing the data to any of these techniques make sure you have an open mind and really try to understand the reasons underlying attitudes and behaviors of the participant(s). Make sure you review with a critical eye and ear.

Quantitative Research

Quantitative research is about asking people for their opinions in a structured way so that you can produce hard facts and statistics to guide you. It is more about the numbers and testing your theories and being able to generalize hard reliable data. Surveys are the best form of quantitative research. When conducting a survey you want to make sure that your questions are specific and measurable. You also want to have reliable and valid instruments while conducting the survey with an appropriate analysis of the results. You want to have measurable objectives when conducting a survey, meaning, produce information to describe, compare and/or predict attitudes, opinions, values, and behavior based on what people say. When conducting a survey there are many different types of questions you can get which allow you to analyze the answers differently.

- Open and closed ended questions where the participants answers freely.
- Multiple choice questions are where you ask a question and give choices for the answer and see what the participant chooses.
- True- False questions where the participants simply answer if they believe that question is either true or false for them personally.
- Rated items also known as a Likert scale where the respondents indicate the degree of agreement with a number of statements.
- Scaled items also known as semantic differential questions are when respondents see a bipolar rating scale meaning there are two words completely opposite and then rate which word best fits themselves.

When developing these questions you want to make sure that the questions are mutually exclusive meaning you don't have a two questions in one (double-barreled questions) because then you won't know which part of the question the respondent said. When asking questions you also want to make sure to ask the least sensitive and more general questions first and then move to the most sensitive and most specific questions as the survey progresses. Some disadvantages of survey research are that the variables cannot be manipulated meaning you cannot establish a causal relationship, inappropriate wording or placement of questions can create a bias in the results, you will get socially desirable responses and you may get the wrong respondents to take the survey. When measuring your survey there are a few different way in which you can achieve this:

Nominal level: This is the weakest form of measurement and you use it as a way of classifying people, characteristics, etc. You also need to make sure that the questions are mutually exclusive meaning each measure can be placed in only one category, and you also have to make sure that the questions are exhaustive meaning each measure includes every possible option.

Ordinal level: This type of measurement allows you to logically rank-order the attributes of the questions; however the differences between the ranks may not be equal. Same as the nominal level your questions must be mutually exclusive and exhaustive. However they also must have ordered relations.

Interval level: With this measurement the intervals between adjacent points on the scale are equal value, however there is no true zero which means you can't make a proportional comparison.

Ratio level: This is the highest level of measurement. This has all of the properties of an interval scale however there is a true zero which means you can make a proportional comparison.

Secondary Research Sources

The types of secondary research sources I may use to learn more about this client and category, competition, and its targets would be to look at industry sources to get a better understanding of vegan fashion trends. Using software such as MRI+ would give you a detailed product usage data based on semiannual consumer surveys. Another great company to hire would be Nielsen who is leading global information and measurement company, provides market research, insights & data about what people watch & what people buy. With this information that you receive from them you can really look at the industry trends and insights to where your customers would be. Looking on different databases such as EBSCO and Academic Search Complete you are able to find previous research studies that are relevant to our research topic.

When reading different academic papers, it is suggested to skim a few articles to find the ones that are most relevant to our topic and then with those read the introduction and limitation and future research section since this will help you get a better idea of how to narrow down the topic.

As stated before this is just a summary of existing data and you may have conflicting viewpoints with the data and may not get as detailed as you may want.

Qualitative Research Method

(See Appendix A/C)

For the qualitative research, the participant will be reached over the phone through random sampling and asked to participate to a focus group on about Elizabeth's new line of shoes. The participant will be compensated with a \$20 visa gift card. The plan is to perform all focus groups in one day, from morning to evening. The moderator will ask the question and help create discussions among the participants; the moderator will also record the answers on tape. Then the answers will be put on paper and analyzed by the experts. The moderator will be adequate background knowledge about vegan clothing and possibly part take in it a bit, this will help the

participants connect more with the moderator and possibly open up more because they feel safer.

We would be using purposive sampling with the focus groups meaning the participants are selected specifically based on the focus of this research; they are selected because of the specific characteristics and qualities that they have. This is also useful because we are able to reach a targeted sample quickly. In doing so you can post ads in newspapers, bulletin boards and other online community which may attract people who wear this type of clothing and believe in this type of life style. Posting on pages such as PETA, Farm Sanctuary, and SASHA Farm Animal Sanctuary would be beneficial since part of the proceeds already go there which mean they are already interested in this topic and may even know of Elizabeth's.

