Factors Affecting Customers Satisfaction and Repurchase Intention for Adidas Superstar

- Case Study -
Group 8

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1. Introduction

Adidas is one of the highest-grossing brands in the sports and lifestyle industry with astounding consumer acceptance and admiration. For the company, it is essential to understand customer satisfaction with its brand in order to discern the repurchase intention within Adidas products such as the one chosen for this research, the Adidas Superstar.

However, is there a way to measure consumer satisfaction? And if so, how is it connected to consumer loyalty and repurchase intention?

Our research aims to explain consumer satisfaction with the Adidas Superstar and we have created a survey model research in furtherance of acquiring the specific data to be analysed. Our analysis has shown that consumer satisfaction positively affects repurchase intention and customer loyalty. In addition, we have empirical data evidence conveying that price worth actively affects the consumer's response to repurchase decisions when it comes to our product.

2. Literature Review

Repurchase intention is the state of consumers (one who purchased a product/brand/service at least once) desire to purchase it again. (Khin, 2015)

Customer Satisfaction is the consumer's fulfilment response. It is a judgement that a product or service feature, or the product or service itself, provides (or is providing) a pleasurable level of consumption-related fulfilment, including levels of under or over-fulfilment.(Oliver, 2010)

Product Advertising shows the majority of respondents prefer advertised products over unadvertised products, although most also felt that advertising increased the cost of things they buy.(Oliver, 2013) In another perception, it can be utilised to convey positive brand associations, create brand awareness and narrow brand choices for consumers. (Ali, 2015)

Product Price represents a comparison between perceived benefit and actual product price while the second interpretation (in terms of transaction utility) represents a comparison between the internal reference price of the consumer and the actual price offered by the supplier (Faith, 2014)

Product Packing has a significant effect on consumer purchase intentions. It was also found that packaging material has the strongest influence on consumer purchase intentions followed by packaging colour, font style, packaging design and printed information."(Khan, 2018)
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Product Quality is according to this view, external cues (such as price, brand name, and store name) that influence perceptions of product quality and value and the price has a negative effect on a product's value but a positive effect on perceived product quality"(Faith, 2014)

3. Overview of the Shoes Market

The market of trainers or sneakers as an overview is a quite thriving market segment in the global industry. Evolving from simple sportswear until becoming a fashion statement as well as general daily wear. Designed in order to provide comfort as well as support and style. Thus developing to be an extremity of popularity among people of all ages and lifestyles. (Global Market Estimates, 2023)

Over the years the market has experienced huge amounts of growth transcending from its functional value. Therefore becoming a fashion-implemented item and the many individuals a way of reflecting on their personal style and well as identity. As of 2023, the global revenue generated was roughly $75.77 billion dollars. The market is also projected to grow at a rate of 5.31% in annual growth (Statista, n.d.)

The market itself is highly competitive, with numerous brands striving for a market share. The most prominent being that Adidas, Nike, Puma, Reebok, Converse, Vans and New Balance dominate the current market. The continuous cycle of innovation in designs as well as marketing strategies that wrap to adapt to the evoking customer preferences. These brands continuously introduce new collections, collaborate with popular designers and celebrities, and engage in effective marketing campaigns to maintain their competitive edge. Their offerings encompass a wide spectrum of athletic and lifestyle sneakers, appealing to both sports enthusiasts and fashion-conscious individuals. (Bardhan, 2022)

The biggest and most crucial role in the growth of this market is that of e-commerce. With online platforms dedicated to providing consumers with easy access to an immense range of products.

Overall the market continues to grow to accommodate the everlasting need for footwear for fashion, functionality and individuality. As consumer preferences shift and new technologies emerge, the market is likely to witness further innovation and growth, making it an exciting and dynamic industry. (Fast Company, 2021)

Coinciding with the element of 'sneaker culture' with its limited editions as well as collector's items that has gained immense popularity in recent years. Thus attracting a hugely enthusiastic as well as a deep-pocketed community of enthusiasts. Sneaker/trainer reselling has also become a significant part of the market as well.
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With platforms facilitating the buying and selling of collectable and limited edition footwear at premium prices. (Communicate Online, 2020)

Within South Korea, setting aside the normality for function, the market is heavily influenced by the fashion culture. This is also infused by a conformity to online influence on the fashion trends with an emphasis on personal style. Gaining traction in the younger demographics of whom are always looking for the latest trends. However also in the older generation who looks for functionality and comfort. Thus giving an extensive wide range of consumer preferences to market towards. (Kim, 2020)

However, domestic brands also hold a significant presence in the South Korean sneaker/trainer market. Local companies like K-Swiss, Fila Korea, Spris, and others have successfully captured a loyal customer base by infusing their designs with a touch of Korean aesthetics and cultural elements. These homegrown brands often emphasise quality craftsmanship, unique design concepts, and a sense of national pride, resonating with consumers seeking alternatives to global brands. (Kim, 2020)

