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DR. WU



NIKE INC.

SURVEY REPORT

GROUP 9

KATHERINE SALDIVAR, JORDAN GARRETT, ALAN PAINTER, CHELSEA MULLEN, STEFANIE KUCUKARSLAN,
COLLEEN PADUA, NINA NASR, KRISTINA VASQUEZ, ASHLEY PARSONS, AND DENISE BARRAZA
CALIFORNIA STATE UNIVERSITY, FULLERTON

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Executive Summary:

Nike faces fierce competition in the athletic wear market. As the world's largest producer of athletic footwear, apparel, equipment and accessories, Nike has earned a powerful reputation that inspires respect for their products from consumers and competitors alike. Those competitors, however, are always nipping at Nike's metaphorical heels, so it is ever important that the powerhouse continues their effort to maintain their status as number one.

A marketing survey was conducted in order to gather the opinions of adults regarding the affordability, durability and satisfaction of Nike products. The survey questionnaire targeted the college student demographic in order to examine whether a new line of "athleisure" apparel would be of interest, and whether students perceived Nike as a "lifestyle" brand. Athleisure can most accurately be described as casual wear with an athletic aesthetic, and a lifestyle brand is a company that markets its products or services to embody the interests, attitudes and opinions of a group or a culture. Lifestyle brands seek to inspire, guide and motivate people, with the goal of their products contributing to the consumer's way of life.

The survey revealed an overwhelming majority of people have a positive view of Nike and its products, and the findings defined how consumers felt about Nike overall. According to our findings, Nike is people's "go-to" brand for athletic clothing. Despite the fact over 50% of people bought a Nike product eight or more weeks ago, Nike was consistently picked over other brands in regards to favorability. Our group attributed the amount of time people go without buying Nike products to durability, given the fact an overwhelming majority of respondents said they were very satisfied with the durability of Nike products.

The data shows over 80% of respondents use Nike apparel for working out and 55% of respondents use Nike apparel for lounging. This gave us insight into the growth of the athleisure

trend and the way Nike could benefit by being the first company to market athleisure to its consumers. Nike is in a unique position to target the athleisure market by creating a clothing line that is a mix between everyday attire and athletic wear. There is a risk in doing so because athleisure is a concept that is hard for many to grasp, but Nike would be the ideal company to break open that market. The survey results reinforced this idea when most respondents perceived people who wore Nike as not only physically fit, but also trendy and stylish. Nike can tap into this by creatively promoting a new line of attire that encompasses the best of both worlds.

After looking at respondents' overall perception of Nike, it was clear that Nike is indeed a "lifestyle" brand and should continue to brand itself as a company which inspires, guides and motivates people. The overall perception of Nike is very favorable. 43.3% of respondents are extremely satisfied with the quality of Nike products and 41.2% of respondents are moderately satisfied. Despite prices being seen as a negative aspect of Nike, one could hardly say they harm the company. 36.94% of respondents are still extremely likely to purchase something affiliated with Nike, while 33.63% of respondents said they are moderately likely to purchase something affiliated with Nike. Only 7% of respondents said they slightly unlikely, moderately unlikely or extremely unlikely to purchase something affiliated with Nike. These numbers are great for the company and highlight its strong reputation amongst consumers.

As mentioned earlier, respondents most perceived people who wear Nike as being physically fit, stylish and trendy. These are all favorable characteristics in today's society, and are characteristics which influence consumers to buy Nike products. If the company continues to brand itself in ways which emphasize these characteristics it will continue to be perceived as a company which embodies the interests, attitudes and opinions of a large, diverse group of people who seek the best products out there.

Background:

Nike, the athletic brand for stars and streetwalkers alike, has managed to stay on top in the fitness industry despite their competition between other notorious brands. Under Armour, Adidas, Lululemon, and even New Balance are all competition for the “Just Do It” franchise, but with further research and observation, our group has found Nike to be the most popular among our audience of young adults and college students. With trends, such as “athleisure,” Nike is a go-to brand for those who want to work out or look acceptably fashionable while running errands. Trends are being set in both the fitness and fashion world, establishing a precedent for the impressionable generations. This is why it is crucial for Nike to stay “fresh” and popular among these groups. Our group decided to conduct a survey to gauge two main points. First, we wanted to gauge brand perception and brand association in the eyes of young adults. Second, we wanted to figure out what type of marketing would be most critical for Nike to focus on to maintain its position in the fitness industry.

Our group chose to do research on Nike because of the company’s unparalleled success in the fitness industry. Throughout our research we came across hot topics such as illegal labor and nonsensical prices, but found people did not let those things affect their long-term perception of Nike. Despite company controversies and heavy competition, Nike has a loyal consumer base which continues to support the company day in and day out. We were interested in examining what college students felt were Nike’s strong suits, how they perceived people who wore the Nike brand and whether or not there were improvements the company could make for it to continue to grow. We felt Nike had many opportunities to expand and connect with its customers- athleisure being one of them. Once we gathered data we were better able to point out

Nike's opportunities and strengths, and recommend a course of action for the company to maintain its reputation as the leading athletic apparel brand.

Objectives:

In order to assess how Nike maintains its status in the fitness industry and predict how the company can continue to set itself apart from the competition, we designed our questionnaire to answer the following objectives:

- Measure perception of Nike in general.
- Measure overall satisfaction with Nike products.
- Measure college student perception of Nike as a "lifestyle" company.
- Measure college student interest in a new line of Nike athleisure-wear.

Methodology:

Our group decided to create an online survey using the research software Qualtrics in order to convey exactly how the target audience perceives the Nike brand. An online survey was chosen as our preferred method because it is efficient and it was the most conclusive way to reach our desired target market.

We were successfully able to connect with 333 surveyors through different channels of social media such as Facebook, Twitter and Reddit. In addition, we utilized our connections with other groups in class and organizations on campus. The results were completed and ready to be interpreted in only six days due to the fact that our target market is constantly connected to the internet. In addition to our target market being able to access the survey quickly and easily, our social group members were also great at recruiting.

Questionnaire: Our entire group generated a list of questions to ask in order to assess whether or not "athleisure-wear by Nike" would be a lucrative choice for the brand. We decided

it would be best to focus our questions on respondents’ levels of physical activity, lifestyle routines, perceptions of the brand and those associated with it and overall satisfaction with Nike products. A copy of the online survey instrument we used is provided in Appendix A of this report.

Methodology Employed: The survey software we used, Qualtrics, was a fundamental tool in achieving the important insights needed to bring us to our conclusion that a line of athleisure-wear is beneficial for the brand. A large number of our surveyors were directed to the survey via group members’ social media accounts or other personal connections, narrowing the results to CSUF students and students from other colleges and universities nationwide.

Data Collection: Qualtrics was used to collect the data. Our group then analyzed and interpreted the results in order to reach conclusions.

Data processing and analysis: Qualtrics was the main tool used to evaluate the surveys collected. A small sample of a cross tabulation was produced to analyze the ways in which respondents used Nike products and how those products made them feel.

The sample design is as follows:

		How strongly do you agree or disagree with the following - I wear Nike products for training							How important is durability when purchasing athletic wear?					Wearing athletic clothes makes me feel more - Confident									
		Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Total	Extremely important	Very important	Moderately important	Slightly important	Not at all important	Total	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Total
Sex:	Male	54	38	20	6	2	10	6	136	93	39	2	2	0	136	24	31	28	35	8	6	4	136
	Female	47	67	30	17	10	19	6	196	128	59	9	0	0	196	45	74	44	25	3	5	0	196
	Total	101	105	50	23	12	29	12	332	221	98	11	2	0	332	69	105	72	60	11	11	4	332
Age:	18-20	31	34	16	6	3	6	4	100	64	31	3	2	0	100	17	39	17	21	4	2	0	100
	21-23	36	44	16	10	3	8	4	121	83	33	5	0	0	121	28	36	28	19	3	4	3	121
	24+	34	27	18	7	6	15	4	111	74	34	3	0	0	111	24	30	27	20	4	5	1	111
	Total	101	105	50	23	12	29	12	332	221	98	11	2	0	332	69	105	72	60	11	11	4	332
Annual income:	\$0-\$5,000	29	28	14	7	1	7	3	89	61	22	4	2	0	89	18	28	18	20	2	1	2	89
	\$5,001-\$10,000	15	19	9	4	3	5	1	56	30	24	2	0	0	56	9	23	8	11	1	3	1	56
	\$10,001-\$15,000	12	19	2	3	3	2	3	44	31	13	0	0	0	44	8	12	17	5	2	0	0	44
	\$15,001-\$20,000	8	6	5	2	1	1	0	23	13	9	1	0	0	23	5	9	4	3	1	1	0	23
	\$20,001-\$25,000	7	6	3	2	0	3	0	21	13	6	2	0	0	21	6	5	3	5	1	1	0	21
	\$25,001+	30	27	17	5	4	11	5	99	73	24	2	0	0	99	23	28	22	16	4	5	1	99
	Total	101	105	50	23	12	29	12	332	221	98	11	2	0	332	69	105	72	60	11	11	4	332

Findings:

1. What is your preferred athletic brand?

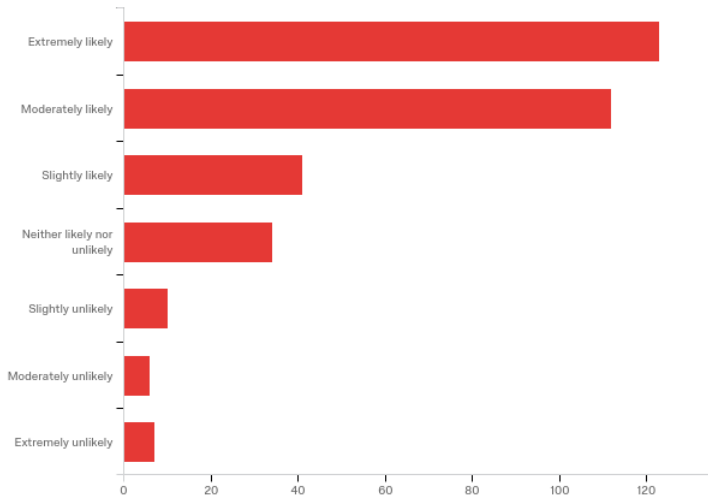
The results from our respondents show an overwhelming domination of the market share by Nike. 58% of respondents mention Nike as their preferred athletic brand, while the next highest was Adidas at 8.5% and Lululemon at 6.3%. Other brands were mentioned such as Under Armour, Reebok, Asics, New Balance, Patagonia, Old Navy, Fabletics and Victoria’s Secret Sport. However, these remaining brands accounted for less than 3% each. Approximately 1% of respondents did not provide a preferred brand.

