

American Eagle Outfitters Subscription Service Research Proposal

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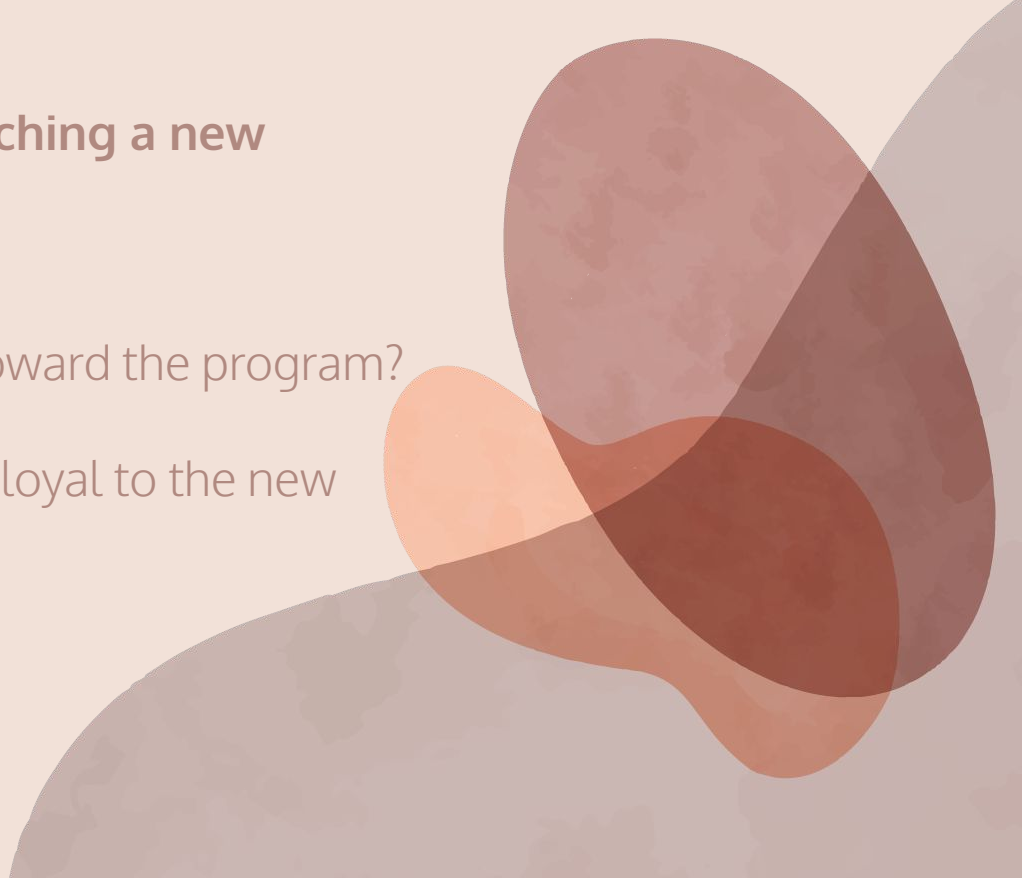
Sampling



01 Proposal and Background

Problems and Subproblems

- **American Eagle Outfitters is launching a new clothing subscription service**
- Existing consumer attitudes
 - What are consumer attitudes toward the program?
- Existing consumer loyalty
 - Will existing customers remain loyal to the new service?





O2

Research
Questions

Research Questions

Research Question #1

What is customers attitudes toward the program's customer service?

Dimensions for Attitude:

- Affective
 - Feelings and emotions
- Behavioral
 - Actions
- Cognitive
 - Consumers interpretation

Research Question #2

Will existing customers remain loyal to the new clothing rental service?

Dimensions for loyalty:

- Customer retention
- Total share of a customer



O3

Secondary Research: Population

Secondary Research: Population

- Fashion-based subscription services are new
- Little research has been done
- Main population attracted to these services like it for its unique qualities

Study #1

- Effects that consumers' perceived usefulness, perceived enjoyment and subjective norm have on intention to adopt fashion subscription retailing.
- Consumers' intention to adopt fashion subscription retailing was significantly influenced by all
- Consumers that experiment with appearance vs those who do not

Secondary Research: Population

Study #2

- Rental format
- Sustainability aspect
- Perceived enjoyment vs perceived financial risk

Study #3

- How consumers' attitudes toward, and intentions to use fashion/beauty subscription-based online services are affected by 6 antecedents: utilitarian motivations, hedonic motivations, fashion consciousness, consumer innovativeness, desire for unique products, and online transaction self-efficacy
- Perceptions of utilitarian and hedonic benefits
- More time spent online = better chances of favorable attitude



O4

Selected
Methodology

Selected Methodology

- Our selected methodology is cross sectional survey

Cross Sectional Survey- a survey that is conducted with the same set of variables and takes place at a single point in time

-Allows brand to further explore the constructs of customer loyalty and customer attitudes towards our service

- Plans to survey

-Women

-Age 15-49

-Shopped with brand before launch of subscription service



O5

Constructs and Operationalizations

Constructs & Operationalizations

Construct 1- Current American Eagle customers attitudes about the new clothing rental subscription service.

Label- Customer attitudes

Dimensions- Affective, behavioral, and cognitive

Construct 2- Consumer loyalty and how it affects the new American Eagle subscription service.

Label- Loyalty

Dimensions- Customer retention and the total share of a customer



O6

Sampling

Sampling Technique

Snowball Sampling:

- Finding a group of people who all share the same interest to survey
 - Shared interest: The fashion industry



Thank You

Any Questions?

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