4. Current Situation & Problems

As a whole the shoe market has recently seen situations and problems that have positive as well as disruptive attributes. Such as the following:

- Advancement of technology
- Supply chain complexity
- Partnerships and collaborations
- Digital presence
- Counterfeit war
- Contemporary campaigns
- Cost of Production

(Pralica, 2022)

In recent years, Adidas, as a brand, has experienced several significant occurrences that have shaped its trajectory and impacted its standing in the market. The introduction of new technologies to enhance comfort has become a huge selling point directed at athletes. Thanks to Adidas' collaborations as well as partnerships has seen a huge increase in demand especially for limited edition versions. The brand has also enhanced the digital transformation of its online platform. Adapting to the evolving demand creates a prominent presence.

Adidas has also placed increased importance on promoting diversity and inclusion within its brand. The company has launched campaigns and initiatives that celebrate diversity, support marginalized communities, and champion social justice causes.
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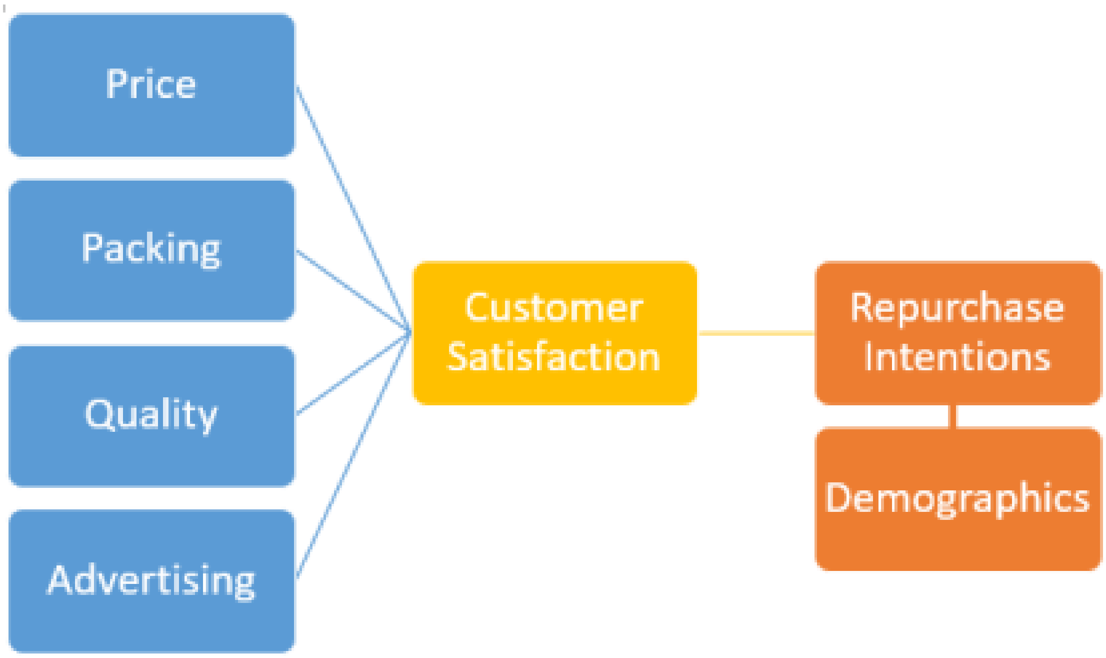
These efforts align with the evolving consumer expectations for brands to demonstrate inclusivity and social responsibility.

The most prominent problem of late for Adidas has been that of counterfeit products. It continues to be a persistent problem in the market and especially for Adidas. The production of the replica shoes very much interferes with the quality of materials as the illegitimate manufacturers sell them as legitimate products for a lower price range. Thus deceiving customers all the while damaging the brand reputation and representation; resulting in a loss in revenue for legitimate brands. (Vithlani, 1998)

Within the worldwide affected situation of the pandemic, the rising production costs as well as supply chain distribution has had their issues. Manufacturers and brands face pressure to balance profitability with affordability for consumers, often leading to price increases. Balancing cost efficiencies while maintaining quality and meeting consumer expectations becomes a complex task. Along the same lines comes into play that of the online market fallbacks. Such as e-commerce has witnessed significant growth. This shift in consumer behaviour has intensified competition in the online marketplace, with established brands facing competition from smaller, direct-to-consumer brands and resellers. Brands must adapt their marketing strategies and offer unique experiences to stand out in the crowded digital landscape. (Chang, 2021)

5. Data Analysis

Price, Packing, Quality, Advertising are all independent variables, Customer Satisfaction is Mediator, Demographics is Moderator and Repurchase Intentions is dependent variable. The problem model is as follows:



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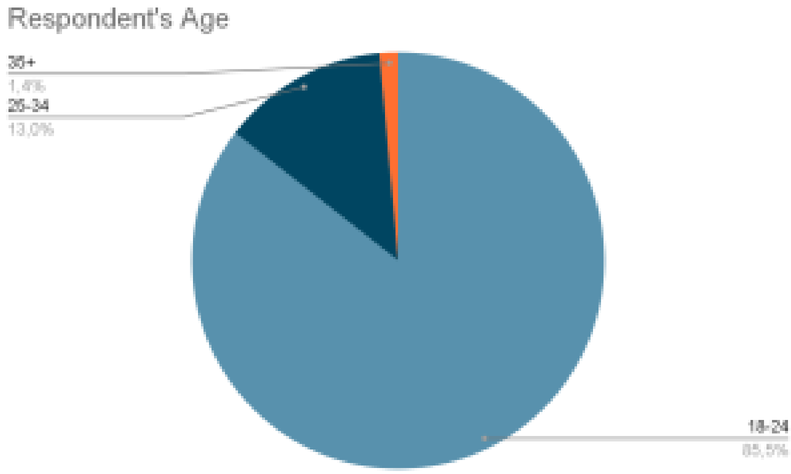
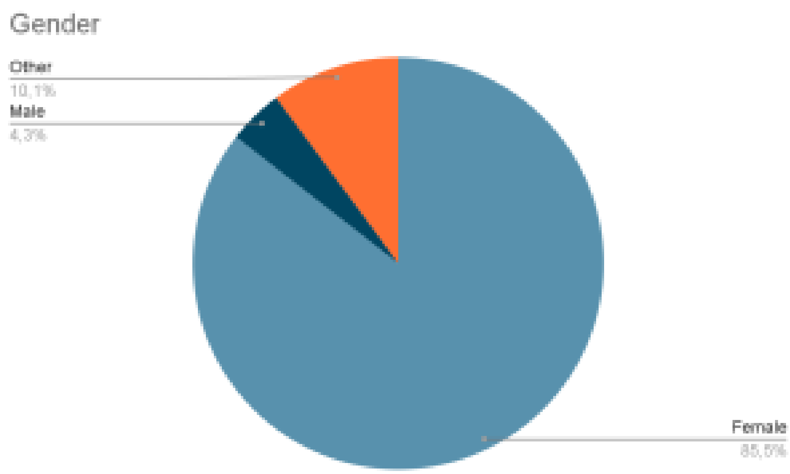
In this section, we will describe the data analysis methodology implemented in our research study. The analysis process took place in SPSS followed by a systematic approach, we began with cleaning out the faulty/missing data and continued with processing it. After one week of surveying, we as the researchers have collected 78 answers, in which, only 69 answers (88.5%) are complete, and the remaining 11.5% are incomplete answers, so thus decided to omit the ones that are not complete to ensure the quality of the result. Survey answers were conducted through Google Forms.

The data were then subjected to various statistical techniques including The Reliability Test (Cronbach's Alpha, Anova), The Validity Test (KMO, Rotated Component Matrix) and Simple Linear Regression (R-Square, Coefficients). These techniques were chosen based on the research objectives and the nature of the data. .





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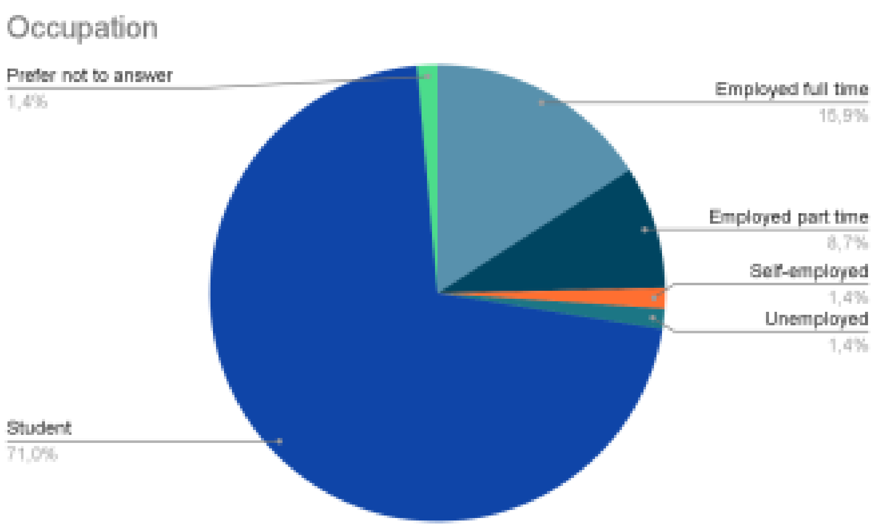