2. What do you most use athletic wear for?

In this question, respondents were given the instruction to select all choices that applied. The highest number of responses, with 81%, was in the working out category. Second on the list, despite it being an entirely contrasting activity, was lounging with 55% of respondents identifying with it. The remaining sections were: playing sports with 42%, fashion with 35%, sleeping with 19% and working with 17%. The fact that the top two categories were working out and lounging supports our theory of the increase in interest and the opportunities within the athleisure market.

#	Field	Choice Count
1	Working out	81.38% 271
2	Playing sports	42.04% 140
3	Sleeping	19.22% 64
4	Fashion	34.53% 115
5	Lounging	55.26% 184
6	Working	16.82% 56

3. How likely are you to purchase something affiliated with Nike?



Approximately 37% of respondents said they would be extremely likely to purchase products affiliated with Nike. Second highest was moderately likely, which came in with 34%. These results show an

overwhelming majority of people surveyed would buy Nike-related products. The bottom three results show that only 7% of respondents combined chose slightly unlikely, moderately unlikely or extremely unlikely.

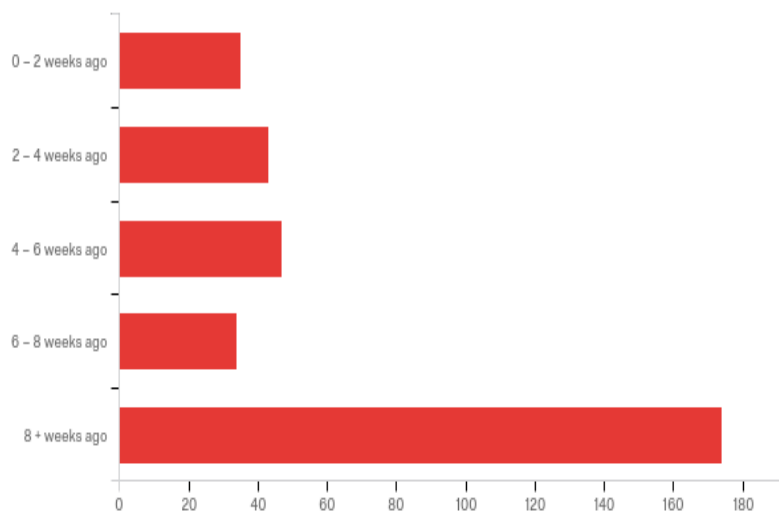
4. The last time I bought a product was:

The results from this question paint a picture of sales volume more so than general popularity of the items. Through our other questions, we have seen Nike products have proven to be long-lasting and durable,

suggesting they may not need replacement as often.

The results amongst the first four categories were spread very similarly with

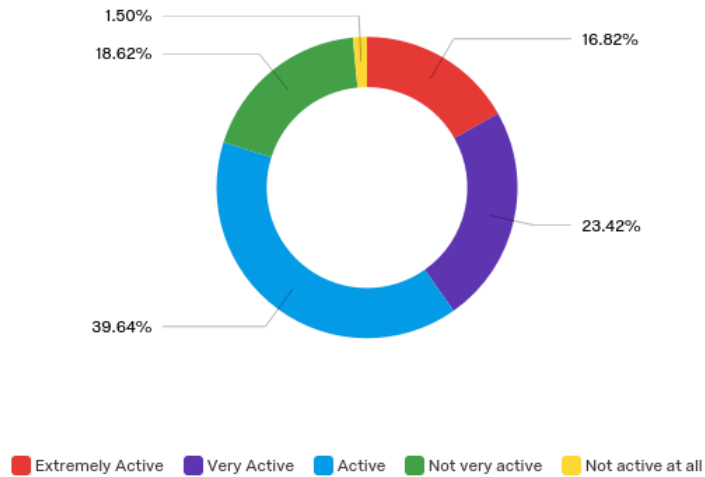
10.5% choosing 0-2 weeks ago, 12.9% choosing 2-4



weeks ago, 14.1% choosing 4-6 weeks ago, and 10.2% choosing 6-8 weeks ago. The majority of respondents, 52.3%, chose the 8+ weeks ago category.

5. How active do you consider yourself?

This may be a loaded question because a person’s ego can affect their choice. The highest number of respondents, 39.6%, selected the active category,



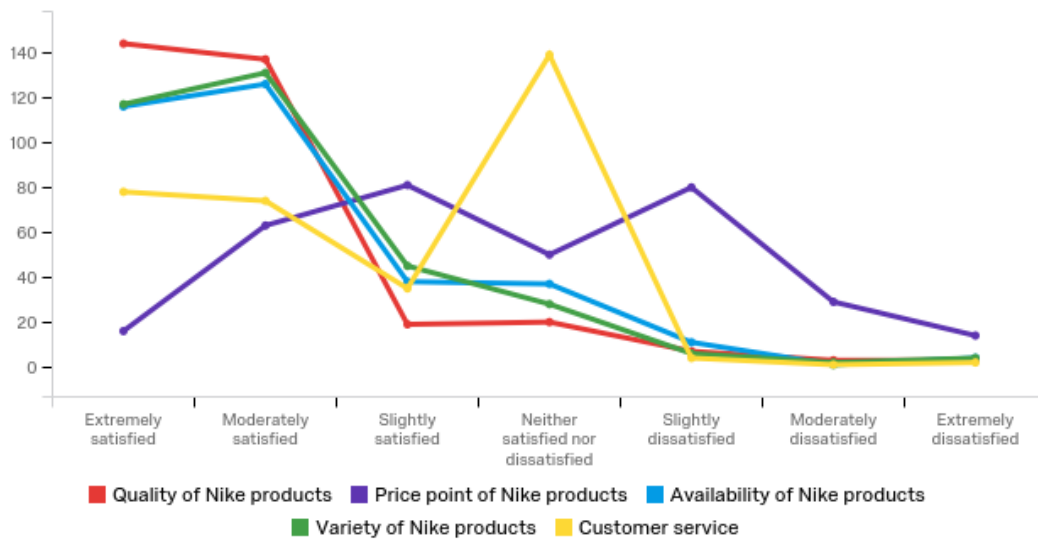
which can be considered a safe or neutral option. Only 1.5% of respondents chose not active at all. 18.6% responded with not very active. 23.4% responded with very active. A surprising 16.8% claimed to be extremely active. The results show a majority of the surveyed respondents had some level of activity in their life.

6. Indicate the percentage of Nike products your purchase using each of the following options.

The highest number of respondents, 38.9%, indicated they purchase their Nike products from a Nike retailer. 25.5% was attributed to purchases made at a Nike outlet store. 21.5% of respondents chose other, many of which mentioned online retailers such as Amazon and eBay. 15.1% was attributed to purchases made on the Nike.com webstore.



7. How satisfied or dissatisfied are you with the following:



a. Quality of Nike products.

43.2% are extremely satisfied. 41.1% are moderately satisfied. 5.7% are slightly satisfied. 6% are neither satisfied nor dissatisfied. 2.1% are slightly dissatisfied. Both moderately dissatisfied and extremely dissatisfied choices got less than 1% each.

b. Price points of Nike products.

4.8% are extremely satisfied. 18.9% are moderately satisfied. 24.3% are slightly satisfied. 15% are neither satisfied or dissatisfied. 24% are slightly dissatisfied. 8.7% are moderately dissatisfied. Only 4.2% are extremely dissatisfied. Price points are the

most controversial metric by which Nike is measured, but our group believes that by introducing a line of athleisure wear price points can be normalized and thus satisfy more of the customer base.

c. Availability of Nike products.

34.8% are extremely satisfied. 37.8% are moderately satisfied. 11.4% are slightly satisfied. 11.1% are neither satisfied or dissatisfied. 3.3% are slightly dissatisfied. .3% are moderately dissatisfied. 1.2% are extremely dissatisfied.

