

Group 7

Research question and sub-  
questions

“How can home décor retail shops be developed to better compete with the online market?”

# Data collection

Research design

Sampling design

Presentation of data

Dear Customer,

**WE ARE DOING A SCHOOL PROJECT, DO YOU HAVE A MINUTE FOR SOME QUESTIONS?**

**Statement of Confidentiality: THIS SURVEY IS PURPOSELY FOR A SCHOOL PROJECT WORK AND NONE OF YOUR RESPONSES WILL BE DISCLOSED TO ANYONE IN ANY WAY.**

**Study Topic: CONSUMER BEHAVIOR (CHALLENGES OF HOME DÉCOR RETAIL SHOPS IN COPENHAGEN)**

**Expected Time: ABOUT 10 MINUTES**

#### BACKGROUND INFORMATION

**TICK THE ONE THAT FITS YOU WHERE YOU HAVE A BLANK BOX AND CIRCLE WHEN YOU HAVE MULTIPLE CHOICE**

1. How old are you?

Less than 18

18-25

26-40

41-60

Above 60

2. Gender:

Male

Female

#### BASIC QUESTIONS: CIRCLE / TICK THE ONE THAT SUITS YOU

3. When was the last time you bought a home decor?

- A. Less than one month
- B. between 1 to 6 months
- C. 7 to 12 months
- D. more than one year

4. Did you buy it in physical store?

Yes

No

5. How often do you buy home décor?

- A. Very often
- B. Often
- C. Not often
- D. Rarely

6. Typically, how often do you buy home decor in-store?

- A. Never
- B. Rarely
- C. Often
- D. Frequently

7. Typically, how often do you buy home decor online?

- A. Never
- B. Rarely
- C. Often
- D. Frequently

8. Do you generally prefer to shop home décor online, or in-store?

On-line

In store

**CIRCLE THE APPROPRIATE ONE THAT FITS YOU**

**9. What is the main reason for your response in 8 above? (Select the two most important)**

- A. Convenience
- B. Affordability
- C. Good Customer Service
- D. General Shopping Experience
- E. Selection

**10. Are you the decider on home décor purchases?**

- A. Yes, I am
- B. No, I am not
- C. I decide with others

**11. How important are physical stores to you? (On scale: from 1. Not at all to 5.very important)**



**12. How important are online stores to you?(on scale :from 1. Not at all to 5.very important)**



**13. What drives you to purchases in stores?**

- A. Feel of need
- B. Feel of want
- C. Impulse

**14. What drives you to purchase online?**

- a) Feel of need
- b) Feel of want
- c) Impulse

**15. How much time do you spend buying in stores?**

- A. Less than 30 minutes
- B. 31 minutes to 1 hour
- C. More than 1 hour

**16. What do you normally buy with respect to Home Decors?**

- A.Kitchen items
- B.Bedroom items
- C.Hall items

**17. What is your average household monthly net income?**

- A. Less than 5.000
- B. 5.000 to 15.000
- C. 15.001 to 30.000
- D. More than 30.000

**18. Where do you go first when you want to buy home decors?**

- A. Online
- B. stores

**Why?**

**19. What do you think is missing in home décor retail shops?**

**20. How do you get information about home decors?**

- A. Physical Advertisement
- B. Social media

Analysis of data

# Goodness of fit test between shopping preference and reason

Shopping preference/Reason	Affordability	Convenience	General shopping experience	Good customer service	Selection	Total
In store	2	13	42	16	7	80
On line	6	10	2	1	1	20
Total	8	23	44	17	8	100

Preference/Reason	Affordability	Convenience	General shopping experience	Good customer service	Selection	Total
Store	2.5%	16.25%	52.5%	20%	8.5%	100%
On line	30%	50%	10%	5%	5%	100%



p-value of 1.9E-06%



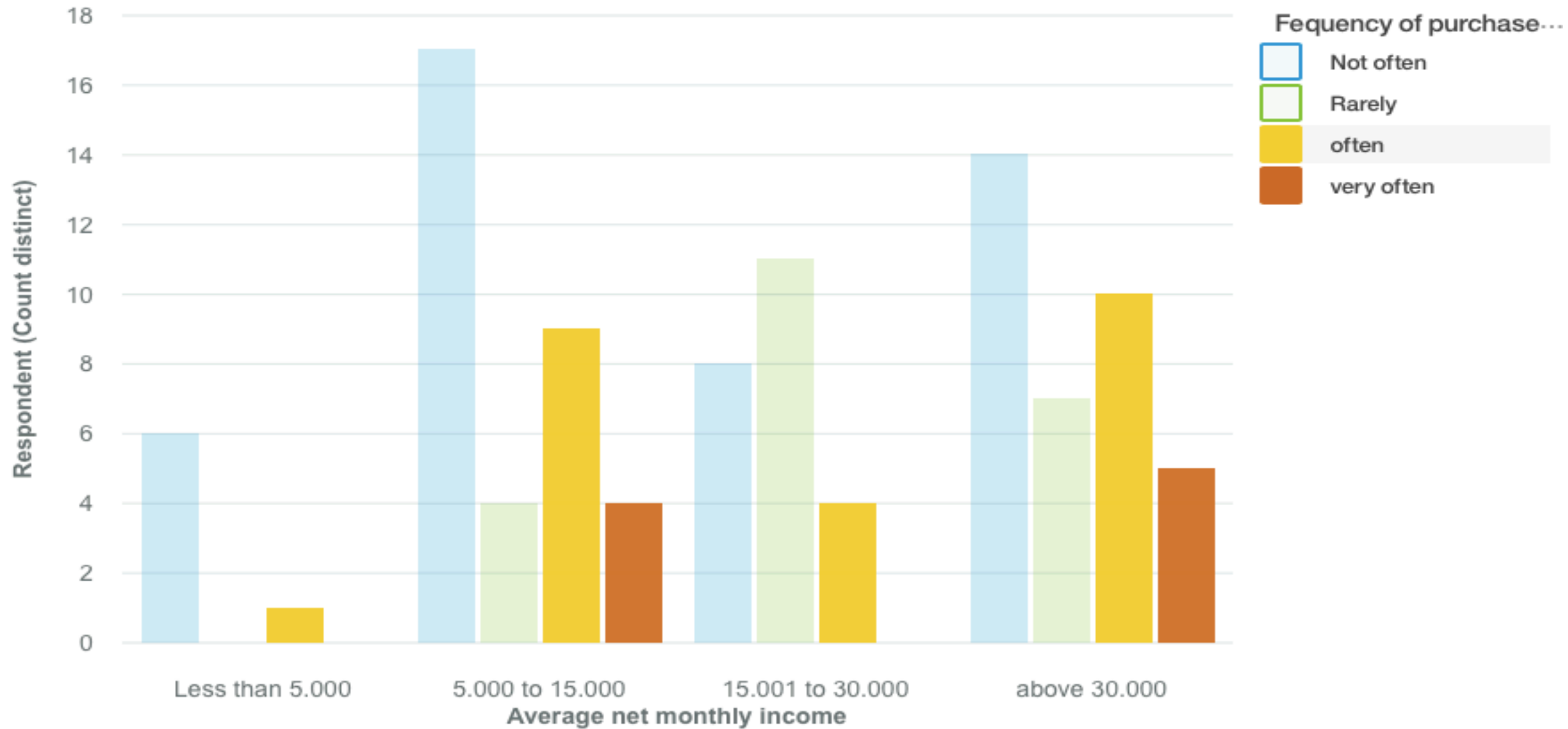
# *Goodness -of- fit test between Gender and frequency of buying decors*

*Table 1.3(cross table between gender and frequency of buying decor)*

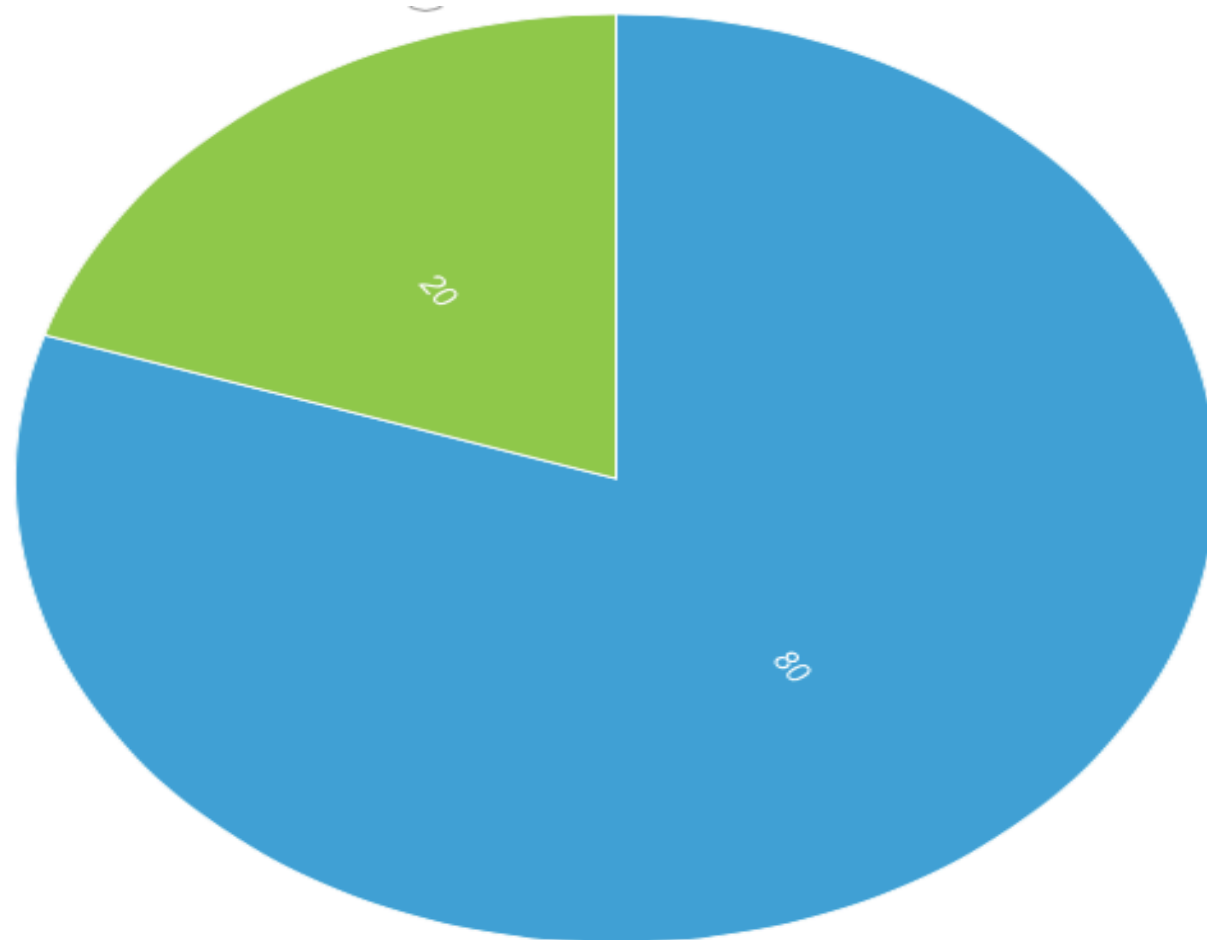
Gender/ Frequency of buying décor	Not often	often	Rarely	very often	Grand Total
Female	22	19	8	6	55
Male	23	5	14	3	45
Total	45	24	22	9	100

***p-value of 1.9219%***

A Multiple Bar Chart Showing Income and Frequency of Purchases of Decor



## A Pie Chart Showing The Shopping Preferences of Our Respondents



Where do you prefer to...



DISCOVER

## **Degree of importance Respondents attach to physical home décor retail store:**

stores stood at 4.36

online stood at 3.59

The standard deviations of the two were found out to be 0.732 (stores) and 1.164 (on line)

## **Confidence interval for mean of degree of importance of physical stores and on line;**

physical stores is from 4.22 to 4.50

on line is also within the range of 3.36 to 3.82

## **Confidence interval for standard deviation of degree of importance of physical stores and on line;**

on line stores is from 1.02 and 1.35 and that of physical stores from 0.64 physical stores is to 0.85

**Solution**