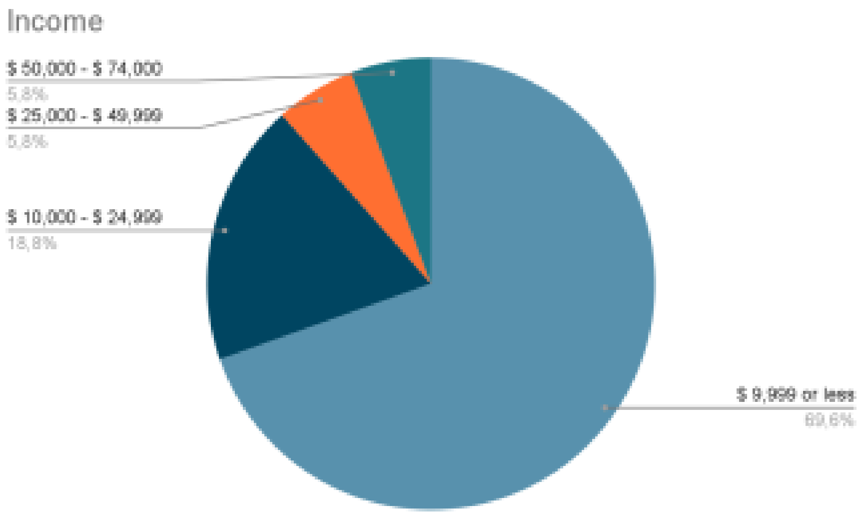

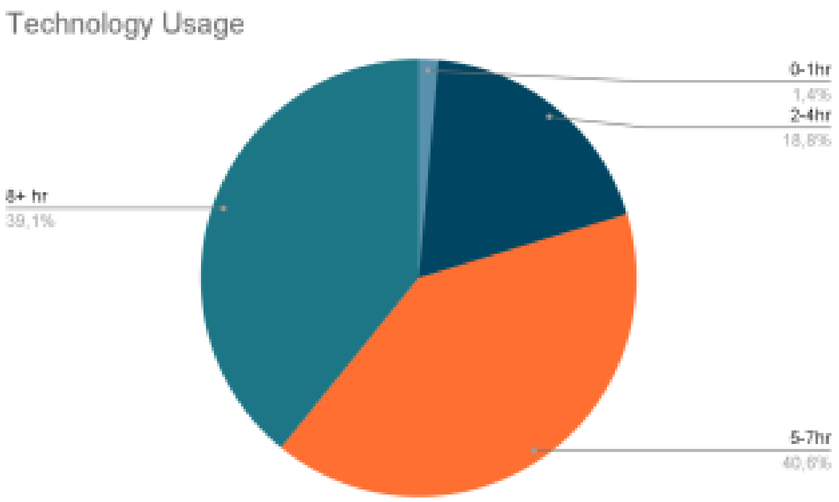

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We can see that the majority of respondents are in the 18-24 age group, female, student, earn less than $9,999 and use technological devices 5-7 hours/day. Therefore, the results discussed will be more relevant to this group.

The Descriptive Statistics were computed to have a better overview of our variables that need to be analysed. We used the Mean and Variance to measure the average tendency and the dispersion of such.

Descriptive Statistics

	N	Mean	Variance
AG	69	1.16	.165
GD	69	.94	.144
ED	69	1.64	.293
JA	69	4.07	2.598
INC	69	1.48	.724
TS	69	3.17	.616
QPR	69	2.19	.479
PIQ	69	1.38	.385
EPQ	69	2.35	1.113
DRQ	69	2.12	1.575
PDQ	69	2.33	.755
CS	69	2.29	.974
TP	69	2.65	1.289
EFP	69	2.59	.892
KPEFP	69	3.09	.816
VAE	69	2.28	.820
PD	69	1.70	.480
PQA	69	2.59	.803
LP	69	2.49	1.136
PI	69	2.25	1.100
FP	69	2.41	.656
FM	69	3.12	1.486
INR	69	2.48	1.106
PB	69	1.99	1.250
CM	69	1.99	.514
EG	69	1.65	.230
PW	69	1.67	.373
FN	69	1.91	.669
E	69	1.75	.571
CAD	69	2.10	.416
ST	69	1.88	.516
QI	69	1.71	.709
RP	69	1.86	.655
PO	69	2.01	.544
RS	69	2.14	1.038
RO	69	1.93	.598
Valid N (listwise)	69		

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a. Cronbach Alpha Analysis

In this study, we ran Cronbach's Alpha over 6 groups of variables to determine which group has a higher influence on the repurchase intention. For the whole group, the Cronbach’s Alpha is 0.781, which is deemed acceptable. Any single variable that has a Cronbach’s Alpha lower than 0.6 will be rejected as it shows that those variable are not reliable.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
QPR	8.17	7.205	.022	.034	.625
PIQ	8.99	6.750	.195	.062	.559
EPQ	8.01	4.426	.501	.255	.371
DRQ	8.25	4.041	.426	.301	.432
PDQ	8.03	5.176	.464	.249	.418