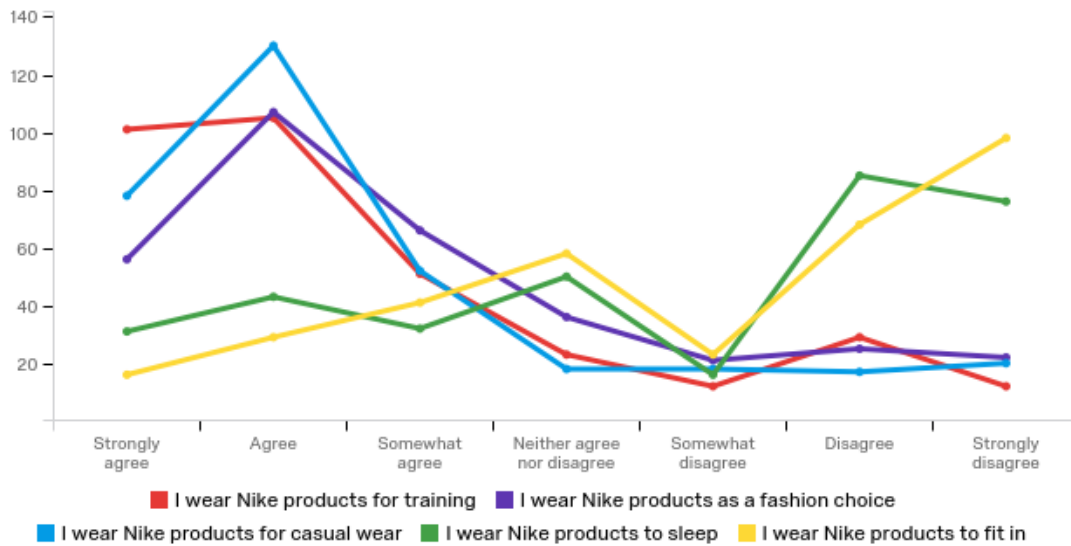
d. Variety of Nike products.

35.1% are extremely satisfied. 39.3% are moderately satisfied. 13.5% are slightly satisfied. 8.4% are neither satisfied or dissatisfied. 1.8% are slightly dissatisfied. .6% are moderately dissatisfied. 1.2% are extremely dissatisfied. These metrics will only be improved by expanding Nike's product line.

e. Customer service

23.4% are extremely satisfied. 22.2% are moderately satisfied. 10.5% are slightly satisfied. 41.7% are neither satisfied or dissatisfied. 1.2% are slightly dissatisfied. .3% are moderately dissatisfied. .6% are extremely dissatisfied. Our group believes that the neutral responses we received to this metric are a result of Nike's expansive distribution practices (through various outlets such as Footlocker, Sport Chalet etc.), and that the company would benefit from more specific definitions of customer service in future surveys.

8. How strongly do you agree or disagree with the following?



a. I wear Nike products for training.

30.3% strongly agree. 31.5% agree. 15.3% somewhat agree. 6.9% neither agree or disagree. 3.6% somewhat disagree. 8.7% disagree. 3.6% strongly disagree. This is (unsurprisingly) the most prominent of uses of Nike products.

b. I wear Nike products as a fashion choice.

16.8% strongly agree. 32.1% agree. 19.8% somewhat agree. 10.8% neither agree or disagree. 6.3% somewhat disagree. 7.5% disagree. 6.6% strongly disagree. Our group would argue that Nike is the most fashionable athletic wear company on the market. By tapping into the athleisure wear market, we believe the company can further strengthen its hold on this niche.

c. I wear Nike products for casual wear.

23.4% strongly agree. 39% agree. 15.6% somewhat agree. 5.4% neither agree or disagree. 4.8% somewhat disagree. 4.2% disagree. 7.6% strongly disagree. This bodes well for the success of a new line of athleisure products.

d. I wear Nike products to sleep.

9.3% strongly agree. 12.9% agree. 9.6% somewhat agree. 15% neither agree or disagree.

4.8% somewhat disagree. 25.5% disagree. 22.8% strongly disagree.

e. I wear Nike products to fit in.

4.8% strongly agree. 8.7% agree. 12.3% somewhat agree. 17.4% neither agree or

disagree. 6.9% somewhat disagree. 20.4% disagree. 29.4% strongly disagree. Our group

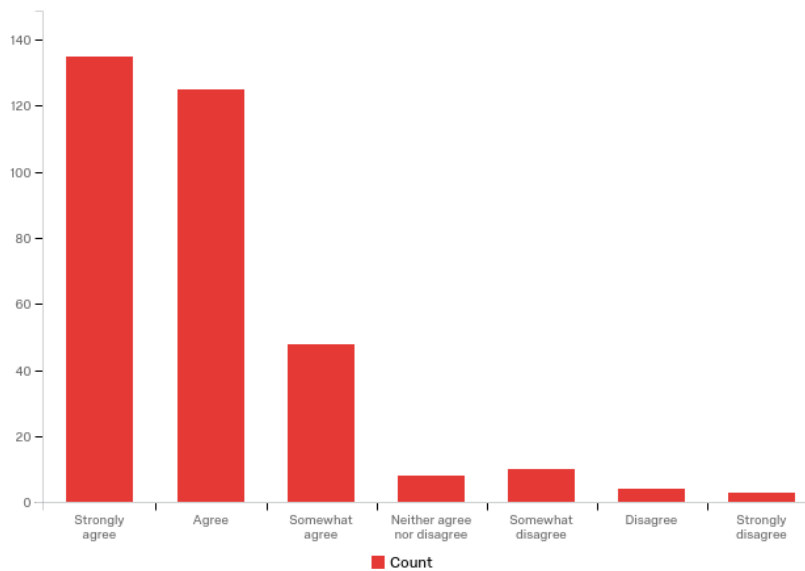
was surprised by these results, and feels that they may be skewed by peoples’

unwillingness to perceive themselves negatively (i.e. as followers). A rewording of the

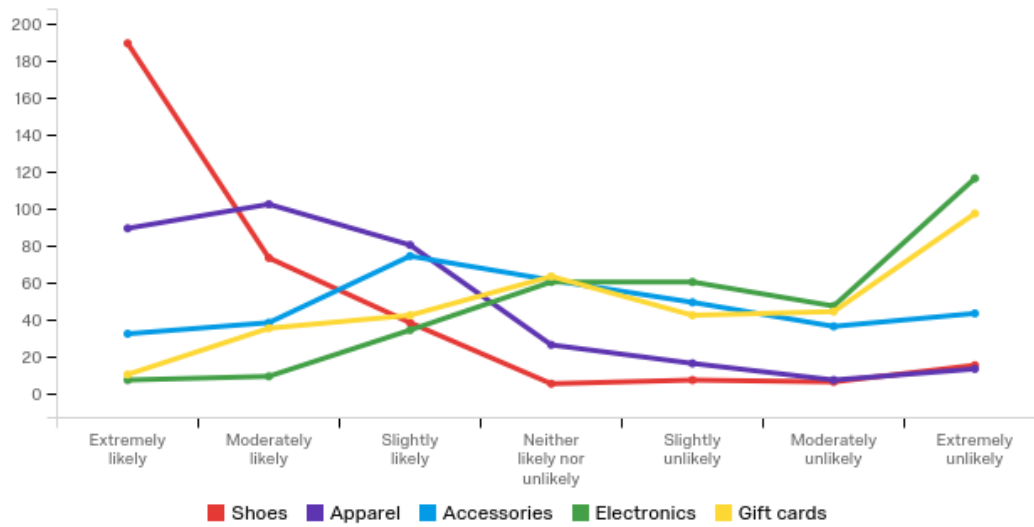
question may aid in determining more accurate results.

9. Nike has a good reputation:

The responses to Nike’s reputation were overwhelmingly positive. 40.5% strongly agree, 37.5% agree and 14.4% somewhat agree. Combined this is a 92.4% approval of Nike’s reputation. The negative responses were scarce. Only 2.4% neither agree nor disagree, 3% somewhat disagree, 1.2% disagree and .9% strongly disagree.



10. How likely are you to purchase the following Nike products?



a. Shoes.

Shoes are far and away the most popular product that Nike sells. 56.7% are extremely likely. 21.9% are moderately likely. 11.4% are slightly likely. 1.5% are neither likely or unlikely. 2.1% are slightly unlikely. 1.8% are moderately unlikely. 4.5% are extremely unlikely.

b. Apparel.

More than half of respondents view apparel as a highly purchasable category, which suggests that a new line of athleisure wear would find success. 26.7% are extremely likely. 30.6% are moderately likely. 24% are slightly likely. 7.8% are neither likely or unlikely. 4.8% are slightly unlikely. 2.1% are moderately unlikely. 3.9% are extremely unlikely.

c. Accessories.

9.6% are extremely likely. 11.4% are moderately likely. 22.2% are slightly likely. 18.3% are neither likely or unlikely. 14.7% slightly unlikely. 10.8% are moderately unlikely. 12.9% are extremely unlikely.

d. Electronics.

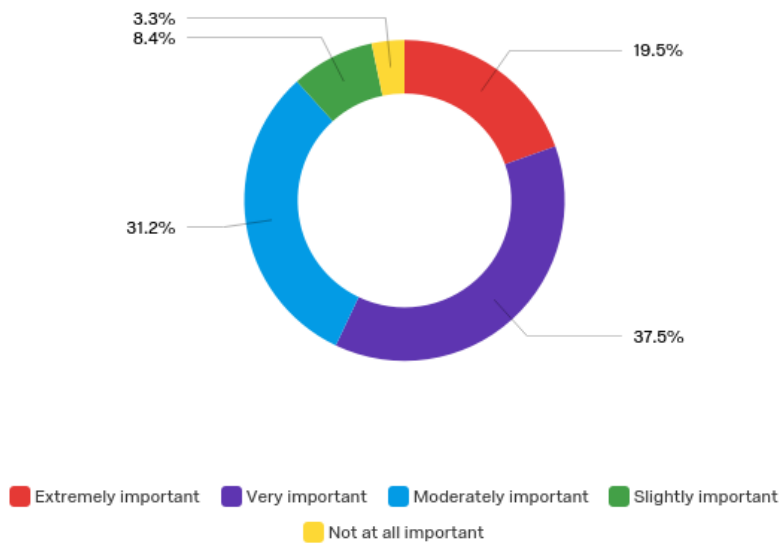
Electronics are the least popular of Nike’s available products. 2.1% are extremely likely. 2.7% are moderately likely. 10.2% are slightly likely. 18% are neither likely or unlikely. 18% slightly unlikely. 14.1% are moderately unlikely. 34.8% are extremely unlikely.

e. Gift Cards.

