CHALLENGES IN THE HOME DÉCOR PHYSICAL STORES

AGENDA

- Introduction

- Methodology

- Analysis

- Segmentation

- Challenges and solutions

INTRODUCTION

- Challenges

- Physical store

- quantitative questionnaire

METHODOLOGY

➢ Primary and secondary data

- Questionnaire, 7os

- non probability, convenience

   sampling

➢ Reliability and validity

ANALYSIS

➢ Is our sample representative?

➢ Statistics

- Inferential

- • Goodness of fit test 5% on age, gender and preferences

- • Confidence interval 95% of preferences

- Descriptive

  * Mean value for age

Approximative confidence interval for proportion

Sample size	109
No. of successes	82
Level of confidence	95%

The result

Estimated proportion	0,75229358
Lower limit	0,671254
Upper limit	0,83333315

110 sample		
	82	55
	28	55

Hypotheses

H_0 : There is independence in the contingency table

H_A : There is no independence in the contingency table

Observed values

	Column 1	Column 2	Sum
Row 1	82	55	137
Row 2	28	55	83
Sum	110	110	220

Expected values

	Column 1	Column 2	Sum
Row 1	68,50	68,50	137
Row 2	41,50	41,50	83
Sum	110	110	220

Contributions to the test statistic

	Column 1	Column 2	Sum
Row 1	2,66	2,66	5,32
Row 2	4,39	4,39	8,78
Sum	7,05	7,05	14,10

The result

Degrees of freedom	1
Test statistic	14,10
p-value	0,0001729

Ho is rejected
therefore there are dependences for preferring of physical shop

STATISTICS

- Conclusion?
- Age
- Gender
- Is there a preference?

Ho is accepted - 17,6 % - more than 5 %
Our gender deviation is representative

P-value is 0,3 %, less than 5%
Ho is rejected
We can conclude that our results are not representative, so our results might be bias. They are not representative since they do not represent the entire population percentage wise.

The result	
Estimated proportion	0,75229358
Lower limit	0,671254
Upper limit	0,83333315

P-value of 0,1 % - lower than 5%
Ho is rejected
therefore there are dependences for preferring of physical shop