As stated before, it is important to note that focus groups do not allow you to generalize to larger populations which a private and confidential discussion about the material. Also make sure to recruit more people than you need, you never know if on the actual day of who will show up. You would rather have too many participants than too little. Focus groups tend to become influenced by one or more dominant participants, with this in mind the moderator needs to know how to handle this and ask others who are not as prone to participating questions. While conducting focus groups is a great way to brainstorm ideas, the sample size is an issue, rarely will a focus group be large enough to draw definitive conclusions, however it is a great way to get talking about this issue and get ways to be able to communicate better with others and also to think of different business strategies.

Quantitative Research Method

(See Appendix B/C)

For the quantitative part of this research, a questionnaire will be filled out over the internet. The selected participant will be sent a link through email and this link will provide them access to the questionnaire and my clicking submit the answers will then be collected the results would be processed. This questionnaire will be conducted through Survey Gizmo, which is an advanced online survey software tool. An advantage to this method will be the ability to get a wider variety of participants since the survey will be sent all around the United states.

Possible Issues:

- The participants email address may not be valid anymore because they changed their email and it hasn't been updated in the system.
- The participant may just ignore the email and not fill out the questionnaire or the email may actually go into the "spam" folder.
- The participant may answer the questions inaccurately if they are unwilling to take the survey, if they have some personal bias or they just want to fill it out but don't pay attention as much to the actual questions.

All of these issues need to be considered when looking at the results of the questionnaire. Prior to answering the questions each participant will read a consent form at the top of the page, which will state that their privacy will be protected and that none of the information that will be collected from this survey will harm them in any way. It should also state that they can opt out of doing the questionnaire at anytime and they will not be penalized for stopping early. Limitations of this research however is that the results may be biased since people are volunteering to answer the questions so there was no way to see what non-volunteers might

have replied to the questions, with this method we cannot generalize the results to the population. Also, the survey would be limited to only those with access to a computer which means if the participants don't have a computer or access to one they would not be able to take the survey. Surveys are more reliable than focus groups because your sample is greater, your participants tend to be more honest because they are not worried about what someone else may say, and the data you collect is easier to analyze and there is no need for transcribing the data.

For both the focus groups and questionnaire it is suggested you ask a background questionnaire. This is because it will give you a better understanding of who this person is and also what type of people would purchase these shoes and wear vegan clothing in general. You will get the basic demographics of each participant also with their education, employment experiences.

APPENDIX A

Focus Group Outline

Topic: Elizabeth's - Women's Footwear

I. Arrival of participants

Have participants write first name on name card with black marker, then complete a background questionnaire.

II. Welcome Remarks

Good evening. My name is _____. I will be your moderators for the focus group this evening. Thank you for taking time from your busy schedule to share your opinions. You were asked to participate in this evening's discussion because you are women who believe in wearing environmentally friendly clothing. Before we begin, please feel free to visit _____ in the back of the room for cookies and refreshments.

Participant Introduction

While you're enjoying your cookies, we would like to go over some introductions so that we can get to know you better. We'd like you to go around the room and tell us your name and one of your favorite hobbies. I will start.

III. Purpose and Ground Rules

We have a series of questions to ask you about your reasons for wearing recycled clothing and how we can further encourage others to wear environmentally friendly clothing as well. There are no right or wrong answers to our questions. We are simply interested in your honest opinions, whether positive or negative. Please speak up whether you agree or disagree. We want to hear a wide range of opinions. Everything you say will remain confidential and will not be associated with you as an individual.

We will be videotaping and audio taping our discussion so that we have a record of your comments to refer to later. Feel free to ask questions relevant to our discussion. We will save time at the end of our discussion for any questions.

IV. Questions

- 1.) Have you always worn recycled clothing?
- 2.) Are you part of organizations PETA or _____?
 - a. How often do you part take in their events?
- 3.) Why did you decide to start wearing recycled/vegan clothing??
 - b. Is it specific types of clothes or all clothing in general?

Probing Question: Can you give specific examples of what influenced you to change the style of clothing?

4.) Is there a particular brand that you like to wear?

Probing Question: Can you identify a feeling with that response?

5.) Have you heard of Elizabeth Katzman?

Probing Question: What have you heard about her?

6.) Have you heard of Elizabeth Katzman's new shoe collection for women?