3% are extremely likely. 10.5% are moderately likely. 12.6% are slightly likely. 18.9% are neither likely or unlikely. 12.6% are slightly unlikely. 13.2% are moderately unlikely. 29.13% are extremely unlikely.

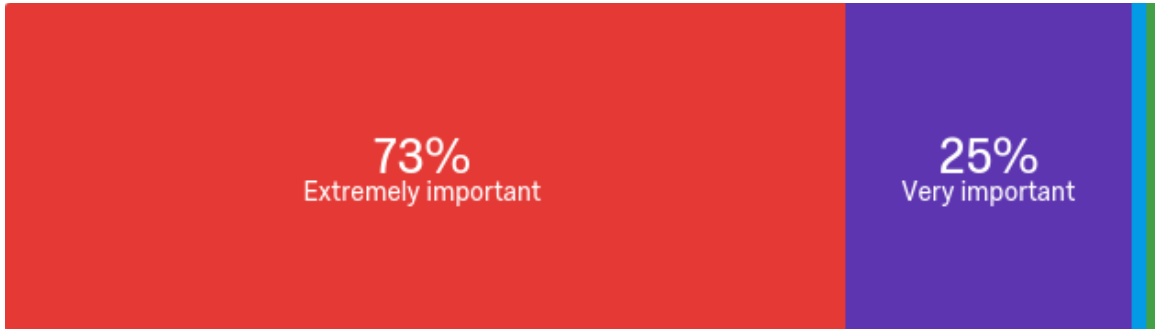
11. How important is style when purchasing athletic wear?

A majority of responses indicate style is an important factor when purchasing athletic wear. 19.5% said it was extremely important, 37.5% said it was very important, 31.2% said it was moderately important and 8.4% said it was slightly important. Only 3.3% of respondents claimed that style was not at all important when it came to athletic wear.



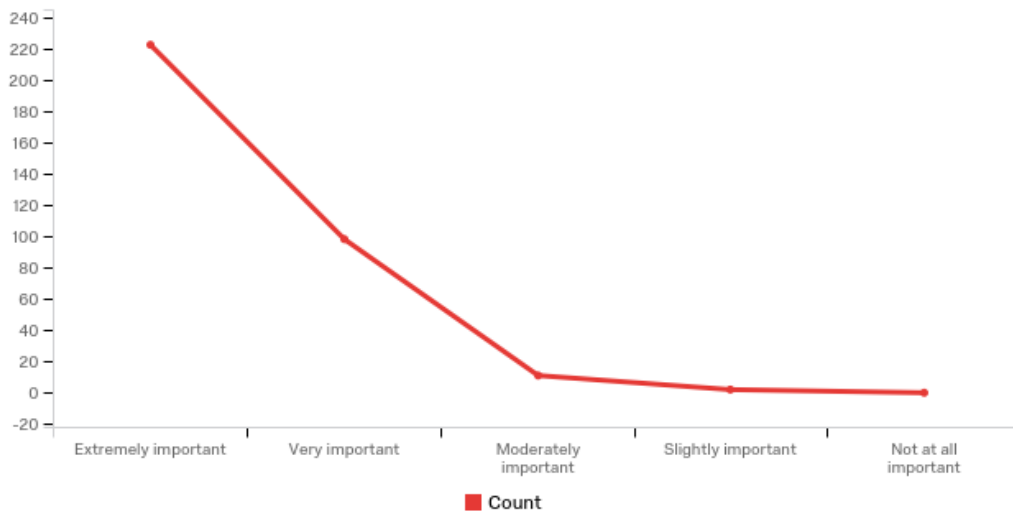
12. How important is comfort when purchasing athletic wear?

Our results indicate that comfort is of utmost importance when choosing athletic wear. 72.7% indicated that comfort was extremely important, 24.6% said that it was very important, 1.2% said that it was moderately important and .9% said it was slightly important. Only .6% responded that comfort was not at all important when choosing athletic wear.

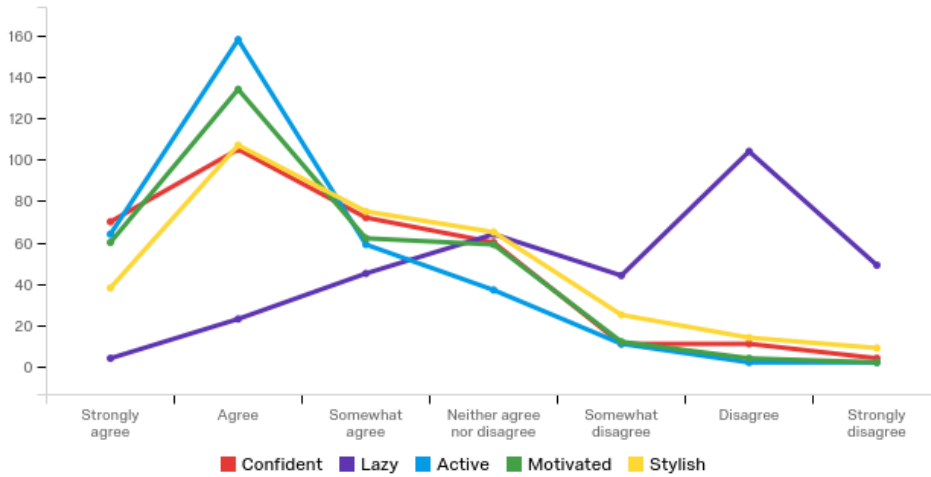


13. How important is durability when purchasing athletic wear?

Once again, the results were very lopsided showing that durability was a primary factor in choice of athletic wear. 66.7% said durability was extremely important and 29.4% said it was very important. 3.3% claimed it to be moderately important, .6% said it was slightly important, and 0% claimed it to be not at all important.



14. Wearing athletic clothes makes me feel more:

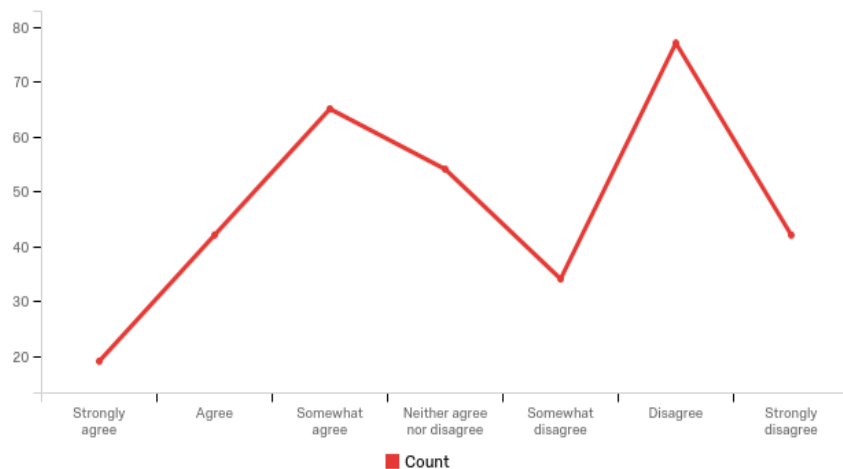


Most respondents strongly agreed or agreed that wearing athletic wear makes them feel confident (52.55%), active

(66.67%) and motivated (58.26%), while people agreed or somewhat agreed that it makes them feel stylish (54.65%). The majority of respondents were either indifferent (19.22%) or disagreed (31.23%) when it came to athletic wear making them feel lazy. These results lend themselves to the idea that a line of Nike athleisure wear can allow wearers to feel confident, motivated and stylish while maintaining comfort.

15. Wearing brand name athletic clothes encourages a more effective workout:

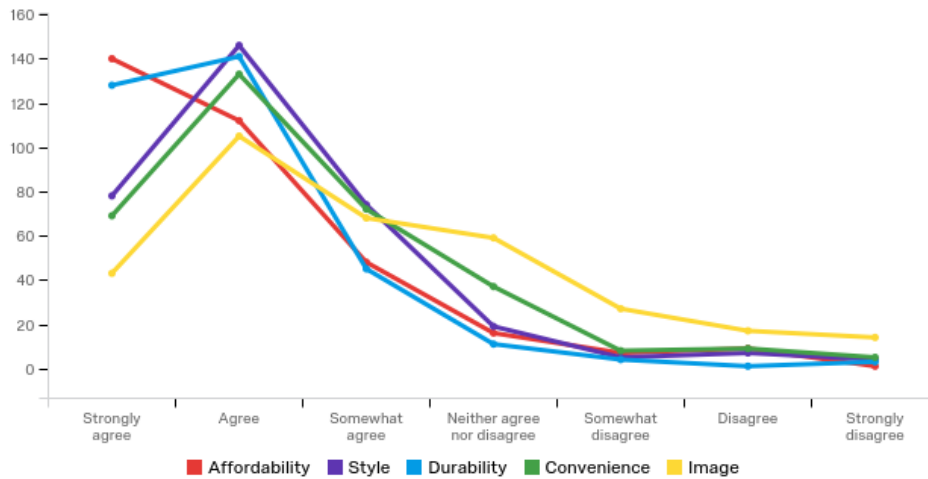
The majority of respondents disagreed (23.12%), somewhat agreed (19.52%) or didn't agree nor disagree (16.22%).



These results are rather middling, and can lead us to figure that while wearing brand name athletic wear can affect

factors such as comfort and style, it might not have an immense impact on quality of workouts.

