



FINAL REPORT

SHARREN
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Contents



- Interview
- Questionnaire
- Focus group discussion

INTERVIEW

ADIDAS

DETAILS

INFO

- interview in conducted through Microsoft teams
- Nature of the interview is casual so there were follow up questions

OBJECTIVE

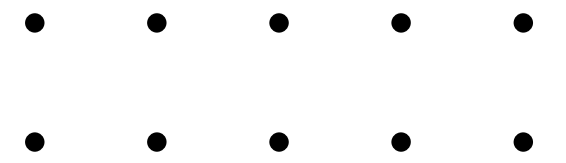
To find out consumer characteristics and satisfaction towards the brand

PROFILE

- Catherina Tjoe
- 16 years old
- new college student majoring in Fashion Business in LaSalle College Jakarta
- Introverted personality
- Plays basketball, watches Korean shows in her spare time, likes Korean culture



QUESTIONS



1. Introduction
2. How often do you shop in a month
3. Do you have monthly income, if you don't mind, could you tell me a range on how much you get in a month?
4. Does your parents play a part in your purchasing decisions
5. Do you usually have a budget when you shop?
6. What is your main purchasing factor for fashion products?
7. Until now, how many Adidas products do you own?
8. Why do you buy from Adidas?
9. Are you satisfied with their quality and price
10. What's something that'll make Adidas a more appealing brand for you



RESULTS

· Shops for new products only when she needs to.

· She has a monthly allowance ranging around 1 million Ribu Rupiah from her parents. And the allowance is usually saved, not all spent.

· Her parents play a part in her purchasing decisions as they pay for her items because she isn't financially independent yet.

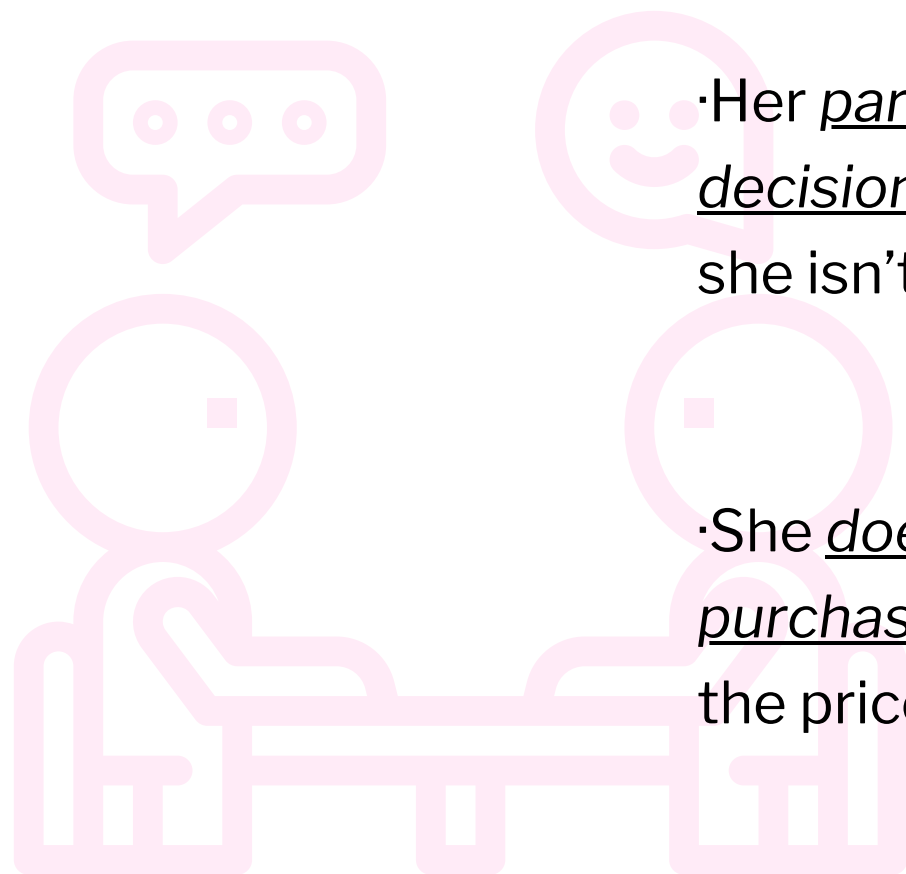
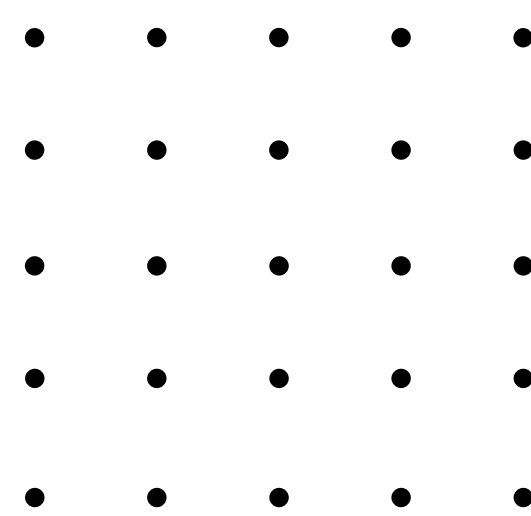
· She doesn't really have a budget when purchasing items, if the items' quality is worth the price, then she is willing to purchase it.

· Her main purchasing factor for fashion item is quality and trend. She will try out a trend and purchase the certain product. But If she thinks that the product is not of good quality, then she won't repeat the purchase.

· She likes bags and apparels from Adidas because she thinks they're of good quality and the aesthetics of Adidas' shoes and apparels matches her taste.

· She is very satisfied with the quality and price that Adidas offers.

· She thinks that if Adidas does collaborations with Korean idols and do sales, Adidas will be a more appealing brand



QUESTIONNAIRE

ADIDAS



DETAILS

INFO

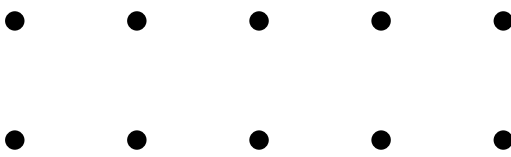
- conducted through google forms

OBJECTIVE

To find out consumer characteristics and satisfaction towards the brand of different groups to come up with a marketing strategy for a specific target market.



QUESTIONS



INITIAL

AGE

GENDER

- 15-18
- 19-22
- 23-25
- 26 and above

- male
- female
- other

CITY

- Jakarta
- Bogor/Tangerang/Bekasi/Depok
- other

HOW OFTEN DO YOU SHOP IN A MONTH?

- 1-2 times
- 3-5times
- 6-9 times
- >10 times

OCCUPATION

- Students
- unemployed
- employes
- retired



MONTHLY INCOME

- Rp. 1.000.000 - Rp. 3.000.000
- Rp. 4.000.000 - Rp. 7.000.000
- Rp. 8.000.000 - Rp. 10.00.000
- >Rp. 10.000.000

ARE YOU SATISFIED WITH THE QUALITY ADIDAS OFFERED?

- Yes
- No

WHAT ADIDAS' PRODUCT RANGE DO YOU CONSIDER THE BEST?

- Shoes
- Apparel
- Accessories
- Sporting equipment

ARE YOU A CUSTOMER OF ADIDAS?

- Yes
- No

ARE YOU SATISFIED WITH ADIDAS PRICE RANGE?

- Yes
- No

DO YOU THINK ADVERTISING AFFECTS YOUR PURCHASING DECISIONS?

- Yes
- No

HOW MANY ADIDAS PRODUCTS DO YOU OWN

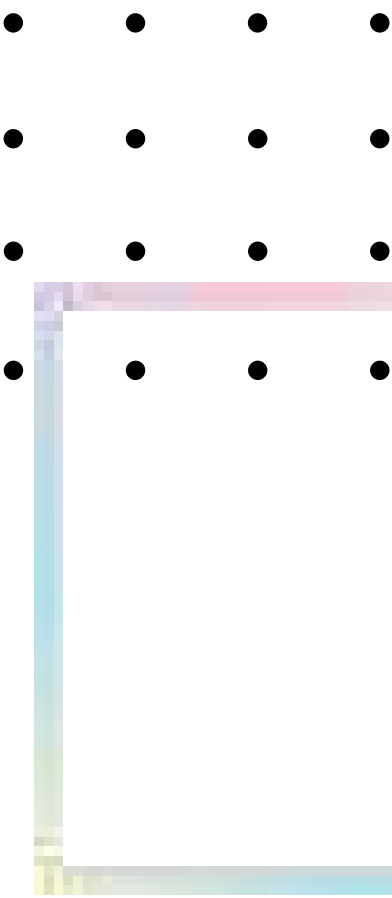
- 1-3 products
- 4-5 products
- 6-10 products
- more than 10 products
- none

WHICH PRICE RANGE FROM ADIDAS DO YOU PREFER?

