



melissa®

MARKET RESEARCH SURVEY RESULTS

Singapore 2011

Number of
Respondents: 102




Introduction

This survey is about a particular brand of dress shoes.

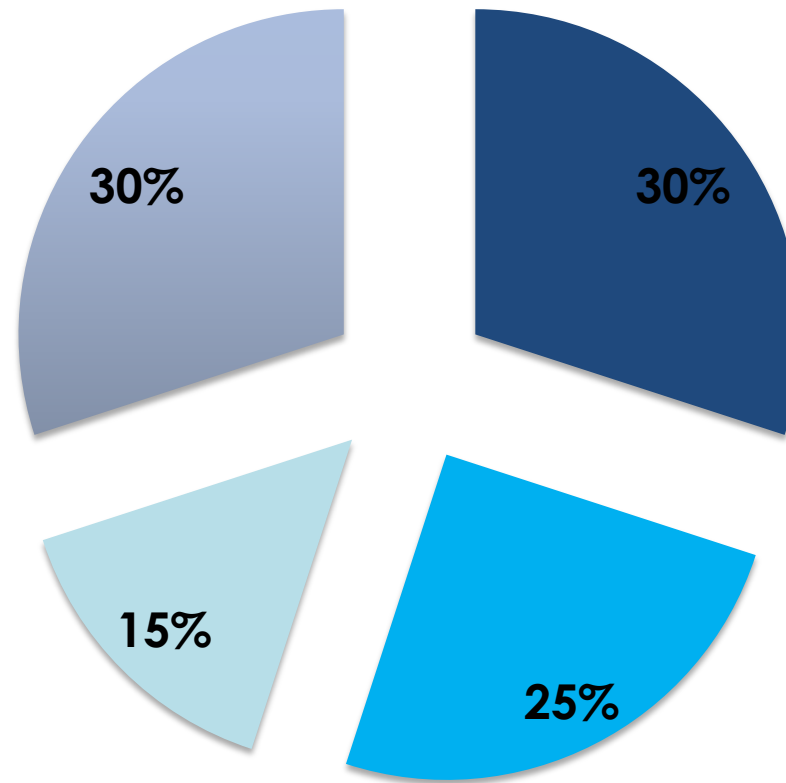
Dress shoes are shoes worn at smart casual or more formal events.

Examples of dress shoes are pumps, slingbacks, loafers, mules, ballet flats, sandals, high heeled shoes.



Q1:

What are the brands that come to your mind when purchasing a pair of dress shoe? (List down as many as you can)

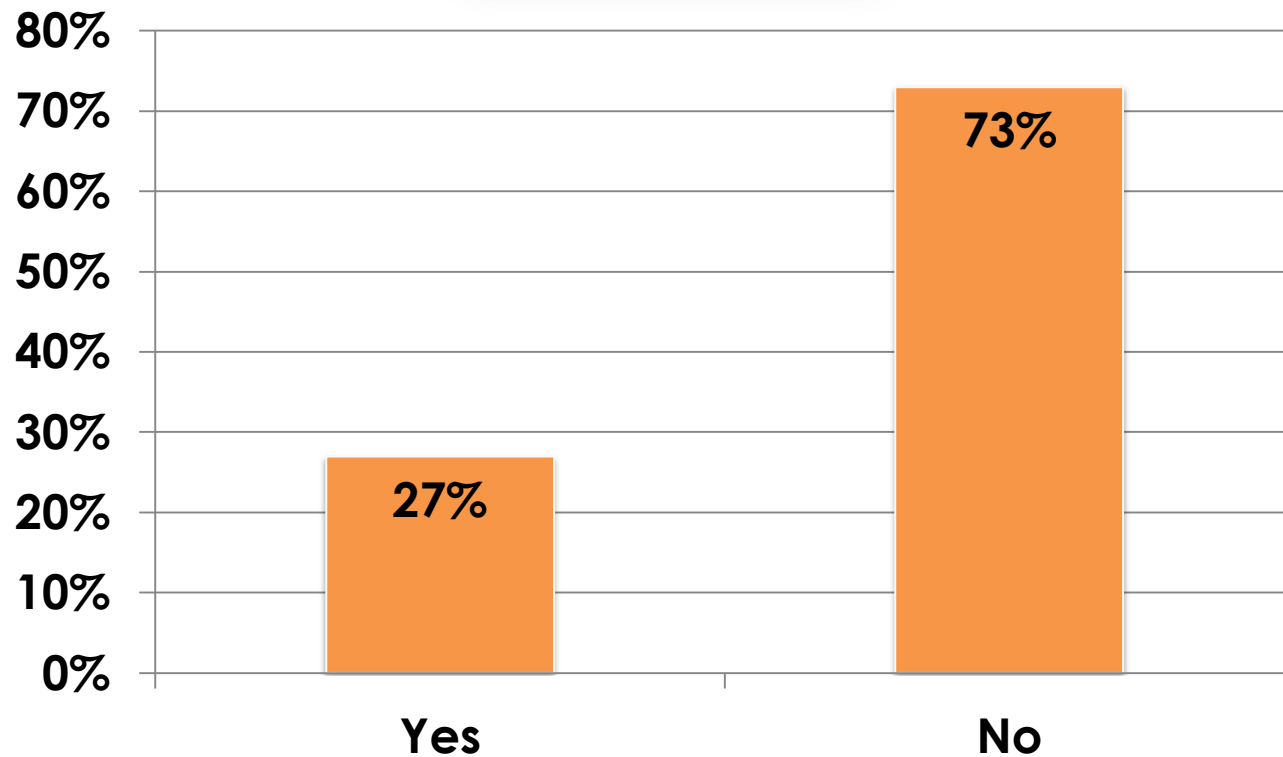


■ Aldo ■ Charles & Keith ■ Nine West ■ Others

Q2:

Have you seen this brand (below) in the past 6 months?

melissa®



About the brand...

melissa®

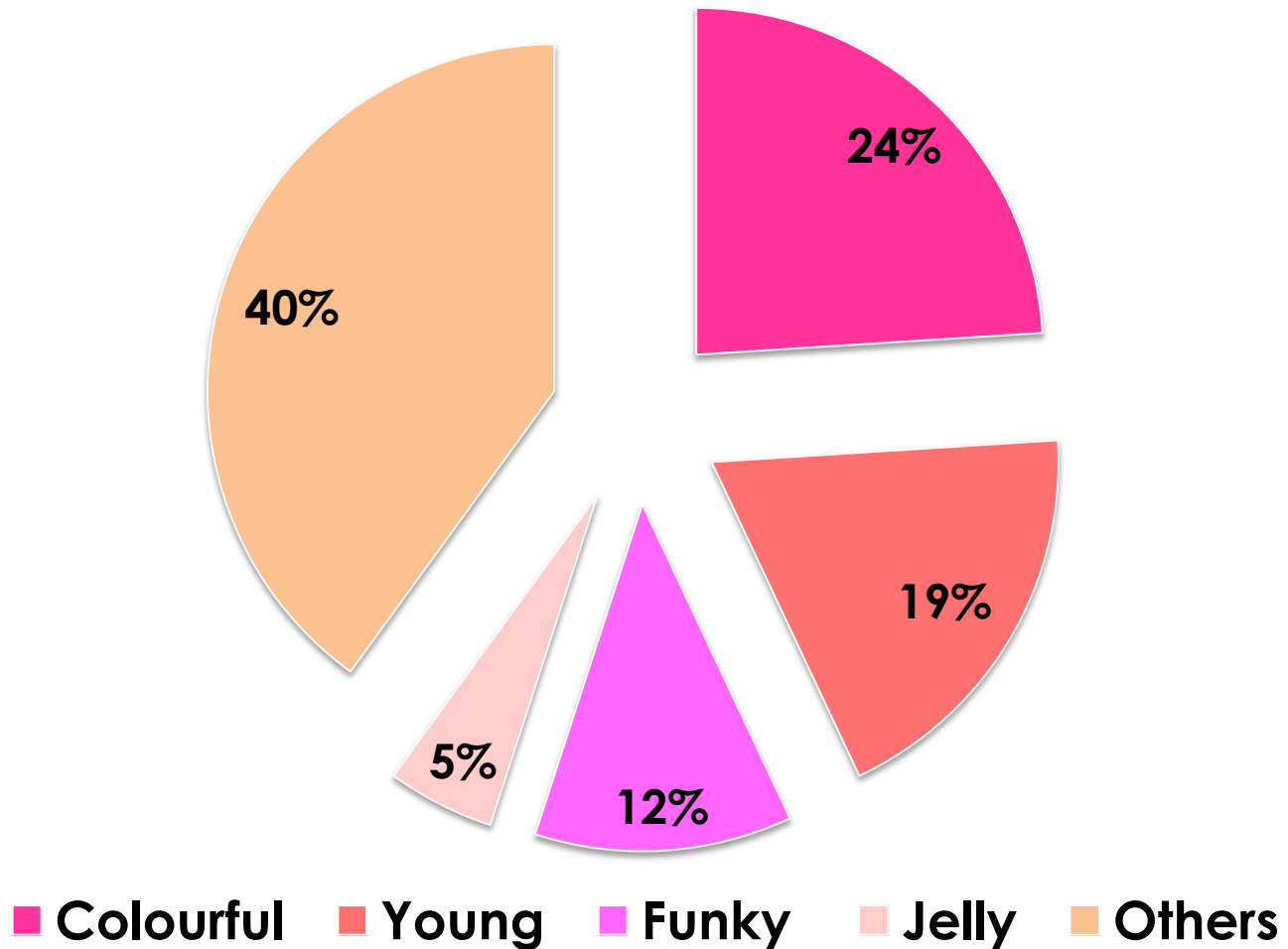
Founded in 1971, Melissa is a global footwear brand originating from Brazil. Melissa retails a wide selection of jelly shoes, bags, jewellery, and fragrances. Its hallmark jelly shoes are made of patented Melflex™ plastic which is 100% recyclable and conforms to your feet over time. Melissa boasts a panel of world-renowned designers including Vivienne Westwood, Jean Paul Gaultier, Judy Blame, Zaha Hadid, the Campana Brothers, Karim Rashid, J Maskrey and Alexandre Herchcovitch. Melissa shoes retail at an average price range of S\$100 – 200, depending on design and type.

Below are some pictures of various Melissa shoe designs and Melissa advertisements:



Q3:

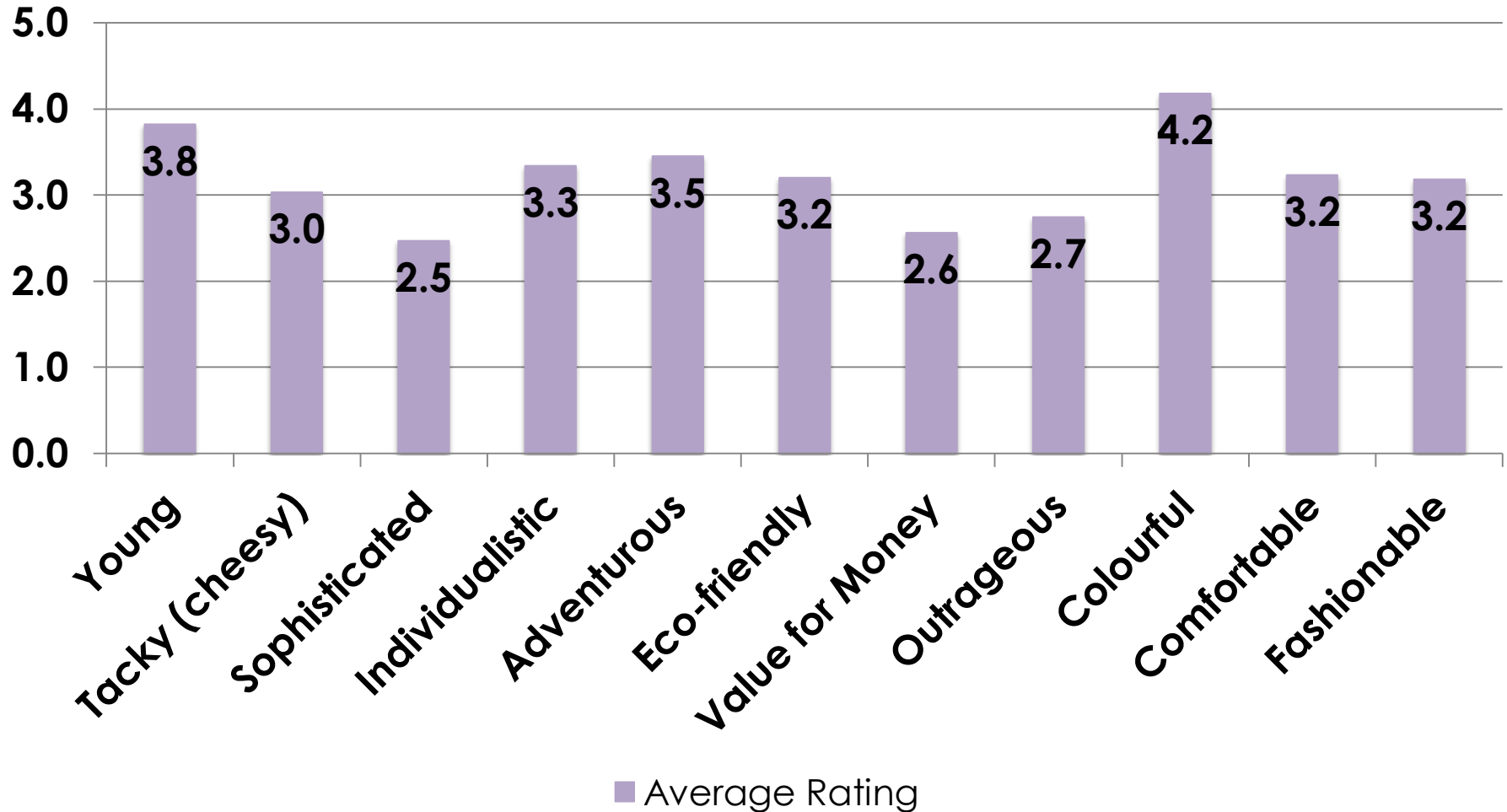
How would you describe the brand Melissa? (List as many descriptions as you can)



Q4:

How strongly do these words come to your mind when you think of the brand Melissa?

