

Assignment 1 – CRMG 302, Retail Consumer Insight

Download the files noted in Module 2. Be sure to download and review: the presentations on statistics, the jeans survey and the jeans data file. See "Assignments" tab for files to download.

Analyze the jeans data using SPSS or Excel to understand the demography of jeans buyers and other aspects associated with purchase decision making for denim jeans.

When analyzing multiple brands, take the perspective of Levi's. That is, assume that you are the Brand Manager for Levi's and are analyzing the data to understand how and why consumers buy denim jeans in general, and why they do this for Levi's, in particular.

Submit a report on or before Module 7 that uses statistical analysis of data with presentations of charts and tables as appropriate to answer the following questions:

1. Who are the buyers of jeans? (Describe the demography of jeans buyers)
2. Do men and women have different buyer behaviour? (If so, what are the main differences?)
3. Do buyers of many pairs of jeans differ in some way from people who buy fewer jeans?
4. Do purchasers of Levi's jeans differ from purchasers of other brands of jeans in general? If so, how?

Cross tabulate the demography of jeans buyers (age, gender, location/province) with buyer behaviour (number of jeans bought, expenditure on jeans, usage of jeans/how often worn, etc. etc.) and cognition (purchase criteria, etc.) to determine key similarities and differences among buyers. **This work is the central aspect of this submission and will be graded accordingly.** Use charts and tables to present your analysis.

Use a Table of Contents and then headings and sub-headings to organize your report, analysis and conclusions.