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PW	7.65	4.113	.535	.323	.629
FN	7.41	3.774	.430	.275	.671
E	7.57	3.691	.533	.341	.620
CAD	7.22	4.408	.364	.177	.690
ST	7.43	3.985	.456	.245	.655

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
QI	7.94	4.585	.317	.219	.509
RP	7.80	4.605	.338	.228	.497
PO	7.64	4.911	.300	.152	.519
RS	7.51	4.136	.305	.187	.526
RO	7.72	4.614	.369	.150	.482

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PD	9.74	4.343	.362	.204	.199
PQA	8.84	4.783	.072	.037	.393
LP	8.94	4.467	.059	.034	.426
PI	9.19	3.479	.329	.201	.155
FP	9.03	4.705	.144	.043	.336

Here, we can see that the Quality Price Representation, Quality Influence, Repurchase Intention, Purchase opportunity, Reputable Status effect on Purchase Opinion and Repurchase opportunity all have a Cronbach's Alpha over 0.6. These are all the variables that we can use to evaluate how things are correlated.

b. ANOVA Analysis

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.381	5	.876	4.206	.002[b]
	Residual	13.125	63	.208		
	Total	17.506	68			

a. Dependent Variable: MEAN5

b. Predictors: (Constant), MEAN6, MEAN3, MEAN2, MEAN4, MEAN

In this analysis,
MEAN represents the mean of QPR, PIQ, EPQ, DRQ, PDQ
(Quality) MEAN2 represents the mean of CS,TP, EFP, KPEFP,
VAE(Packing) MEAN3 represents the mean of PD, PQA, LP, PI, FP
(Price)

MEAN4 represents the mean of FM, INR, PB, CM,EG (Advertising) MEAN5 represents the mean of QI,RP, PO,RS,RO (Repurchase Intention) MEAN6 represents the mean of PW, FN, E, CAD, ST (Consumer Satisfaction)

Since we are examining how other groups affect the Repurchase Intention of customers, we conducted an ANOVA analysis. We can see that the significance level is <0.05 therefore, the null hypothesis is rejected. There is clear evidence that independent variables have an effect on the dependent variable, and the Linear Regression model is valid.

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c. KMO

In our study, the measure of Sampling Adequacy that we obtained was 0.523,

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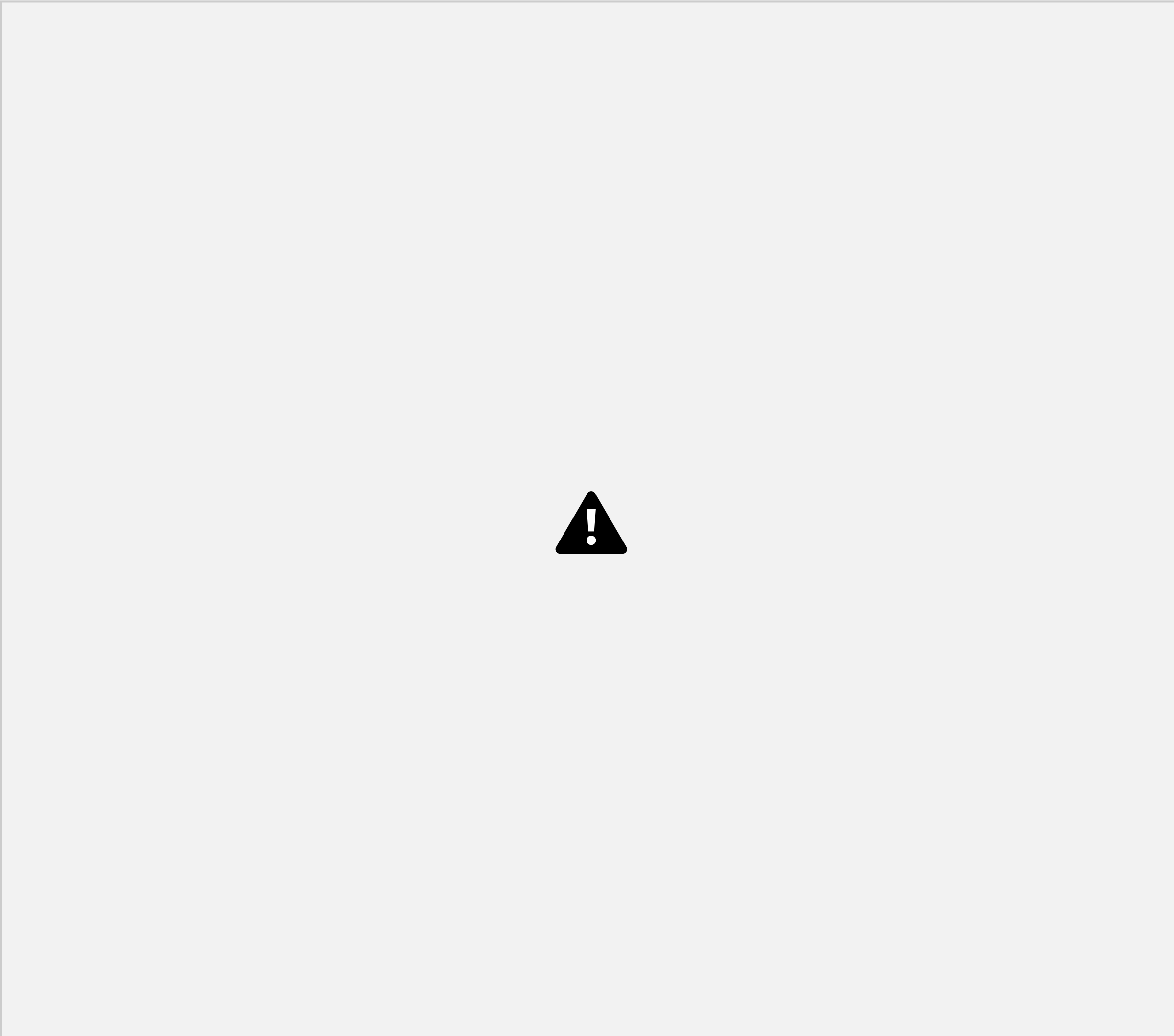
our data is not acceptable in this case. Since often researchers use a Value of 0.6 or above.



