

Assignment: P Perfume Marketing 03**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 There is a connection between how old one is an how much one likes to watch TV.

1. P Pearson Correlation S Spearman Correlation
Alpha = 0.1 2. p - value 3. Supported

Practical implications of the statistical results:

4. TV should be used to market perfumes to older people since they are heavy TV watchers.
TV should be used to market perfumes to younger people since they are heavy TV watchers.
Age is not a good predictor of whether TV will be a good channel for marketing perfumes.

H1 How much someone is willing to pay for Escape is connected with how much they like it.

5. P Pearson Correlation S Spearman Correlation
Alpha = .05 6. p - value 7. Supported

Practical implications of the statistical results:

8. The price for Escape perfume is inelastic, i.e., when people like this perfume they will be willing to pay a lot for it and won't easily switch away from it whereas they won't pay much when they don't like it.
The price for Escape perfume is elastic because the more people like it, the less they are willing to pay for it, so they will be really price sensitive with this product.
There is no connection between liking and willingness to pay for Escape perfume.

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

9. P Pearson Correlation S Spearman Correlation
Alpha = .05 10. p - value 11. Supported

Practical implications of the statistical results:

12. 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 price people are willing to pay for Escape is connected with the price they are willing to pay for Eternity.

13 P Pearson Correlation S Spearman Correlation
Alpha = 0.1 14. _____ p - value 15. _____ Supported

Practical implications of the statistical results:

16. _____ Willingness to pay for the two Klein products is related. This suggests that Escape and Eternity are family branded by the Calvin Klein name, both deriving value from it.
- _____ Clearly, the Calvin Klein name does not have overarching brand power since willingness to pay for Escape is inversely related to willingness to pay for Eternity though both at Klein brands.
- _____ There is no relationship between the willingness to pay for Escape and willingness to pay for Eternity.

H1 How much one likes Escape is predictive of how much one will be willing to pay for Escape.

17 P Pearson Correlation S Spearman Correlation
Alpha = .05 18. _____ p - value 19. _____ Supported

Practical implications of the statistical results:

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

21 P Pearson Correlation S Spearman Correlation
Alpha = 0.1 22. _____ p - value 23. _____ Supported

Practical implications of the statistical results:

24. _____ 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 The degree of liking 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 The price people are willing to pay for Davidoff Cool Water is connected with the price people are willing to pay for Hugo Women.

29 P Pearson Correlation S Spearman Correlation
Alpha = .05 30. _____ p - value 31. _____ Supported

Practical implications of the statistical results:

32. _____ These products are probably direct competitors since people who are willing to pay a lot for the one will also pay a lot for the other, i.e., their desire for the two is correlated.
- _____ These products are not in direct completion since people willing to pay a lot for the Women won't pay much for Cool Water and visa versa.
- _____ There is no connection between willingness to spend on these two products.

H1 How much one likes fruity perfume is best predicted by which of the following: magazine value, Christalle price, Eternity price, Ocean liking, Hugo price.. Use the best predictor to answer the questions below.

33 P Pearson Correlation S Spearman Correlation
Alpha = .05 34. _____ p - value 35. _____ Supported

Practical implications of the statistical results:

36. _____ As the value or liking of the predictor goes up, liking for fruity perfume goes up .
- _____ As the value or liking of the predictor goes up, liking for fruity perfume goes down. .
- _____ There is no relationship between these predictors and liking for fruity perfume .

H1 Attitudes toward strong perfumes are linked to attitudes toward floral perfumes. (Use the strong perfume variable, not the weak perfume variable to test this hypothesis.)

37 P Pearson Correlation S Spearman Correlation
Alpha = .05 38. _____ p - value 39. _____ Supported

Practical implications of the statistical results:

40. _____ These data indicate that a strong floral perfume has good prospects of success.
- _____ These data indicate that a weak floral perfume has good prospects of success.
- _____ There is no connection between attitudes toward strong perfumes and attitudes toward floral perfumes, so these attributes should be analyzed completely separately.

H1 Eternity price is best predicted by which of the following: fruity liking, tv, Hugo Women liking, Chanelle #5 liking, Davidoff Cool Water liking, Use the best predictor to answer the questions below. 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. _____ As liking or value of the predictor goes up, so does willingness to pay for Eternity .
- _____ As liking or value of the predictor goes down, willingness to pay for Eternity goes up .
- _____ There is no connection between these predictors and willingness to pay for Eternity .