- under 250.000
- 250.000 - Rp. 500.000
- Rp. 500.000 - Rp. 1.000.000
- > Rp. 1.000.000

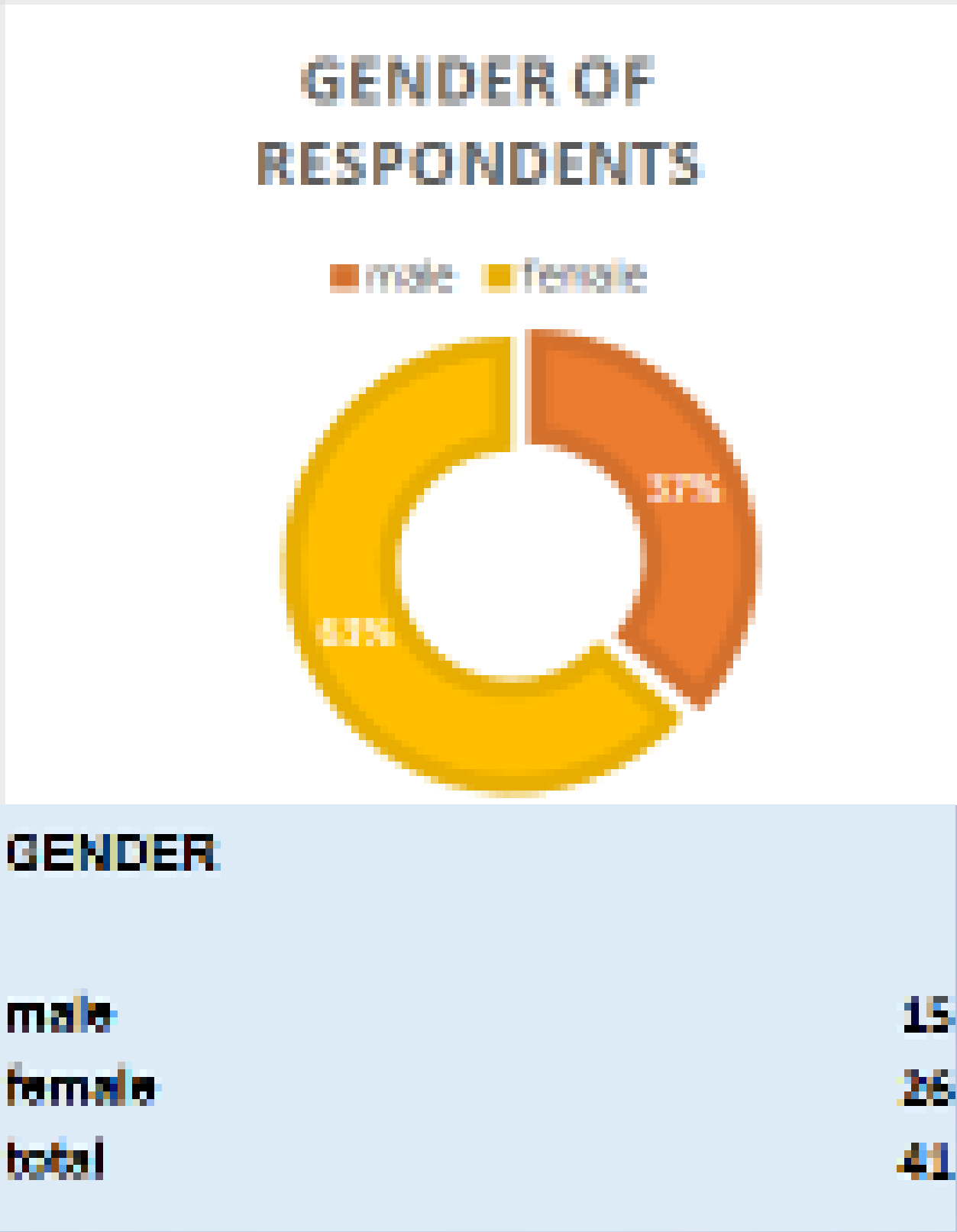
REASON

- Quality
- Price
- Advertisement
- Image / Good Reputation
- Friends' or people recommendation
- Trendy
- other



Overview
Analysis

There are more female respondents compares to males with a gap of 26%



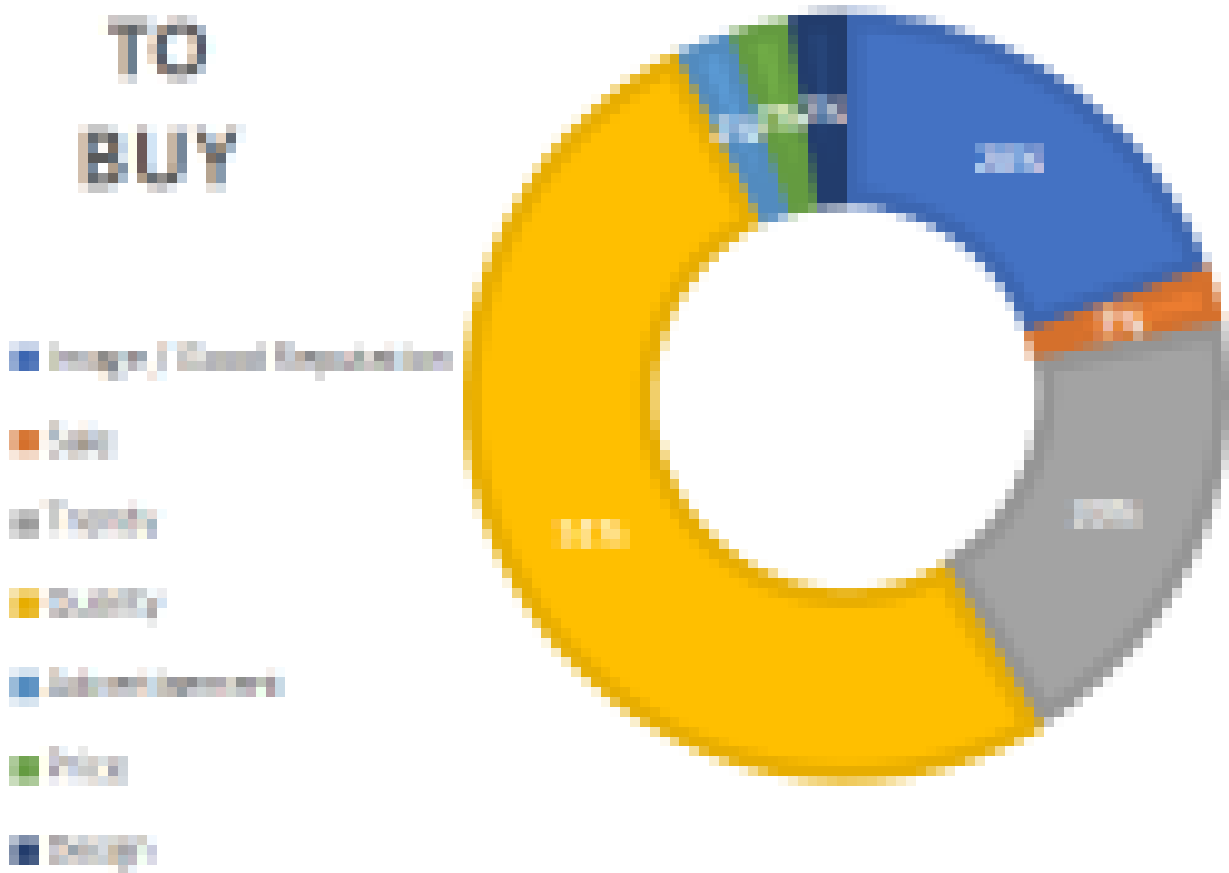
Overview
Analysis

REASONS TO BUY

The top 3 reasons why customers buy Adidas :
quality
trend
style

More than half of the respondents picked quality

REASONS TO BUY



REASONS TO BUY

Image / Good Reputation	8
Sale	1
Trendy	8
Quality	21
Advertisement	1
Price	1
Design	1

