crocs™

SHOE BRAND RESEARCH AND ANALYSIS

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INTRODUCTION

The footwear industry is a vast and diverse sector that caters to various customers depending on occasion, comfort, and style. Shoes are an essential component in carrying out day-to-day activities and the footwear industry gives endless possibilities to choose from; from casual to formal and affordable to high-end, a shoe buyer can truly select the shoe that is best for their needs and wants. One such player in this industry is Crocs, a company founded in 2002 following a boating trip to the Caribbean. Their founders had realized how well rubber shoes performed during boating and upon their return, they developed the iconic clog that we know today as Crocs. While its original intended market was the boating community, Crocs continued to evolve into a more casual shoe brand for all, implementing different colors and styles using their durable Croslite material. The shoe has garnered many opinions, both positive and negative, as they are extremely comfortable but are regarded as unaesthetically pleasing. The purpose of this study is to further understand how Crocs positions themselves to be such a recognizable brand and how public opinions about the brand influence how effective their marketing efforts are. As well, this study will compare Crocs to other competing shoe brands, such as Birkenstock, Sketchers, UGG, and Fila in order to determine how their brand awareness, loyalty, and satisfaction all contribute to their brand love.

LITERATURE REVIEW AND HYPOTHESES

During the pandemic, there was an upsurge in Crocs purchases due to the need of a comfortable stay-at-home shoe. Crocs are made of a special Croslite material and are extremely cushioned in order to provide comfort. As well, they include a wider toe area that is suitable for larger feet. While they may not look the most aesthetically pleasing, we may be able to conclude that people love these shoes due to the comfort they provide to their customers.

H1: Comfort positively influences brand love

Compared to the other brands we are looking at, Crocs sells styles at a price point that is accessible to the average consumer. They also send out promotional messages frequently advertising discounts of up to 50% off or BOGO deals. Typically, price reductions will draw in new customers or encourage former customers to purchase more items so Crocs' affordable nature may increase how much people love the brand.

H2: Affordability positively influences brand love

Many posts have been made and circulated about Crocs on social media that poke fun at the brand, and this seems to encourage certain Croc wearers to further identify with the fact that people don't like the shoe. As well, social media is the mode in which new styles are released, and whether people enjoy the new style or not, they are able to express opinions within these posts and generate more buzz.

H3: Social media increases brand awareness

One drawback of Crocs is that they are seen as unstylish. Their shape and design are disliked by many and that is one of the main reasons people avoid buying them. However, they do have a component of customization with Jibbitz that can easily be placed in the clog's openings. This allows customers to design a collection of Jibbitz that reflects them as a person as well as add cute designs to a shoe that people may not typically wear.

H4: Stylishness/trendiness positively influences brand love

While their classic clog is the most recognizable style they produce, Crocs has begun to modify the shape of their shoes to be sandals, slides, heels, and sneakers.

H5: Versatile styles positively influences brand love

Crocs has increasingly been utilizing brand collaborations and releasing products with theming which may reflect brands those who typically don't enjoy Crocs would support. As well, celebrities such as Post Malone and Justin Bieber have collaborated with Crocs to release exclusive styles, which may also reach a section of their audience and change opinions based on the name of a celebrity they enjoy being attached to the product.

H6: Celebrity and brand collaborations create positive opinions

As well as collaborating, each time they release an exclusive style, Crocs has implemented a raffle-style drawing system that customers can sign up for. This allows

them the chance to buy the newest styles before it's even available to the public,

increasing excitement and allowing winners to feel recognized by the brand. This also

allows Crocs to market their items to increase anticipation

H7: Exclusivity/anticipation positively influences brand love

The price of a shoe can range, however as quality increases, price tends to

increase as well. When spending a large sum of money on a pair of shoes, there is an

expectation that the shoe will serve its purpose for an extended amount of time. This

means that it won't be necessary to replace/buy shoes as frequently as a pair that may

have been cheaper to make but that lacks the craftsmanship of a more expensive shoe.

H8: People who buy shoes less frequently are willing to spend more on a pair of

shoes

According to a Morning Consult report, Crocs was ranked as the No. 2 fastest

growing brand within the US, with people from all generations demonstrating a high

amount of purchase intent. The brand has evolved and become more popular through

social media and customer satisfaction. Of the brands being researched, Crocs has one

of the highest social media followings and has consistently given their fanbase new,

unique styles. Through the culmination of all these factors, we may be able to conclude

that Crocs has the greatest amount of brand love in comparison to the other brands

within this study.