16. _____ is a deciding factor when purchasing Nike products:

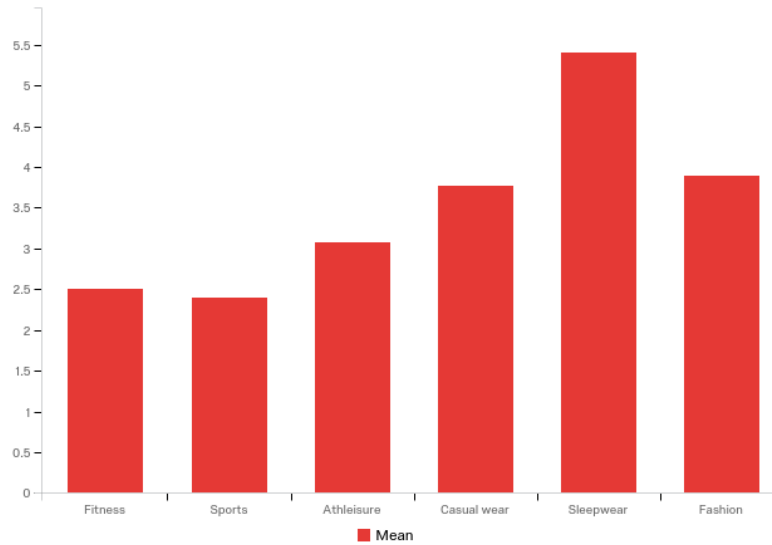


Respondents' most important factor was durability which totaled 80.78% between strongly agree and agree,

followed by affordability, which clocked in at a 75.67%, style at 67.26%, convenience at 60.66% and finally image at 44.44%. Image was the most neutral of the choices with 17.72% of respondents neither agreeing nor disagreeing. No deciding factor had a significant lead on the others in terms of disagreement.

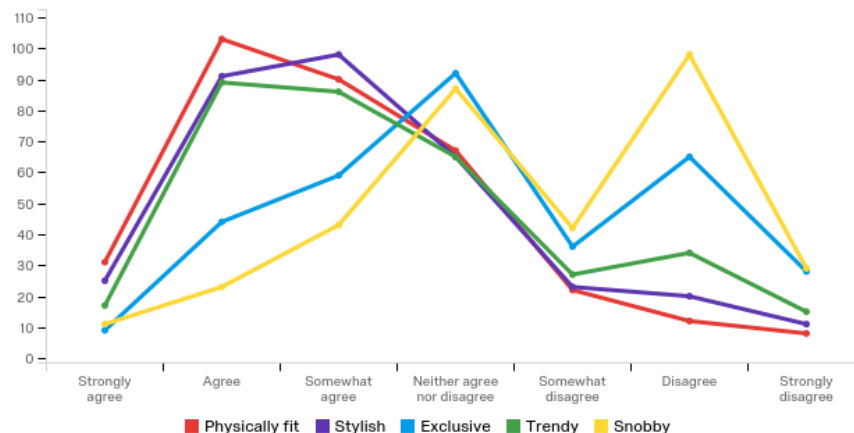
17. On a scale of 1-7 (with 1 being the most and 7 being the least), how much do you associate Nike with the following:

These results were in keeping with the general brand perception we'd perceived up to this point. Nike is most closely related to sports, at a 2.4 mean ratio, followed closely by fitness at 2.5. The next closest was athleisure (a subject of vested interest to our group) at 3.07. Nike is least identified with casual wear, fashion, and sleepwear, clocking in at 3.77, 3.9, and a whopping 5.41 respectively.



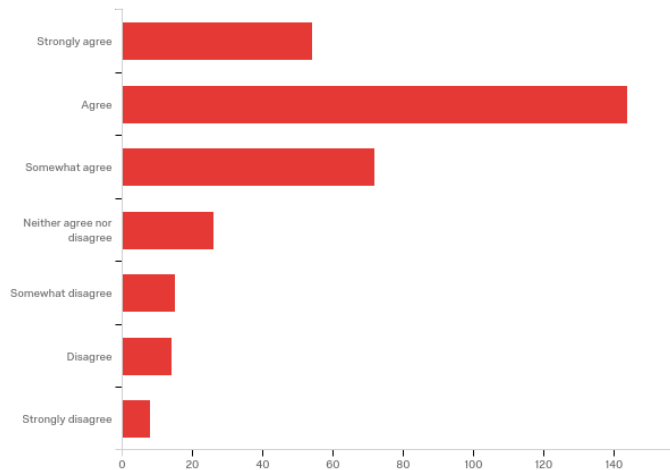
18. I perceive people who wear Nike apparel as being:

There were few strong opinions either way in this category, with a total of only 27.93% strongly agree and 27.32% strongly disagree across all categories. In fact, the vast majority of respondents had middling opinions on perceptions of people who wear Nike, with the concentration of votes falling across somewhat agree and neither disagree nor disagree. The most agreed upon perceptions were for physical fitness (30.93%), style (27.33%) and trendiness (26.73%). The most disagreed upon were snobbiness (24.43%) and exclusivity (19.52%).



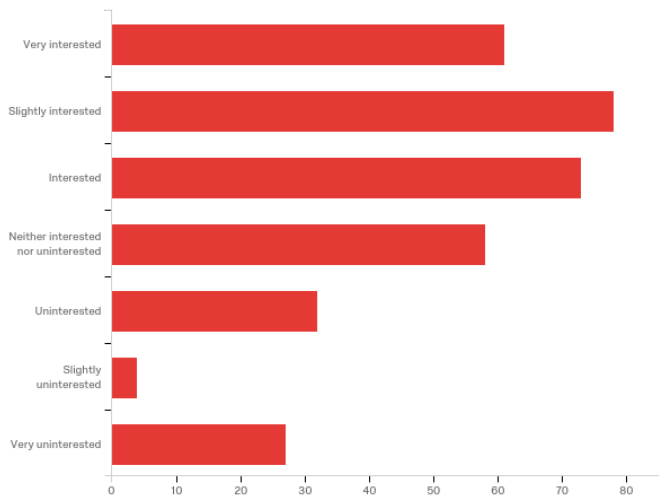
19. Nike apparel caters to my body type:

Most people agreed (43.24%), somewhat agreed (21.62%) or strongly agreed (16.22%) that Nike catered to their body type, while 7.81% neither agreed nor disagreed and only 11.1% of all respondents disagreed to any degree. This bodes well for the range of sizes and styles that Nike provides, and its universal popularity is due in no small part to this statistic.



20. How interested are you in a new line of Nike athletic-casual wear?

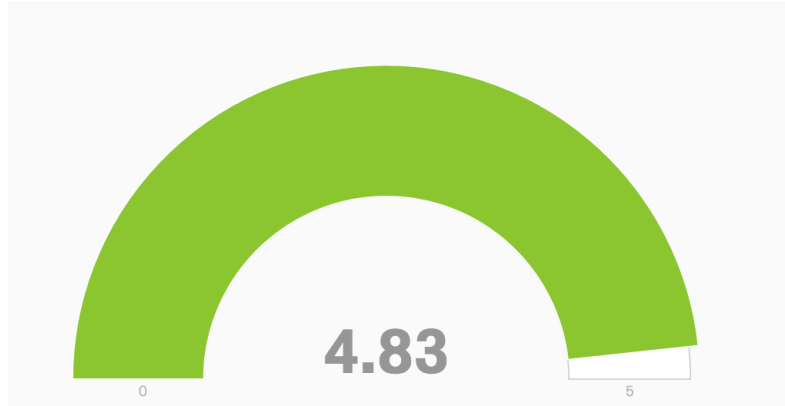
“Athleisure” is a huge trend, especially among today’s college aged demographic, and the results of this question show that an athleisure-centric line would hypothetically work quite



well for Nike. Respondents said they were very interested (18.32%), slightly interested (23.42%) or interested (21.92%) in the new line, while 17.42% were indifferent. Only 18.92% of all respondents were any degree of uninterested.

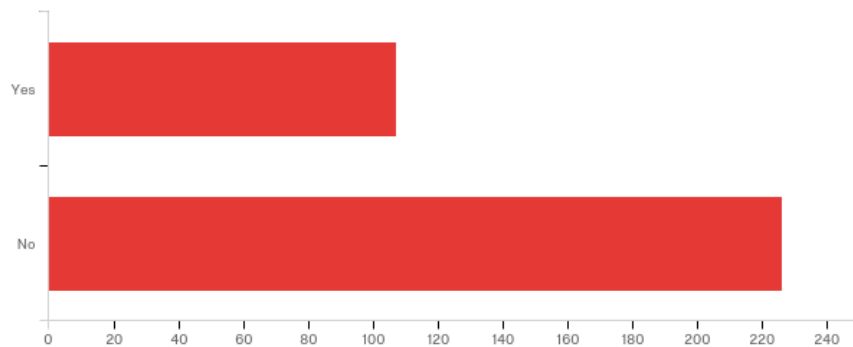
21. On a scale of 1-7, (with 1 being the most and 7 being the least) how attractive are monthly subscription based services (similar to Fabletics)?

Monthly based subscriptions were not too popular with our respondents, with a final mean score of 4.83. This may be because Nike offers such a varying array of choices that people want the ability to choose for themselves, and it may just be that a monthly charge is an unattractive option.



