

# RECOLLECTIVE ANALYSIS



# Agenda

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1. Your Great Outdoors
2. The Outdoors & Your Mental Health
3. Outdoor Brands
4. Store Experience
5. Implications for Dick's



A scenic landscape photograph of a calm lake reflecting towering mountains and autumn foliage. In the foreground, a wooden dock extends into the water, with two small wooden boats moored at its end. The water is still, creating a clear reflection of the surrounding scenery. The mountains are rugged and rocky, with some snow patches visible on the higher peaks. The trees on the slopes are in various shades of autumn, including orange, yellow, and green. The sky is filled with soft, golden light, suggesting a sunset or sunrise. The overall mood is peaceful and majestic.

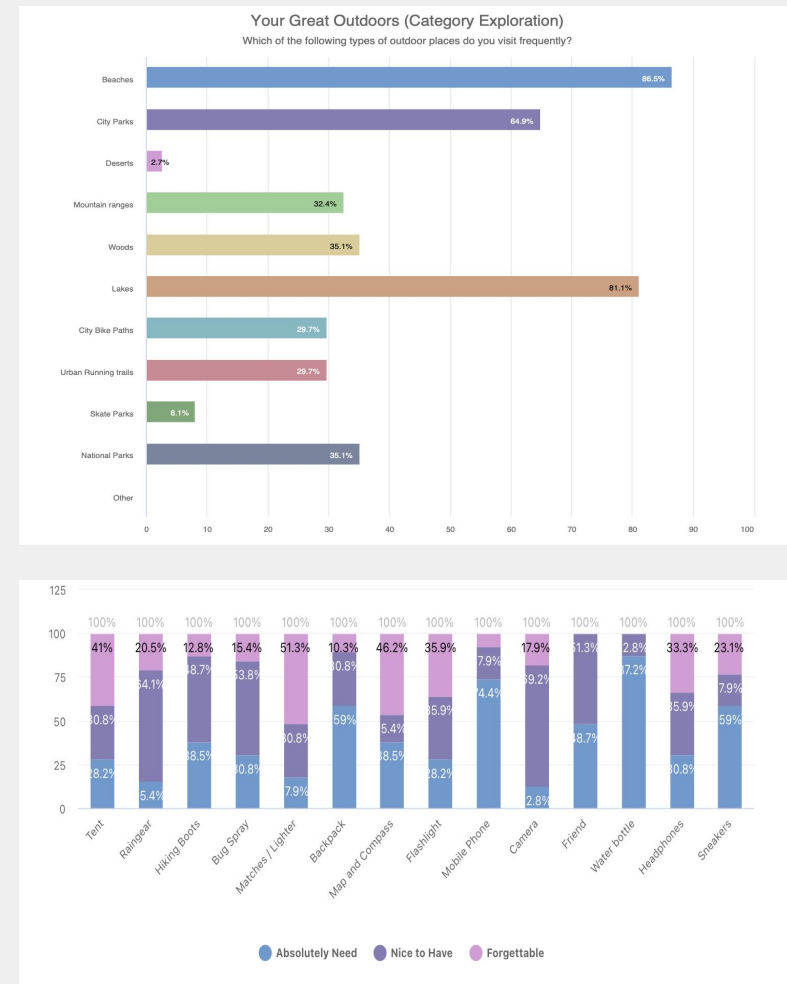
# Your Great Outdoors

# Diverse Preferences & Outdoor Essentials

When participants at Boston University were asked about their “great outdoors,” we discovered a vast number of interests within the group. While some enjoy being at a beach near a hotel, others like being completely secluded in the wilderness.

The most frequently visited outdoor spots were beaches (86.5%), lakes (81.1%), and city parks (64.9%). Other places include national parks, woods, and mountain ranges.

The answers varied when asked about placing outdoor essentials in three categories (absolutely need, nice to have, and forgettable). The majority (87.2%) say that they absolutely need a water bottle, and no one said that it is a forgettable item. Other highly ranked items included mobile phones, backpacks, and sneakers.