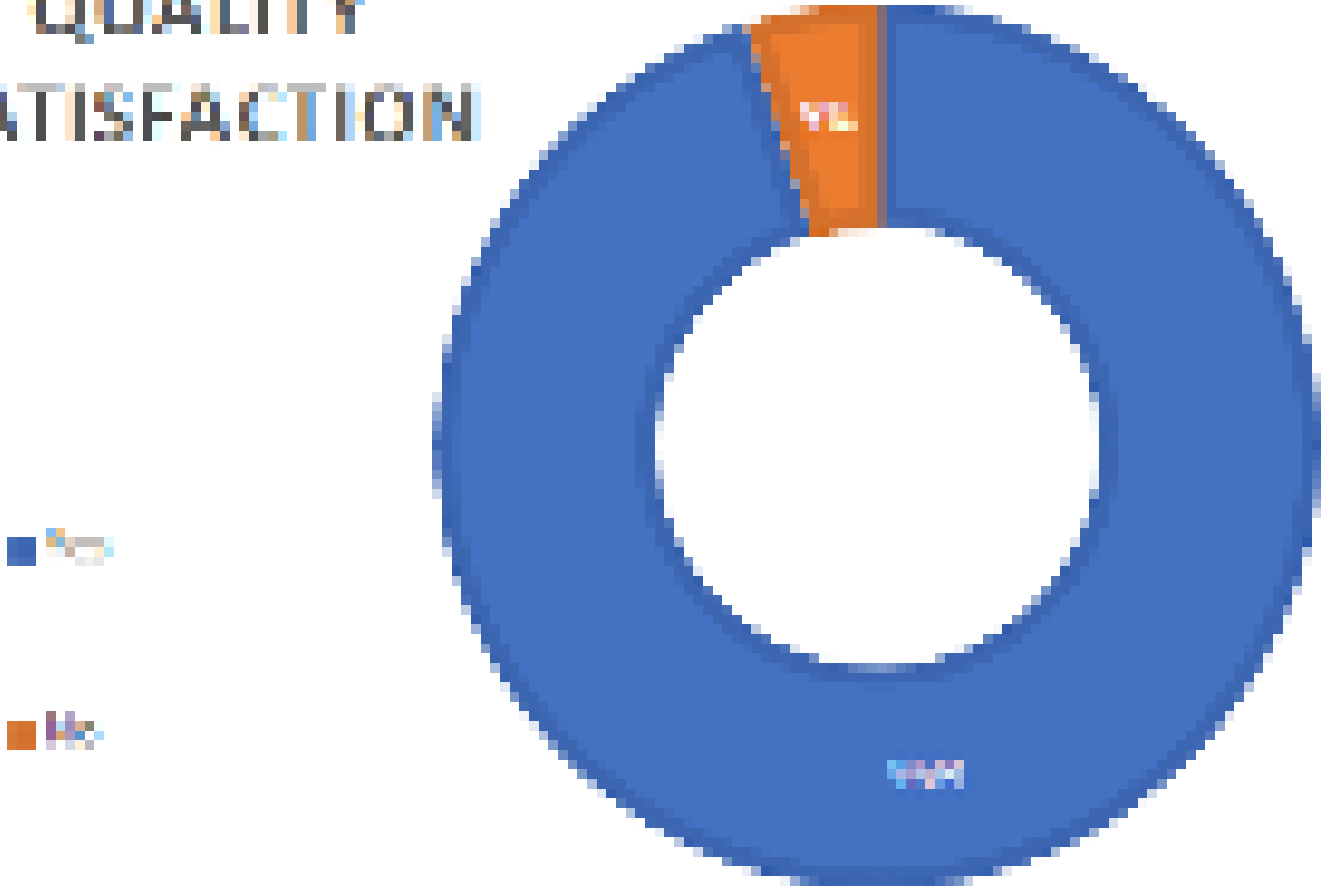
Overview
Analysis

QUALITY
SATISFACTION

Almost all of the
respondents are satisfied
with the quality of Adidas.

only 5% aren't satisfied

QUALITY
SATISFACTION



Quality Satisfaction	
Yes	39
No	2



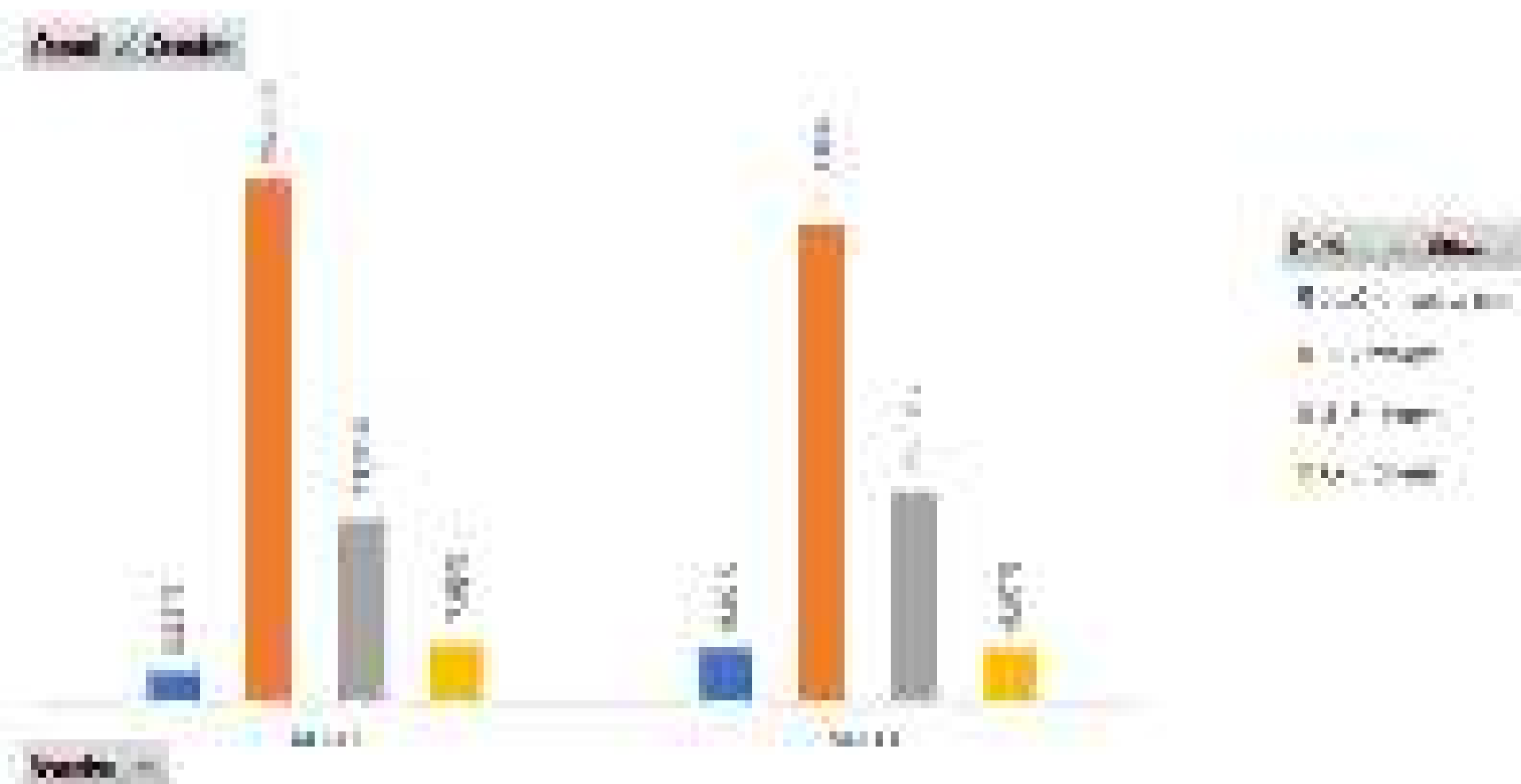
RESULTS

PIVOT TABLE
GRAPHS

Gender and Frequency of shopping

Count of Gender	Columns Include				
Rows Include	1-2 times a month	3-4 times a month	5-6 times a month	7-8 times a month	More than 10 times a month
Female	1	17	1	2	3
Male	1	9	1	1	12
Grand Total	2	26	2	3	15

Count of Gender	Columns Include				
Rows Include	1-2 times a month	3-4 times a month	5-6 times a month	7-8 times a month	More than 10 times a month
Female	4,80%	64,60%	2,60%	6,90%	24,50%
Male	6,67%	33,33%	5,56%	6,67%	48,89%
Grand Total	4,80%	50,41%	4,08%	7,42%	36,67%