H9: Crocs has more brand love than its competitors, Birkenstock, Skechers,

UGG, and Fila

RESEARCH METHOD AND SURVEY DESIGN

CHOICE OF INDUSTRY

Fashion is constantly flowing and growing as new trends emerge and footwear is one of the components that help shape this industry. This vast market is composed of shoes, sneakers, luxury footwear, and athletic footwear which can be used for many events and occasions. However, shoes are ultimately meant to be worn day-to-day to protect our feet and may be considered an essential product for our comfort and safety. The global footwear industry is worth nearly $400 billion, and the United States is one of the largest importers of shoes with China following closely behind. This research looks at more casual shoe brands that are accessible to the general public. The brands that will be analyzed are Crocs, Birkenstock, Skechers, UGG, and Fila. These specific brands were chosen for their ability to be worn in similar circumstances and occasions. Each brand also sells a particular style of shoe that has garnered polarized opinions toward their design. Table 1 provides a look at each brand's prominence within the shoe industry through their followings on Instagram, Facebook, and X, as well as their number of locations domestically and globally.

LOGO	BRAND	FOLLOWING	LOCATIONS
	CROCS	⦾2.3M 👍7.2M ✕173.7K	US: 160 GLOBAL: 340
BIRKENSTOCK®	BIRKENSTOCK	⦾1.3M 👍1.8M ✕10K	US: 3 GLOBAL: 54
	SKECHERS	⦾1.2M 👍7.6M ✕48.7K	US: 539 GLOBAL: 1360
UGG®	UGG	⦾1.7M 👍3.2M ✕92.8K	US: 55 GLOBAL: 130
FILA	FILA	⦾2.4M 👍305K ✕69.4K	US: 4 GLOBAL: 79

Table 1: Footwear Industry Brands, Social Media Followings, and Locations

DATA COLLECTION

In order to test these hypotheses and examine the above brands, primary data was collected through a survey (Exhibit 1) produced using the Qualtrics platform. The survey consisted of 21 questions, with 13 multiple-choice questions, 4 open-ended questions, and 4 demographic questions. The questions required survey takers to present both quantitative and qualitative data to help best analyze customer/brand relationships. Close-ended questions were either 5-point Likert scale ratings or drop-down selections that reflected general opinions while open-ended questions were text boxes where respondents could type out their responses more freely.

The population of this study was defined as any individual over the age of 18, which was stated in an agreement at the start of the survey. This survey was distributed on the platform Prolific where 100 individuals were asked to participate. A total of 109 responses were received, but through careful consideration, only 99 responses were used in analysis.

DATA CLEANING

The survey was live for 7 days before being deactivated. Once data collection was complete, it was exported from Qualtrics into a Microsoft Excel spreadsheet. A copy was made within the spreadsheet, and the original data set remained untouched. Within the copy, any Qualtrics-generated cells aside from the question data was deleted. When cleaning data, the criteria used to omit responses included surveys that

were less than 60% complete, that took less than 150 seconds to complete, and that had low effort/repetitive responses to open-ended questions. Each question was filtered to standardize any differences in formatting or correct any spelling errors to ensure the most representative results. Once clean, open-ended responses were divided in frequency of keywords to show top-of-mind reactions to each brand. Close-ended responses were transferred to SPSS to determine significant statistical evidence that could be used to accept or reject the target hypotheses. A codebook (Exhibit 2) was created and transferred to Microsoft Word to numerically understand the results of the data.

DESCRIPTIVE ANALYSIS OF RESPONDENTS AND BRAND

BRAND SELECTION

Crocs is the central focus of this survey. This study was conducted to better understand the public perception of Crocs, as the variance in which people love/hate the brand is great. Brands that held similar public perceptions were selected due to the split between people who loved/hated the brand.

Birkenstock was selected as their leisurely sandals are very popular toward a certain demographic, while many others think of them as "hippie shoes" or "Jesus sandals". Not only are they poked fun at in the same manner as Crocs, but they also

offer different styles using all the same materials which can help reveal information on how versatility affects choices within the shoe industry.

Skechers was selected due to public perceptions of the brand being "low-end" but also being avidly loved by customers for being comfortable. They have a similar reputation of being disliked, but also fiercely defended by those who own already own the shoe which could help reveal ideas about brand love and how important comfort is when considering a shoe.

UGG was selected also due to negative opinions towards the brand's look. Similar to Crocs, their redeeming qualities include comfort as well as celebrity exposure. The difference with UGG is that it is more catered toward colder climates, with their boots and slippers, so comparison to Crocs could draw interesting findings about environmental factors.

Fila was selected due to its reputation as a "dad shoe". Their chunky design is also often made fun of but some people see them as trendy and cute. As a South Korean brand, this can give insight on how brand love/awareness spans cross-nationally.

BRAND POSITIONING

In Figure 1 below, respondents were asked what features within their favorite

shoes helped determine their status. The most frequently mentioned words were

"Comfortable" and "Stylish" with 53 and 11 mentions respectively. When looking at

just Crocs (Figure 2), comfort was also a frequently mentioned word with 32 mentions.