ANALYSIS

- what influenced the consumers to purchase in a physical store
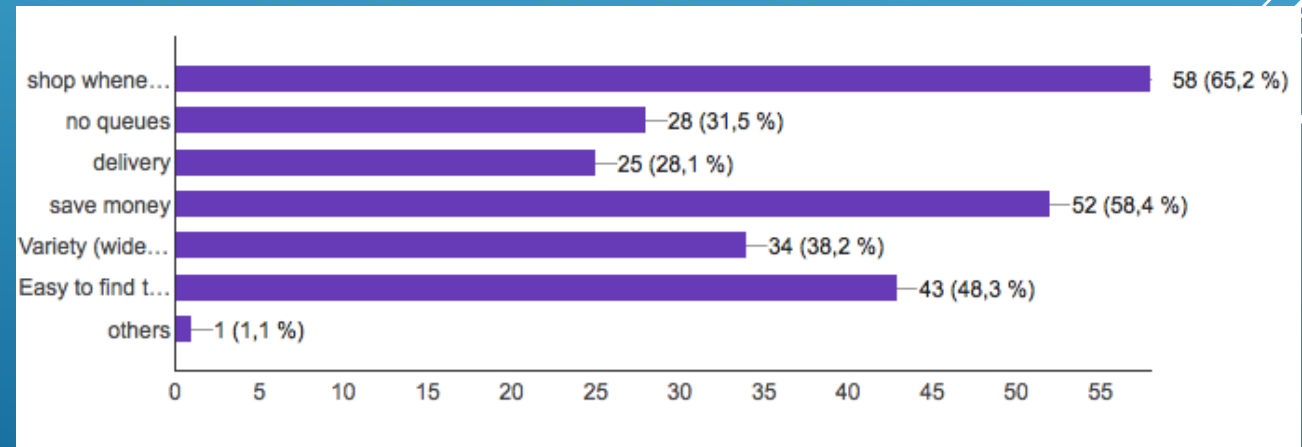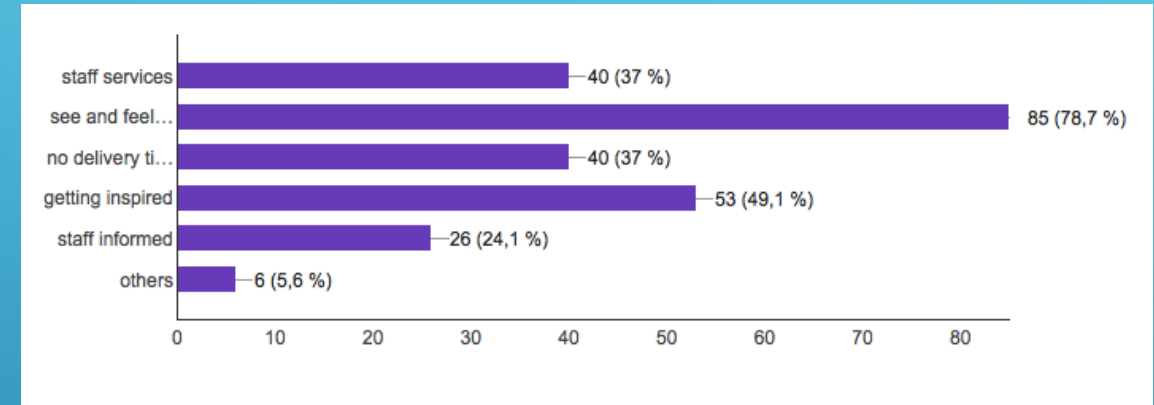
- 85 out of 109(78.7%)

- 53(49.2%) getting inspired