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d. Rotated Component Matrix

The Component Matrix shown in the table above displays the heaviness of each factor in regards to the results. As a result, the groups exhibit higher values for those

variables that are stronger associated to a specific factor. For example, In group 1 we can see that EPQ(0.655), DRQ(0.638), FN(0.638) have the heaviest factor. Suggesting that there is a stronger correlation. We can determine how meaningful each question is with this method. We therefore could determine that the quality-related questions were more important than others. Whereas Group 6 has the least significant factor.

e. R-Square & Coefficient

The R-Squared value we obtained was 0.250, which indicated that the independent variables are influencing 25% into dependent variables.

If the Sig. value is less than 0.05, then the difference between the groups is significant. Our value corresponded to 0.002 which is accepted.

The Coefficients were calculated to estimate relationships between independent and dependent variables. Our Mean4(Advertising) has a high influence into purchase intention, which is 49.8%

5. Development of new Marketing strategies

From the data that we have, we notice that customers repurchase products from Adidas because they're satisfied with the product, in this case, the Adidas SuperStar shoes. Firstly, the reason why customers repurchase this product from Adidas is because they think the product is worth the price that they paid. On this note, in the future Adidas can refer to this product to make the customer even more satisfied than they were before and keep repurchasing (not the same) but a new product with the same quality, a similar price.

Second, they feel like what they "need" is being fulfilled. Customers might think they need to have a good quality product with a price that fits. In this section, researchers think that Adidas is successful in manipulating the customer to make them feel like they need this product and make them repurchase it. Adidas should keep this strategy going for reference when they're selling new products in the future.

Not only do the customers think that what they "need" is being fulfilled, the customer thinks that the product they purchase from Adidas met their expectations before buying the product. In expectations, price, quality, and the model of the product is very important. And for that reason, Adidas should keep their standard as high as it is and keep making products at a certain/specific time as they are right now.

To the customer, Adidas' products, in this case, Adidas SuperStar, is what they expected. It satisfies their needs, and it is worth the price. When they repurchase products from Adidas, indirectly it shows that Adidas is doing better than the competitors. Although, for this case, we also need to see the competitor's data to actually compare Adidas' sales with them. But in this research, by the reason of the customer thinking that Adidas' product is better than the competitor's, that means Adidas is already successful in the means of having better product than the competitor's.

That being said, there is no doubt that the quality of Adidas SuperStar shoes is as what the customers expected. The quality that they get when they purchase the product satisfies the customer. This is the factor why the customer comes back and repurchases Adidas SuperStar. Researchers suggest that, in order to increase the sales and make the customers repurchase the product, inventing a new style, or maybe customisable shoes, would be a great idea. As of now, for Adidas SuperStar, there are already several models that they released but not a customisable one. But also still keeping the quality consistent.

And lastly, also as a conclusion, how much are the customers satisfied with the products they purchased/repurchased? Repurchasements are caused by how satisfied the customers are with the product that they purchased the first time. As what the researchers mentioned earlier, they repurchased because they are satisfied

with what they got. Therefore, Adidas should keep their quality and price consistent which will make the customer repurchase products from Adidas.