# Connecting With Nature

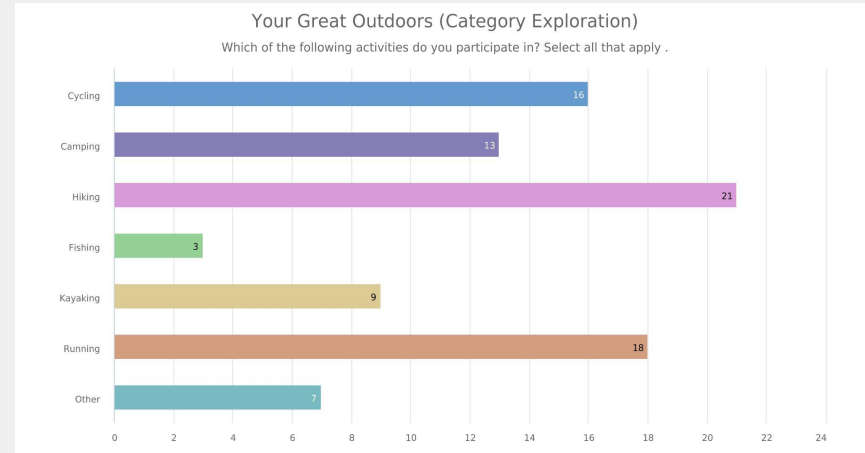
Most participants appreciate the sense of clarity the outdoors provides, growing up in a media-dominated world, and for many, these passions started during their childhood. Cycling, camping, hiking, and kayaking were among the activities that people have participated in with their families throughout their youth.

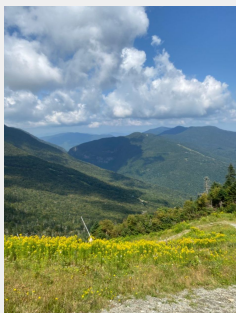
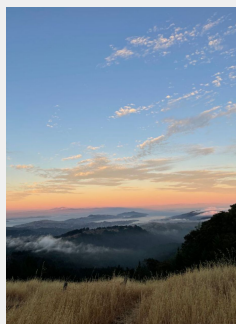
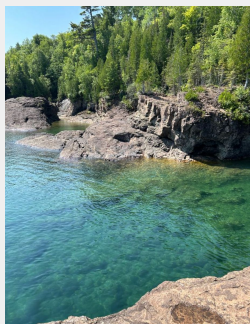
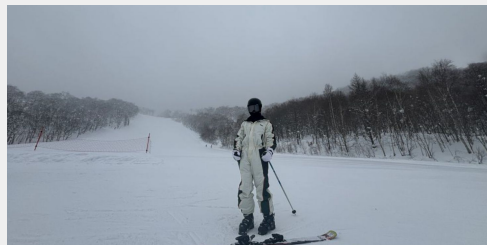
While childhood memories and deep-rooted connections to the outdoors have influenced participants' current interests, for many, as they have gotten older, their ideal outdoor trip includes spending time with friends. For example, Participant 6 would love to take a road trip with their friends along the coastline, and Participant 20 would like to go camping with their hometown friends.

Additionally, when it comes to the perfect trip, there was a mix of responses ranging from adventurous activities to relaxation by the beach.

“Outdoor activities for me are all about breathing fresh air, being close to nature, seeing the beauty scene, and enjoying calm and peaceful moments with friends. It is not only physically relaxing, but also spiritually healing.” - Participant 9

“Outdoors to me has a sense of innocence and pureness, a place where the world feels untouched and time slows down, allowing me to breathe deeply and reconnect with the simplicity of nature.” - Participant 11







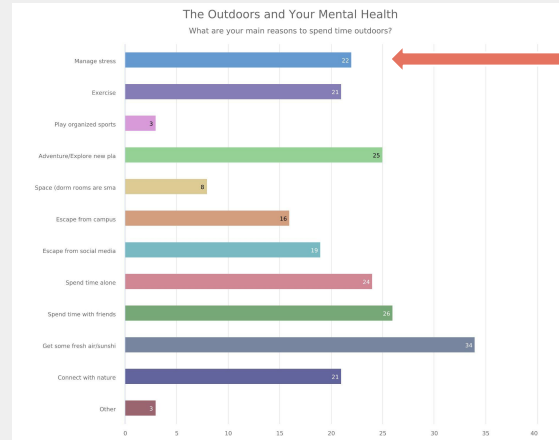


# The Outdoors & Mental Health

## School = Constant Stressor for Graduating Students



**When asked about stress and mental health, participants top words were “college,” “work,” “assignments,” “school,” “class,” pressure,” “anxiety,” and “future.” They described stress as a constant presence in their lives, especially if they are diagnosed with anxiety. They explain that it’s a given that they will be stressed by the pressures of school and post-grad plans. Most participants shared that it is a present force in their lives, whether it motivates them or they struggle to cope with it daily.**