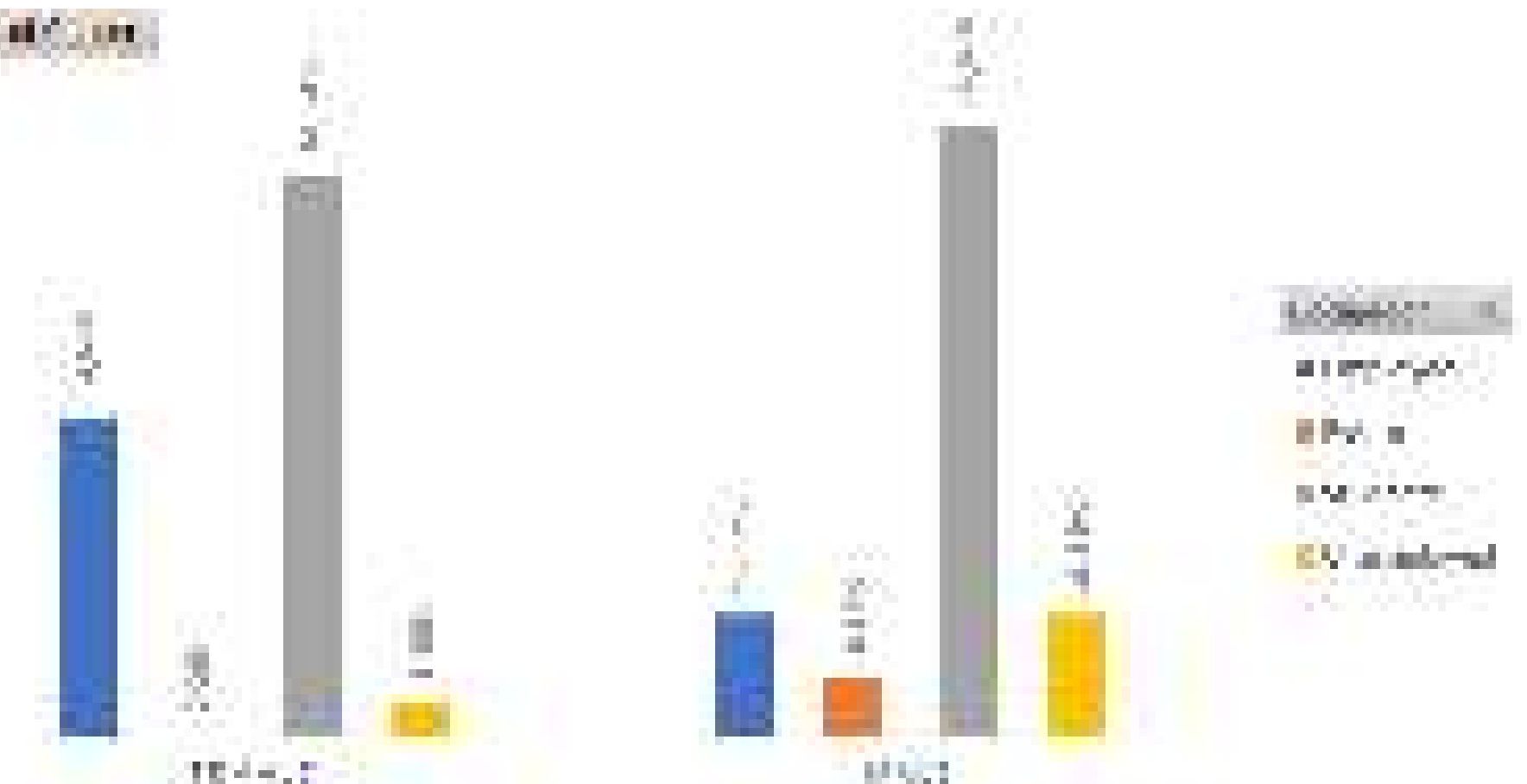
- Men shop more than women, there are more men who shop more than 10x a month than women.
- Women's percentage of shopping 1-2 times a month is higher than men's

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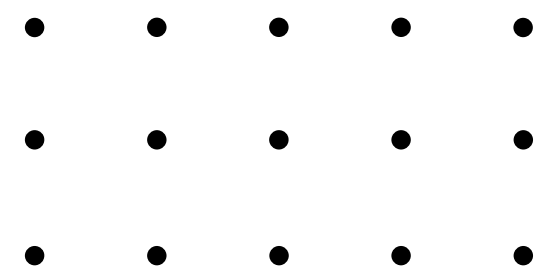
Gender and occupation

Count of Gender	Column Labels				
Row Labels	Employed	Female	Students	Unemployed	Grand Total
Female	3		18	1	22
Male	2	1	10	2	15
Grand Total	5	1	28	3	36

Count of Gender	Column Labels				
Row Labels	Employed	Female	Students	Unemployed	Grand Total
Female	14.44%	0.00%	50.00%	3.33%	100.00%
Male	14.44%	14.29%	35.71%	14.29%	100.00%
Grand Total	28.89%	14.29%	85.71%	17.62%	100.00%



- More than half(63%) of males and female respondents are students.
- Around 1/4 of the respondents are employed
- The least amount is the unemployed

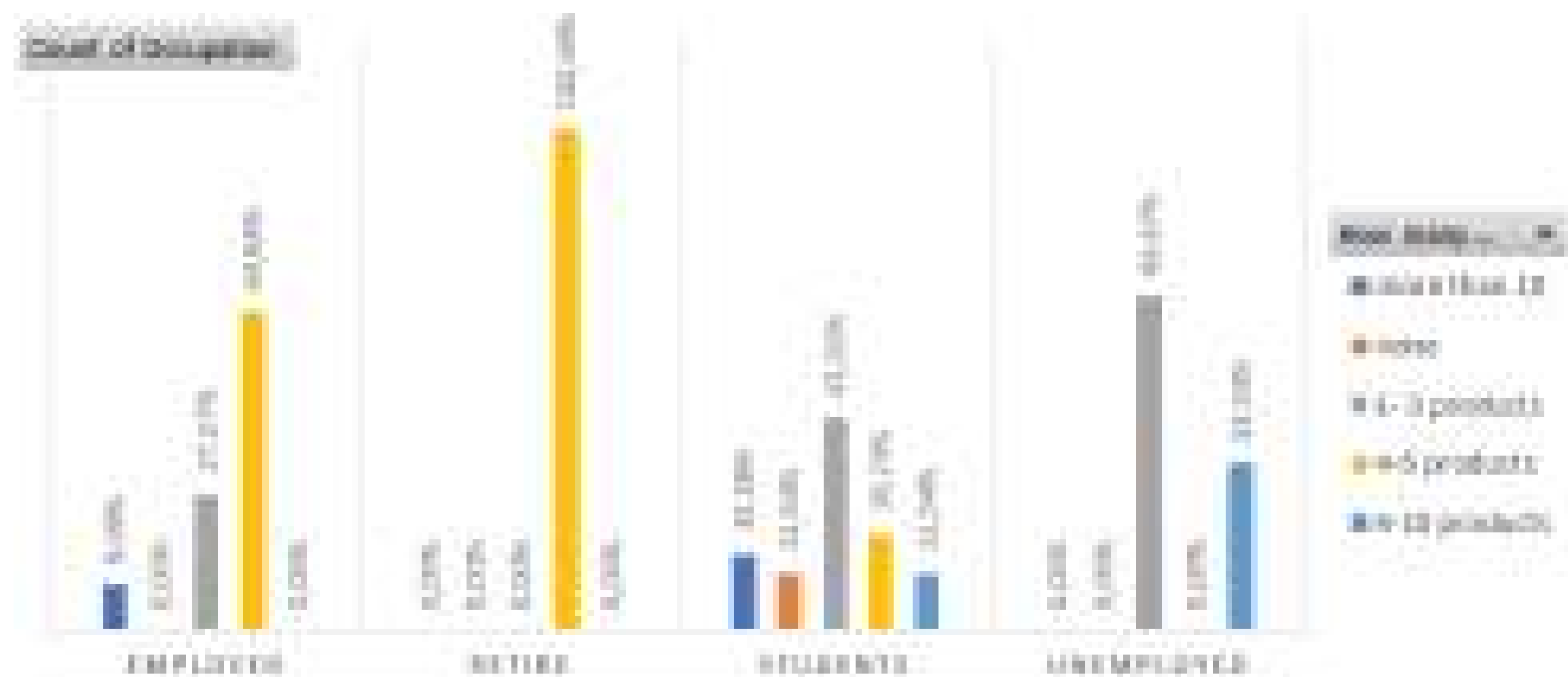


Occupation and Amount of products

- Most of the employed customers own 4-6 Adidas Products
- All the retired customers also own 4-6 Adidas Products
- About Half of the students own 1-3 Adidas products
- Majority of the unemployed customers also own 1-3 Adidas products.

Count of Occupations		Column Labels				
Row Labels		more than 10	none	1-3 products	4-6 products	8-10 products
Employed		3			3	7
Retiree						1
Students		4	3	11	2	3
Unemployed				3		1
Grand Total		8	3	14	5	11

Count of Occupations		Column Labels				
Row Labels		more than 10	none	1-3 products	4-6 products	8-10 products
Employed		37.50%	0.00%	21.43%	60.00%	63.64%
Retiree		0.00%	0.00%	0.00%	100.00%	100.00%
Students		50.00%	33.33%	78.57%	40.00%	72.73%
Unemployed		0.00%	0.00%	85.71%	0.00%	18.18%
Grand Total		37.50%	7.69%	68.00%	52.00%	61.82%