- Delivery time together with the staff service

- what influenced the consumers to purchase online
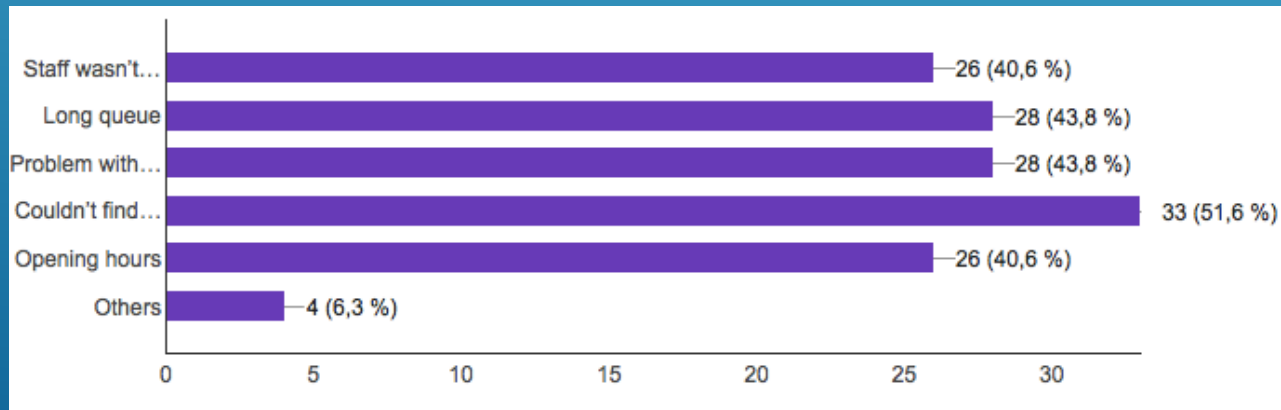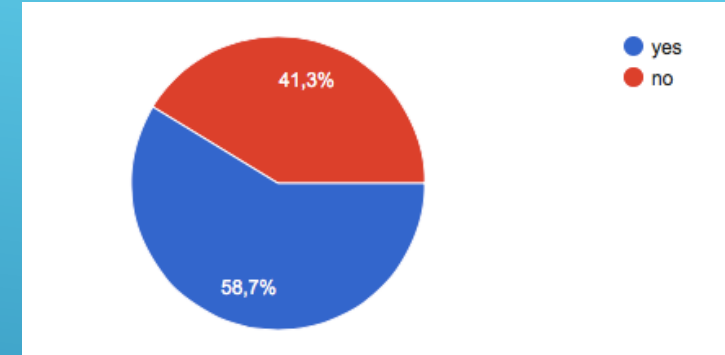
- shop whenever you want'(58,62.2%),

- 'save money '(52,58.4%)

- 'easy to find the specific product '(43,48.3%)

STATISTICS

➢ **encountered challenges in a physical store**

➢ **41,3 %**

➢ **58,7 % (64 people)**

➢ **51,6 % had had challenges with finding the specific product**

➢ **43.8% customers both have had challenges with carrying all the bags and long queues**

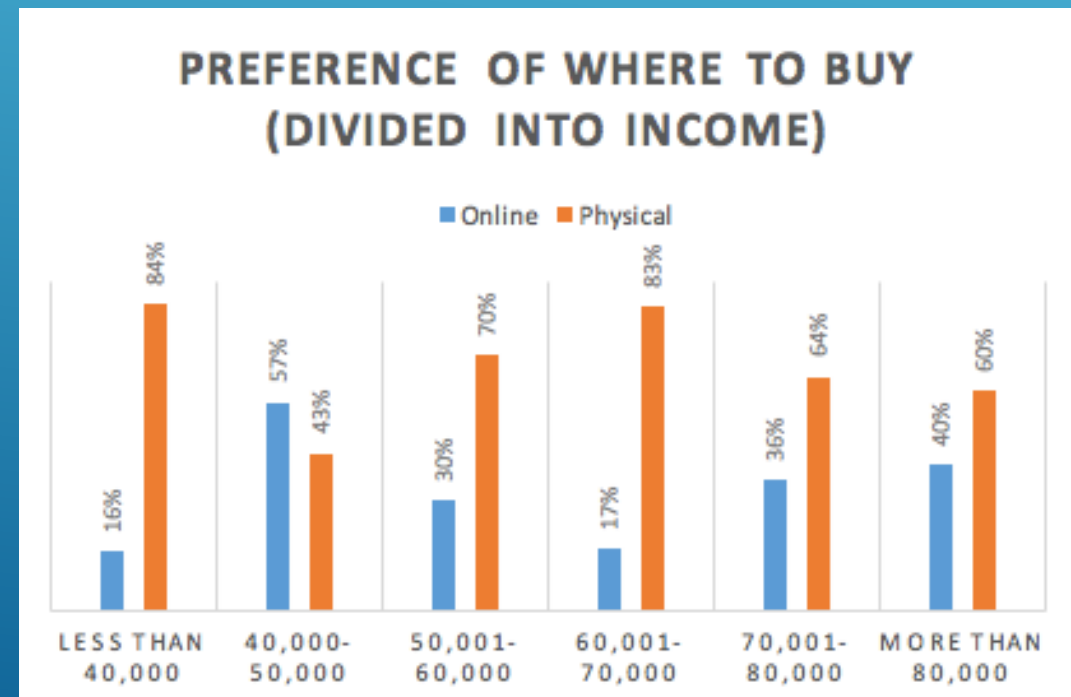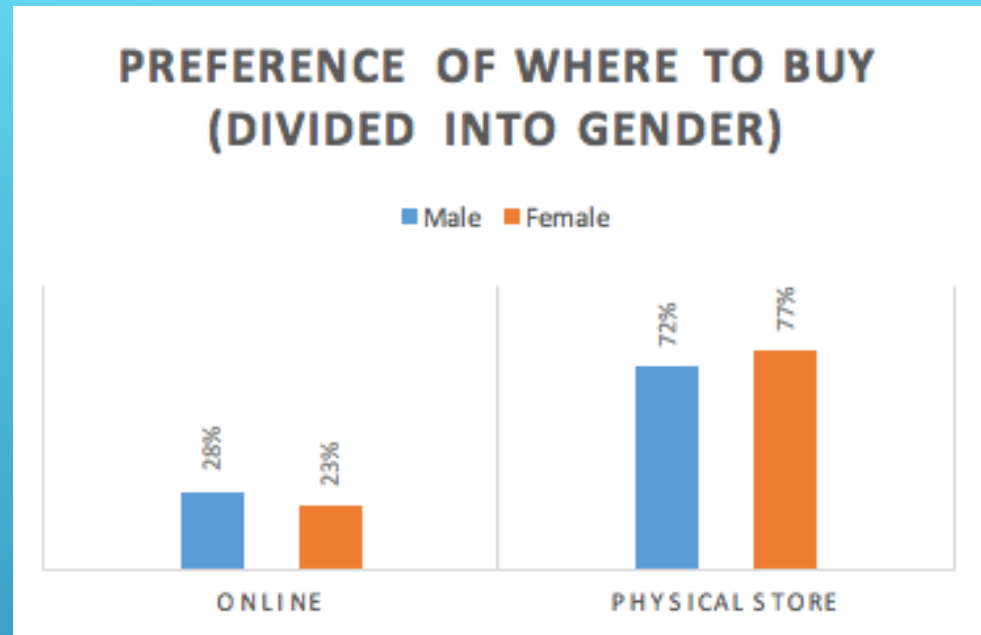➢ **both staff wasn't helpful and opening hours 40,6 % felt challenging**