22. Wearing athletic clothes as casual-wear is a TEMPORARY trend:

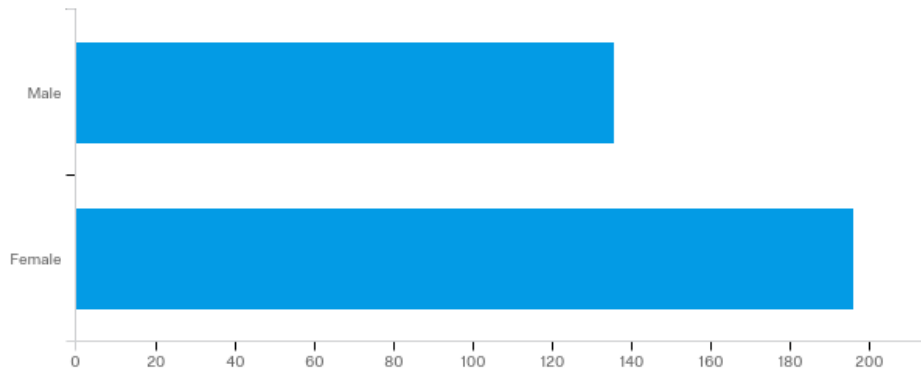
As the graph shows, our respondents resoundingly believed athleisure is a trend that is here to stay, with 67.87% saying it is here to stay, and only 32.13% believing it would go out of style. This bodes well for the success of the idea covered in question 25, and the continued sales of clothes and apparel already worn casually.



Demographics:

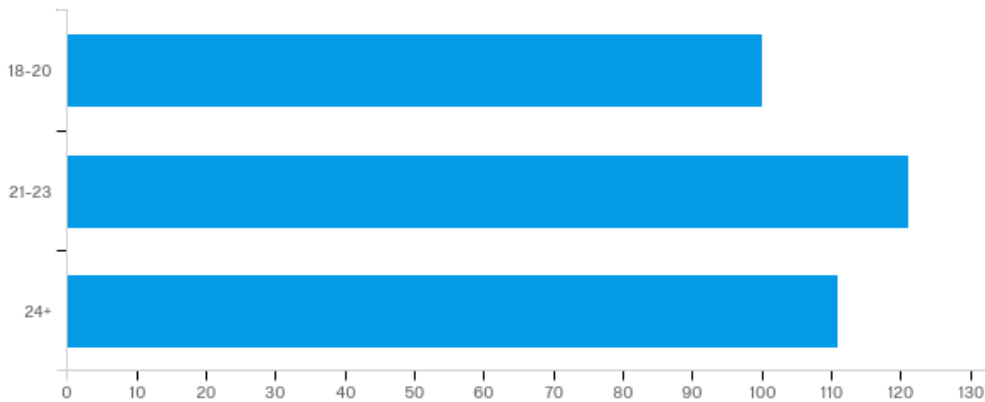
23. Sex

Female respondents outnumbered our male respondents by almost 20%, with females accounting for 59.04% and males accounting for 40.96%.



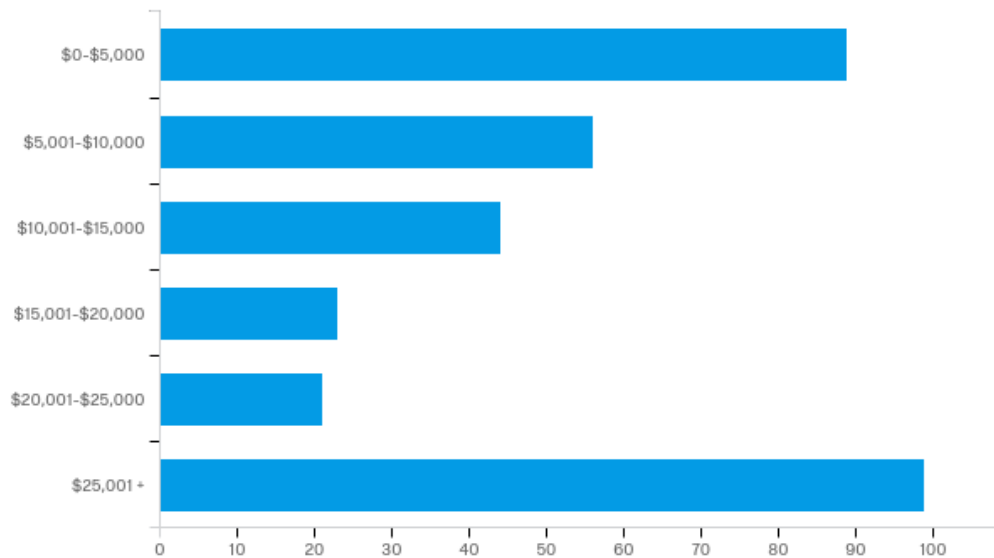
24. Age

We had a very well balanced turnout as far as respondent age went, but the majority still fell into our target of 21-23-year-old college-aged individuals (36.45%), followed by people above 24 years (33.43%), followed by 18-20 year olds (30.12%).



25. Annual income

Our results seemed to show that our respondents were in a college-aged income bracket for the most part, with 26.81% making \$0-5000, 16.87% making \$5001-10000, and 13.25% making \$10001-15000. That's a total of 56.93% total respondents in the lower income brackets. While the \$25001+ bracket was the highest total single bracket, it only accounted for 29.82% of respondents.



Appendix A

Questionnaire

Introduction

We are a group of students at California State University, Fullerton conducting a survey to measure the perception of the Nike brand and its products, the perception of Nike as a “lifestyle” company and interest in a new line of Nike “athleisure-wear.” The estimated time respondents will be spending on this survey is about 15 minutes, and confidentiality and anonymity of responses collected is guaranteed. The survey is for the use of group nine members only. Our survey is voluntary, and we appreciate the time put into responding and helping us cater what the Nike brand has to offer to your specific wants and needs. Thank you.

ELECTRONIC CONSENT.

Selecting the “**agree**” button below indicates that:

1. You have read and agree to the terms of the above information.
2. You voluntarily agree to participate.

If you don’t wish to participate in our survey, please decline your participation by selecting “**disagree**” button below.

Agree Disagree

1. What is your preferred athletic brand?

(Open-ended question)

2. What do you most use athletic wear for? (Select all that apply)

Working out	Playing sports	Sleeping
Fashion	Lounging	Working

3. How likely are you to purchase something affiliated with Nike?

Extremely likely (1)	Very likely (2)	Likely (3)	Neither likely nor unlikely (4)	Unlikely (5)	Very unlikely (6)	Extremely unlikely (7)

4. The last time I bought a Nike product was:

0 – 2 weeks ago	2 – 4 weeks ago	4 – 6 weeks ago	6 – 8 weeks ago	8 + weeks ago

5. Using the following scale, how active do you consider yourself?

Extremely active (1)	Very active (2)	Active (3)	Not very active (4)	Not active at all (5)

6. Using the table below, indicate the percentage of Nike products purchased using each of the following purchase options: (your percentage should equal 100%)

Purchase Option	Nike Retailer	Nike.com	Nike Outlet Store	Other: _____
Percentage				

7. How satisfied or dissatisfied are you with the following:

	Statement	Extremely satisfied (1)	Moderately satisfied (2)	Slightly satisfied (3)	Neither satisfied nor dissatisfied (4)	Slightly dissatisfied (5)	Moderately dissatisfied (6)	Extremely dissatisfied (7)
a	Quality of Nike products							

b	Price point of Nike products							
c	Availability of Nike products							
d	Variety of Nike products							
e	Customer service							

8. How strongly do you agree or disagree with the following:

	Statement	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
a	I wear Nike products for training							
b	I wear Nike products as a fashion choice							
c	I wear Nike products for casual wear							
d	I wear Nike products to sleep							
e	I wear Nike products to fit in							

9. Nike has a good reputation:

Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)

10. How likely are you to purchase the following Nike products:

	Products	Extremely likely (1)	Very likely (2)	Likely (3)	Neither likely nor unlikely (4)	Unlikely (5)	Very unlikely (6)	Extremely unlikely (7)
a	Shoes							
b	Apparel							
c	Accessories							
d	Electronics							
e	Gift Cards							

11. How important is style when purchasing athletic wear?

Extremely important (1)	Very important (2)	Important (3)	Neither important nor unimportant (4)	Unimportant (5)	Very unimportant (6)	Extremely unimportant (7)

12. How important is comfort when purchasing athletic wear?

Extremely important (1)	Very important (2)	Important (3)	Neither important nor unimportant (4)	Unimportant (5)	Very unimportant (6)	Extremely unimportant (7)

13. How important is durability when purchasing athletic wear?

Extremely important (1)	Very important (2)	Important (3)	Neither important nor unimportant (4)	Unimportant (5)	Very unimportant (6)	Extremely unimportant (7)

14. Wearing athletic clothes makes me feel more:

	Statement	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
a	Confident							
b	Lazy							
c	Active							
d	Motivated							
e	Stylish							

15. Wearing brand name athletic clothes encourages a more effective workout (agree-disagree)

Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)

16. _____ is a deciding factor when purchasing Nike products:

	Statement	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
a	Affordability							
b	Style							
c	Durability							
d	Convenience							
e	Image							

17. On a scale of 1-7 how much do you associate Nike with the following:

a.	Fitness	
b.	Sports	
c.	Athleisure	
d.	Casual wear	

e.	Sleepwear	
f.	Fashion	

18. I perceive people who wear Nike apparel as being:

	Statement	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
a	Physically Fit							
b	Stylish							
c	Exclusive							
d	Trendy							
e	Snobby							

19. Nike apparel caters to my body type:

Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)

20. How interested are you in a new line of Nike athletic casual-wear?

Very interested (1)	Slightly interested (2)	Interested (3)	Neither interested nor uninterested (4)	Uninterested (5)	Slightly uninterested (6)	Very uninterested (7)

21. On a scale of 1-7, how attractive are monthly, subscription based services (similar to that of Fabletics)?

Very attractive (1)	Slightly attractive (2)	Attractive (3)	Neither attractive nor unattractive (4)	Unattractive (5)	Slightly unattractive (6)	Very unattractive (7)