Based on this information, Figure 3 represents those two variables within a perception

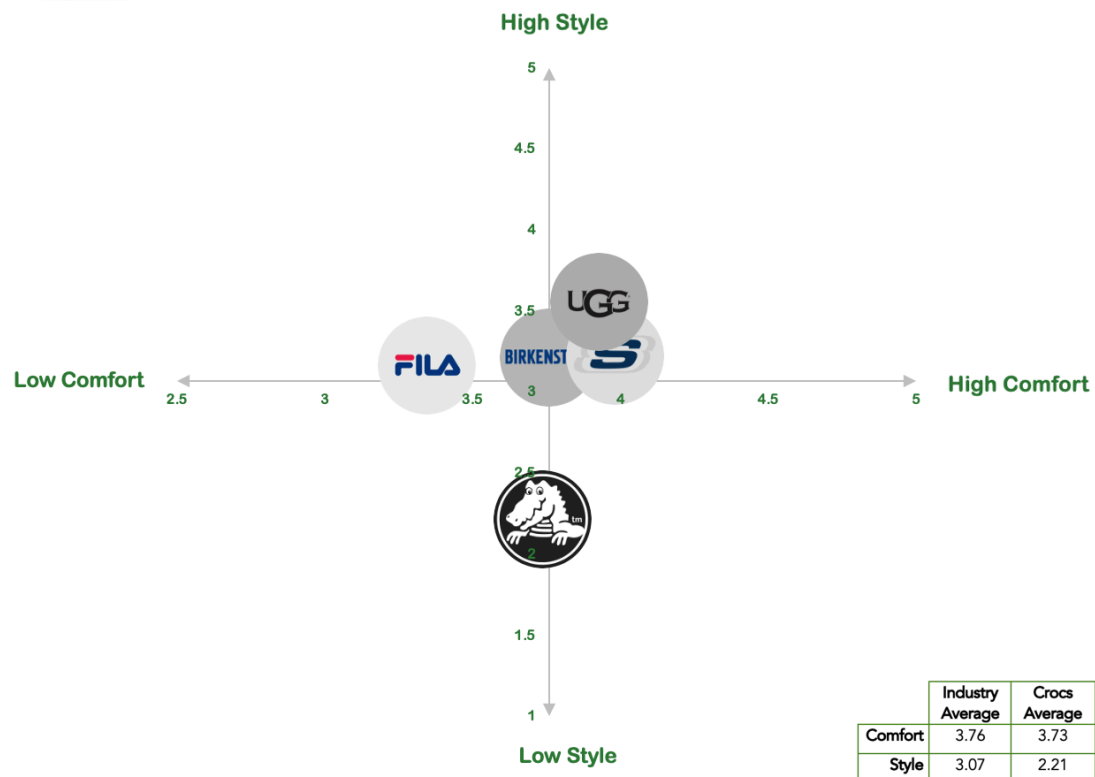map where comfort is represented along the x-axis and style is represented along the

y-axis.

Figure 1: Favorite Feature Word Cloud

Figure 2: Crocs Word Cloud

Figure 3: Brand Perceptual Map

	Industry Average	Crocs Average
Comfort	3.76	3.73
Style	3.07	2.21

As we can see from the perceptual map, Crocs was rated a little less than average when it came to comfort and more significantly less than average when it came to style. The stylishness of the other brands was seen as greater than average while Fila seemed to have the lowest comfort rating. Birkenstock was the closest to the average within this data sample while Skechers was seen as most comfortable of the brands and UGG was seen as most stylish of the brands.

PARTICIPANT SPENDING BEHAVIOR

The following figures show the spending behaviors of the respondents in relation to how frequently they purchase new shoes and how much they're willing to spend on new shoes. Respondents were asked to choose between five different frequencies for purchases ranging from "At least once a day" to "Until they become unusable". Figure 1 shows that the heaviest concentration of respondents bought shoes at least once a year. Respondents were also asked to type in how much they were willing to spend on a new, casual pair of shoes and this was divided into the following intervals. Figure 2 shows that most respondents were willing to spend between $50 and $99 on a new pair of shoes.
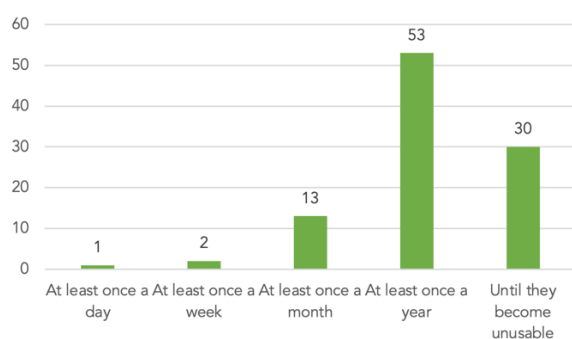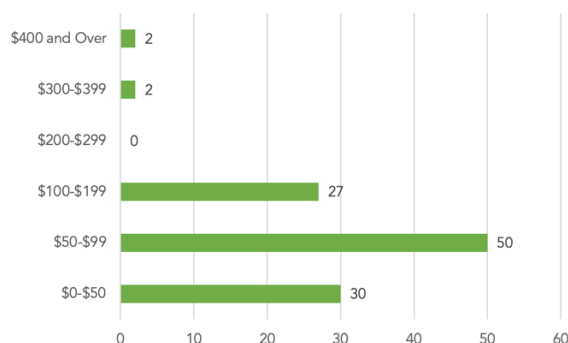
Figure 4: Frequency of New Shoe Purchases

Figure 5: Willingness to Spend on New Shoes

PARTICIPANT OVERVIEW

The survey was distributed to Prolific users and the lower age limit was set to 18 years old. 46,013 of 130,847 Prolific users were eligible, however, the first 100 respondents were able to complete the survey. Due to time-outs and rejected responses, 109 individuals accessed the survey but only 99 of those surveys were accepted. Of the 99 respondents, 42% were male, 56% were female, and 2% were non-binary or identified otherwise (Figure 3). The majority of respondents fell between the ages 30-39 (Figure 4), however, Prolific was proactive in presenting a representative sample so the deviation between age groups and binary genders was not significantly large, however there was only a small population of non-binary/other identifying individuals who responded.

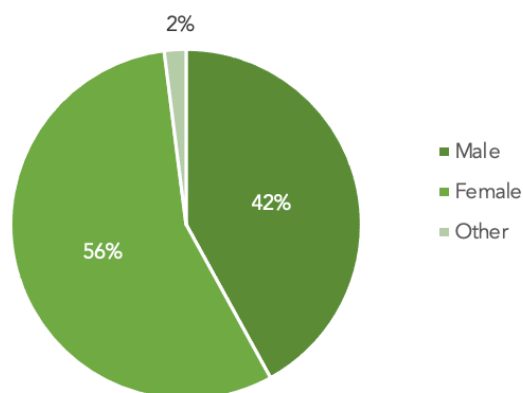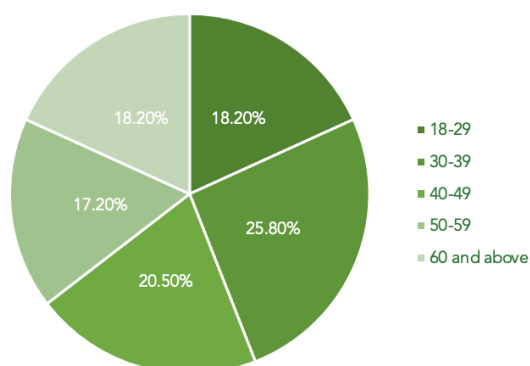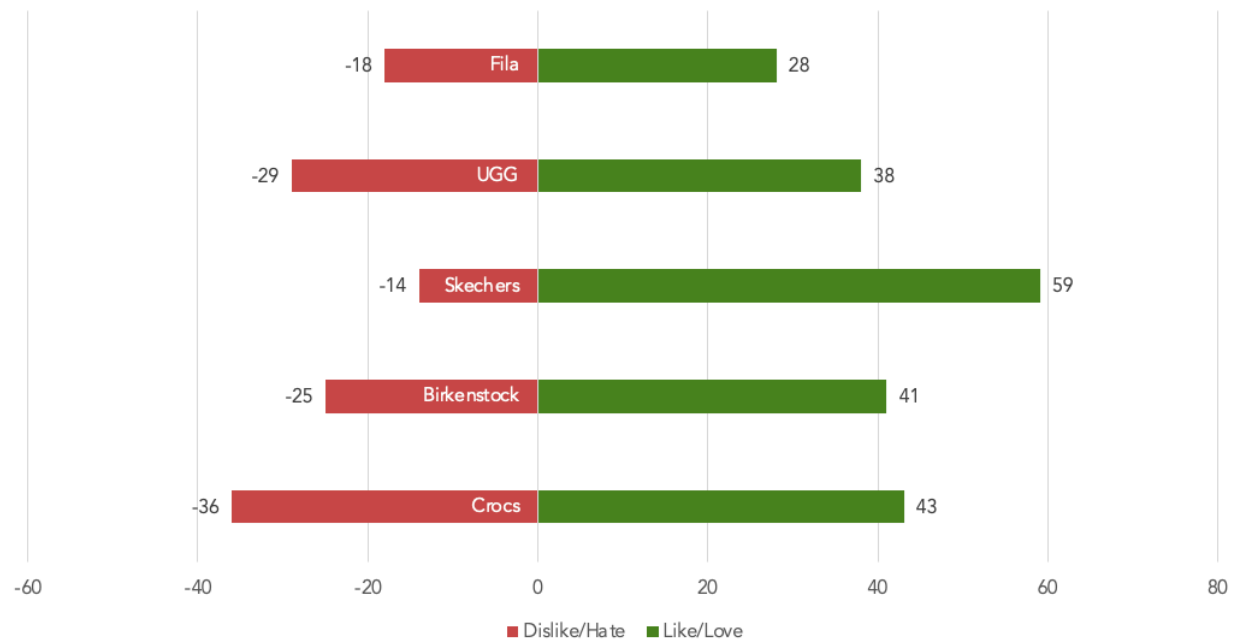*Figure 6: Respondent Gender Identities*   *Figure 7: Respondent Ages*

ADVANCED ANALYSES

HYPOTHESES TESTING

H1   *Comfort positively influences brand love*

H2   *Affordability positively influences brand love*

H3   *Social media increases brand awareness*

H4   *Stylishness positively influences brand love*

H5   *Versatile styles positively influences brand love*

H6   *Exclusivity/anticipation influences purchasing potential*

H7   *Celebrity and brand collaborations create positive opinions*

H8   *People who buy shoes less frequently are willing to spend more on a pair*

of shoes

H9   *Crocs has more brand love than its competitors, Birkenstock, Skechers,*

UGG, and Fila

Figure 8: Overall Positive and Negative Feelings Towards Brands

In order to achieve this graph, only answers marked 1, 2, 4, and 5 were included to produce counts of how many respondents felt overall positive or negative feelings toward each brand. It can be seen that Skechers has both the most positive opinions and the least negative opinions. The next most positively ranked brand is Crocs, however, they are also the most negatively ranked brand. The second most negatively ranked brand is UGG and they are also second to last when it comes to positive opinions. The least amount of positive opinions stems from Fila but this may be due to the fact that not many people knew the brand to begin with.

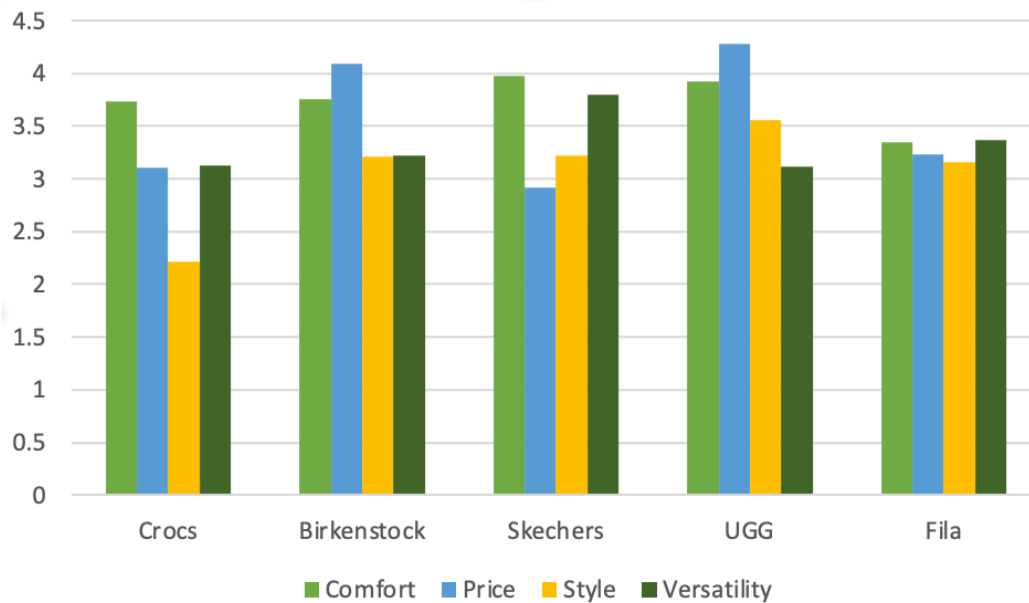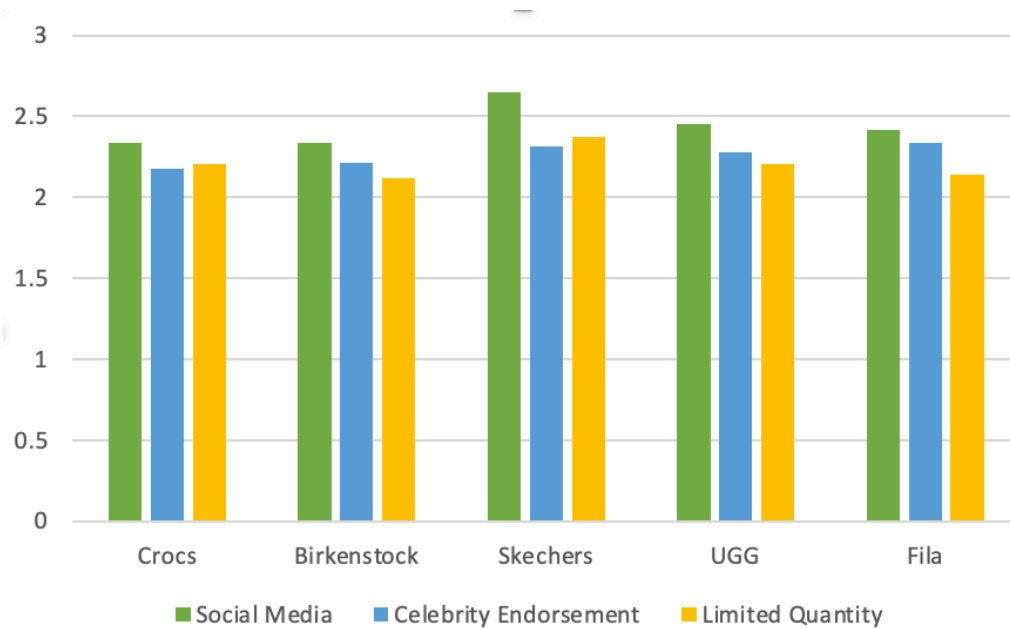Figure 9: Average Perceptions of Comfort, Price, Style, and Versatility

