

Survey Assignment: MEJO379 Patagonia Group #7
PATAGONIA

Mia Lerner, Autumn Hafley, Julia Rhine, Jack LaMarche, Lia Esposito

Background

Our overall research problem for Patagonia we are addressing is “how can Patagonia use environmentalism to increase sales of athleisure/everyday wear and justify current pricing?” Our group wanted to build upon this and the knowledge we have learned from prior research assignments by focusing on answering how important environmentalism is to consumers, what biases consumers had towards Patagonia, and what factors are the most important when deciding to purchase clothing. To do this we focused on understanding consumer shopping habits and motivations, connected these habits and motivations to Patagonia specifically, and asked questions to understand potential future strategies of marketing Patagonia athleisure and environmentalism. We decided to craft our survey to this focus because in our interviews and ethnographies we realized that there were a lot of people we talked to who felt environmentalism would not be their motivating factor to buy a brand but rather an added bonus to make them feel good. We also realized that we might have to shift our target audience to people who are not extremely environmentally friendly because from our interviews it seems like they shop at second-hand or thrift stores. In one ethnography we found that people were off-put by high prices and so we wanted this to be a point of content in our survey to expand on the issues we found. This survey will help us understand what motivates consumers, how that translates to Patagonia, and what we can focus on for potential future strategies regarding our experiment.

Method

Our group developed an online survey using Qualtrics, and launched it on the morning of October 26th, 2020. The survey was open until November 1st, 2020. We recruited participants through multiple methods, including having the survey sent out to our fellow classmates, posting within facebook chats, attaching the link to our personal instagram accounts, and sharing within our social circles. Our survey was taken by 59 individuals, all within the ages of 19-23 (52.72% were 20, 27.27% were 19, 12.72% were 21, 5.45% were 22, and 1.8% were 23. There was one unclear result where the numerical value given was /0.) The majority of respondents were women with 81% identifying with the female gender and 19% identifying with the male. No individuals responded outside of the binary. Concurring with our ages, the large majority of respondents were individuals currently in college (72.9%) or individuals who were once in university but have since unenrolled (15.2%) only 8.4% reported receiving their High School Diploma as their highest education, and 3.4% reported receiving their bachelors. For our study, it was specifically relevant to analyze income, as Patagonia is often cited as an “expensive” brand. The largest income bracket displayed was those that had a household income of over \$200,000, with 24.1% of respondents indicating this. There was large variation of income, however, as the second largest income bracket displayed was under \$50,000, with 13.8% of respondents.

We had a lot of questions on our survey so the description of our measures section is quite long. Our first block of questions was centered around understanding consumer shopping habits. The first two questions were “how often do you shop for clothes for yourself?” and “how often do you shop for clothes for others (family, friends, significant others)?” The respondents were able to answer both questions with a scale of very frequently (three times or more per month) to never. To build a better understanding of how people shop we asked, “what is your primary mode of shopping?” and the choices were online, instore, and other with a text box. Then we explored what motivates people to buy clothing by asking “what factors influence you to purchase clothing? Select all that apply” and the choices were price, brand, quality, sustainability, style/appearance, versatility, trends, and “other” with a text box. We also had the respondents “rank the following items based on what is most important to you when making a

clothing purchasing decision, with one being the most important”. They had to rank price, environmental sustainability, quality, brand, comfort, and style. The last question in the block regarding clothing was focused to see what athleisure brands people want to buy the most to see if we could learn from that brand. The question was “Athleisure’ can be defined as versatile clothing designed for both casual and athletic use. When shopping for athleisure clothing, what brands do you tend to buy most frequently? Select all that apply”. They could choose from Nike, Adidas, Under Armor, Lululemon, Patagonia, and “other” with a text box.

