Assignment: P Perfume Marketing 06   **Data: perfume data 01**

Age: _____

Gender: Male (1)   Female (2)

Nationality: American (1) French (2)

Indicate your degree of liking for the following brands of perfume on the scale shown below.

	Dislike Very Much					Like Very Much	
White Diamonds	1	2	3	4	5	6	7
Chanel Cristalle	1	2	3	4	5	6	7
Calvin Klein Eternity	1	2	3	4	5	6	7
Calvin Klein Escape	1	2	3	4	5	6	7
Giorgio Ocean Dream	1	2	3	4	5	6	7
Hugo Boss Hugo Women	1	2	3	4	5	6	7
Chanel No 5	1	2	3	4	5	6	7
Davidoff Cool Water	1	2	3	4	5	6	7

Indicate your degree of liking for the following kinds of perfume on the scale shown below.

	Awful	Bad	Poor	OK	Fair	Good	Excellent
Strong Perfume	1	2	3	4	5	6	7
Weak Perfume	1	2	3	4	5	6	7
Fruity Perfume	1	2	3	4	5	6	7
Floral Perfume	1	2	3	4	5	6	7

Indicate how much you would be willing to pay for the following perfume brands.

White Diamonds Price $_____

Chanel Cristalle Price $_____

Calvin Klein Eternity Price $_____

Calvin Klein Escape Price $_____

Giorgio Ocean Dream $_____

Hugo Boss Hugo Women $_____

Chanel No 5 $_____

Davidoff Cool Water $_____

Rank the following sources of fashion information from 1, most valuable, to 4 least valuable.

_____ Magazines   _____ TV   _____ Radio   _____ Internet

In Canvas you will Indicate which statistical procedure you used by entering the code in the handout, e.g., **P** for Pearson, **S** for Spearman. Always format Excel to report values (correlations, p – values) to three decimal places, no more, no less, and enter your p – value answers in Blackboard to three decimal places with a leading zero as follows: **0.015.** Indicate whether the alternative hypothesis was supported at the specified alpha level by typing **True** if supported, **False** if not. Indicate the practical implications of the statistical findings are with a **1**, **2**, or **3**. Don't bold your answers in Canvas. When calculating rank values, do ranks across all existing values even if the variable will be correlated with another variable that has missing values. Remember when entering the N value in the p-value calculator that only rows with values for both variables are counted.

H1 How much one likes Escape is predictive of how much one will be willing to pay for Escape.
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1. P Pearson Correlation   S Spearman Correlation

   Alpha = .05   **2.** _____ p - value   **3.** _____ Supported

   Practical implications of the statistical results:

4. _____ Unsurprisingly, how much one is willing to pay for this perfume is linked to how much one likes the perfume. The more people like it, the more they will pay.

   _____ Ironically, the more people like this perfume, the less they are willing to pay for it.

   _____ There is no connection one way or the other between how much someone likes this perfume and how much someone will be willing to pay for it.

H1 The extent to which a person finds the internet to be a good source of information on fashion is linked with the price
.   they are willing to pay for Davidoff Cool Water perfume.

5. P Pearson Correlation   S Spearman Correlation

   Alpha = 0.1   **6.** _____ p - value   **7.** _____ Supported

   Practical implications of the statistical results:

8. _____ The internet is a good place to market Davidoff Cool Water because people for whom the internet is a valuable source of fashion information are willing to pay a high price for Cool Water.

   _____ The internet is a bad place to market Davidoff Cool Water because people who like to use the internet to get fashion information tend to be unwilling to pay a high price for the product.

   _____ The degree to which a person find the internet to be a good source of fashion information is not will not be a good indicator of how much they will be willing to pay for Davidoff Cool Water.

H1 Attitudes toward White Diamonds are linked to attitudes toward floral perfumes.
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9. P Pearson Correlation   S Spearman Correlation

   Alpha = .05   **10.** _____ p - value   **11.** _____ Supported

   Practical implications of the statistical results:

12. _____ White Diamonds probably excites the receptors in the nose that are sensitive to floral scents.

   _____ White Diamonds clearly does not excite the receptors in the nose that are sensitive to floral scents.

   _____ There is no link between floral scent preferences and preferences for White Diamonds.

H1. How much one is willing to pay for Davidoff Cool Water is predictable from how much someone likes fruity perfume.

13 P Pearson Correlation   S Spearman Correlation

     Alpha = .05   **14.** _____ p - value   **15.** _____ Supported

Practical implications of the statistical results:

16. _____ Davidoff should target people who like fruity perfumes in marketing Cool Water because they are willing to pay more for it.

_____ Davidoff should avoid people who like fruity perfumes when marketing Cool Water because those people won't be willing to pay much for the product.

_____ There is no linkage between cultural preferences for fruity perfume scents and willingness to pay a lot for Cool Water.

H1. If you like magazines you will like the internet or alternatively, you will dislike it, but one way or another, attitudes twoard the two media are linked.

17 P Pearson Correlation   S Spearman Correlation

     Alpha = 0.1   **18.** _____ p - value   **19.** _____ Supported

Practical implications of the statistical results:

20. _____ Magazines and the internet are competitive media with lots of overlap. Since people who use the internet also read magazines, both media should not be used since duplication will result because of redundant exposures to advertising.

_____ Magazines and the internet are complimentary media that reach different audiences with little overlap. Products should be marketed in both to reach their separate audiences.

_____ Magazine liking is unrelated to internet attitudes.

H1. Liking for TV and liking for Hugo Women are connected in such a way that a certain marketing strategy follows from the connection.

21 P Pearson Correlation   S Spearman Correlation

     Alpha = .05   **22.** _____ p - value   **23.** _____ Supported

Practical implications of the statistical results:

24. _____ TV is a good venue in which to market Hugo Women since people who like TV are likely to be favorably disposed toward the product.

_____ TV is a poor venue in which to market Hugo Women since people who like TV are probably ill disposed toward this perfume product. Some other venue should be used.

_____ TV attitudes have no relationship to attitudes toward Hugo Women perfume.

H1. The degree of likiing for fruity perfume is predicted best by which of the following: strong perfume, weak perfume, floral perfume, magazine, tv, radio, internet.. Use the best predictor to answer the questions below.

25 P Pearson Correlation   S Spearman Correlation

     Alpha = .05   **26.** _____ p - value   **27.** _____ Supported

Practical implications of the statistical results:

28. _____ Weak perfume liking goes up when the value or liking of the predictor goes up.

_____ Weak perfume liking goes up when the value or liking of the predictor goes down..

_____ One can't predict liking for weak perfume with any of these predictors..

H1 What customers will pay for Gorgio Ocean Dream is correlated with what they will pay for Chanel #5.
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29 P Pearson Correlation   S Spearman Correlation

    Alpha = .01   **30.** _____ p - value   **31.** _____ Supported

Practical implications of the statistical results:

32. _____ These products are direct competitors judging from their positively correlated prices. People who are good customers for Ocean Dream would also be good customers for Chanel #5 and visa versa.

      _____ These products are clearly not direct competitors because people willing to pay a lot for the one won't pay much for the other.

      _____ How much one will pay for these two products is not related.

H1 Liking for weak perfume is best predicted by which of the following predictors: magazine value, internet value,
. Escape price, Hugo liking, Hugo price. . Use the best predictor to answer the questions below.

33 P Pearson Correlation   S Spearman Correlation

    Alpha = 0.1   **34.** _____ p - value   **35.** _____ Supported

Practical implications of the statistical results:

36. _____ Weak perfume liking will be higher if the value or liking or price goes up.

      _____ Weak perfume liking will be higher if the value or liking or price goes down.

      _____ Weak perfume liking cannot be predicted using any of these predictors.

H1 There is a relationship between liking for Chanel Cristalle and liking for Giorgio Ocean Dream.
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37 P Pearson Correlation   S Spearman Correlation

    Alpha = 0.1   **38.** _____ p - value   **39.** _____ Supported

Practical implications of the statistical results:

40. _____ People who are buying Chanel Cristalle are a good target market for Giorgio Ocean Dream marketers.

      _____ People who like Chanel Cristalle are a poor target market for Giorgio Ocean Dream marketers.

      _____ Liking for Giorgio Ocean dream cannot be predicted from liking for Chanel Cristalle, so knowing whether someone likes Cristalle will not be a good predictor for Ocean Dream marketers.

H1 Chanel #5 price is best predicted by which of the following: weak perfume liking, Ocean Dream liking, Hugo
. Women liking, liking for Chanel #5, internet value. Use the best predictor to answer the questions below.

41 P Pearson Correlation   S Spearman Correlation

    Alpha = 0.1   **42.** _____ p - value   **43.** _____ Supported

Practical implications of the statistical results:

44. _____ Chanel #5 price goes up as the liking or value of the predictor goes up.

      _____ Chanel #5 price goes down as the liking or value of the predictor goes up..

      _____ Chanel #5 price can't be reliably predicted by any of these variables.