Probing Question: Where did you hear about it?

SHOW PICTURES OF THE NEW SHOES

7.) What is your favorite aspect of Elizabeths shoes?

Probing Question: What words come to mind when you first looked at them?

8.) Would you wear these shoes?

Probing Question: Do you have an example why you would?

9.) Which of these shoes are your favorite?

Probing Question: Why is it your favorite? What aspects about it are your favorite?

10.) What type of person comes to mind when you look at these shoes?

Probing Question: Can you describe this person and their characteristics?

11.) If you saw these shoes in the store would you buy them?

Probing Question: What would make you buy them?

12.) What's the most creative excuse you've used to justify buying a new pair of shoes?

Probing Question: Can you elaborate on that?

13.) What would you share with potential customers about Elizabeths?

Probing Question: What feelings come about when you talk about Elizabeths?

14.) What do you think Elizabeth's should do in order to get other people, such as your friends, family, or colleagues, to get to know about them?

15.) How do you think they should advertise their shoes?

V. Questions from Observers

_____ : do you have any follow up questions for the group?

VI. Questions from Participants

Does anyone have any additional comments or feedback? Is there anything we didn't cover that you wish to discuss? Please share your thoughts now.

VII. Closing

Thank you very much for your time. Your comments have been extremely helpful. That concludes our evening. Please feel free to contact us with any further questions or concerns. Please don't forget to take your \$20 gift card for participating. Thank you again!

APPENDIX B

Questionnaire

- 1.) Have you always worn recycled clothing?
- 2.) Are you part of organizations PETA or _____?
 - a. How often do you part take in their events?
- 3.) Why did you decide to start wearing recycled/vegan clothing??
 - b. Is it specific types of clothes or all clothing in general?
Probing Question: Can you give specific examples of what influenced you to change the style of clothing?
- 4.) Is there a particular brand that you like to wear?
Probing Question: Can you identify a feeling with that response?
- 5.) Have you heard of Elizabeth Katzman?
Probing Question: What have you heard about her?
- 6.) Have you heard of Elizabeth Katzman's new shoe collection for women?
Probing Question: Where did you hear about it?

SHOW PICTURES OF THE NEW SHOES

- 7.) What is your favorite aspect of Elizabeths shoes?
Probing Question: What words come to mind when you first looked at them?
- 8.) Would you wear these shoes?
Probing Question: Do you have an example why you would?
- 9.) Which of these shoes are your favorite?
Probing Question: Why is it your favorite? What aspects about it are your favorite?
- 10.) What type of person comes to mind when you look at these shoes?
Probing Question: Can you describe this person and their characteristics?
- 11.) If you saw these shoes in the store would you buy them?
Probing Question: What would make you buy them?
- 12.) What's the most creative excuse you've used to justify buying a new pair of shoes?
Probing Question: Can you elaborate on that?
- 13.) What would you share with potential customers about Elizabeths?

Probing Question: What feelings come about when you talk about Elizabeths?

14.) What do you think Elizabeth's should do in order to get other people, such as your friends, family, or colleagues, to get to know about them?

15.) How do you think they should advertise their shoes?

APPENDIX C

Background Questionnaire

Thank you for participating in the focus group interview. We would like to know a little bit about you. These questions are only asked to better understand the characteristics of the participants as a group. You may skip any question that you wish to not answer.

1. What is your gender?
 - a) Male
 - b) Female

2. What is your age? _____ years old.

3. Where do you live?
 - a) City:

4. What is the last grade or class that you completed in school?
 - a) Did not finish high school
 - b) High school
 - c) Some college
 - d) Bachelor's degree
 - e) Post-graduate degree (Master's/Ph.D.)/professional
 - f) Other

5. What is your marital status?
 - a) Single
 - b) Married
 - c) Divorced
 - d) Separated
 - e) Widowed
 - f) Other

6. What was your family's household income level before taxes last year?
 - a) Less than \$15,000
 - b) \$15,000 to \$30,000
 - c) \$30,001 to \$45,000
 - d) \$45,001 to \$60,000
 - e) \$60,001 to \$75,000
 - f) \$75,001 to \$90,000
 - g) \$90,001 or more

7. What is your current employment status?
 - a) No employment
 - b) Full time employment
 - c) Part time employment

8. If employed, what is your profession?

9. How long have you been wearing environmentally friendly clothing? _____ years.