SEGMENTATION

➢ **segmentation on demographic factors**

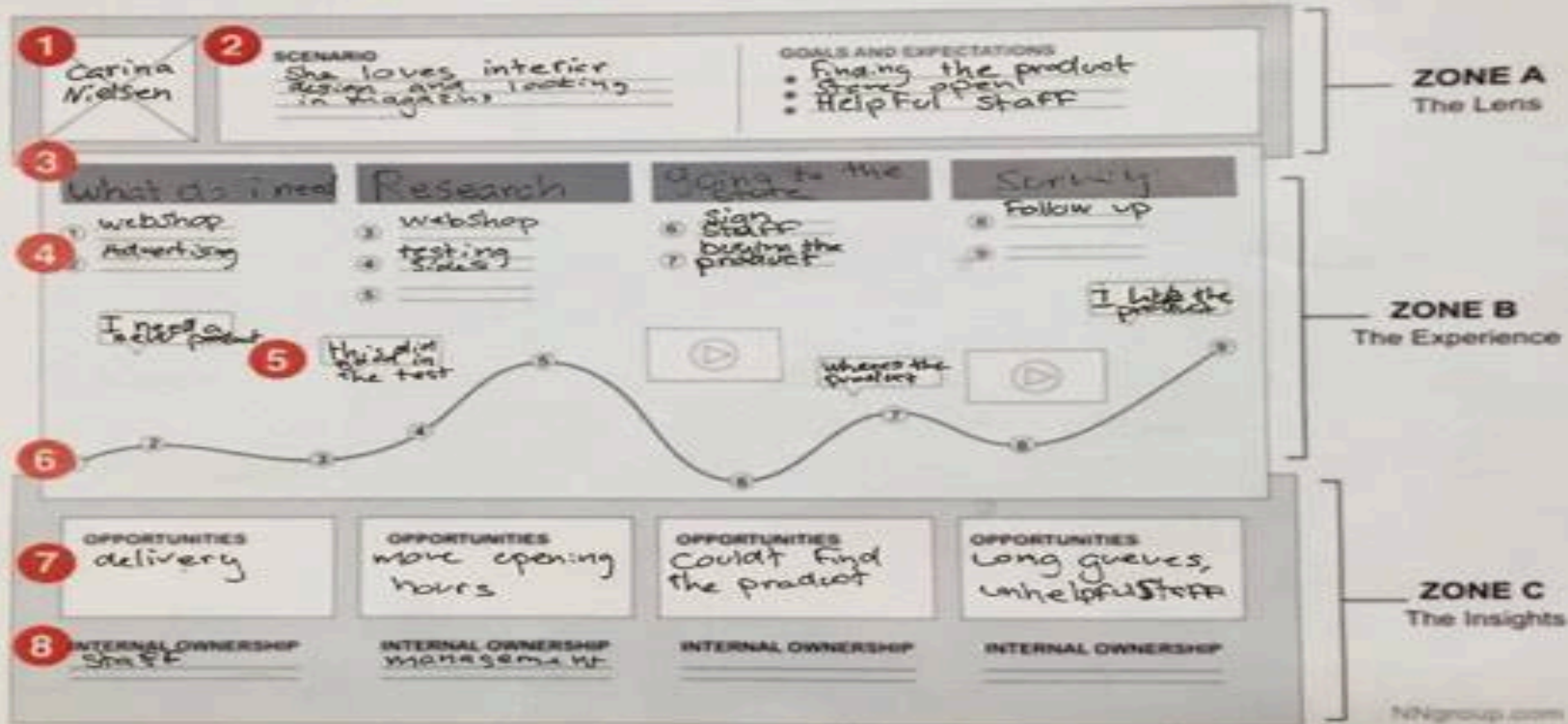➢ **Prefer between; age, gender, household income**
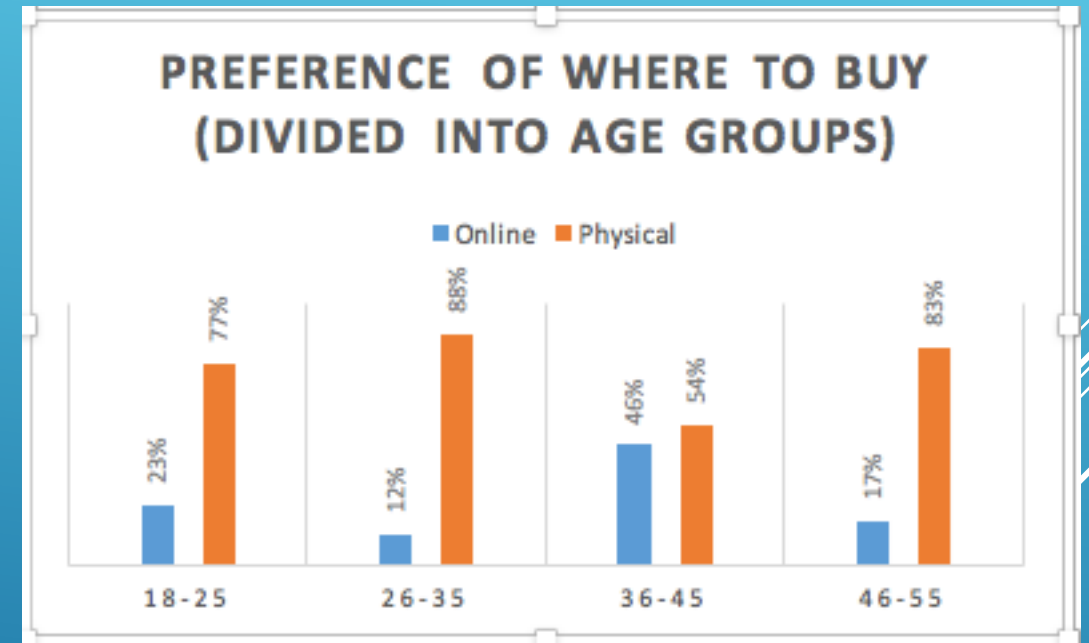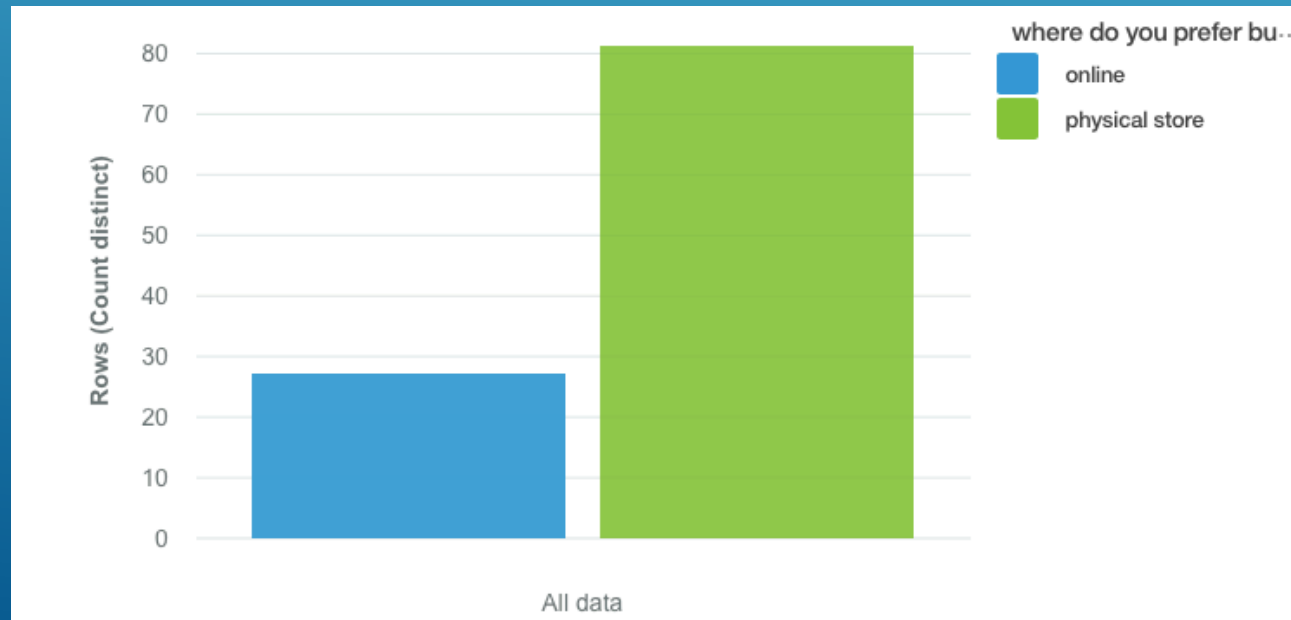
SEGMENTATION

➢ differences in the preferences of where to buy between male and female

➢ If there was a preference based on your household income

➢ Segments to target: Male and female aged 18-25, 26-35 and 46-55 with and income of less than 40.000 kr. Or between 50.001-70.000 kr.

PREFERENCE OF WHERE TO BUY (DIVIDED INTO GENDER)

■ Male ■ Female

72% 77%

28% 23%

ONLINE   PHYSICAL STORE

PREFERENCE OF WHERE TO BUY (DIVIDED INTO INCOME)

■ Online ■ Physical

16% 84% 57% 43% 30% 70% 17% 83% 36% 64% 40% 60%

LESS THAN 40,000 | 40,000-50,000 | 50,001-60,000 | 60,001-70,000 | 70,001-80,000 | MORE THAN 80,000

CUSTOMER JOURNEY

CHALLENGES AND SOLUTIONS

➢ Challenge : opening hours

❑ Solution: extended opening hours, during weekends

➢ Challenge: long queues

❑ Solution: investing in human resources

➢ Challenge: inconvenient layout in store

❑ Solution: area signs, helpful staff

CHALLENGES AND SOLUTIONS

- Challenge: no delivery

- Solution: have a delivery system

- Challenge: unhelpful staff

- Solution: traning the staff in customer service