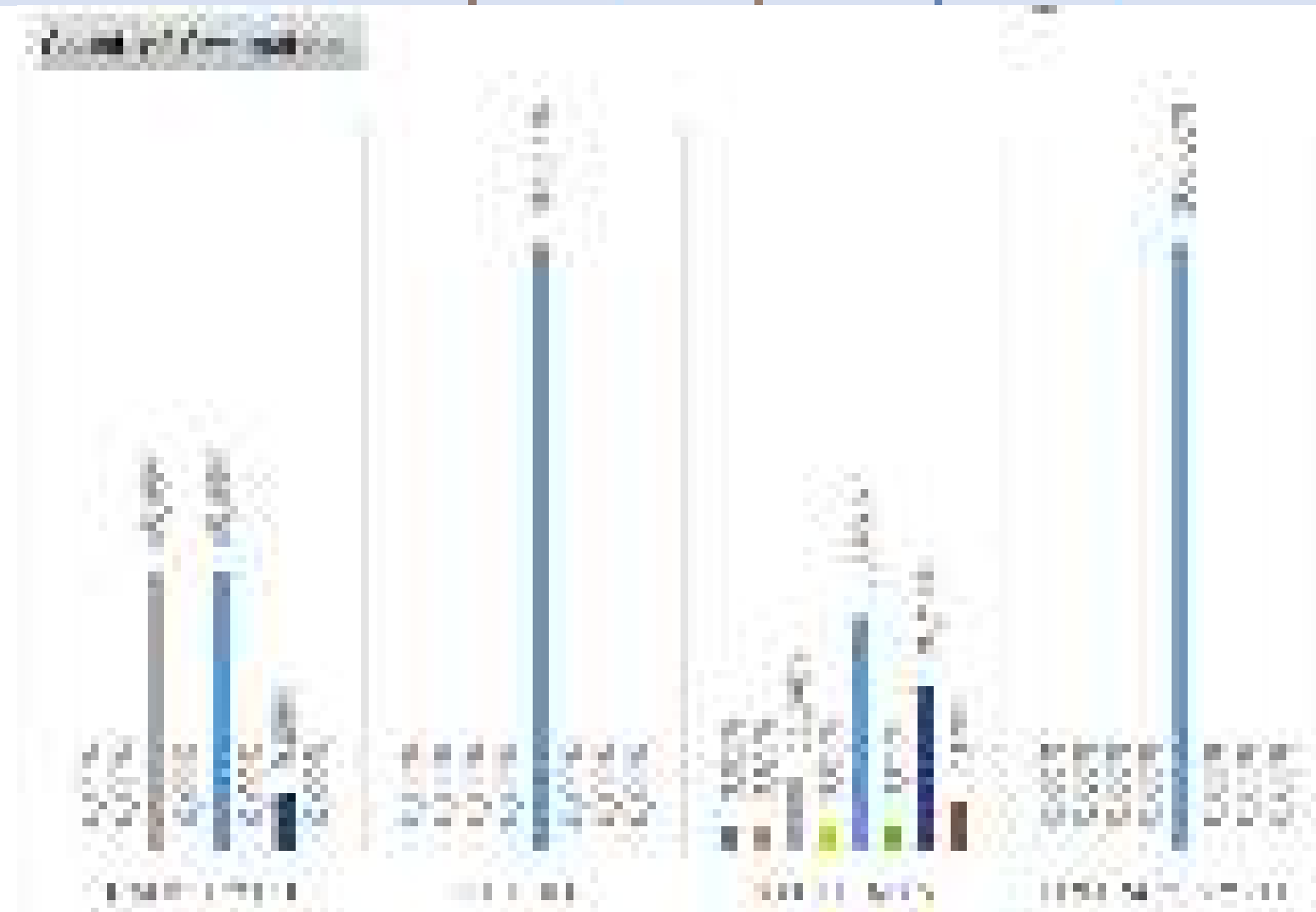


Occupation and reason of purchase

- There are equal amount of employed customers who buy from Adidas for their good quality and those who buy because of Adidas' Good image. This means that quality and brand image is their driving purchasing factor.
- All of the retired customers buy from Adidas for their good quality.
- Most of the students also buy from Adidas for their quality, another popular reason is because Adidas looks trendy.
- The unemployed customers also buy from Adidas for their good quality.

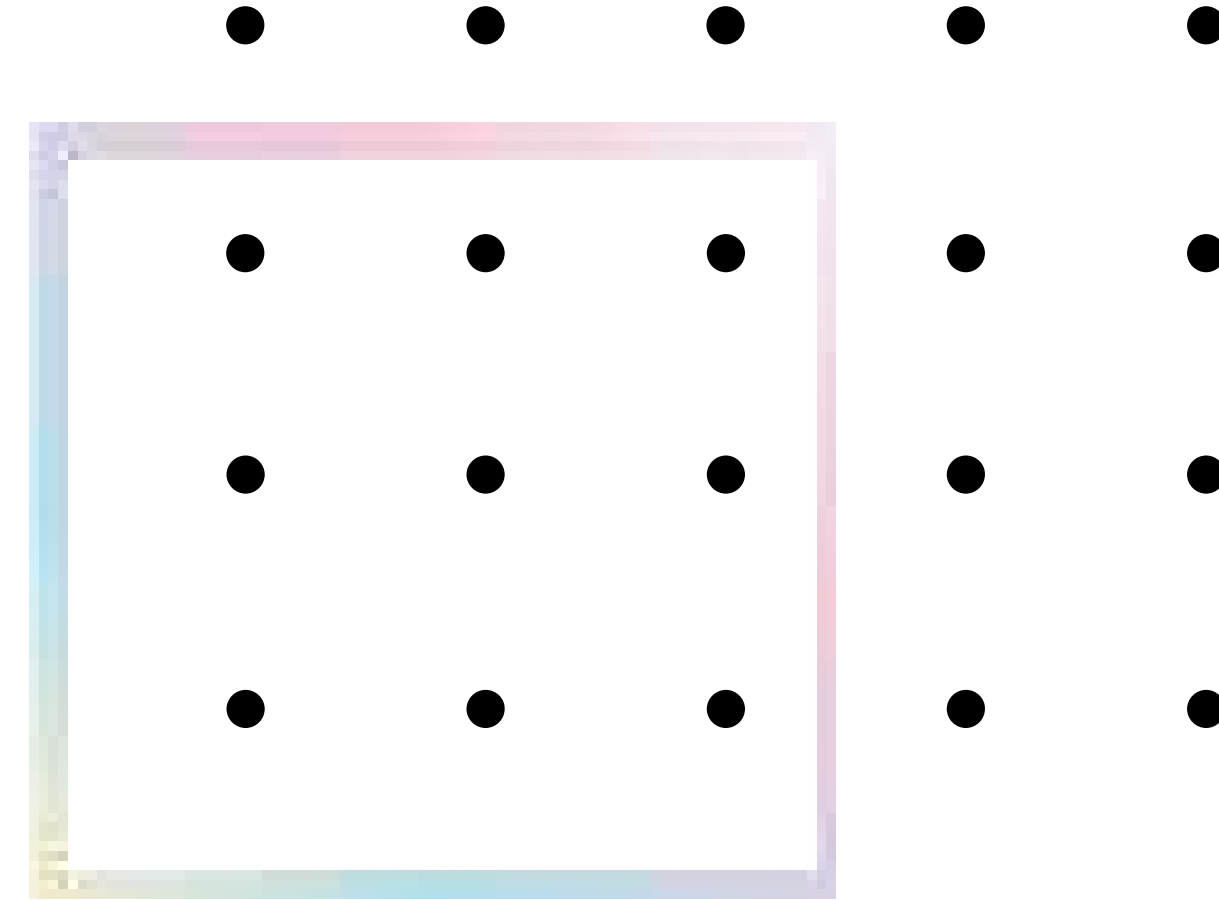
Overall Customer Data	Reason of Purchase	Age Group	Gender	Occupation	Quality	Image	Price	Brand	Overall Score
Length of purchase									
Reason									
Unemployed									
Unemployed									
Unemployed									

Overall Customer Data	Reason of Purchase	Age Group	Gender	Occupation	Quality	Image	Price	Brand	Overall Score
Length of purchase									
Reason									
Unemployed									
Unemployed									
Unemployed									



Reason of Purchase	Age Group	Gender	Occupation	Quality	Image	Price
Unemployed						
Unemployed						
Unemployed						
Unemployed						

