Athletic Apparel Survey

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Nature of the Problem

The best sporting schools have the best athletic clothing stores where the students, parents and anyone interested in purchasing athletic clothing have the chance to do so. By doing this, the school and the athletic teams are able to raise money for the school, as well as support school pride by buying and wearing the clothing.
Research is necessary to determine if opening an athletic apparel store on campus would financially benefit Franklin Pierce University as well as the individual athletic teams.
The purpose of this project is to see if a school athletic apparel store would be beneficial to the school, along with the athletic teams. Also by having this project, the school could look at the findings through this report, and decide if they want to invest in a school athletic apparel store.
Research Objectives

- Determine what clothing would be sold in the store.
- Examine the idea of proceeds funding individual teams.
- Investigate the sale of the athletic merchandise at home games.
Literature Review

- Universities are known for just as much their athletics as they are their academics.
- Though the National Collegiate Athletic Association won’t release how much revenue is brought in from athletics, it is safe to say that this may be one of the biggest contributing factors to university and college incomes other than tuition.
In 2009, sales of the National Collegiate Athletic Association (NCAA) merchandise dropped slightly. According to the Washington Times (Lemke, 2009), the numbers are tallied by the Collegiate Licensing Company (CLC), which controls about 80% of all the revenue of collegiate licensing because of its partnerships with so many colleges.¹

According to Plunkett Research Ltd. (2011), the total revenue for NCAA merchandise in 2010–2011 was 757 million dollars.²

The CLC represents nearly 200 colleges. The CLC includes; brand protection, brand management and brand development. CLC could work with our Ravens athletic apparel store to improve promotional concepts, advertising plans, rights fees, and artwork for any premium items.
According to Larimore (Larimore & Chitiyo), College athletics are not only beneficial to the university or the athletes but also the society as a whole.

Throughout the country there are other choices for consumers as to where they can go to buy collegiate athletic apparel without stepping foot on campus. These are stores such as Dick’s Sporting Goods, Olympia, Sports Authority, etc.

They tend to have the local sports apparel in the store, for example if you were to go into a Dick’s in Florida you would find wall to wall University of Florida and University of Miami apparel.
Problem Identification

- Our problem was identified through talking with undergraduate students on campus.
- Most students on campus would like to have the athletic apparel worn by student athletes, or student athletes themselves would like the apparel worn by other teams/support other teams by wearing their apparel.
- Therefore, we came to the conclusion as a group that the major problem was the desire on campus for an athletic apparel store.
Methodology Cont.

Development of Survey

- Our data collection form was developed first by putting together research objectives. Once we had those in place we developed questions that related to those objectives.

Definition of Population

- We determined, as a team the definition of the population we would survey would be the Rindge Undergraduate student population of about 1,400 students.
Sample Size

- We have chosen to survey 20 males and 20 females from each class standing of Freshman, Sophomore, Junior, and Senior. This in total will give us a combined 160 students surveyed.

Data Collection Method

- The research team utilized a non-profitability convenience sampling method.
Methodology Cont.

Assumptions

◦ We made the assumption that the respondents answered our survey honestly and accurately.
◦ We also made the assumption that any student would have an opinion on whether or not there should be an athletic apparel store on campus.
◦ Finally, we made the assumption students would have a preference on which brand names should be chosen to make our athletic apparel.
Limitations

- The limitations to our study were that we had a small sample size of only 160 students and a small time frame to complete the entire study.
- We also had the limitation of not being able to use the probability sampling method due to the small window of time.
- These limitations left us with a small sample size in relation to the total number of actual students in the Rindge undergraduate student population.
Question 1

How often do you frequent an athletic apparel store every month?

- Zero: 8
- One to Three: 16
- Four to Six: 43
- Seven to Ten: 21
- Ten Plus: 72
What apparel do you purchase at an athletic store?

- Hats

[Pie chart showing 61.3% Yes and 38.8% No]
Question 2–b

What athletic apparel do you purchase at an athletic store?

Shirts
What athletic apparel do you purchase at an athletic store?

- Shorts

Pie chart showing the percentage of respondents who purchased shorts and those who did not.
Question 2-d

What athletic apparel do you purchase at an athletic store?

Pants

53.8

46.3

Yes

No
Question 2–e

- What athletic apparel do you purchase at an athletic store?
  - Jackets

- 71.3% responded Yes
- 28.8% responded No
Question 2–f

What athletic apparel do you purchase at athletic stores?
Sweatshirts
What athletic apparel do you purchase at an athletic store?

- Jerseys

- Yes: 21.3%
- No: 78.8%
Question 3

When purchasing athletic apparel, what is the most important factor?

Price or Quality

48.1% for Price
51.9% for Quality
The Campus bookstore at Franklin Pierce University currently meets your needs in relation to the clothing sold.
Question 5

If there was an athletic apparel store on campus, would you buy the clothes that FP Athletes wear?
Do you believe the proceeds from the apparel store should go back to the athletic teams on campus?

- Yes: 63.8%
- No: 14.4%
- Not Sure: 21.9%
Question 7

An athletic apparel store on campus would be beneficial to the school and community?

![Bar Chart]

- Strongly Agree: 25.6%
- Agree: 43.8%
- Neutral: 10.6%
- Disagree: 13.1%
- Strongly Disagree: 6.9%
An athletic apparel stand at home games for Franklin Pierce University would be beneficial to the school and the community.
Question 9-a

What brand of clothing is your favorite athletic apparel?

Nike

81.3%

18.8%
Question 9-b

What brand of clothing is your favorite athletic apparel?
  ◦ Under Armour
Question 9–c

What brand of clothing is your favorite athletic apparel?

Reebok
Question 9–d

- What brand of clothing is your favorite athletic apparel?
  - Champion

![Pie chart showing a majority preference for Champion.]
Question 9–e

What brand of clothing is your favorite athletic apparel?

Adidas
Question 9–f

- What brand of clothing is your favorite athletic apparel?
  - New Balance
Question 10

How much money do you spend on athletic apparel a year?
Question 12

Would your parents be interested in buying Franklin Pierce athletic apparel?
Question 11

- Are you a student athlete?
Question 13

- Please indicate your gender.
Question 14

What is your class standing?

- Freshman: 25.6
- Sophomore: 25
- Junior: 24.4
- Senior: 25
Crosstabs

How often do you frequent an athletic apparel store every month? * Please indicate your gender

Crosstabulation

Please indicate your gender

Male

Female

Total
Crosstabs

If there was an athletic apparel store on campus, would you buy the clothes that FP athletes wear vs. Gender

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>If there was an athletic apparel store on campus, would you buy the clothes that FP Athletes wear? Yes</td>
<td></td>
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<tr>
<td>If there was an athletic apparel store on campus, would you buy the clothes that FP Athletes wear? No</td>
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<tr>
<td>Total</td>
<td></td>
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</tbody>
</table>
## Crosstabs

**How often do you frequent an athletic apparel store vs. Are you a student athlete?**

<table>
<thead>
<tr>
<th>Are you a student athlete?</th>
<th>How often do you frequent an athletic apparel store every month?</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>How often do you frequent an athletic apparel store every month? 0</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>How often do you frequent an athletic apparel store every month? 1–3</td>
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<tr>
<td></td>
<td>How often do you frequent an athletic apparel store every month? 4–6</td>
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<td>How often do you frequent an athletic apparel store every month? 7–9</td>
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<td></td>
<td>How often do you frequent an athletic apparel store every month? 10+</td>
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<tr>
<td></td>
<td>Total</td>
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</tbody>
</table>
Crosstabs

If there was an athletic apparel store on campus would you buy the clothes athletes wear vs. Are you a student athlete?

Yes | No | Total
---|---|---
Are you a student athlete? | | |
If there was an athletic apparel store on campus, would you buy the clothes that FP Athletes wear? | Yes | No | Total
Crosstabulation
Discussion

• There was a demand for collegiate apparel that we had found in our literature research.
  □ When we asked students how often they frequented athletic apparel stores per month the overwhelming majority was 1-3 times.

• The NCAA compliance rule that was discussed in our interview with Doug Debais is a main reason why there are limited sales of team jerseys…
  □ Even in our research only 28% of student would have purchased jerseys.

• The one statistic that did not match was hat sales…
  □ Lids, who is a major seller of hats with both professional and collegiate logos is very successful with selling collegiate hats, however, only 38.8 percent of people who took our survey said they would purchase hats.
Discussion Cont.

- There were really no figures we found relating to campus bookstores and the sale of clothes…
  - However, in our study most people who answered our survey felt as though our bookstore did not adequately meet the clothing and apparel needs.
The conclusion we have come to is that students at Franklin Pierce would most definitely like to see an athletic apparel store on campus and at home games.

Nike and Under Armour are the most popular brands; however, we would most likely have a few other brands in the store as well.

The ultimate conclusion of our results is that an apparel store would be beneficial to the school as well as the athletics teams.
Recommendations

- Our recommendation would be that the school should have its own athletic apparel store somewhere on campus.

- We also recommend that the administration due further research to get a larger sample size to ensure our results are found campus-wide.

- In terms of apparel sold in the store, we recommend based off our results the university only sells shirts, shorts, sweatshirts, and also hats. (Even though we found most people wouldn’t want to purchase a hat we didn’t get to account for parents opinions.)
Thank you for listening!!!

Any questions, comments, or suggestions?