6. Conclusion

Adidas SuperStar already had good sales over the past few years by keeping their quality checked and their price suited the quality that they offer. By looking at the Component Matrix data, we can conclude that in Group 1, EPQ (customers' expectations of the product's quality), DRQ (decision of repurchasement based on quality), FN (needs fulfilment) had the heaviest factor of the product's repurchasement.

In EPQ, it showed the number .655 which means, customers are satisfied with the quality of the product they are getting. Below EPQ, there's DRQ with the second highest number in group 1 with the number being .638, meaning that the price that the customer paid for the product is worth it. This suggests that the quality of the product that they get is worth the money that they're spending. And the third and last highest factor in group 1 is FN, with the number being .638, similar to DRQ, which means their needs are being fulfilled. What the researchers meant by needs fulfilment is that the customers' presumption towards the product before they bought it, is right or even exceeded with the price that they paid.

This research, however, is not a 100% accurate reflection of the company's, in this case, Adidas' sales and real scenarios. This was due to a variety of reasons; not having the necessary IT skills, not having the precise portfolio of data, and not dedicating all of the researcher's time to do the research with the reason of other pressure(s).

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8. Appendix

1. Questionnaire

Factors Affecting Customers Satisfaction and Repurchase Intention
- Case Study - Group 8

Greetings!

We are a group of researchers from Kyungsung University.

This research basis is about the product from Adidas; Original SuperStar Sneakers!

This form has been specifically designed to collect information that will aid us in gaining insights into the factors affecting customer satisfaction and repurchase intention. Your responses will contribute to a comprehensive understanding of the dynamics at play in the customer experience and help us identify key drivers that influence customers' decisions to repurchase.

Disclaimer :

We assure you that all information provided will be treated with the strictest confidentiality and will be used solely for research purposes. Please provide as much detail as you are comfortable with, as your responses will contribute significantly to the depth and quality of our findings.

Inspiration for this research has been obtained from sources outside our organisation.
If interested please contract for more information.

If you have any questions or concerns regarding this form or our research, please do not hesitate to contact us at our focal point: Miss N M Rudd Business Department, Kyungsung University kyungsungquestions@gmail.com

Thank you for considering participation in our research!

I. Demographics Questions

M1: Which age group do you belong to?
- 18-24
- 25-34
- 35-44
- 45-54
- 55-54
- 65+

M2: Which gender do you identify as?
- Male
- Female
- Other

M3: What is your highest acquired degree?
- Less than high school
- High school
- Some college/ University
- Postgraduate
- Other:

M4: What is your current occupation?
- Employed full time
- Employed part time
- Self-employed
- Homemaker
- Student
- Not looking for a job
- Unemployed
- Prefer not to answer

M5: What is your annual income range?
- $ 9,999 or less
- $ 10,000 - $ 24,999,
- $ 25,000 - $ 49,999
- $ 50,000 - $ 74,000
- $ 75,000 - $ 99,999
- $ 100,000 or more

M6: How often do you use technology devices each day?
- 0-1hr
- 2-4 hrs
- 5-7 hrs
- 8+ hrs

II. Price-related questions

X1: Do you compare prices between Adidas official stores and reseller stores?
1. Always
2. Sometimes
3. Never/Not sure

X2: Does the price of the Adidas Original Superstar represent its quality?
1. Very much agree
2. Somewhat agree
3. Neutral/Not sure
4. Somewhat disagree
5. Very much disagree

X3: Would you trust the Adidas Original Superstar quality if it has a low price?
1. Full trust
2. Somewhat trust
3. Neutral

4. Somewhat don't trust
5. Does not trust at all

X4: How much does the price of Adidas Original Superstars influence your purchasing decision?
1. Great influence
2. Somewhat influencing
3. Neutral/Not sure
4. Not much of influence
5. Doesn't influence at all

X5: Do you feel like the product is expensive or average or cheap while purchasing the Adidas Original Superstar?
1. Expensive
2. Somewhat expensive
3. Average/Not sure
4. Somewhat cheap
5. Cheap

III. Packing-related

X6: On a scale of 1-5 , Does the shoe boxes' color and shape impact on people's perception of the Adidas Original Superstar?
1. Very high impact
2. High impact
3. Not sure
4. No impact
5. No impact at all

X8: On a scale of 1-5 , Are consumers willing to buy and pay price premiums for Adidas Original Superstar with environmentally-friendly packaging? (Increase of Price)

1: Very high impact
2: High impact
3: Not sure
4: No impact
5: No impact at all

X9: How much knowledge and perception do consumers have about environmentally-friendly packaging?

1: Very high knowledge
2: High knowledge
3: Not sure
4: A little bit of knowledge
5: None whatsoever.

