Spring & Prince Boutique

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Broad Statement

Does social media directly impact the sales of the company?

Research Questions

- Does a consumer's use of social media impact their likelihood of recommending Spring and Prince Products?
- Does a consumer's preferred social media impact their level of satisfaction with Spring and Prince's social media content?
- Does a consumer's satisfaction with Spring and Prince's social media content impact people's purchase decisions?
- Does a consumer's yearly income impact the level of customer satisfaction with Spring and Prince's social media content?

Hypotheses

1. Does a consumer's use of social media impact their likelihood of recommending Spring and Prince Products?
2. Does a consumer's preferred social media impact their level of satisfaction with Spring and Prince's social media content?
3. Does a consumer's satisfaction with Spring and Prince's social media content impact people's purchase decisions?
4. Does a consumer's yearly income impact the level of customer satisfaction with Spring and Prince's social media content?

Objectives

- Gain a more significant following on social media and widen S&P's target audience.
- Implementing a planned media schedule for S&P's socials to give customers a consistent line of content to look forward to.
- Utilizing their strong social media presence to advertise and promote the company's products to boost online sales.

Sampling Method

To gather comprehensive data for our research endeavor, we strategically employed two nonprobability sampling methods: Snowball sampling and convenience sampling. Nonprobability sampling is intentionally designed with unknown probabilities assigned to each sampling unit. Convenience sampling is selecting units strictly based on their convenient availability.

Survey Results

A total of 67 participants responded to our survey, comprising a diverse demographic distribution. 25% identified as male, 72% as female, and 3% as non-binary. Furthermore, the range. respondents exhibited a range of annual income brackets, with a significant portion reporting incomes below $25,000, while others fell within the $51,000 to $100,000

Results

t-Test: Two-Sample Assuming Unequal Variances

	Variable 1	Variable 2
Mean	1.106061	3.208333
Variance	0.09627	1.615248
Observations	66	48
Hypothesized Mean Difference	0	
df	51	
t Stat	-11.2196	
P(T<=t) one-tail	1.10E-15	
t Critical one-tail	1.675285	
P(T<=t) two-tail	2.21E-15	
t Critical two-tail	2.007584	

H1

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
TikTok	21	63	3	0.7
Instagram	21	66	3.14285714	0.12857143
snapchat	2	6	3	0
don't use	3	9	3	0
Facebook	9	29	3.22222222	0.69444444

ANOVA

rce of Variat	SS	df	MS	F	P-value	F crit
Between Gr	0.4265873	4	0.10664683	0.24580793	0.9108925	2.55339535
Within Grou	22.1269841	51	0.43386243			
Total	22.5535714	55				

H2

Correlation

	Satisfaction	Purchase decisions
Satisfaction	1	0.117
Purchase decisions	0.117	1

Correlation between consumer satisfaction of Spring and Prince's social media and thier purchase decsions

H3

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Income 1	15	50	3.333333	0.380952
Income 2	5	15	3	0
Income 3	15	43	2.866667	0.266667
Income 4	7	21	3	0.333333
Income 5	4	12	3	0
Income 6	10	32	3.2	1.066667