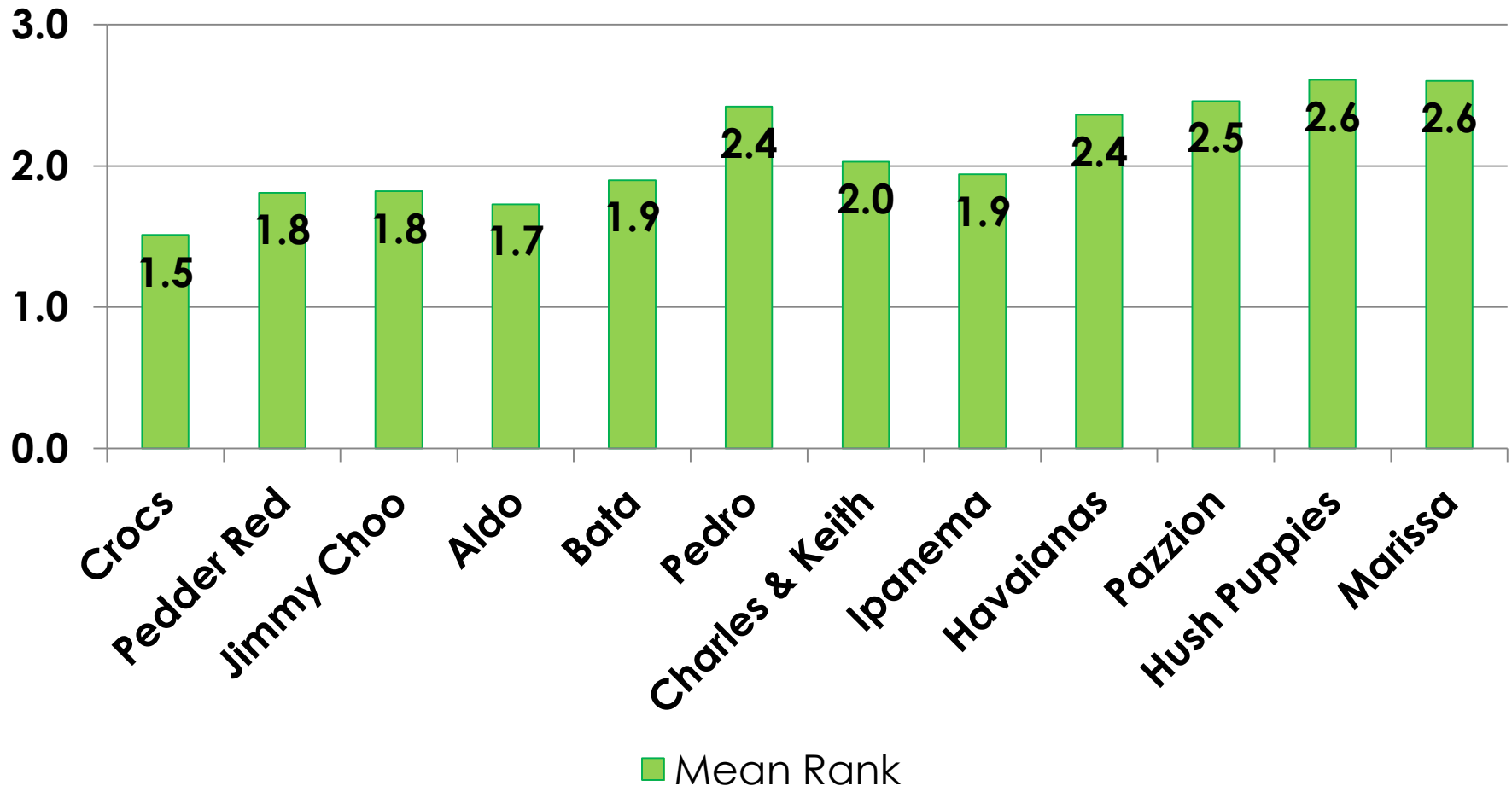
Please rate on a scale of 1 to 5, with 5 being the strongest and 1 the weakest.



Q5:

Who, in your opinion, are Melissa's top 3 closest competitors?

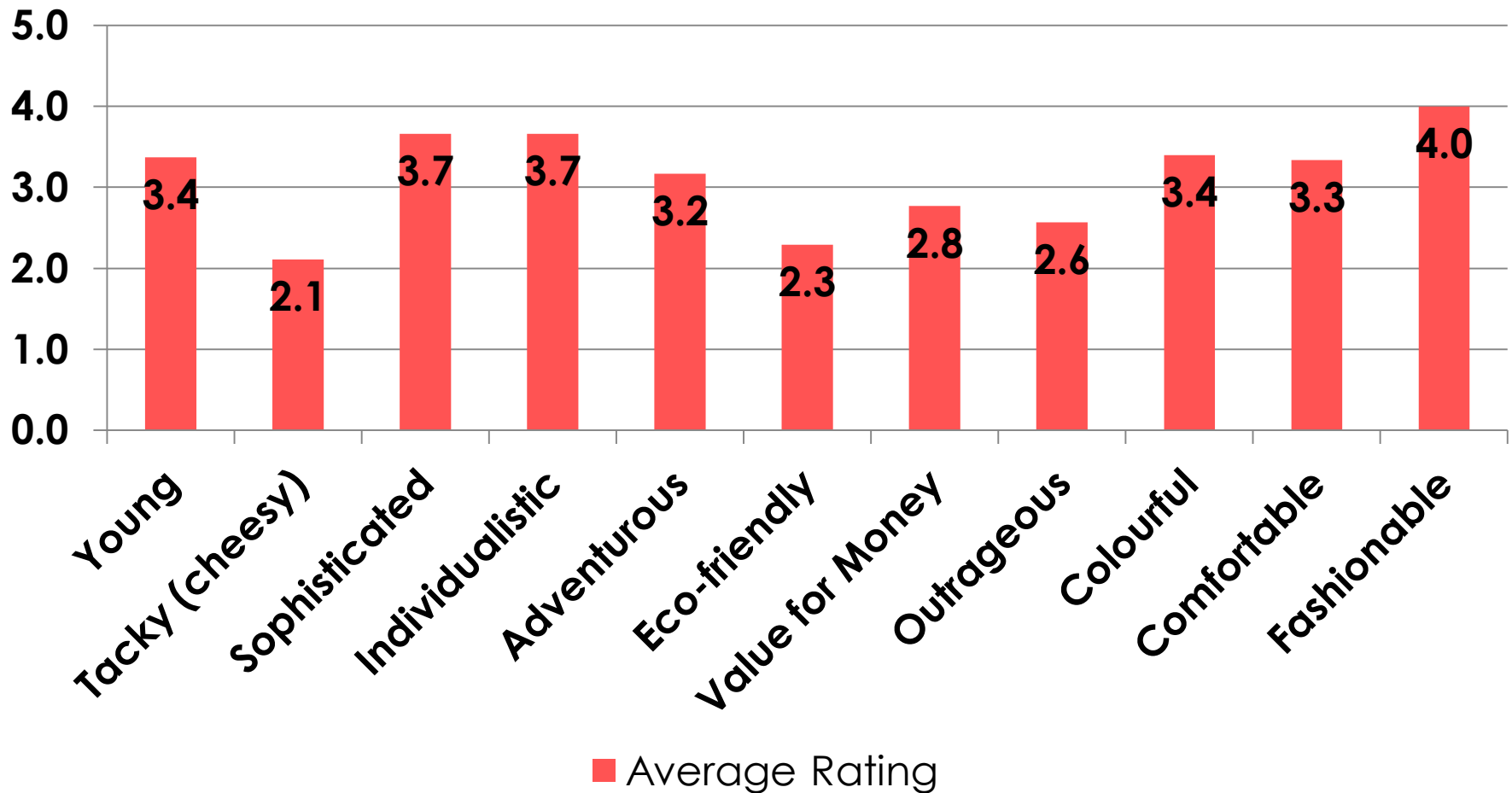
Drag 3 brands into the box and rank them, with the 1st brand being the closest competitor.



Q6A:

In Q5, you selected **PEDDER RED** as one of Melissa's top 3 competitors. How strongly do these words come to your mind when you think of **PEDDER RED**?

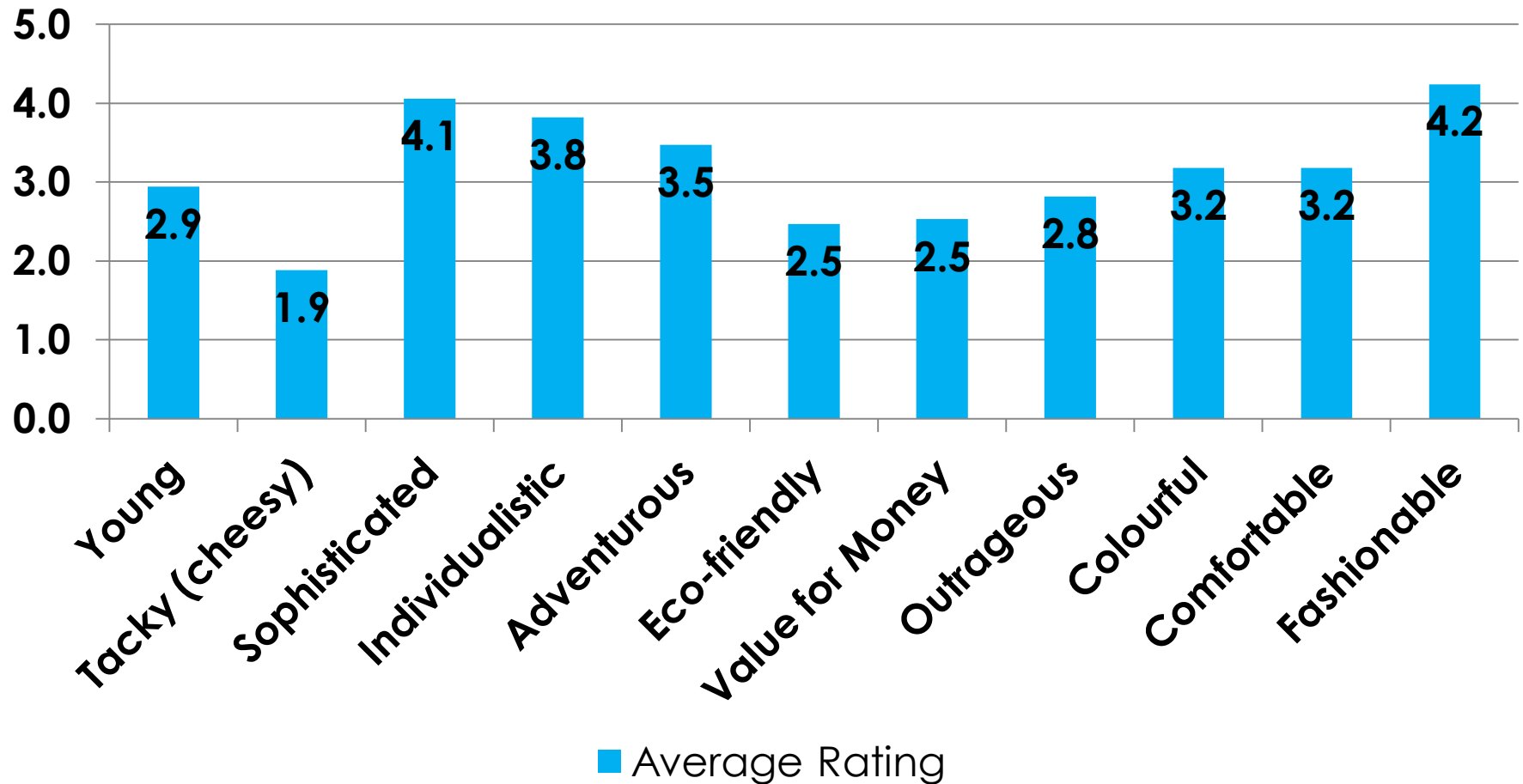
Please rate on a scale of 1 to 5, with 5 being the strongest and 1 the weakest.



Q6B:

In Q5, you selected **JIMMY CHOO** as one of Melissa's top 3 competitors. How strongly do these words come to your mind when you think of **JIMMY CHOO**?

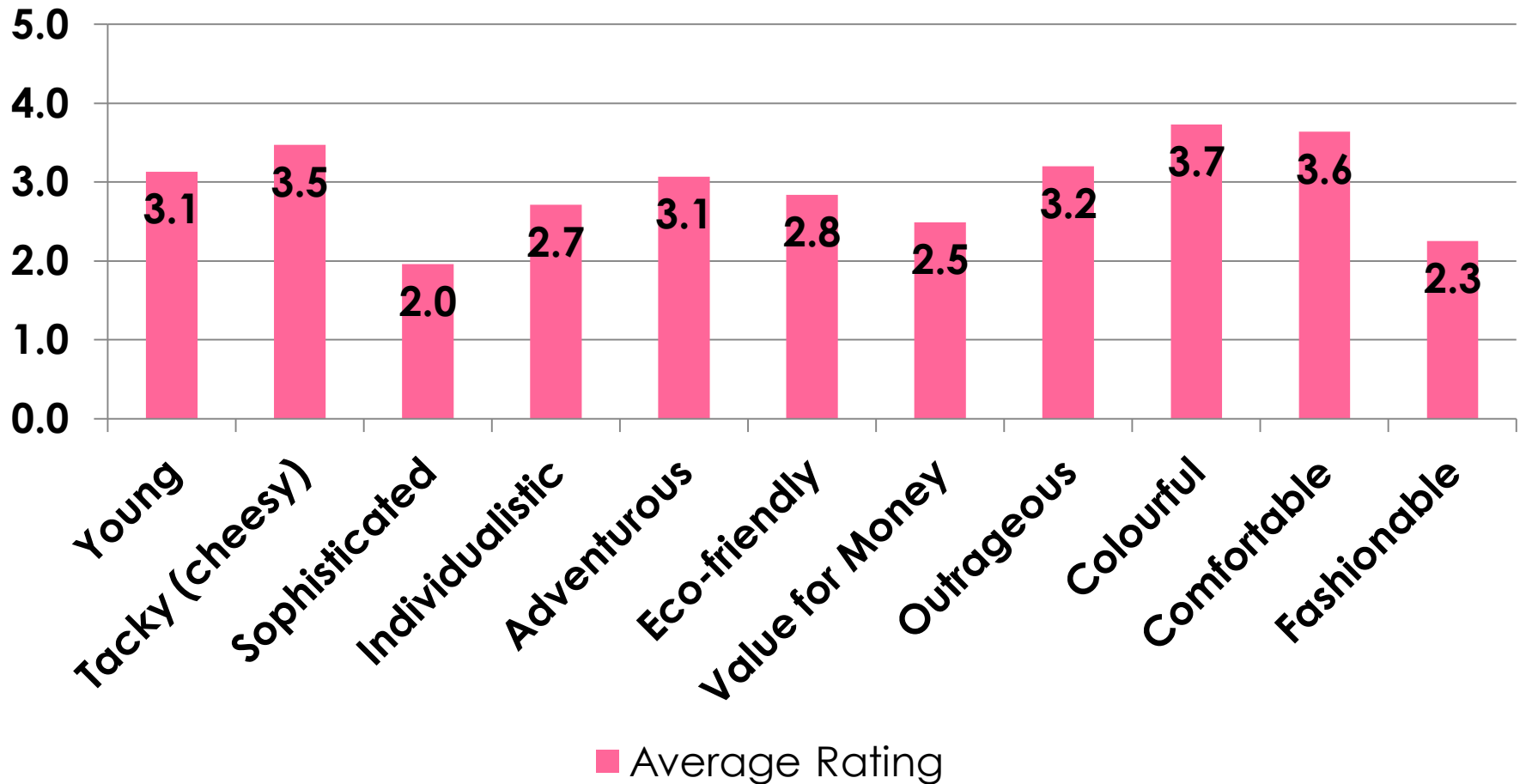
Please rate on a scale of 1 to 5, with 5 being the strongest and 1 the weakest.



Q6C:

In Q5, you selected **CROCS** as one of Melissa's top 3 competitors. How strongly do these words come to your mind when you think of **CROCS**?

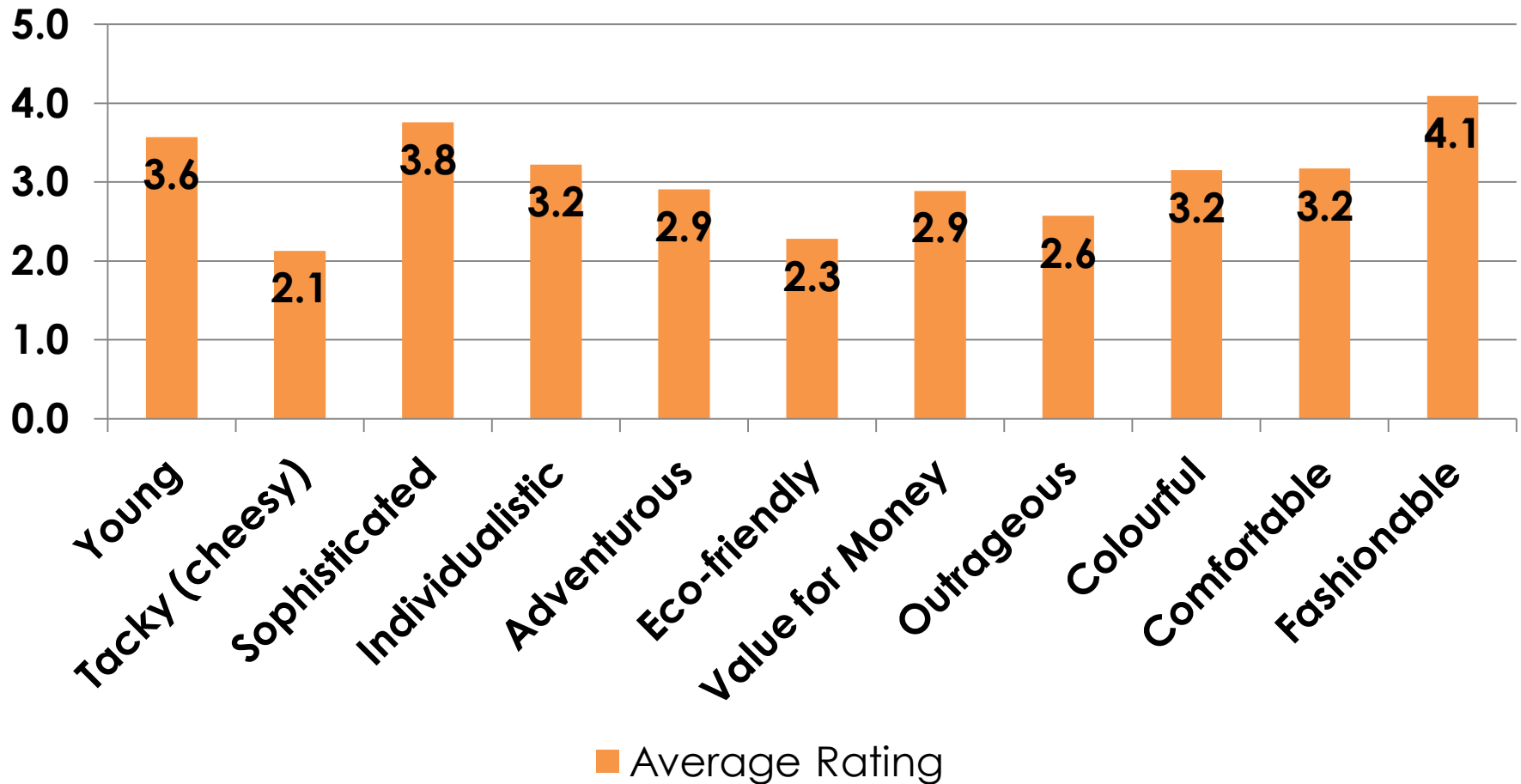
Please rate on a scale of 1 to 5, with 5 being the strongest and 1 the weakest.



Q6D:

In Q5, you selected **ALDO** as one of Melissa's top 3 competitors. How strongly do these words come to your mind when you think of **ALDO**?

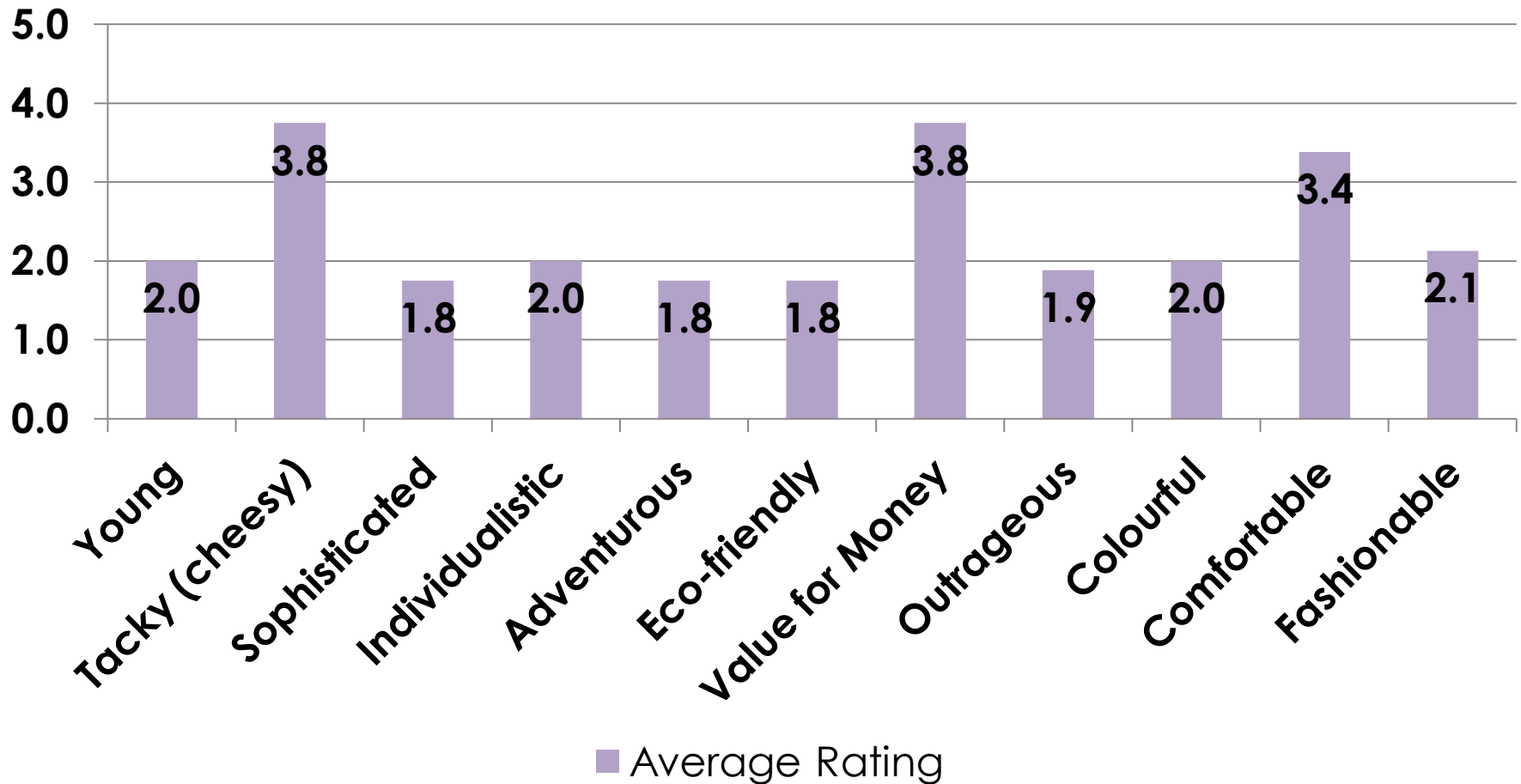
Please rate on a scale of 1 to 5, with 5 being the strongest and 1 the weakest.



Q6E:

In Q5, you selected **BATA** as one of Melissa's top 3 competitors. How strongly do these words come to your mind when you think of **BATA**?

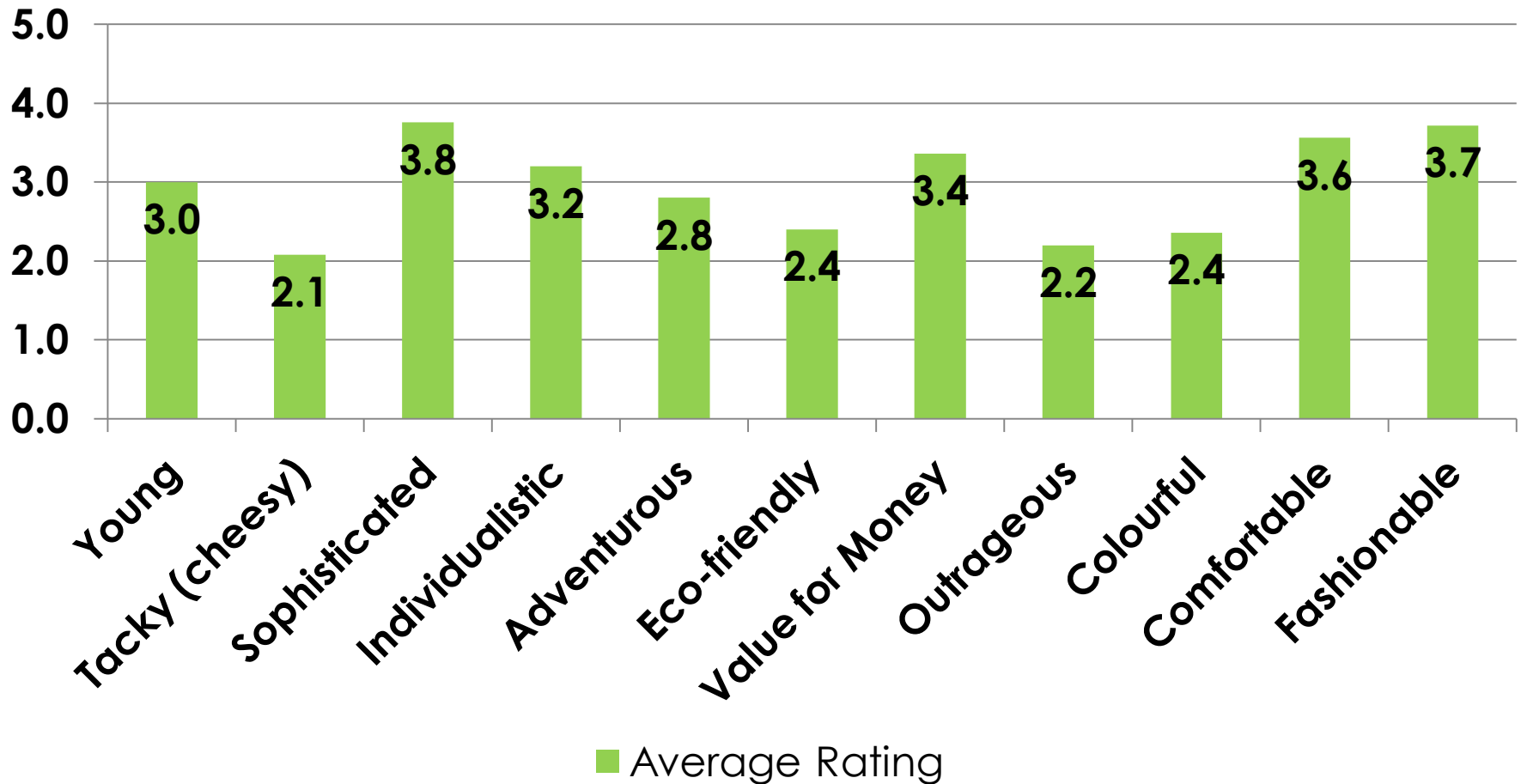
Please rate on a scale of 1 to 5, with 5 being the strongest and 1 the weakest.



Q6F:

In Q5, you selected **PEDRO** as one of Melissa's top 3 competitors. How strongly do these words come to your mind when you think of **PEDRO**?

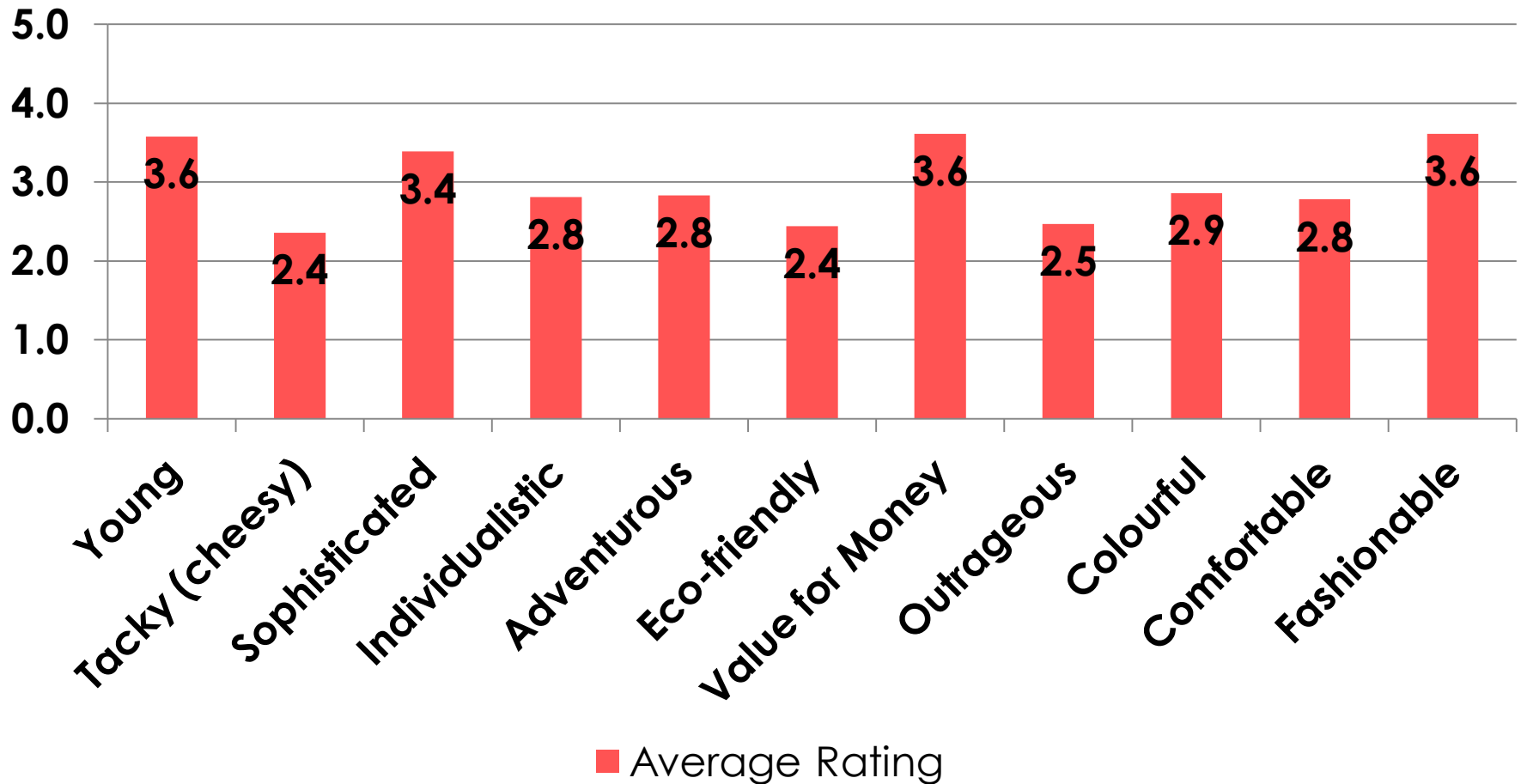
Please rate on a scale of 1 to 5, with 5 being the strongest and 1 the weakest.



Q6G:

In Q5, you selected **CHARLES & KEITH** as one of Melissa's top 3 competitors. How strongly do these words come to your mind when you think of **CHARLES & KEITH**?