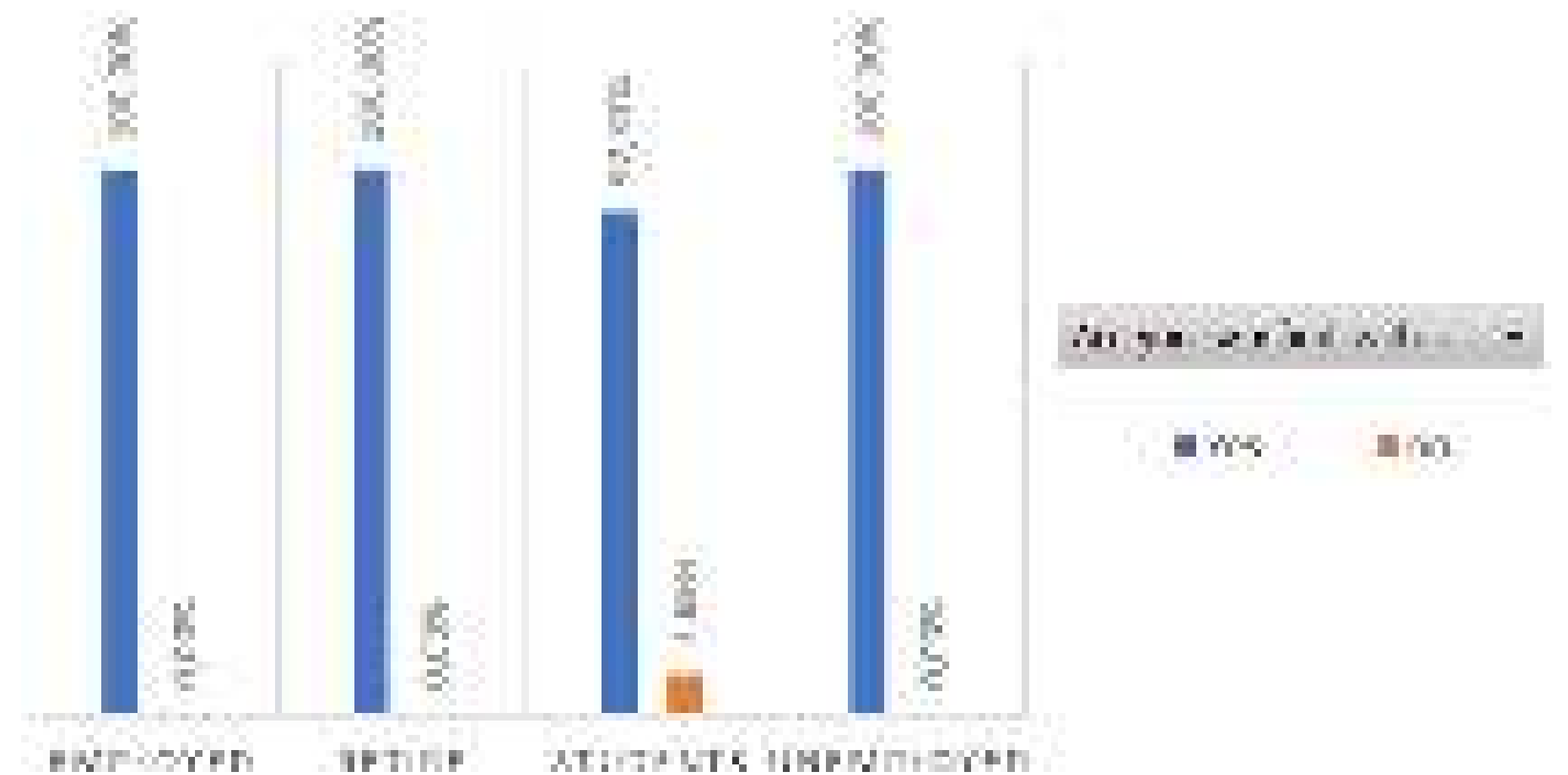
- From here we can conclude that all of the groups buy from Adidas for their quality.
- The group of customers that picked 'trendy' are mostly the students, it could be because they're young and they care about trends and want to keep their style relevant.
- The only group who picked 'advertisement for the reason for their purchase are students. This could be because students/ youngsters are more active in terms of technology and they have more spare time to be exposed to advertisements. This means that students are easier to persuade through advertisements.



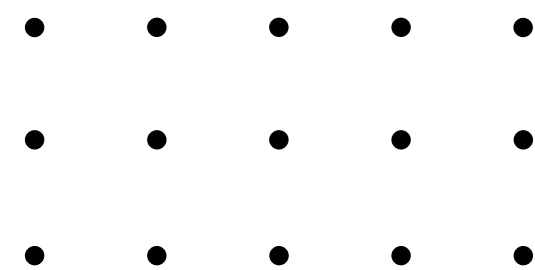
Quality satisfaction

Count of Occupation	Column Labels		
Row Labels	Yes	no	Grand Total
Employed	11		11
Retire	1		1
Students	24	2	26
Unemployed	4		4
Grand Total	40	2	42

Count of Occupation	Column Labels		
Row Labels	Yes	no	Grand Total
Employed	100,00%	0,00%	100,00%
Retire	100,00%	0,00%	100,00%
Students	69,23%	7,69%	100,00%
Unemployed	100,00%	0,00%	100,00%
Grand Total	85,12%	1,52%	100,00%



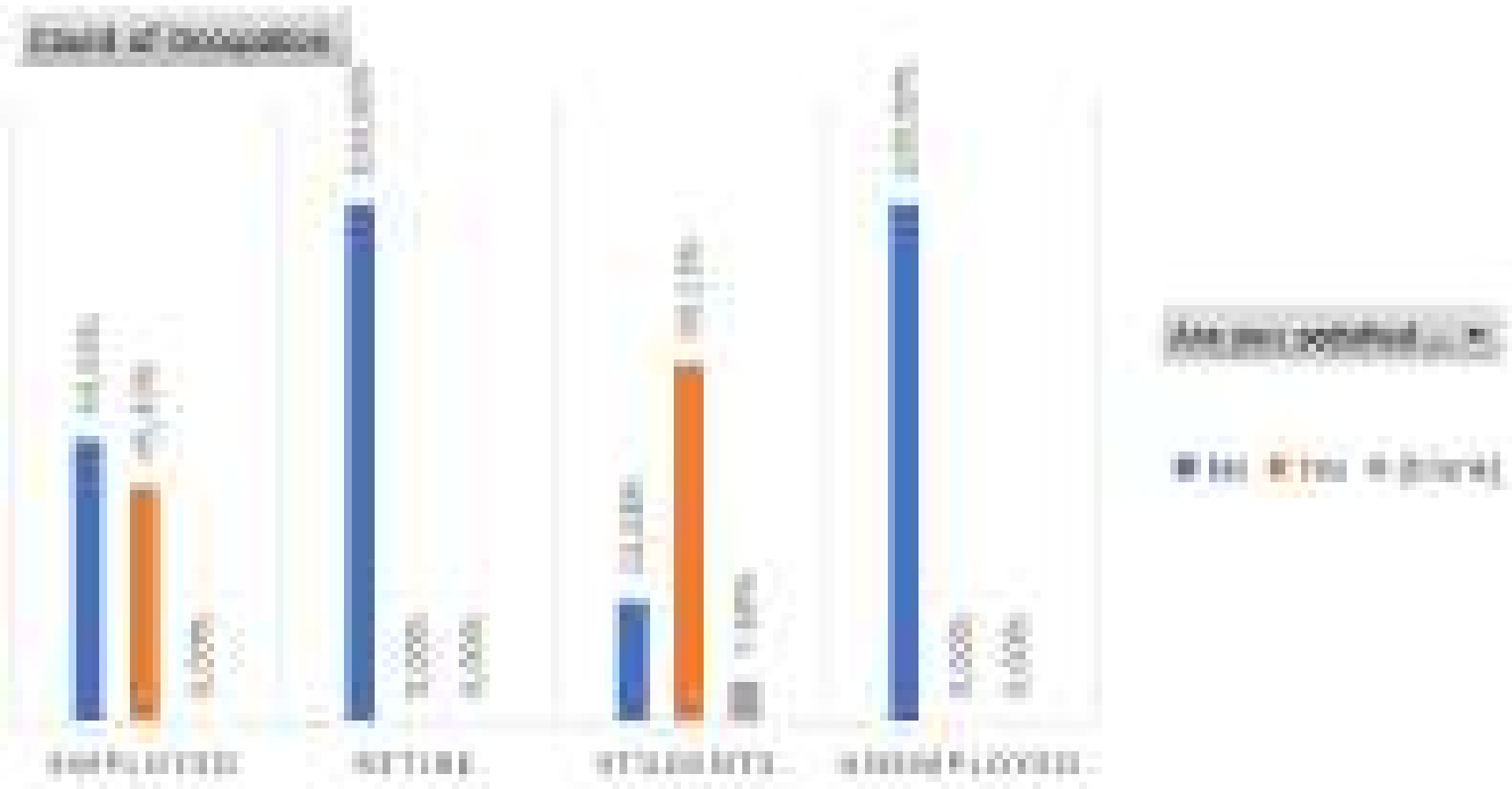
- Overall most of Adidas' Customers are satisfied with the quality they're getting. The only few ones dissatisfied are students.
- Only 2 respondents weren't satisfied (5%)



Pricing Satisfaction

Count of Occupation	Column Labels			
Row Labels	No	Yes	Blank	Grand Total
Employed	5	5		10
Retire	1			1
Students	5	10	2	20
Unemployed	3			3
Grand Total	14	15	2	31

Count of Occupation	Column Labels			
Row Labels	No	Yes	Blank	Grand Total
Employed	54.29%	33.33%	0.00%	100.00%
Retire	100.00%	0.00%	0.00%	100.00%
Students	25.00%	50.00%	10.00%	100.00%
Unemployed	100.00%	0.00%	0.00%	100.00%
Grand Total	39.02%	36.10%	4.88%	100.00%