Figure 10: Average Likelihood to Purchase based on Social Media, Celebrity Endorsement, and Limited Production

CONCLUSION

Based on ANOVA testing through SPSS, the accepted hypotheses showed a significance value of <0.05 when the related variables were tested. The one hypothesis that was partially rejected only showed significance for two of the three brands. Rejected hypotheses only showed one or no significance. Finally the hypothesis that was neither accepted nor rejected did not have a clear variable that could be tested in hindsight.

HYPOTHESIS	RESULT
H1: Comfort positively influences brand love	ACCEPTED
H2: Affordability positively influences brand love	PARTIALLY REJECTED
H3: Social media increases brand awareness	NEITHER ACCEPTED NOR REJECTED
H4: Stylishness positively influences brand love	ACCEPTED
H5: Versatile styles positively influences brand love	ACCEPTED
H6: Exclusivity/anticipation influences purchasing potential	ACCEPTED

H7: Celebrity and brand collaborations create positive opinions	REJECTED
H8: People who buy shoes less frequently are willing to spend more on a pair of shoes	REJECTED
H9: Crocs has more brand love than its competitors, Birkenstock, Skechers, UGG, and Fila	PARTIALLY ACCEPTED

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APPENDIX

EXHIBIT 1
Shoe Brand Research Survey - Prolific

Intro You are invited to participate in an **anonymous** survey on different **shoe brands**. To participate, **you must be over 18 years old**. Please provide answers that best reflect your opinion and feelings. It should take less than **8 minutes** to complete and you can terminate the survey anytime. Your participation is greatly appreciated.
By clicking "Continue" you agree with the above.

○ Continue (1)

○ Do not continue (2)

Skip To: End of Survey If You are invited to participate in an anonymous survey on different shoe brands. To participate, y... = Do not continue

Q1A Are you participating in this survey through Prolific?

○ Yes (1)

○ No (2)

Display This Question:

If Are you participating in this survey through Prolific? = Yes

Q2A Please provide your unique Prolific ID

_____

Q1 What brand is your favorite pair of shoes?

_____

Q2 What features make this pair your favorite?

_____

Q3 How often do you buy new shoes?

○ At least once a day (1)

○ At least once a week (2)

○ At least once a month (3)

○ At least once a year (4)

○ Once they become unusable (5)

Page Break ─────────────────────────────────

Q4 How much are you willing to pay for a casual pair of shoes? (Do not include $ symbol)

_____

Q5 When shopping for shoes and you see an unfamiliar brand, what percent price reduction would cause you to purchase it?

	0 10 20 30 40 50 60 70 80 90 100
Price reduced (%) ()	[slider]

End of Block: Block 1

Start of Block: Block 2

Q6 How do you feel about the following brands?

	Hate it (1)	Dislike it (2)	Neither like nor dislike (3)	Like it (4)	Love it (5)	I do not know this brand (6)
Crocs (1)	○	○	○	○	○	○
Birkenstock (2)	○	○	○	○	○	○
Skechers (3)	○	○	○	○	○	○
UGG (4)	○	○	○	○	○	○
Fila (5)	○	○	○	○	○	○

Q7 Please explain the opinion you expressed above, why do you feel the degree of like/dislike that you do toward each brand? Type N/A if you do not know the brand.

○ Crocs (1) _____

○ Birkenstock (2) _____

○ Sketchers (3) _____

○ UGG (4) _____

○ Fila (5) _____

Page Break ───

X→

Q8 Which brands have you purchased from in the past?

☐ Crocs (1)

☐ Birkenstock (2)

☐ Skechers (3)

☐ UGG (4)

☐ Fila (5)

- -

Page Break ————————————————————————————————

X→

Q9 How satisfied were you with your last purchase from the following brands?

	Extremely dissatisfied (1)	Somewhat dissatisfied (2)	Neither satisfied nor dissatisfied (3)	Somewhat satisfied (4)	Extremely satisfied (5)
Crocs (xx1)	○	○	○	○	○
Birkenstock (xx2)	○	○	○	○	○
Skechers (xx3)	○	○	○	○	○
UGG (xx4)	○	○	○	○	○
Fila (xx5)	○	○	○	○	○

End of Block: Block 2

Start of Block: Block 3

X→

Q10 How do you perceive the **quality** of the following brands?