--	--	--	--	--	--	--

22. Wearing athletic clothes as casual wear is a temporary trend:

Yes No

23. Sex:

Male Female

24. Age:

18 - 20	21 - 23	24 +

25. Annual Income:

\$0 - \$5,000	\$5,000 - \$10,000	\$10,000 - \$15,000	\$15,000 - \$20,000	\$20,000 +

Appendix B

Graph Results

1. What is your preferred athletic brand?

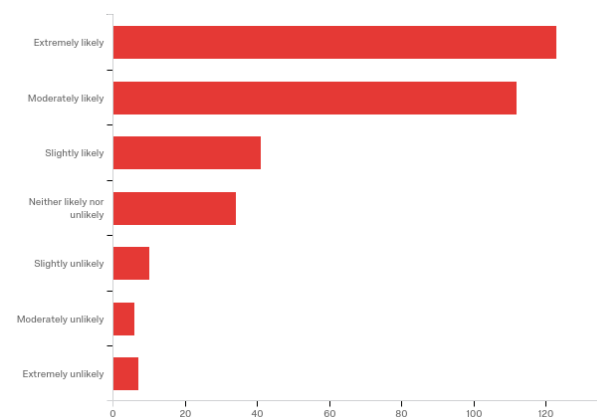


2. What do you most use athletic wear for?

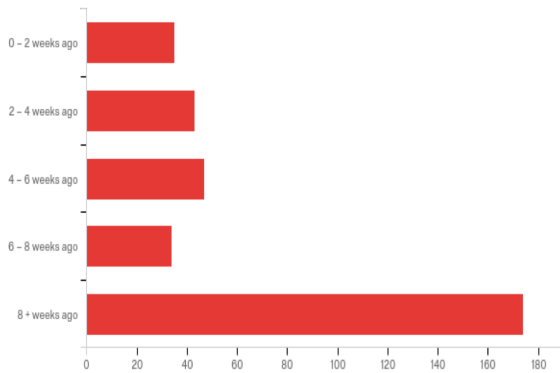
#	Field	Choice Count
1	Working out	81.38% 271
2	Playing sports	42.04% 140
3	Sleeping	19.22% 64
4	Fashion	34.53% 115
5	Lounging	55.26% 184
6	Working	16.82% 56

333

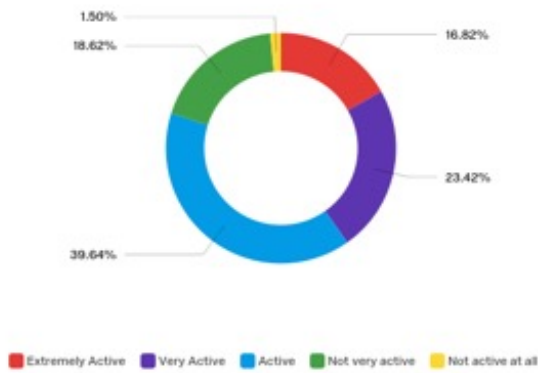
3. How likely are you to purchase something affiliated with Nike?



4. The last time I bought a product was:



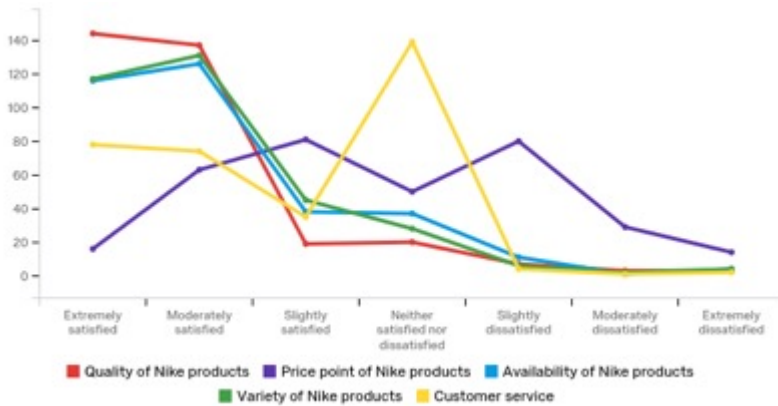
5. How active do you consider yourself?



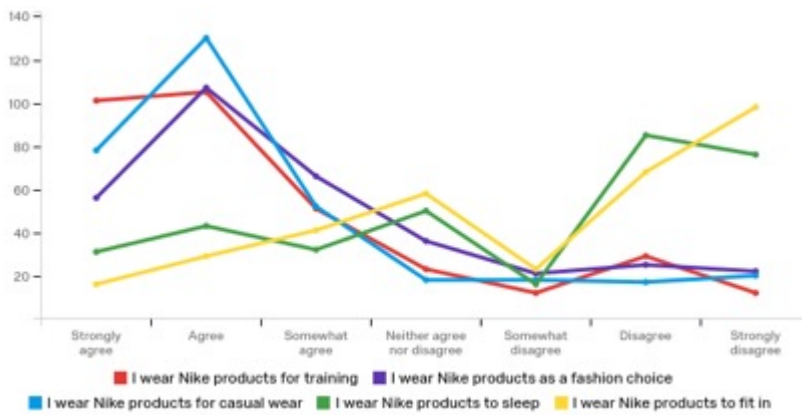
6. Indicate the percentage of Nike products your purchase using each of the following options.



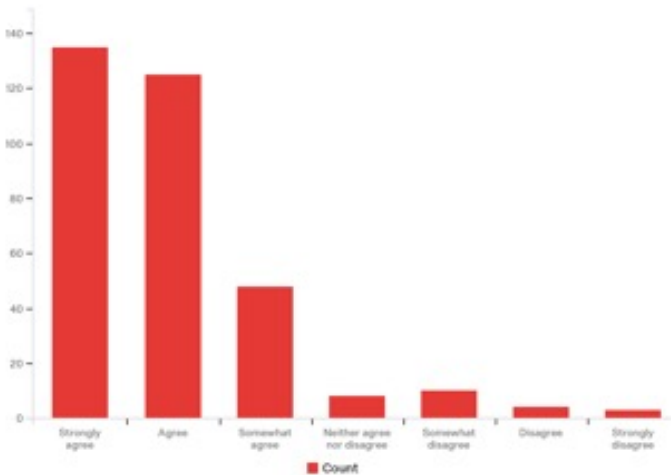
7. How satisfied or dissatisfied are you with the following:



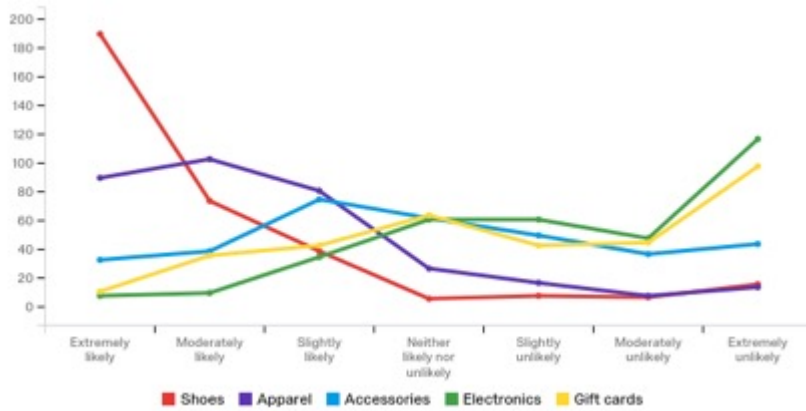
8. How strongly do you agree or disagree with the following?



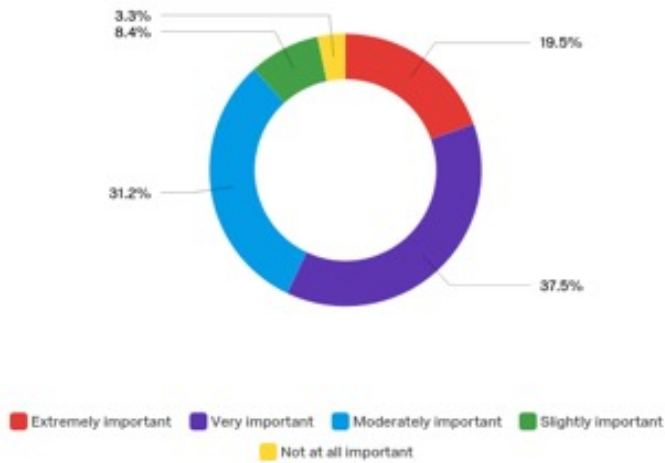
9. Nike has a good reputation:



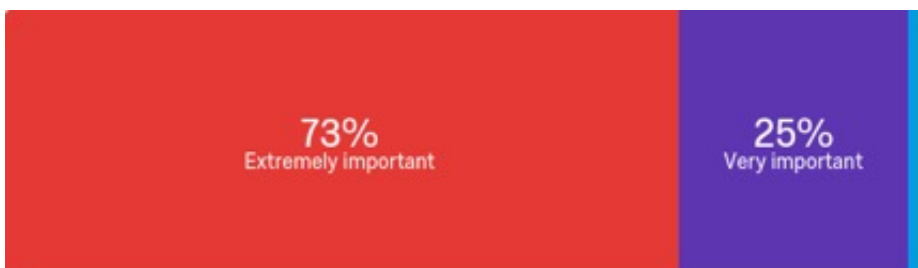
10. How likely are you to purchase the following Nike products?