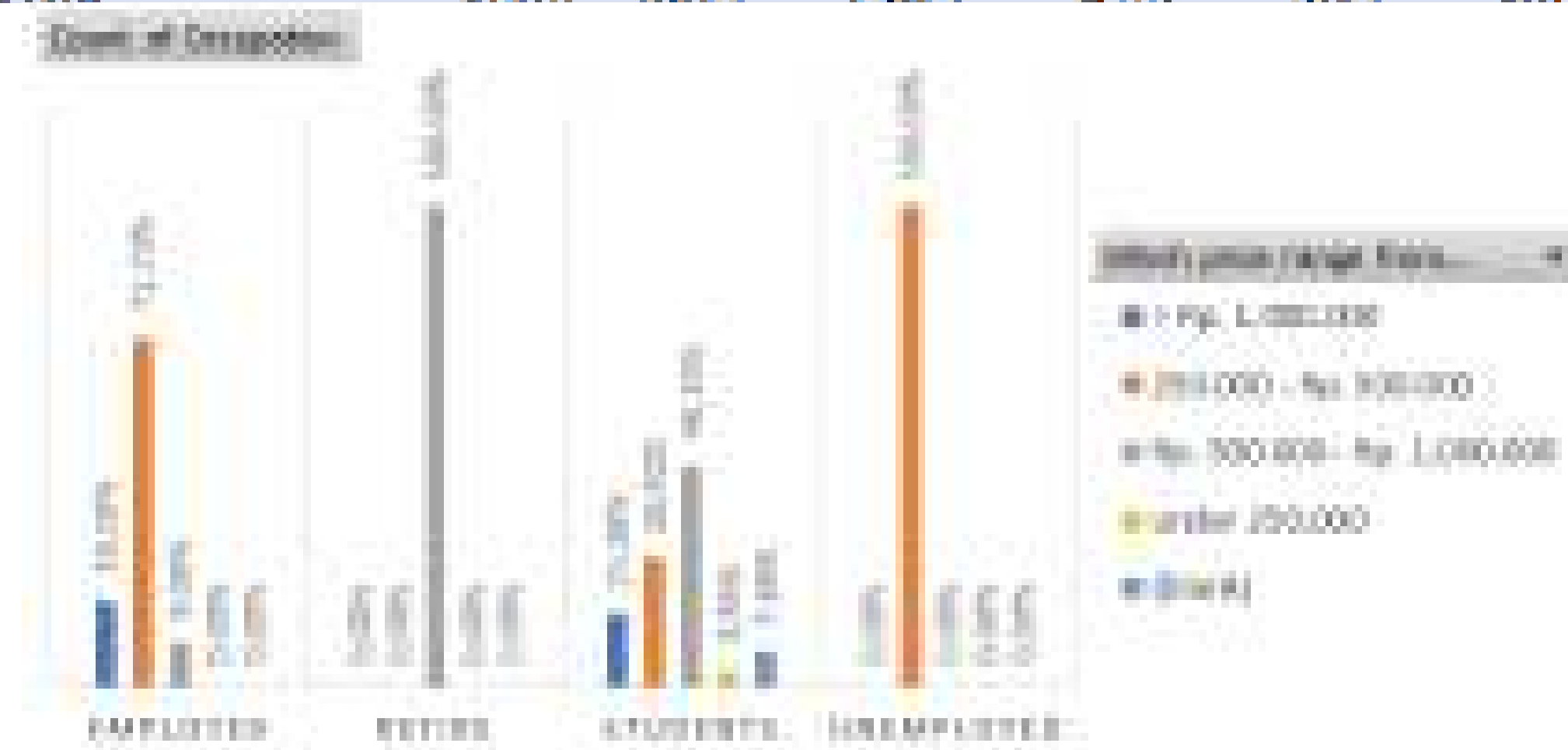
- But overall, there are more than half customers who are satisfied with the pricing.

- More than half of the employed customers aren't satisfied with Adidas' pricing, the reason behind this could be that It's because they now know that earning money isn't easy, therefore they're more price conscious.
- Most of the students are satisfied with the pricing. The reason behind this is because most of the student's items are bought by their parents.
- All the retired Customers are satisfied with Adidas' pricing

Preferred Price Range

Count of Occupation	Column Labels					
Price Labels	< Rs. 1,000,000	250,000	Rs. 500,000	under 150,000 (Rs.)		Grand Total
Freelance	7	8	1			16
Retiree			1			1
Students	4	7	17	1	7	36
Unemployed		4				4
Grand Total	11	19	19	2	7	58

Count of Occupation	Column Labels					
Price Labels	> Rs. 1,000,000	250,000 -	Rs. 1,000,000 -	under 250,000 (Rs.)		Grand Total
Freelance	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Retiree	100.0%	0.0%	100.0%	0.0%	0.0%	100.0%
Students	22.22%	38.89%	47.78%	10.0%	0.0%	100.0%
Unemployed	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
Grand Total	14.0%	41.0%	34.15%	2.44%	4.0%	100.0%



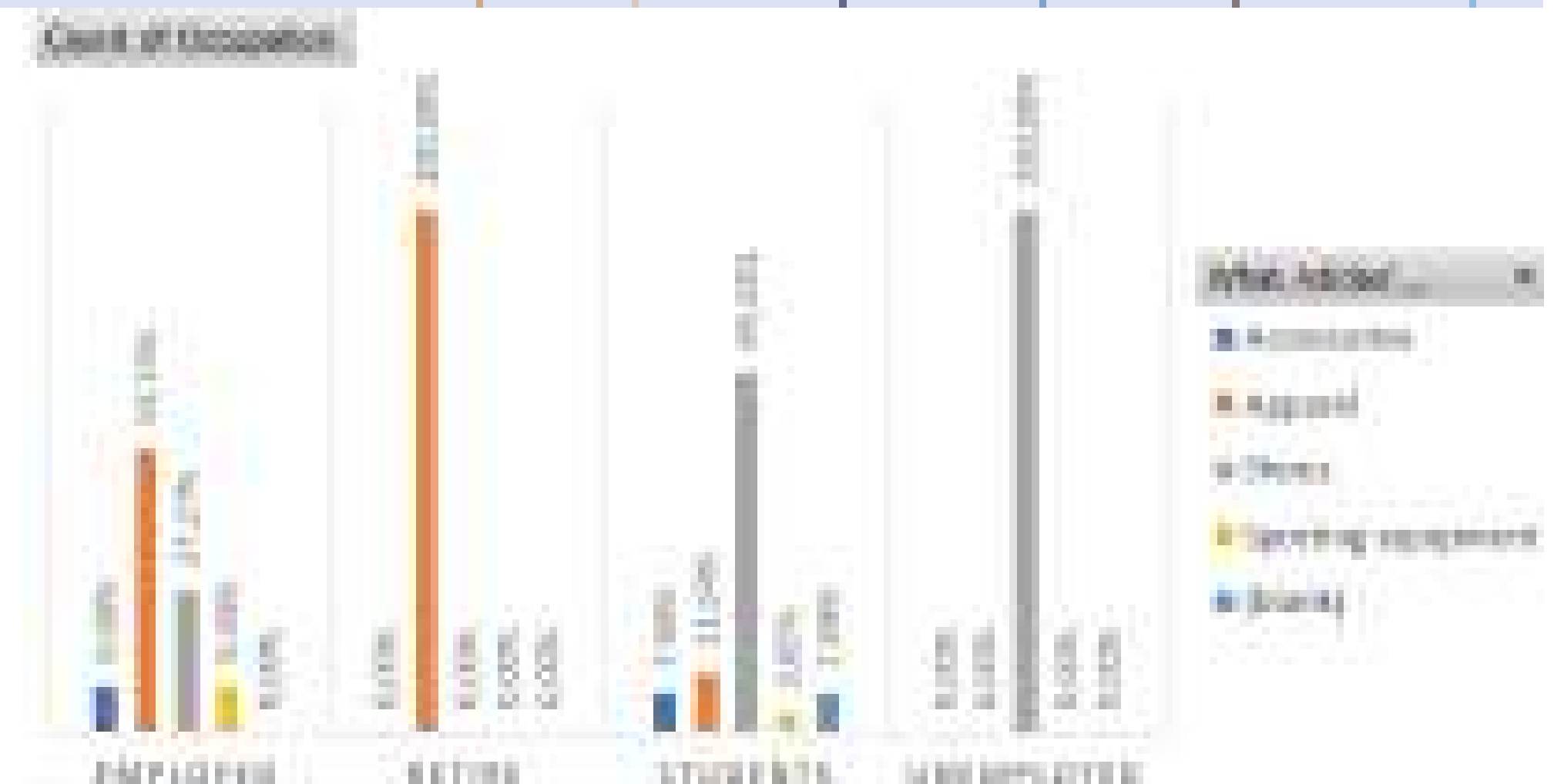
- Majority of employed customers prefer a price range between 250k-500k
- All of the retired customer prefer a price range of 500k-1,000k.
- Around half of the students prefer a price range of 500-1,000k. Other popular picks are 250-500k and any amount above 1,000k. It's safe to say that students are more consumptive and are willing to purchase products of a higher price.
- All of the unemployed customers prefer a price range of 250- 500k.