	Extremely bad (1)	Somewhat bad (2)	Neither good nor bad (3)	Somewhat good (4)	Extremely good (5)
Crocs (x1)	○	○	○	○	○
Birkenstock (x2)	○	○	○	○	○
Skechers (x3)	○	○	○	○	○
UGG (x4)	○	○	○	○	○
Fila (x5)	○	○	○	○	○

Carry Forward Unselected Choices from "How do you feel about the following brands? "

Q11 How do you perceive the **comfort** of the following brands?

	Extremely uncomfortable (1)	Somewhat uncomfortable (2)	Neither comfortable nor uncomfortable (3)	Somewhat comfortable (4)	Extremely comfortable (5)
Crocs (x1)	○	○	○	○	○
Birkenstock (x2)	○	○	○	○	○
Skechers (x3)	○	○	○	○	○
UGG (x4)	○	○	○	○	○
Fila (x5)	○	○	○	○	○

- -

Carry Forward Unselected Choices from "How do you feel about the following brands? "

X→

Q12 How do you perceive the **price** of the following brands?

	Extremely cheap (1)	Somewhat cheap (2)	Neither cheap nor expensive (3)	Somewhat expensive (4)	Extremely expensive (5)
Crocs (x1)	○	○	○	○	○
Birkenstock (x2)	○	○	○	○	○
Skechers (x3)	○	○	○	○	○
UGG (x4)	○	○	○	○	○
Fila (x5)	○	○	○	○	○

Carry Forward Unselected Choices from "How do you feel about the following brands? "

X→

Q13 How do you perceive the **stylishness** of the following brands?

	Extremely unstylish (1)	Somewhat unstylish (2)	Neither stylish nor unstylish (3)	Somewhat stylish (4)	Extremely stylish (5)
Crocs (x1)	○	○	○	○	○
Birkenstock (x2)	○	○	○	○	○
Skechers (x3)	○	○	○	○	○
UGG (x4)	○	○	○	○	○
Fila (x5)	○	○	○	○	○

Carry Forward Unselected Choices from "How do you feel about the following brands? "

X→

Q14 How do you perceive the **versatility** of the following brands?

	Extremely unversatile (1)	Somewhat unversatile (2)	Neither versatile nor unversatile (3)	Somewhat versatile (4)	Extremely versatile (5)
Crocs (x1)	○	○	○	○	○
Birkenstock (x2)	○	○	○	○	○
Skechers (x3)	○	○	○	○	○
UGG (x4)	○	○	○	○	○
Fila (x5)	○	○	○	○	○

End of Block: Block 3

Start of Block: Block 4

Carry Forward Unselected Choices from "How do you feel about the following brands? "

X→

Q15 How likely are you to buy a shoe from the following brands after seeing it on **social media**?

	Extremely unlikely (1)	Somewhat unlikely (2)	Neither likely nor unlikely (3)	Somewhat likely (4)	Extremely likely (5)
Crocs (x1)	○	○	○	○	○
Birkenstock (x2)	○	○	○	○	○
Skechers (x3)	○	○	○	○	○
UGG (x4)	○	○	○	○	○
Fila (x5)	○	○	○	○	○

Carry Forward Unselected Choices from "How do you feel about the following brands? "

X→

Q16 How likely are you to buy a shoe from the following brands after seeing it **endorsed by a celebrity**?

	Extremely unlikely (1)	Somewhat unlikely (2)	Neither likely nor unlikely (3)	Somewhat likely (4)	Extremely likely (5)
Crocs (x1)	○	○	○	○	○
Birkenstock (x2)	○	○	○	○	○
Skechers (x3)	○	○	○	○	○
UGG (x4)	○	○	○	○	○
Fila (x5)	○	○	○	○	○

- -

Carry Forward Unselected Choices from "How do you feel about the following brands? "

X→

Q17 How likely are you to buy a shoe from the following brands after seeing there was a **limited quantity being released**?

	Extremely unlikely (1)	Somewhat unlikely (2)	Neither likely nor unlikely (3)	Somewhat likely (4)	Extremely likely (5)
Crocs (x1)	○	○	○	○	○
Birkenstock (x2)	○	○	○	○	○
Skechers (x3)	○	○	○	○	○
UGG (x4)	○	○	○	○	○
Fila (x5)	○	○	○	○	○

End of Block: Block 4

Start of Block: Block 5

Q18 What is your age?

▼ 18 (1) ... 100 (83)

Q19 What is your gender?

○ Male (1)

○ Female (2)

○ Non-binary / third gender (3)

○ Prefer not to say (4)

Q20 What state do you currently reside?

▼ Alabama (1) ... Wyoming (50)

Q21 What is your annual income?