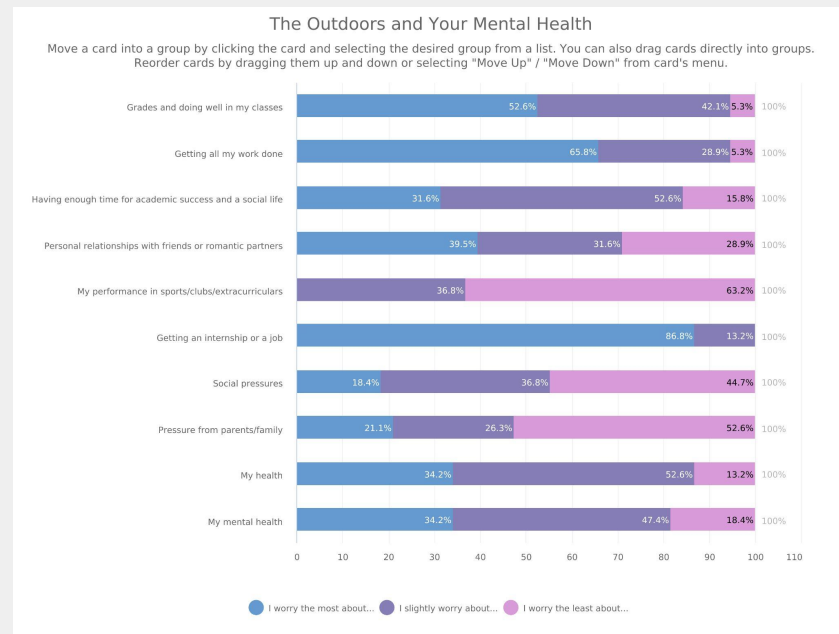
Additionally, over half the participants (22 out of 40) said one of their main reasons for spending time outdoors was to manage stress.



# Balancing Priorities

**Participants shared they worry most about getting all their work done, getting good grades, doing well in classes, and getting an internship or job.** This is expected, as students are balancing multiple academic and career pressures while navigating personal responsibilities, social commitments, and future uncertainties.

**They slightly worry about their health. And they worry the least about social pressures, pressure from their parents, and their performances in sports/clubs/extracurriculars.** This could be because they are almost entirely adults (undergrad seniors and grad students) and no longer need their parents' approval. Sports and extracurriculars may be an avenue to help them destress and meet new people/hang out with friends, therefore acting as stress relief.



**“The last time i was very stressed was the final season when I was waiting on my statistics grade.” - Participant 26**

**“With a heavier workload on various coursework, I often feel like I have less time to balance everything and time for myself and my loved ones.” - Participant 11**

**“Stress is a constant in college.” - Participant 35**

# Student's Hurdles and Hopes For Getting Outdoors

**Participants shared they choose to spend, on average, 2-3 times a week outdoors.**

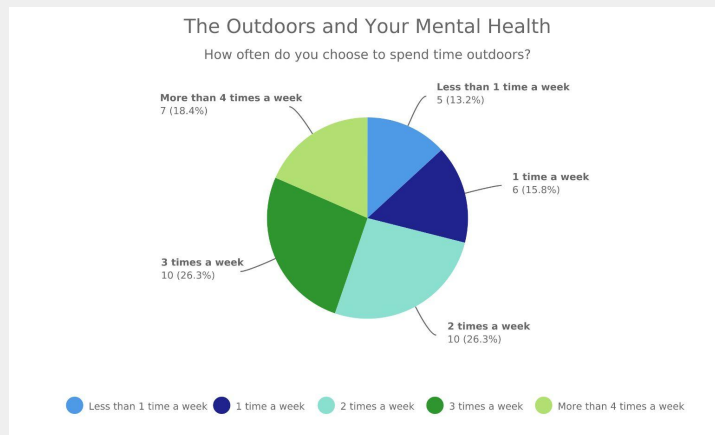
Five participants shared they spend less than 1 time a week outdoors, citing reasons such as “don’t have anyone to go with,” “prefer indoor activities,” and “don’t know where to go.” These participants said they would like to see opportunities for outdoor picnics and kayaking on the Charles River.

Six participants said they go outdoors once a week, saying that they need someone else to organize as they don’t know where to go, how to get there, or how to navigate bad weather. These participants had a diverse range of interests in what they would like to see Dick’s offer, from outdoor yoga and hiking to local beach trips and weekend getaways.

Ten participants reported being in the outdoors 2 times a week, citing hurdles they face as “bad weather,” “too busy,” and “don’t have the right gear.” They’d like to see organized weekend trips as well as organized sporting events like cycling, running, and basketball.

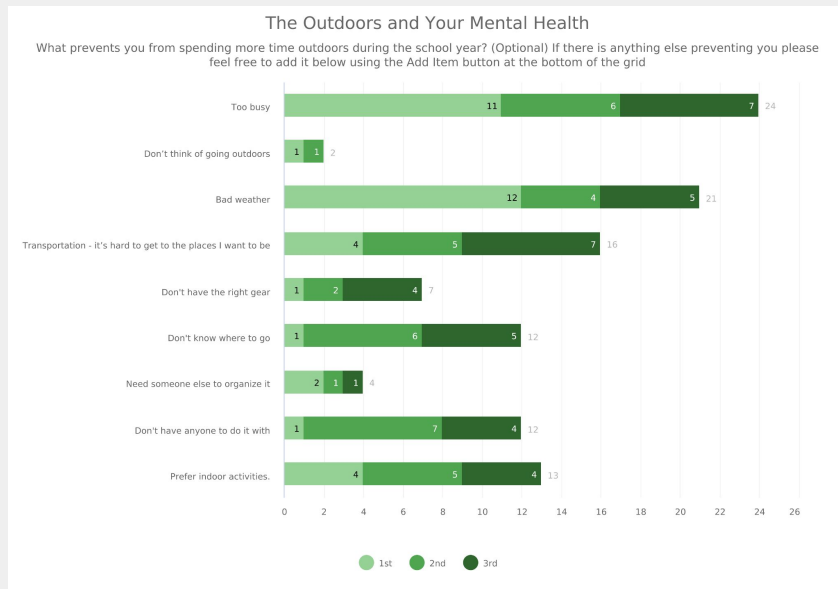
Ten participants shared they are outdoors 3 times a week but that transportation and busy schedules prevent them from being outside more. Their interests were in hikes, camping, boot camps, and weekend getaways.

Seven participants said they choose to spend time outdoors more than 4 times a week, but even then, bad weather and scheduling conflicts are hurdles they face in finding time to get outdoors. They shared they would like organized hikes, weekend getaways, and beach trips.

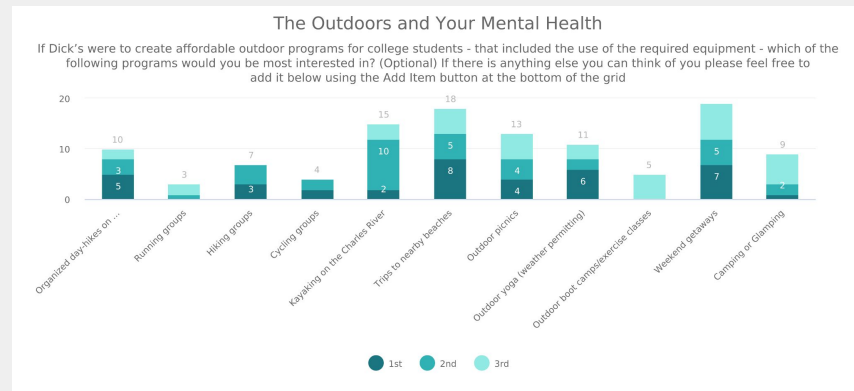


## The Outdoors & Mental Health - How Often do You Spend Time Outside?

# Student's Hurdles and Hopes For Getting Outdoors



Students shared that the largest hurdles they faced in spending time outdoors were bad weather, being too busy, and lack of transportation.



If Dick's were to organize a program, they would like to take trips to nearby beaches, kayak on the Charles River, and take advantage of weekend getaways.



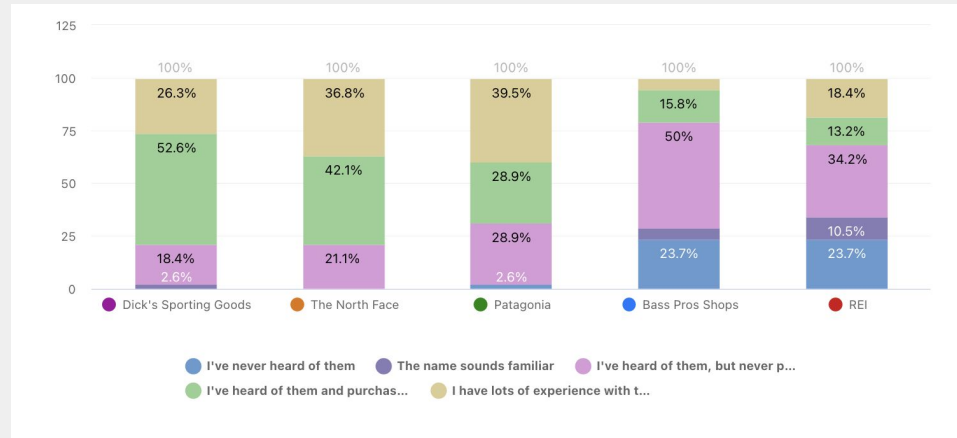


# Outdoor Brands

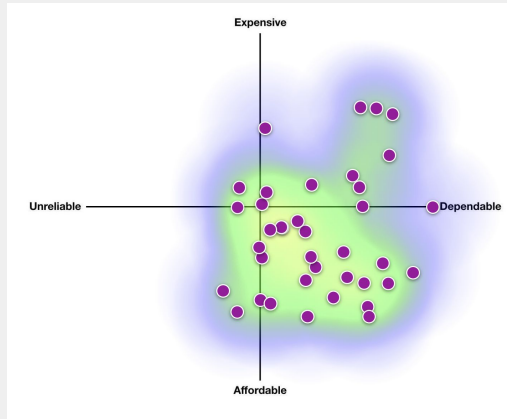
# Dick's Position - Solo Brand vs. Retailers

Solo brands have more brand recognition with the participants compared to retailers. Patagonia (39.5%) and The North Face (36.8%) had the largest percentage of participants having lots of experience with the brand.

Dick's Sporting Goods was in third place, with 26.3% having lots of experience with the company, and 52.6% said that they had heard of Dick's and had purchased a few products. While solo brands may be more consistently frequented, almost 80% of the target audience has purchased something from Dick's multiple times. This pre-established relationship will be beneficial to help Dick's attract college students in more unique ways.



# The Perception of Dick's



Many participants noted that Dick's carries a wide range of brands which means that there is a wide range of different quality products. Therefore, many look to other brands like Patagonia because they believe them to be more reliable. However, as seen in the perceptual map, **many participants still feel like Dick's is dependable and affordable.** The brand can leverage this when targeting college students, but areas to improve upon include showcasing products that are of high value.

"Dick's Sporting Goods offers a wide variety of outdoor gear, but the quality can vary depending on the product." - Participant 40

"Dick's Sporting Goods is a general sports store with decent but not premium quality."  
- Participant 5

"More of a general sports retailer than a specialized outdoor brand; offers budget-friendly options but not always the most durable." - Participant 39

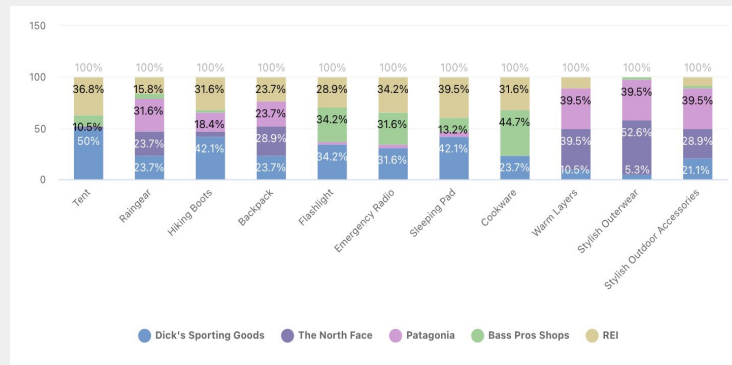
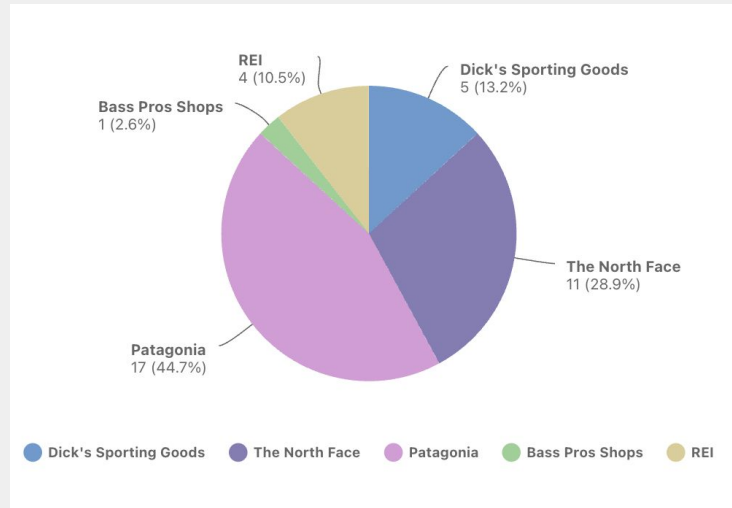
"I enjoy Dick's because I know, one way or another, I am leaving with exactly what I needed. Tennis Racket? Yes. Tennis balls? Of course. Sneakers? Sure. Skort? Absolutely."  
- Participant 1



# The Perception of Dick's

Another key takeaway from this section is that **only 13.2% of participants would consider Dick's their favorite brand to shop at. Patagonia had the largest response at 44.7%, followed by The North Face with 28.9%.** As mentioned earlier, there is a lack of trust among the participants regarding quality, so there is room for the brand to strengthen those perceptions.

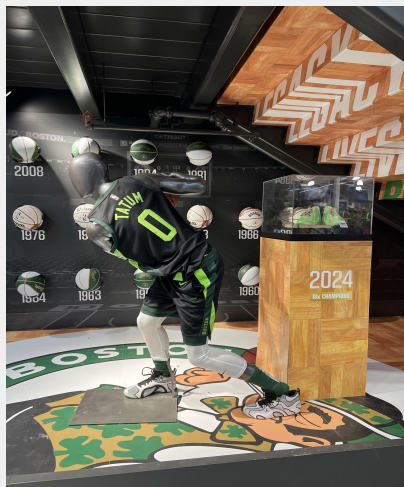
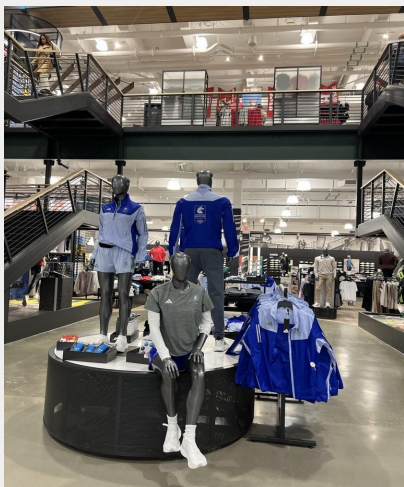
Additionally, when the participants think of Dick's, they think of tangible items like tents, hiking boots, and sleep pads. However, when it comes to pieces like stylish outdoor gear and warm layers, they look to Patagonia and The North Face. This is another area Dick's can work to improve public opinion.





# Store Experience







# Our Experience


The Dick's Sporting Goods in Copley Square showcases a strong sense of Boston sports culture in their store, an integral part of the city's identity. The entrance through the Prudential Center had large decor representing each of the sports teams, which helped create an inviting presence as you entered. The staff also exuded friendly energy; however, we weren't positive about how knowledgeable they would be if you had serious questions about rigorous outdoor activities.

One-half of the top floor has merchandise for each sports team as well as college merchandise for the schools in the city, another important aspect of Boston's culture. We enjoyed seeing the spirit and felt the pride of winning a championship through the large images of the teams. Once you move past the specific team gear, you see areas with sporting equipment, such as lacrosse sticks and soccer balls. Furthermore, as you go downstairs, you see women's and men's clothing, a large shoe section, and outdoor activity gear. We both agree that the store was easy to navigate through, but we also want to highlight that we have been to Dick's before and already understand the layout of the store.

Additionally, it was interesting to see in-store activities, something we were not aware Dick's Sporting Goods had. They had a virtual golf experience where you could reserve time slots, a batting cage, and a rock climbing wall. These features give the store a unique quality but are often overlooked because they don't advertise these activities.

On the other hand, there are a few areas that could be improved to help Dick's attract college students to their Boston location. The overall brand focuses on sports, which is reflected in the localized marketing strategy. There was a lot of gear for sports fans, but most college students who are looking for athletic gear are not looking for an entire team's sportswear wardrobe. Most of the outdoor gear seemed more for the aesthetic - like a mannequin holding a snowboard in the men's section than actual use. If Dick's wants to be seen as an expert in outdoor gear, and compete again historied brands like Patagonia, then they need to have staff working the floor who have expertise in hiking, biking, rock climbing, etc., who can offer advice.

Additionally, we believe Dick's large selection of items is actually a detriment to their marketing. If they specialized in sports OR outdoor gear, they would be more trusted to deliver on that promise rather than spreading themselves too thin. Especially when it comes to outdoor gear, when your life depends on it, you need a guarantee that it has been made well; you need to trust the brand and where you got it from. Dick's has not yet built up that trust like REI has in the outdoor activities.



# Implications for Dick's

# How can Dick's Appeal to BU Students?

## **Promote Patagonia, The North Face, & Other Brands**

- ❖ While Dick's does not rank as high as other brands on participants minds, they can use this to their advantage because they sell products that people love from those stores. Dick's can be seen as the "one-stop-shop" for everything they need instead of seeking out the solo brands individually.

## **Promote Workout Clothes**

- ❖ Many college students are invested in workout classes like Corepower and Solidcore, often using Class Pass to try new studios around the city. Brands like Lululemon and Alo come to mind when purchasing clothes for these classes, but Dick's has exactly what they need, but they need to advertise it more effectively.

## **Collab with Sports Events and Workout Classes**

- ❖ Dick's can partner with sporting events and workout classes relating to college students to increase brand awareness. Student 9's are Red Sox tickets for students set at a lower place, and this is a good avenue for Dicks' because they already have a strong passion for Boston teams. Additionally, as mentioned above, collaborating with workout studios that college students regularly attend with increase awareness about what products Dick's actually sells.

## **Emphasize Quality and Appeal of Lower Price**

- ❖ Participants expressed their worry that because Dick's carries so many brands, they may have decreased quality. By emphasizing reasonable prices doesn't mean decreased quality, Dick's can reassure consumers that they offer the best.

## **Partner with BU Student Health Services**

- ❖ SHS already has resources like its Health Promotion & Prevention program that helps students destress and address their mental health (i.e. Stress Kits during finals and Mental Health Peer Listening Program). Taking advantage of and partnering with an established network can help increase awareness of Dick's outdoor program.

## **Get experts working the store floor who can help students with ski gear, hiking gear, kayaking rentals**

- ❖ BU has a few popular clubs that help give students access to the outdoors. But when they list recommended stores to shop from, Dick's is not on that list. To draw in students who are already seeking out outdoor opportunities, Dick's should partner with these clubs (Outdoor Club, Climbing Club, Ski & Snowboard Club) to raise awareness of their offerings.



THANK  
YOU!!!