X10: On a scale of 1-5 , how visually attractive is the Adidas Original Superstar with an eco-mark ?

1: Very high
2: High

3: Not sure
4 :Unattractive
5: Disconcerning

IV. Quality-related Questions

X11: Does the price of the product represent its quality?

1:Yes
2:Unsure
3:No

X12: Do customers use price as a quality indicator?

1:Yes
2:Unsure
3:No

X13: Are your expectations generally met by Adidas?

1:Definitely
2:Somewhat
3:Unsure
4:Not likely
5:No

X14: Do you think quality will influence you to repurchase Adidas Original Superstar?

1:Definitely

2:Somewhat
3:Unsure
4:Not likely
5:No

X15: Does Adidas Original Superstar have excellent qualities to your knowledge?
1:Definitely
2:Somewhat
3:Unsure
4:Not likely
5:No

V. Advertising-related Questions

X16: How familiar are you with the celebrity who appeared in the ad?
1: Very familiar
2: familiar
3: not sure
4: not familiar
5: not familiar at all

X17: How long do you pay attention to the 1 minute advertisement?
1:None
2:5 seconds

3:15 seconds
4:30 seconds
5:1 minute

X18: Does the celebrity's image need to be congruent with the brand they are endorsing? (Congruent meaning matches well with)
1:Very congruent
2:congruent
3:Not sure
4:not congruent
5:not congruent at all

X19: Does your opinion of Adidas depend on what you see in commercial ads?
1:Yes it does
2:Not sure
3:No it does not

X19: Does your opinion of Adidas depend on what you see in commercial ads?
1:Yes it does
2:Not sure
3:No it does not

VI. Consumer Satisfaction Question

X21: Is Adidas worth the price you paid for?

1. Yes
2. Unsure
3. No

X22: Are your needs of footwear entirely fulfilled by Adidas?
1. Yes
2. Unsure
3. No

X23: Are your expectations generally met by Adidas?
1. Yes
2. Unsure
3. No

X24: Do Adidas products satisfy the users?
1. Definitely
2. Somewhat
3. Unsure
4. Unlikely
5. No

VII. Repurchase Intention Questions

Y1: Do you think quality will influence you to repurchase these sneakers?
1. Definitely

2. Somewhat
3. Unsure
4. Unlikely
5. No

Y2: Do you intend to repurchase Adidas Original Superstar even if they relocate their manufacture factories to a different country? (the current suppliers are in Cambodia)
1. Yes.
2. Unsure
3. No

Y3: Do you think the chance for you to buy Adidas Superstar Sneakers is high?
1. High
2. Unsure
3. Low

Y4: Are there any influences of functional value, price consciousness, word of mouth, brand image and attitude towards Adidas Original Superstar on repurchase intention?
1. Definitely
2. somewhat
3. Unsure
4. Unlikely
5. No

Y5: Will you repurchase Adidas Original Superstar when you have an opportunity?
1. Yes
2. Unsure
3. No

2. CODE-BOOK

Code	Meaning	Code	Meaning
AG	Age Range	EPQ	Expectation's on the product's quality
GD	Identified Gender	DRQ	Decision of repurchasement based of quality
ED	Educational Background	PDQ	Product quality
JA	Career & occupation	FM	Celebrity familiarity
INC	Annual Salary	INR	Interest Retention
TS	Technology usage	PB	Subjective product bias
		CM	commerical subjectation opinion & brand perception

PD Price Difference Comparision EG Ad engagment

PQA Price vs Quality Association PW Worth the price

Market Research

LP	Low Price Trust	FN	Needs fulfillment
PI	Purchasing Intention	E	Expectations
FP	Feeling while Purchasing	CAD	Compatitive advantage
CS	Impact of Color and Shape on People's Perception of a product	ST	Satisfaction
TP	Impact of Transparency on a package	QI	Quailty influence
EFP	Impact of Environmentally-friendly packaging	RP	Repurchase intention
KPEFP	Knowledge and Perception of environmentally-friendly packaging	PO	Purchace opportunity
VAE	Visual Attractiveness of eco-marks	RS	reputable status subjective purchase opinion
QPR	Quality price representation	RO	Repurchase opportunity
PIQ	Price as an indicator of quality		

3. Dispersion of Group duties

Report
Intro & Lit review - Julia
Overview of product market - Nina
Current situation & problem – Nina
Data analysis
Nhi - Model building, Pie Chart Analysis Cronbach's Alpha, ANOVA
Sara - Descriptive Analysis, Validity test (KMO, Rotated Matrix), Linear Regression

New strategies & Conclusion - Gita

Presentation
Presentation - Outline - Nina
Product overview - Julia
Current situations & problems - Nina
Data - Sara & Nhi
Strategies - Gita
conclusion - Gita