○ Less than $10,000 (1)

○ $10,000 - $19,999 (2)

○ $20,000 - $29,999 (3)

○ $30,000 - $39,999 (4)

○ $40,000 - $49,999 (5)

○ $50,000 - $59,999 (6)

○ $60,000 - $69,999 (7)

○ $70,000 - $79,999 (8)

○ $80,000 - $89,999 (9)

○ $90,000 - $99,999 (10)

○ $100,000 - $149,999 (11)

○ More than $150,000 (12)

End of Block: Block 5

Start of Block: Block 6

Display This Question:

If Are you participating in this survey through Prolific? = Yes

Q22 Enter this code into Prolific to verify your completion of the survey: CQLAG3NY

End of Block: Block 6

CODEBOOK

EXHIBIT 2

QUESTION #	QUESTION	VALUE AND LABEL
INTRO	AGREE TO TAKE SURVEY	1 = "YES" 2 = "NO"
1A	PROLIFIC USER	1 = "YES" 2 = "NO"
3	HOW OFTEN THEY BUY NEW SHOES	1 = "AT LEAST ONCE A DAY" 2 = "AT LEAST ONCE A WEEK" 3 = "AT LEAST ONCE A MONTH" 4 = "AT LEAST ONCE A YEAR" 5 = "ONCE THEY BECOME UNUSABLE"
6	FEELING ABOUT BRANDS	1 = "HATE IT" 2 = "DISLIKE IT" 3 = "NEITHER LIKE NOR DISLIKE" 4 = "LIKE IT" 5 = "LOVE IT"
8	BRANDS PURCHASED FROM	1 = "CROCS" 2 = "BIRKENSTOCK" 3 = "SKECHERS" 4 = "UGG" 5 = "FILA"
9	SATISFACTION WITH PURCHASE	1 = "EXTREMELY DISSATISFIED"

		2 = "SOMEWHAT DISSATISFIED" 3 = "NEITHER SATISFIED NOR DISSATISFIED" 4 = "SOMEWHAT SATISFIED" 5 = "EXTREMELY SATISFIED"
10	PERCEIVED QUALITY OF BRANDS	1 = "EXTREMELY BAD" 2 = "SOMEWHAT BAD" 3 = "NEITHER GOOD NOR BAD" 4 = "SOMEWHAT GOOD" 5 = "EXTREMELY GOOD"
11	PERCEIVED COMFORT OF BRANDS	1 = "EXTREMELY UNCOMFORTABLE" 2 = "SOMEWHAT UNCOMFORTABLE" 3 = "NEITHER COMFORTABLE NOR UNCOMFORTABLE" 4 = "SOMEWHAT COMFORTABLE" 5 = "EXTREMELY COMFORTABLE"
12	PERCEIVED PRICE OF BRANDS	1 = "EXTREMELY CHEAP" 2 = "SOMEWHAT CHEAP" 3 = "NEITHER CHEAP NOR EXPENSIVE"

		4 = "SOMEWHAT EXPENSIVE" 5 = "EXTREMELY EXPENSIVE"
13	PERCEIVED STYLISHNESS OF BRANDS	1 = "EXTREMELY UNSTYLISH" 2 = "SOMEWHAT UNSTYLISH" 3 = "NEITHER STYLISH NOR UNSTYLISH" 4 = "SOMEWHAT STYLISH" 5 = "EXTREMELY STYLISH"
14	PERCEIVED VERSATILITY OF BRANDS	1 = "EXTREMELY UNVERSATILE" 2 = "SOMEWHAT UNVERSATILE" 3 = "NEITHER VERSATILE NOR UNVERSATILE" 4 = "SOMEWHAT VERSATILE" 5 = "EXTREMELY VERSATILE"
15	LIKELINESS OF SOCIAL MEDIA PURCHASE	1 = "EXTREMELY UNLIKELY" 2 = "SOMEWHAT UNLIKELY" 3 = "NEITHER LIKELY NOR UNLIKELY" 4 = "SOMEWHAT LIKELY" 5 = "EXTREMELY LIKELY"

16	LIKELINESS OF CELEBRITY INFLUENCE PURCHASE	1 = "EXTREMELY UNLIKELY" 2 = "SOMEWHAT UNLIKELY" 3 = "NEITHER LIKELY NOR UNLIKELY" 4 = "SOMEWHAT LIKELY" 5 = "EXTREMELY LIKELY"
17	LIKELINESS OF LIMITED QUANTITY PURCHASE	1 = "EXTREMELY UNLIKELY" 2 = "SOMEWHAT UNLIKELY" 3 = "NEITHER LIKELY NOR UNLIKELY" 4 = "SOMEWHAT LIKELY" 5 = "EXTREMELY LIKELY"
19	GENDER	1 = "MALE" 2 = "FEMALE" 3 = "NON-BINARY/THIRD GENDER" 4 = "PREFER NOT TO SAY"