ANOVA

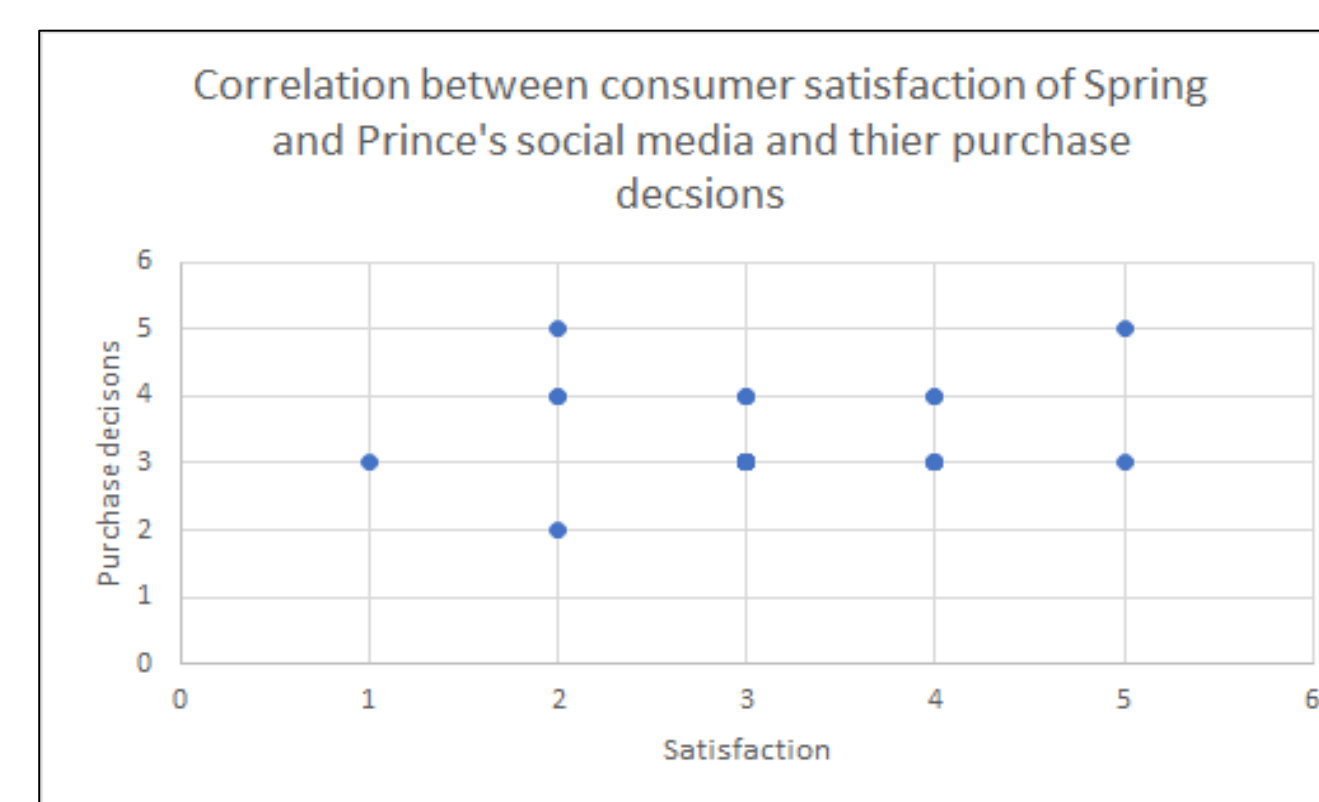| Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1.886905	5	0.377381	0.913018	0.48026	2.400409
Within Groups	20.66667	50	0.413333			
Total	22.55357	55				

H4

Because social media use is on a nominal scale and the likelihood of consumers recommending Spring and Prince products is on an interval (Likert) scale, we used an independent t-test to run the regression. Our p-value was 0.00, which is smaller than our significance level of .05. Therefore, we will reject our null hypothesis, and we concluded that consumers who use social media are more likely to recommend boutique products to others.

Consumers preferred social media choice is on an ordinal scale, and the customer's satisfaction with the boutique's social media content is an interval (Likert) scale, we used ANOVA because there are more than 3 social media platforms for the respondents to choose from. P-value was .91, which is larger than our alpha of .05. Therefore, we fail to reject our null hypothesis. We concluded that no matter what a consumer's favorite social media platform is, there is no affect on satisfaction with Spring and Prince's social media content.

Both consumer satisfaction and consumers purchase decisions are on an interval (Likert) scale, we used correlation to run a regression. Our correlation coefficient was .117, which is far from ±1. Running the regression showed that there is little to no correlation between the consumer's satisfaction with the boutique's social media content and their purchase decisions.

The consumer's yearly income is ordinal, there were more than three income options for respondents to choose from, and the customer satisfaction is on an interval (Likert) scale, we used ANOVA. Our p-value was .480, which is greater than our significance level of .05. Therefore, we will fail to reject the null hypothesis. Letting us know that no matter the income level the consumers make, it does not affect their overall satisfaction with Spring and Prince's social media content.