Best Product Category

- Over half of the employed customer likes Adidas' shoes the best compared to it's Accessories, Apparel, Shoes and Sporting equipment.
- As for students, about 70% of the students picked shoes as the best product category from Adidas. The second highest pick is the apparels with 1/10 of students picks.
- All of the unemployed customers of Adidas picked shoes for their best category

Count of Occupations	Customer Labels						
Count of Occupations	Customer Labels		Apparel	Shoes	Sporting equipment	Accessories	Grand Total
Employed		1	1	4	1		7
Student			1				1
Unemployed		1	4	14	1	1	21
Grand Total			6	19	24	2	51

Count of Occupations	Customer Labels						
Count of Occupations	Customer Labels		Apparel	Shoes	Sporting equipment	Accessories	Grand Total
Employed		100%	100%	100%	100%	100%	100%
Student		0.00%	100.00%	0.00%	0.00%	0.00%	100.00%
Unemployed		100%	100%	100%	100%	100%	100%
Grand Total		100%	100%	100%	100%	100%	100%

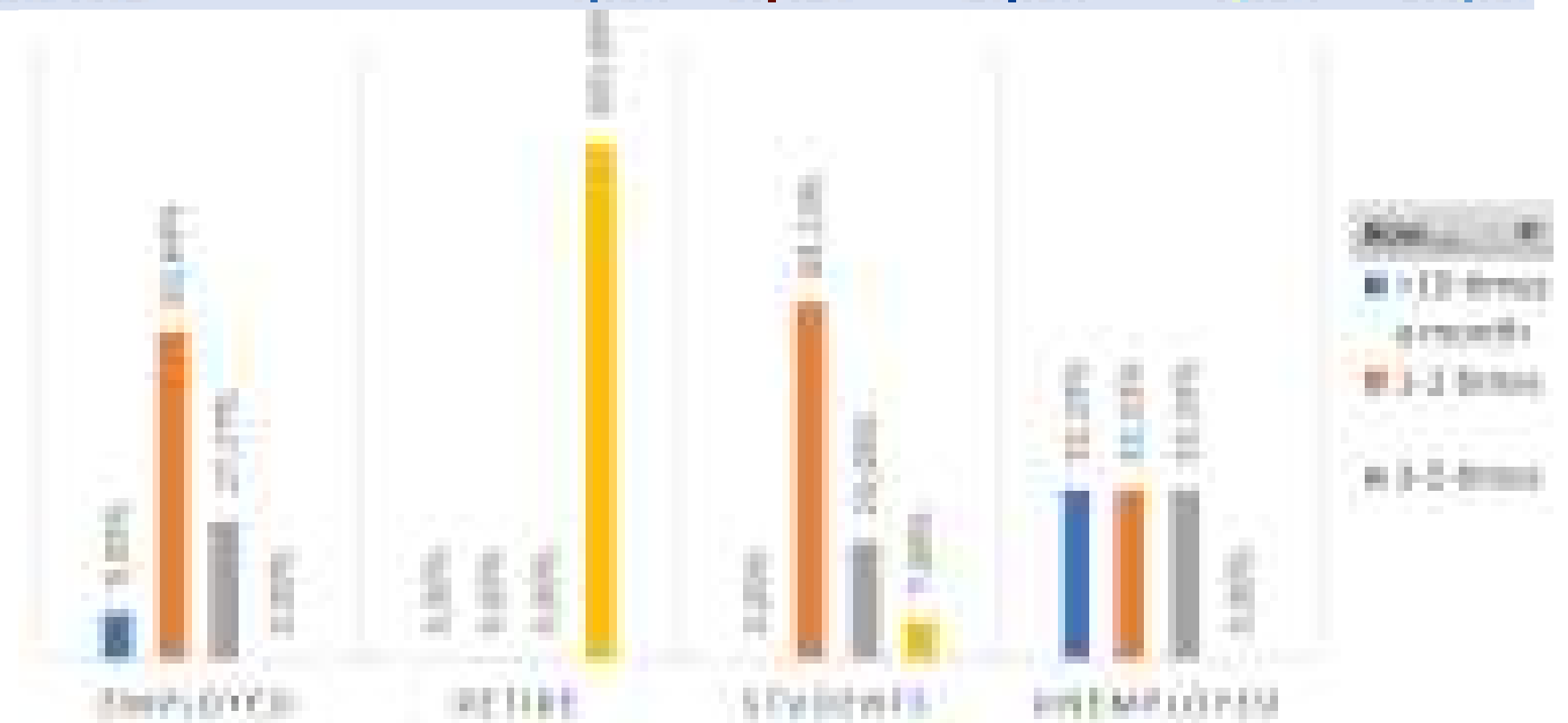


Occupation & Frequency of Shopping

- In a summary, most of these groups shop 1-2 times a month, while 1/4 of the participants shop 3-5 times a month. The group that has a highest percentage of frequent shopping goes to the unemployed customers, while the group that has a highest percentage of least frequent shopping goes to the students.
- Over half of the employed customers shop 1-2 times in a month while around 3/10 of employees customers shop 3-5 times in month
- 7/10 of the students shop 1-2 times in a month and 1/4 of them shop 3-5 times in a month.
- As for the unemployed group, they all equally shop more than 10 times a month, 1-2 times a month and 3-5 times a month.

Count of Occupation	Column Labels	1-2 times a month	3-5 times a month	6-9 times a month	Grand Total
Employed		1	7	2	10
Retiree					
Students			8	1	9
Unemployed		1	1	1	3
Grand Total		2	8	3	13

Count of Occupation	Column Labels	1-2 Hours a month	3-4 Hours a month	5-6 Hours a month	Grand Total
Employed		0.00%	63.33%	36.67%	100.00%
Retiree		0.00%	1.00%	99.00%	100.00%
Students		10.00%	14.44%	75.56%	100.00%
Unemployed		0.00%	33.33%	66.67%	100.00%
Grand Total		0.00%	24.44%	75.56%	100.00%



FINAL RESULTS

Almost all of the respondents are satisfied with the quality of Adidas.

only 5% aren't satisfied

EMPLOYED:

- ~quality of products are their main purchasing factor
- ~ focus on building a good brand image
- ~ sell products at a lower price than they are now.
- ~ focus/ prioritize on the product development of apparels

STUDENTS:

- ~ the quality and trendy look of products are their main purchasing factor
- ~ Focus on the design of the products, students like products that look trendy
- ~ Students are okay with purchasing Adidas' current price range
- ~focus on digital advertisements
- ~ focus/ prioritize on the product development of Shoes

UNEMPLOYED:

- ~quality of products are their main purchasing factor
- ~ They are okay with purchasing Adidas' current price range
- ~ focus/ prioritize on the product development of Shoes



FGD

SECONDATE

DETAILS

INFO

- conducted through MS Teams, Used PPT slides to make the process more efficient
- Tuesday March 30, 2021, 3p.m.
- moderators= Karyn, Catherina and Sharren.

OBJECTIVE

To find out consumer characteristics and satisfaction towards the Secondate

About Secondate



Secondate is a beauty company found by Titan Tyra and Gitta Amelia.

- Found in 2020
- Specialize in Lip Products
- Cruelty free & ethically sourced formulas



Owners

Titan Tyra



Gitta Amelia



Questions



1

Introduction

Brief Introduction and profile about customers

2

General Questions

To find out customers' behavior towards make up purchases

3

Specific Questions

To find out customers' behavior towards and satisfaction towards Secondate

Introduction

- name
- why do they like make up
- When did they start makeup
- Hobby and interests

General Questions



- How often do you shop for make-up products?
- What are the Brands you consider when you want to buy makeup (other than Secondate?)
- Do you prefer to get all / most of your make_ up from one brand or different brands?

Specific Questions

- Did you purchase Their new gel lip gloss (if you have/ haven't , please state your reason why)
- What do you think about their best selling product, their lip tint. Is it worth the hype?
- What is your first impression about secondate?
- What products have you bought from secondate?
- What are the reasons for your purchase (the influencers they use to promote, friends recommendation, the hype around secondate.
- Does the fact that titan is the owner of secondate play a major role in your purchasing decisions (give reasons)
- How satisfied are you with the delivery of secondate products (1-10)
- How satisfied are you with the quality of secondate products (1-10)
- How satisfied are you with the price of secondate products? (if it were to increase, would you still buy from secondate?(1-10)
- How satisfied are you with the packaging of the secondate products? (1-10)
- How satisfied are you with the platforms available for the purchase of the secondate products?(shopee and website)
- How likely are you to recommend secondate to someone else (1-10)
- What do you think secondate can do to increase your satisfaction (product quality, product range, packaging , Promotions)

Analysis

- Not all respondents are customers of secondate however, they are all aware of the brand existence which gave us more insights from a perspective both buyers and non-buyers
- All the respondents are not loyal customers of Secondate as they also buy makeup products from other brands and not only secondate.
- Most of them bought products from Secondate because of their friend's recommendations and their cute packaging.
- Around half of the respondents trust Secondate because Titan Tyra is the Co- Founder of the Brand. Because Titan tyra is a big beauty influencers, some of the respondents feel that her brand sells good quality products as she has more knowledge about the beauty industry
- Majority of the respondents' packaging for their lip tint (there were many cases where the liptint spill respondents feel like that the price of the products are overpriced as because most of them were not satisfied with the quality out from the packaging)
- Respondents' perspectives of the brand are influenced by how others view the brand. For example, when the non-buyers heard of negative opinions of the products, they immediately change their view about the products of secondate.
- Majority of them think that it was simple and easy to shop from Secondate's website. All of the buyers are satisfied with the platform Secondate is active on.

Summary

These results show evidence that mostly respondents had a good shopping experience from Secondate. Most respondents are satisfied with the quality, delivery, and shopping platform of the brand. However, there are still areas to improve in terms of their packaging, price, and product range as some respondents are not yet satisfied with these factors.



Thank you!