The next block contained questions that helped us understand how consumers view the Patagonia brand. The first question was how familiar are you with the brand Patagonia and they could respond with a scale of a great deal to not familiar at all. If they responded with not familiar at all they skipped all the following brand questions since they could not speak to it. The next question was what is one word you would use to describe Patagonia with an open text box answer. The survey went on to ask them “would you consider your feelings about Patagonia as a brand to be positive or negative”. They could respond on a scale from extremely positive to extremely negative. They also had to answer “when was the last time you made a purchase from Patagonia” with a scale of within the last month to never. With these questions, we wanted to see what people thought of the brand to understand the biases people carry and how we could combat this image if it did not follow our research goals. The next series of questions focused on Patagonia’s environmentalism and the effect it had on consumer beliefs. The first question was “I am ____ environmentally conscious when shopping for clothing” with the answers ranging from always to never. Then we had two questions that asked “are you aware of Patagonia’s environmental efforts” and “do you think Patagonia’s environmental efforts are well known” which they could answer ranging from definitely yes to definitely not. A large part of understanding how to conduct a campaign for athleisure clothes that are good for the environment is to grasp how consumers feel about the environmental efforts as a whole already and if their work is known. We also asked, “where have you heard about Patagonia’s environmental efforts? Select all that apply”. Their choices were their website, Instagram, Google, Friends/Word of Mouth, other with a text box, and I haven’t. The next part of the survey moved into a section where we wanted respondents to “please rate your agreement with the following statements on a scale of 1-7 with 1 being strongly agree and 7 being strongly disagree”. The statements were: I think Patagonia is environmentally conscious, I think Patagonia makes stylish clothing, I think Patagonia makes trendy clothing, I think Patagonia makes quality clothing, I would consider Patagonia’s prices a good deal, Patagonia is known for outdoor clothing and gear, and Patagonia is known for athletic clothing. These questions were meant to connect some of the consumer shopping habits questions directly to Patagonia and see if Patagonia had these qualities people look for.

The last series of questions was meant to gauge what might be effective for a Patagonia campaign to implement. The first question was “How likely is it for you to be receptive to advertising campaigns that focus on environmental issues?” and the options ranged from extremely likely to extremely unlikely. This was important to see if we should stress another element of the athleisure clothing and have environmentalism be more of a bonus rather than at the forefront of the campaign. We also wanted to see how exposed consumers were to advertisements, specifically Patagonia ads on social media. We asked “How often do you see apparel-related advertisements on your social media feeds (Twitter, Instagram, Facebook, etc.)?” and “how often do you see apparel-related advertisements from Patagonia on your social media feeds?” Their choices for both questions were daily, 4-6 times a week, 2-3 times a week, once a

week, and never. Then we asked “Would you be open to seeing more advertisements from Patagonia on your social media?” with a scale of options from strongly agree to strongly disagree. We also included lifestyle and demographic questions to draw further conclusions about the responses based on the variations of people who took the survey.

Results

Many questions used throughout our survey were indicators of subjects’ receptiveness to Patagonia as a brand and openness to any potential campaigns that the company could use that focus on environmental issues. We found that while only 6.8% of respondents stated that sustainability factored into their apparel-purchasing decisions, many also indicated that they would be receptive to campaigns that centered around environmentalism and sustainability. Of a list of seven factors that a consumer may consider when making purchasing decisions (Price, Brand, Quality, Sustainability, Style/Appearance, Versatility, and Trends), sustainability was the least influential of the factors noted by the respondents. However, on a 4-point scale measuring how environmentally-conscious respondents were while shopping (1 being “always” and 4 being “never”), we noted a mean value of 2.81, or that subjects are most commonly “sometimes” environmentally-conscious while shopping.

Price was another issue raised in our research questions. On a 7-point scale anchored by 1 (strongly agree) and 7 (strongly disagree), respondents were asked to indicate whether or not they would qualify Patagonia’s price points as “a good deal.” The mean value on this question was 3.82, indicating a slight controversy in comparison to our other scale questions, which ranged in means from 1 to 2, generally. It is also important to note that price was the most highly influential factor in purchasing decisions according to respondents. Despite this, of respondents that answered that they were at least “a little” familiar with Patagonia as a brand, 80.36% had owned at least one item made by the brand. This figure is especially promising when considering how infrequently the brand and its campaigns are seen on social media. 53.33% of respondents answered that, if they were users of social media, they saw apparel-related advertisements on their feeds daily. However, no respondent indicated that they saw advertisements from Patagonia daily, and 66.67% of respondents who used social media indicated that they “never” saw Patagonia advertisements on their feeds. With this in mind, our measurement of receptiveness to environmentally-focused advertising campaigns becomes even more promising. On a 5-point scale with 1 being “extremely likely” and 5 being “extremely unlikely,” respondents were asked to indicate how responsive they would be to environmentally-themed advertising campaigns. The mean value on this question was 2.07, or “somewhat likely,” indicating a much higher floor for receptiveness of this kind of campaign than we initially assumed.

Figure 1.1

Q39 - How likely is it for you to be receptive to advertising campaigns that focus on environmental issues?