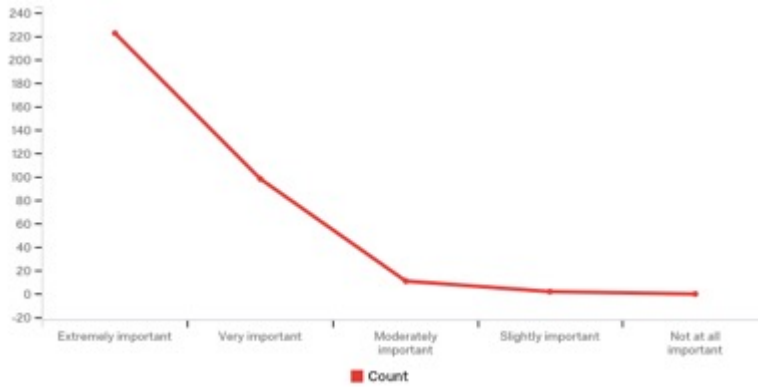
11. How import is style when purchasing athletic wear?



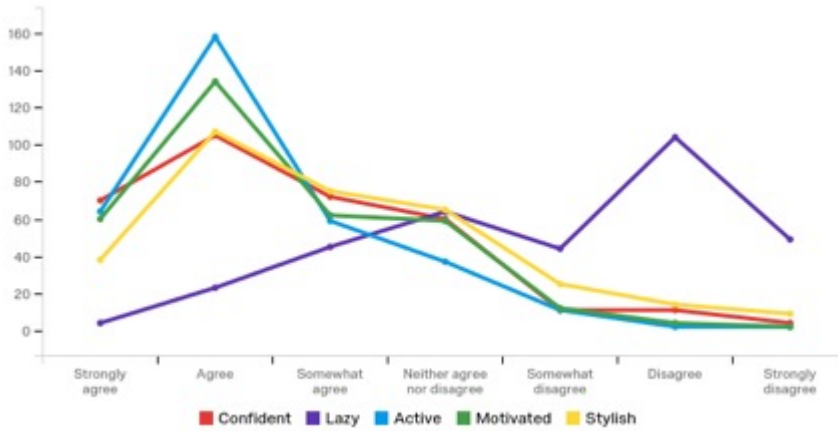
12. How important is comfort when purchasing athletic wear?



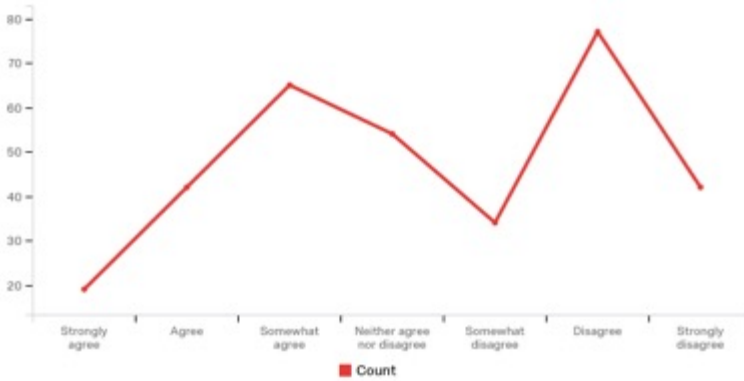
13. How important is durability when purchasing athletic wear?



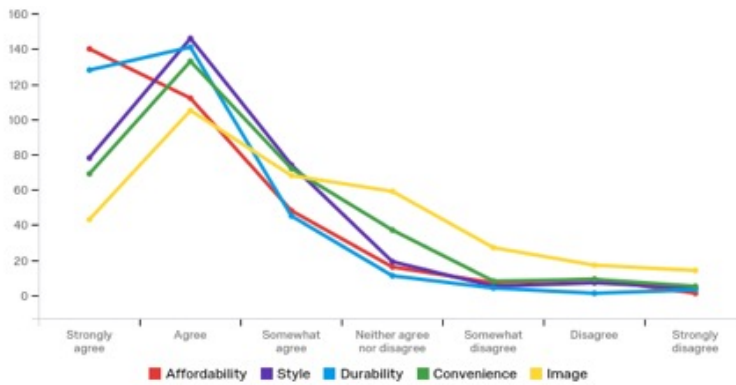
14. Wearing athletic clothes makes me feel more:



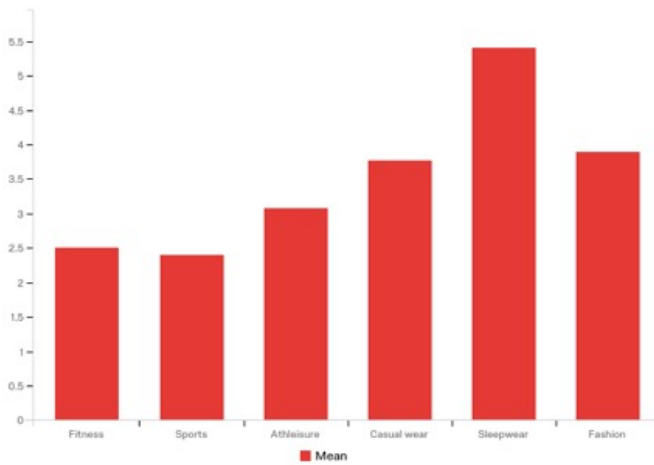
15. Wearing brand name athletic clothes encourages a more effective workout (agree-disagree)



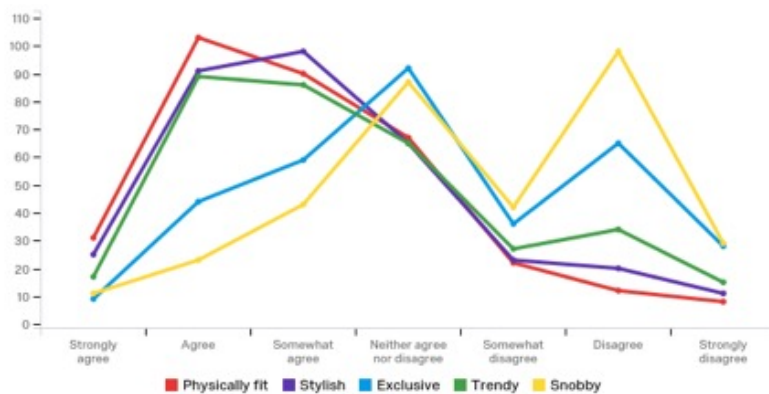
16. ___ is a deciding factor when purchasing Nike products:



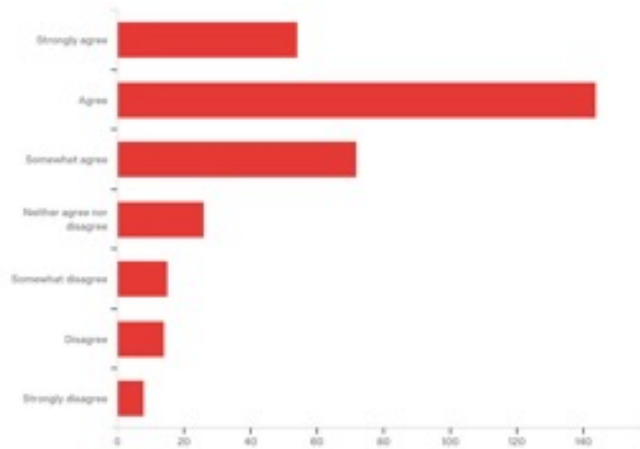
17. On a scale of 1-7 (with 1 being the most and 7 being the least), how much do you associate Nike with the following:



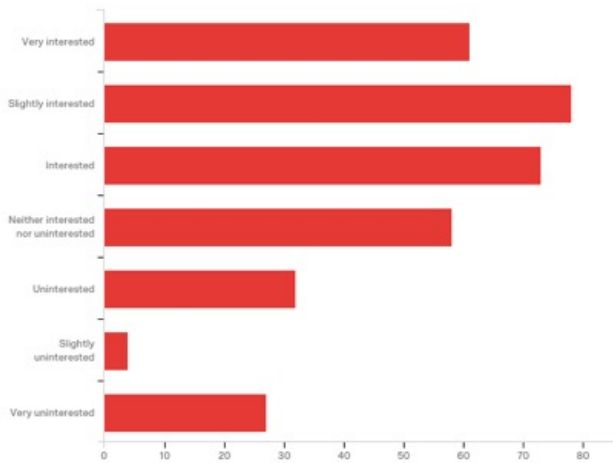
18. I perceive people who wear Nike apparel as being:



19. Nike apparel caters to my body type:



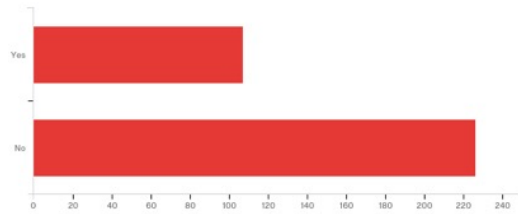
20. How interested are you in a new line of Nike athletic-casual wear?



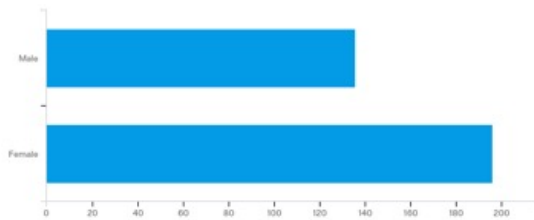
21. On a scale of 1-7, (with 1 being the most and 7 being the least) how attractive are monthly subscription based services (similar to Fabletics)?



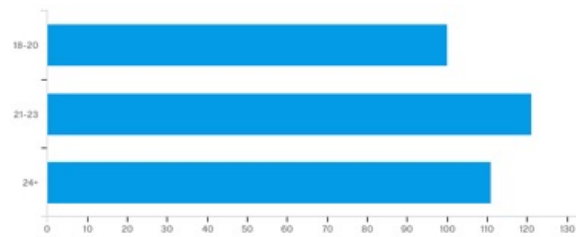
22. Wearing athletic clothes as casual-wear is a TEMPORARY trend:



23. Sex:



24. Age:



25. Annual income:

