



# SMD 202: Internet Market Research

## Final Report

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## EXECUTIVE SUMMARY

This Internet Market Research Report study was created with a total of 16 Questions focusing on consumer purchase habits, product pricing, effective social media platform that could be used for the next promotional endorsement and who would the Next top endorser be for the sneakers shoe promotions.

The Research survey was sent out to 50 participants via Emails, Text/SMS, Facebook, Twitter. And was fielded from March 18th to March 24th and was closed because of good amount of participation with a total of 62 Respondents.

The study gathered sentiments from respondents on understanding how important it would be to use a Celebrity or Athlete to endorse a shoes brand. And also see what other factors played into account when they purchase a sneaker to help companies understand the value of spending money on promotional on high payed influencer than trying some new ways of endorsing brands.

Through a series of qualitative and quantitative questions, Zac Efron was seen to be as a next influential endorser based on his appeal. The Secondary findings also helps shows that neither of the two are influential in driving purchase decisions for shoe purchase.

Overall the survey helped in gaining a valuable insight to shoe marketer to understand the customers purchasing patterns and who would be the next influencer if given an option as per public majority, and what characteristic they would like to see in an influencer while promoting the brand.

## DEFINING THE PROBLEM

Examine and Identify if Celebrity or Athletes were influential or had an affect on consumer purchasing decisions. And Identify who could be the Next Endorser for Sneakers shoe promotions.



### Stakeholders Involved

- **Shoe Companies:** Stakeholders who would be looking to generate profit from the product.
- **Retail Store:** Identified as a showroom for people to try the product.
- **Employees:** Company employees directly working to monitor the marketing trends, the advertising trends, and analyzing the product review
- **Customers:** They are final decision maker and influence the purchasing power of the product.
- **Celebrity:** Influences in driving people to purchase the products with recent fashion trends.
- **Athletes:** They can be affected by the decrease in promotional endorsement.
- **Bloggers:** Create engagement with curated content to publish on blogs.

## RESEARCH DESIGN

- Online Survey created by using Google forms. Link: [Google Form Link](#)
- Total of 16 questions. Which included majority quantitative response because of direct questions to identify its objective of having an Athlete or Celebrity yet giving them an opportunity to foment if any other suggestion.
- Number of participants responded 62 Respondents (34 Male, 28 Female)

## FIELDING

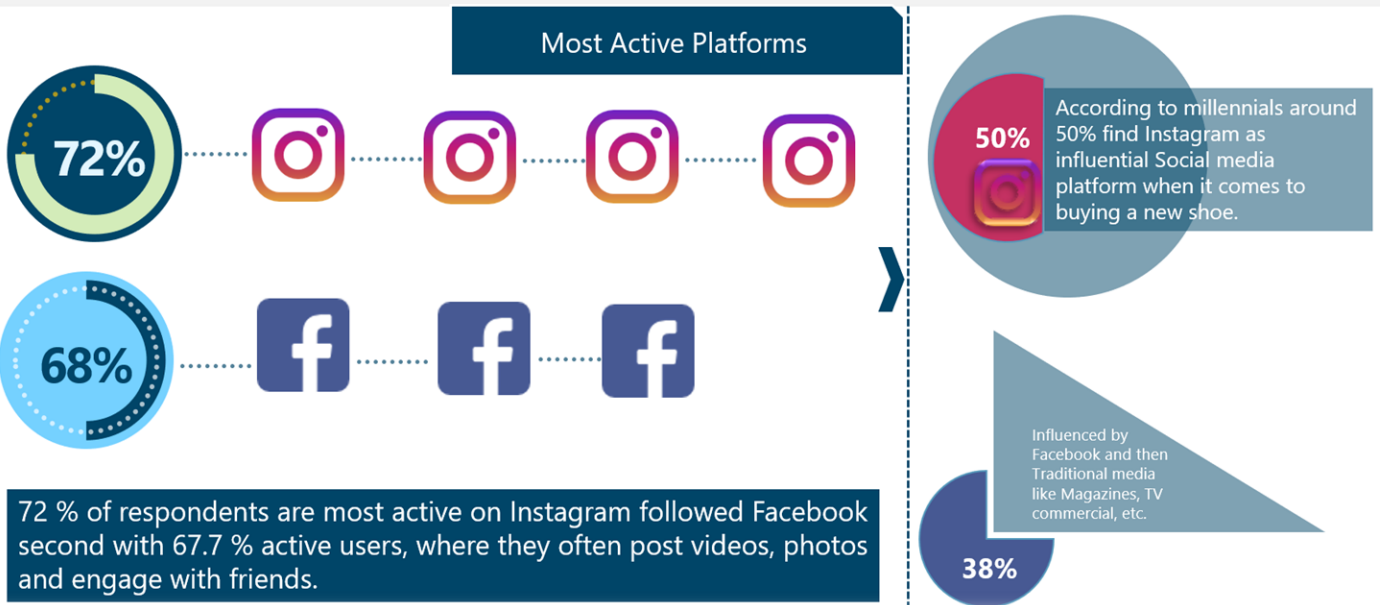
This survey was fielded  
from March 18<sup>th</sup> – March  
24<sup>th</sup>, 2018

Was fielded among  
Friends, Families and  
colleagues.

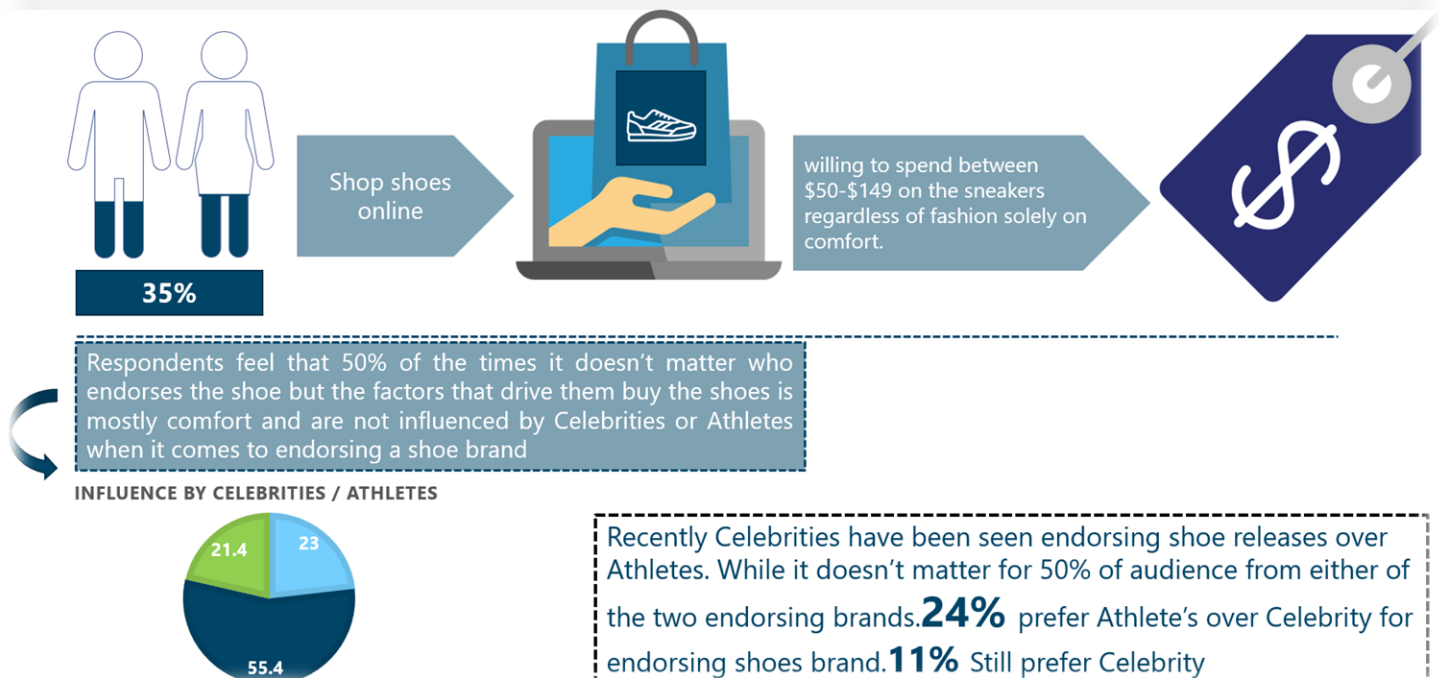
Using Email, Facebook,  
Twitter, WhatsApp, Text  
(SMS)

# SELECTIVE DATA ANALYSIS

## Most Active Platform

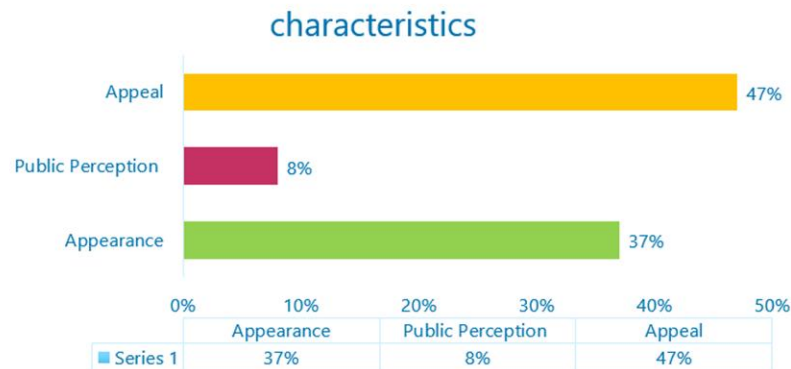


## Shopping Journey & Influential Factor





What characteristic they would value for endorsement of such shoe brand?



With Nike Spending billions on it advertising, you better got to be liking it. ~9.4 Billion was spent by Nike during 2016. I.e 52 % more compared to the following year, as per data source in [nicekicks](#). Since Nike has already made a mark with good endorsement and commercials for the upcoming Adidas Yeezy 500 "Blush" we wanted to know through majority what characteristic they would value for endorsement of such shoe brand and 46% respondents feel Appeal is the most important characteristic.

If we had to choose a celebrity over an Athlete who should it be and What characteristics do you value, when endorsing a shoe by Celebrities or Athletes ?



★ Zac Efron

33 %



Ellen DeGeneres

27 %



Adam Levine

23 %



Selena Gomez

21 %



Justin Bieber

10 %

26% feel Ellen DeGeneres can also be a potential endorser for such brands as her appearance is more appealing to all age group.

Zac Efron must endorse the upcoming shoe release because of the young appealing look which fits best amongst adidas target audience between 18-30 years

## RECOMMENDATION

- Sneakers can consider a different approach to marketing and advertising than using expensive celebrities or Athletes as Influences and try more crowdsourcing ideas as a new approach to understand their audiences and create product accordingly, while creating a hype with audience engagements.
- While considering Online approach to promoting shoes create a more fun buzz by having celebrities in person to endorse the shoes while conducting contest giveaways, creating buzz around the product and having them share their views on the comfort and style of the shoes.
- Consider Micro and Macro influencer to create content for upcoming releases,
- Target Instagram, Facebook group to advertise and promote shoes. Understand the user behavior and where they are more active and are influenced to purchase shoe after seeing them.



## KEY TAKEAWAYS

- Comfort is the key over price.
- Quantitative and qualitative research helps in understanding what the user has different to say and Quantitative data helps in finding majority grouping.
- When comes to Shoe endorsements Nike is supreme.
- Instagram is most influential to consumers purchase decisions.
- Celebrity nor Athlete's are influential in driving peoples purchase decision.
- The discussion on who is better endorser or influential over Celebrities and Athletes is all infancy given the fact they don't drive peoples purchase decision and if had to be given a chance both are seen as a marketer in their own ways depending on what shoe has been promoted.
- Based on the success, Celebrities recent releases of shoe endorsement can continue to grow in the future. But must be considerate of new and fun promotional ways trying to understand what audience's like is. With ways of crowdsourcing.