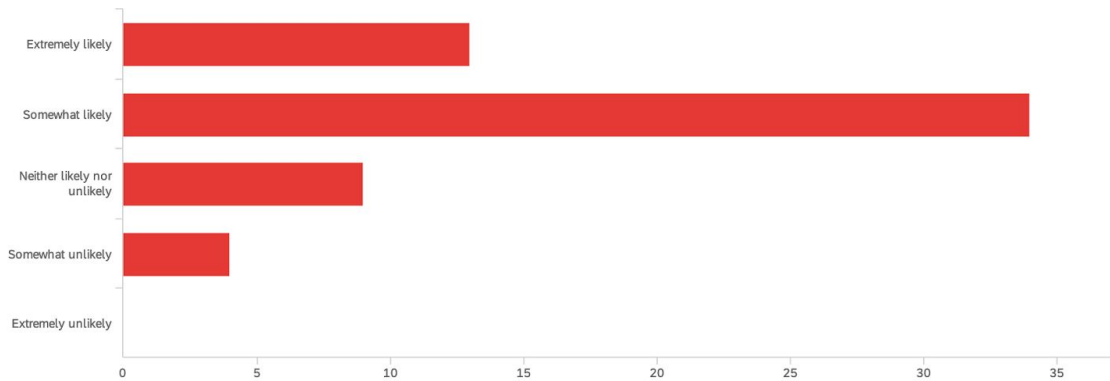


Figure 1.2

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How likely is it for you to be receptive to advertising campaigns that focus on environmental issues?	1.00	4.00	2.07	0.79	0.63	60

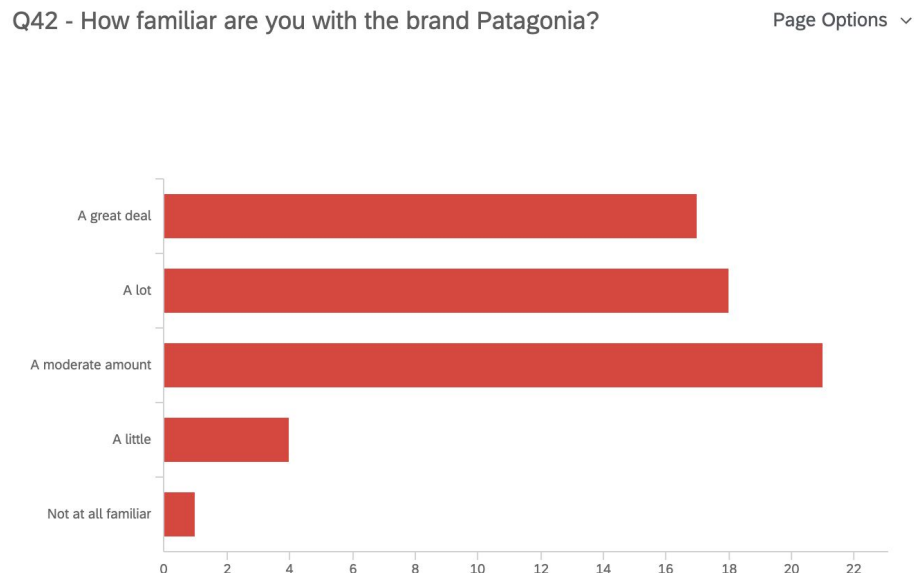
#	Field	Choice Count
1	Extremely likely	21.67% 13
2	Somewhat likely	56.67% 34
3	Neither likely nor unlikely	15.00% 9
4	Somewhat unlikely	6.67% 4
5	Extremely unlikely	0.00% 0
		60

Showing rows 1 - 6 of 6

While many of the participants “never” saw Patagonia advertisements, the majority of participants were familiar with the brand. 27.87% of participants said that they were familiar with Patagonia “a great deal” and 29.51% said they were familiar “a lot”. With their familiarity, these individuals inevitably hold perceptions of Patagonia. Only 3.39% of participants viewed Patagonia in a “slightly negative” way, while 50.85% viewed them in a “moderately positive” connotation. This indicates that Patagonia has a distinguished reputation, and that stereotypes of the brand will likely be beneficial for the brand’s marketing. When participants associated one word they would use to describe Patagonia, 63.16% associated it with one word that pertained to

the outdoors. Yet, a smaller number first associated the brand with a more preppy stereotype. Some words that other participants thought of were, “frat boy”, “preppy”, “luxury”, and “basic”. People also associated Patagonia with a more liberal philosophy with words like “progressive”, “liberal”, and “neo-liberal”. This association is likely from Patagonia’s involvement in environmental issues, which typically fall under the Democratic party’s values.

Figure 1.3



Discussion

The overall purpose of our survey was to determine whether Patagonia could break into the athleisure market. Our research question aimed to determine how Patagonia could use environmentalism to increase sales of athleisure and everyday wear while also justifying its current pricing. With our survey, we found that sustainability was the least influential factor when our respondents were making a purchasing decision, which makes a campaign led by environmentalism unlikely to persuade our audience to purchase Patagonia. However, we found that people considered themselves “somewhat likely” to be receptive to a sustainability-focused campaign. This leads us to the conclusion that while attempting to increase sales of athleisure with environmentalism would be received well, it may not lead to an increase in purchases since sustainability is not a driving factor. Our survey informed us that Patagonia is considered a “preppy” brand, so it would be in our best interest to market towards the upper-middle and high-class young people. This target audience has enough money to afford Patagonia’s high prices, can appreciate their environmental efforts, and most importantly they would pride themselves on wearing a high-quality notable brand.

One limitation of our study was the audience. In our original analysis of Patagonia we determined upper-middle-class families would be a potential target audience to analyze, but all of our studies so far, including this survey, have focused more on college students due to the nature of this class. We have still been able to determine a suitable target audience, but if we had the chance to do further research on older demographic groups we may have found different

results or an additional target audience. Our questions examined what we were trying to answer with our research question. However, it is apparent now that sustainability is not a driving factor in purchasing decisions, so perhaps including more questions to further explore the other driving factors would have been helpful. This could be something we could explore more with our experiment as well. In addition to this, we discovered in our interviews that some people would be interested in Patagonia athleisure as an “investment purchase,” and it would have been helpful to include questions about this idea to determine if this is a common thought or something worth using as an advertising point in our campaign. This method allowed us to have quantifiable data with a larger amount of people than any of the methods we have used in the past. It allowed us to truly see people’s perceptions of Patagonia with less bias since the surveys were anonymous and there was no face-to-face interaction that may have influenced people to say what they perceived to be the ideal response.

Appendix

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Start of Block: Introduction

Q1 Thank you for taking the time to participate in this survey. The purpose of this research is to determine how individual factors affect consumer perception of the brand Patagonia. Please know that all survey responses are confidential and you can choose to end your participation at any time. The question below will be used to indicate your consent to participating in the survey.

- ☐ Yes, I consent to participate in this survey (7)
- ☐ No, I do not consent to participate in this survey (8)

Skip To: End of Survey If Thank you for taking the time to participate in this survey. The purpose of this research is to d... = No, I do not consent to participate in this survey

End of Block: Introduction

Start of Block: Shopping Questions

Shopping How often do you shop for clothes for yourself?

- ☐ Very frequently (Three or more times per month) (1)
 - ☐ Frequently (One to two times per month) (2)
 - ☐ Occasionally (Less than once a month) (3)
 - ☐ Infrequently (A few times per year) (4)
 - ☐ Very infrequently (Once a year or less) (5)
 - ☐ Never (6)
-

Shopping How often do you shop for clothes for others (family, friends, significant others)?

- ☐ Very frequently (Three or more times per month) (8)
 - ☐ Frequently (One to two times per month) (9)
 - ☐ Occasionally (Less than once a month) (10)
 - ☐ Infrequently (A few times per year) (11)
 - ☐ Very infrequently (Once a year or less) (12)
 - ☐ Never (13)
-

shopping location What is your primary mode of shopping?

- ☐ Online (1)
- ☐ In-Store (2)
- ☐ Other (3) _____
-

Q14 What factors influence you to purchase clothing? Select all that apply.

- ☐ Price (1)
- ☐ Brand (2)
- ☐ Quality (3)
- ☐ Sustainability (4)
- ☐ Style/Appearance (5)
- ☐ Versatility (6)
- ☐ Trends (7)
- ☐ Other (8) _____
-

Q31 Rank the following items based on what is most important to you when making a clothing purchasing decision, with one being the most important.

- _____ Price (1)
 - _____ Environmental Sustainability (2)
 - _____ Quality (3)
 - _____ Brand (4)
 - _____ Comfort (5)
 - _____ Style (6)
-

Q34 "Athleisure" can be defined as versatile clothing designed for both casual and athletic use. When shopping for athleisure clothing, what brands do you tend to buy most frequently? Select all that apply.

- ☐ Nike (1)
- ☐ Adidas (2)
- ☐ Under Armour (3)
- ☐ Lululemon (4)
- ☐ Patagonia (5)
- ☐ Other (6) _____

End of Block: Shopping Questions

Start of Block: Patagonia Questions

Q42 How familiar are you with the brand Patagonia?

- ☐ A great deal (11)
- ☐ A lot (12)
- ☐ A moderate amount (13)
- ☐ A little (14)
- ☐ Not at all familiar (15)

Skip To: End of Block If How familiar are you with the brand Patagonia? = Not at all familiar

patagonia What is one word you would use to describe Patagonia?

Q38 Would you consider your feelings about Patagonia as a brand to be positive or negative?

- ☐ Extremely positive (1)
- ☐ Moderately positive (2)
- ☐ Slightly positive (3)
- ☐ Neither positive nor negative (4)
- ☐ Slightly negative (5)
- ☐ Moderately negative (6)
- ☐ Extremely negative (7)

Q20 When was the last time you made a purchase from Patagonia?

- ☐ Within the last month (1)
 - ☐ Within the last six months (2)
 - ☐ Within the last year (3)
 - ☐ Within the last two years (4)
 - ☐ Within the last five years (5)
 - ☐ Over five years ago (6)
 - ☐ I have never made a purchase from Patagonia (7)
-

Q30 I am _____ environmentally conscious when shopping for clothing.

- ☐ always (1)
 - ☐ usually (2)
 - ☐ sometimes (3)
 - ☐ never (4)
-

Q35 Are you aware of Patagonia's environmental efforts?

- ☐ Definitely yes (1)
 - ☐ Probably yes (2)
 - ☐ Might or might not (3)
 - ☐ Probably not (4)
 - ☐ Definitely not (5)
-

Q36 Do you think Patagonia's environmental efforts are well known?

- ☐ Definitely yes (1)
 - ☐ Probably yes (2)
 - ☐ Might or might not (3)
 - ☐ Probably not (4)
 - ☐ Definitely not (5)
-

Q37 Where have you heard about Patagonia's environmental efforts? Select all that apply.

- ☐ Their website (1)
- ☐ Instagram (2)
- ☐ Google (3)
- ☐ Friends/Word of Mouth (4)
- ☐ Other (5) _____
- ☐ I haven't (6)

End of Block: Patagonia Questions

Start of Block: Patagonia Scale Statements

Display This Question:

If How familiar are you with the brand Patagonia? = Not at all familiar

Q43 Do you own any items (clothing, outdoor equipment, etc.) made by Patagonia?

- ☐ Yes (1)
- ☐ No (2)

Skip To: End of Block If Do you own any items (clothing, outdoor equipment, etc.) made by Patagonia? = No

Display This Question:

If How familiar are you with the brand Patagonia? != Not at all familiar

Q45 Do you own any items (clothing, outdoor equipment, etc.) made by Patagonia?

☐ Yes (1)

☐ No (2)

Q22 Please rate your agreement with following statements on a scale from 1-7, with 1 being strongly agree and 7 being strongly disagree.

Q13 I think Patagonia is environmentally conscious.

Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Disagree Strongly disagree

1 2 3 4 5 6 7

Click to write Choice 1 ()



Q23 I think Patagonia makes stylish clothing.

Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Disagree Strongly disagree

1 2 3 4 5 6 7

Click to write Choice 1 ()



Q28 I think Patagonia makes trendy clothing.

Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
1	2	3	4	5	6	7

Click to write Choice 1 ()



Q24 I think Patagonia makes quality clothing.

Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
1	2	3	4	5	6	7

Click to write Choice 1 ()



Q25 I would consider Patagonia's prices a good deal.

Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
1	2	3	4	5	6	7

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
	1	2	3	4	5	6

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
	1	2	3	4	5	6

End of Block: Patagonia Scale Statements

Q39 How likely is it for you to be receptive to advertising campaigns that focus on environmental issues?

- ☐ Extremely likely (1)
 - ☐ Somewhat likely (2)
 - ☐ Neither likely nor unlikely (3)
 - ☐ Somewhat unlikely (4)
 - ☐ Extremely unlikely (5)
-

Q40 How often do you see apparel-related advertisements on your social media feeds (Twitter, Instagram, Facebook, etc.)?

- ☐ Daily (1)
 - ☐ 4-6 times a week (2)
 - ☐ 2-3 times a week (3)
 - ☐ Once a week (4)
 - ☐ Never (5)
-

Q41 How often do you see apparel-related advertisements from Patagonia on your social media feeds?

- ☐ Daily (1)
 - ☐ 4-6 times a week (2)
 - ☐ 2-3 times a week (3)
 - ☐ Once a week (4)
 - ☐ Never (5)
-

Q42 Would you be open to seeing more advertisements from Patagonia on your social media?

- ☐ Strongly agree (1)
- ☐ Agree (2)
- ☐ Somewhat agree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat disagree (5)
- ☐ Disagree (6)
- ☐ Strongly disagree (7)

End of Block: Potential Strategies

Start of Block: Lifestyle

Q43 How often do you use social media?

- ☐ Daily (1)
- ☐ 4-6 times a week (2)
- ☐ 2-3 times a week (3)
- ☐ Once a week (4)
- ☐ Never (5)

Display This Question:

If How often do you use social media? = Daily

Q44

Roughly how many hours per day do you use social media? Please enter a numerical value.

Q45 How often do you go outside for leisure activities (walking, swimming, biking, playing sports, etc.)?

- ☐ Daily (1)
- ☐ 4-6 times a week (2)
- ☐ 2-3 times a week (3)
- ☐ Once a week (4)
- ☐ Never (5)

Q46 Do you wear specific clothes for outdoor activities?

- ☐ Definitely yes (1)
 - ☐ Probably yes (2)
 - ☐ Might or might not (3)
 - ☐ Probably not (4)
 - ☐ Definitely not (5)
-

Q47 What is your favorite thing to do outdoors?

Q48 Please indicate your activity level.

- ☐ Inactive (1)
- ☐ Somewhat active (3)
- ☐ Active (4)
- ☐ Highly active (5)

End of Block: Lifestyle

Start of Block: Demographics

Age How old are you? Please enter a numerical value.

Q45 With what gender do you most closely identify?

☐ Male (1)

☐ Female (2)

☐ Non-binary (4)

☐ Other (Please specify) (6)

☐ Prefer not to answer (7)

Education What is your highest level of education?

- ☐ High school- unfinished (1)
 - ☐ High school graduate (2)
 - ☐ GED (3)
 - ☐ College undergraduate- unfinished (4)
 - ☐ College undergraduate- current (5)
 - ☐ Bachelor's degree (6)
 - ☐ Master's Degree (7)
 - ☐ Doctorate Degree (8)
-

Race/Ethnicity What is your race and/or ethnicity? Select all that apply.

- ☐ White (1)
- ☐ Black or African American (2)
- ☐ American Indian or Alaska Native (3)
- ☐ Asian (4)
- ☐ Native Hawaiian or Other Pacific Islander (5)
- ☐ Other (6) _____
- ☐ Prefer not to answer (7)

Q44 Are you of Hispanic, Latino, or Spanish origin?

- ☐ Yes (1)
 - ☐ No (2)
 - ☐ Prefer not to answer (4)
-

Location In what region of the United States do you permanently reside?

- ☐ Northeastern US (1)
 - ☐ Southern US (2)
 - ☐ Midwestern US (3)
 - ☐ Western US (4)
 - ☐ I do not live in the United States (5)
-

Religion What is your religion?

- ☐ Agnostic (1)
 - ☐ Atheist (2)
 - ☐ Christian (3)
 - ☐ Muslim (4)
 - ☐ Other (5) _____
 - ☐ Prefer not to answer (6)
-

Income What is your household's total yearly income?

- ☐ (1)
 - ☐ \$50,000-\$75,000 (2)
 - ☐ \$75,000-\$100,000 (3)
 - ☐ \$100,000-\$125,000 (4)
 - ☐ \$125,000-\$150,000 (5)
 - ☐ \$150,00-\$200,000 (6)
 - ☐ >\$200,000 (7)
 - ☐ Prefer not to answer (8)
-

Q32 What is your political leaning?

- ☐ Very Liberal (1)
- ☐ Somewhat Liberal (2)
- ☐ Independent/Neither Liberal nor Conservative (3)
- ☐ Somewhat Conservative (4)
- ☐ Very Conservative (5)
- ☐ Prefer not to answer (6)

End of Block: Demographics

Start of Block: Open-Ended

Q49 Do you have any additional thoughts about the subject of this survey?

End of Block: Open-Ended