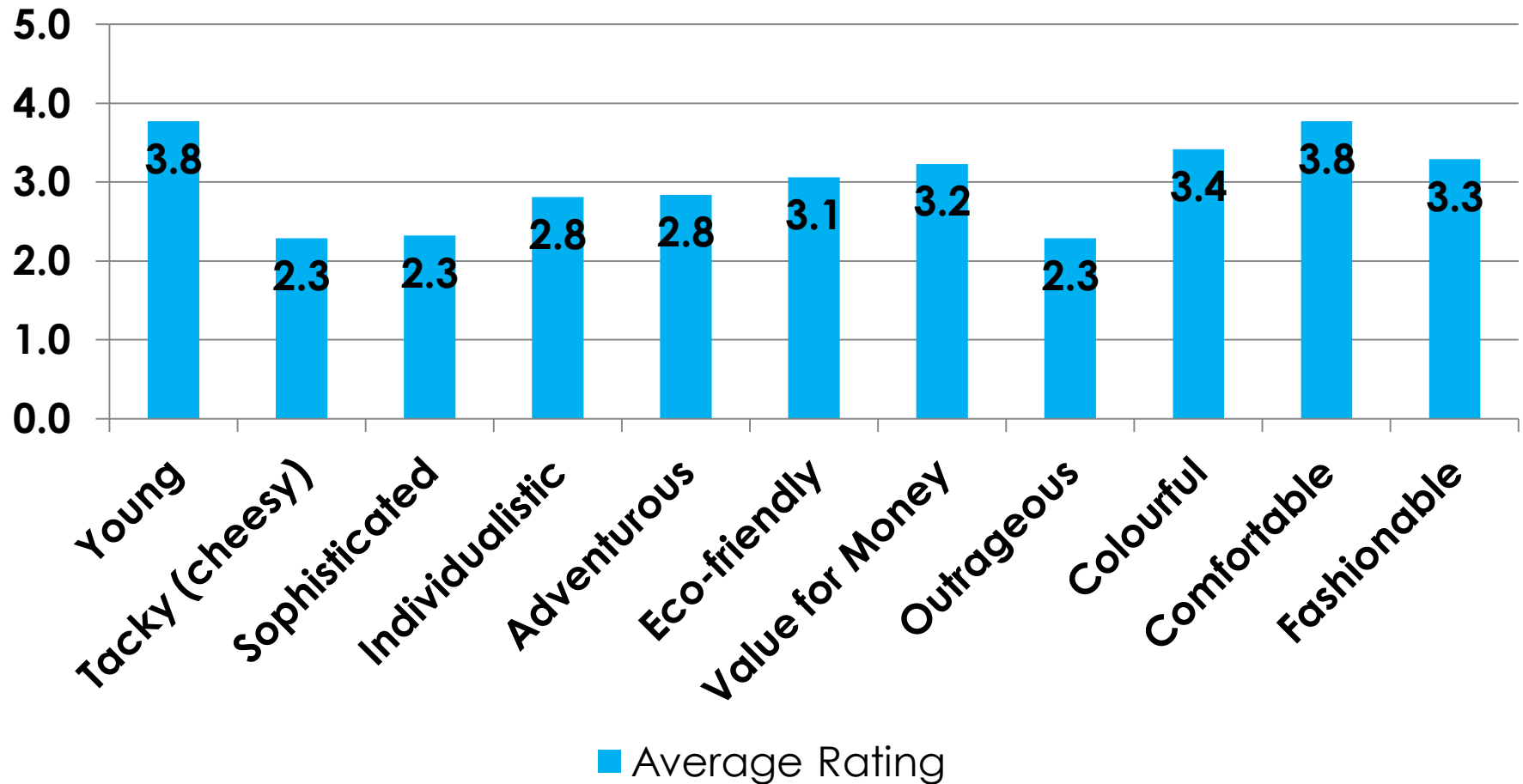
Please rate on a scale of 1 to 5, with 5 being the strongest and 1 the weakest.



Q6H:

In Q5, you selected **IPANEMA** as one of Melissa's top 3 competitors. How strongly do these words come to your mind when you think of **IPANEMA**?

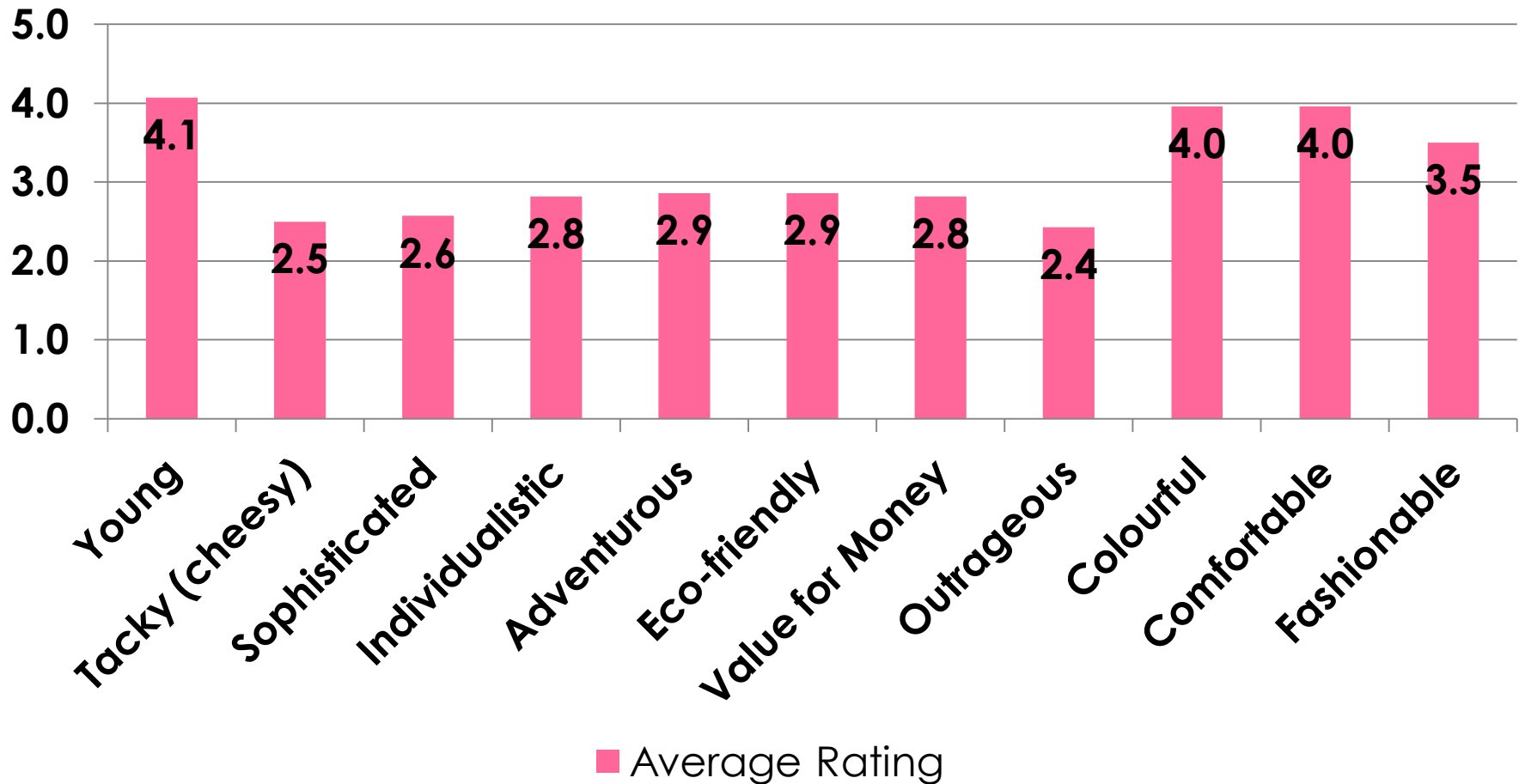
Please rate on a scale of 1 to 5, with 5 being the strongest and 1 the weakest.



Q6I:

In Q5, you selected **HAVAIANAS** as one of Melissa's top 3 competitors. How strongly do these words come to your mind when you think of **HAVAIANAS**?

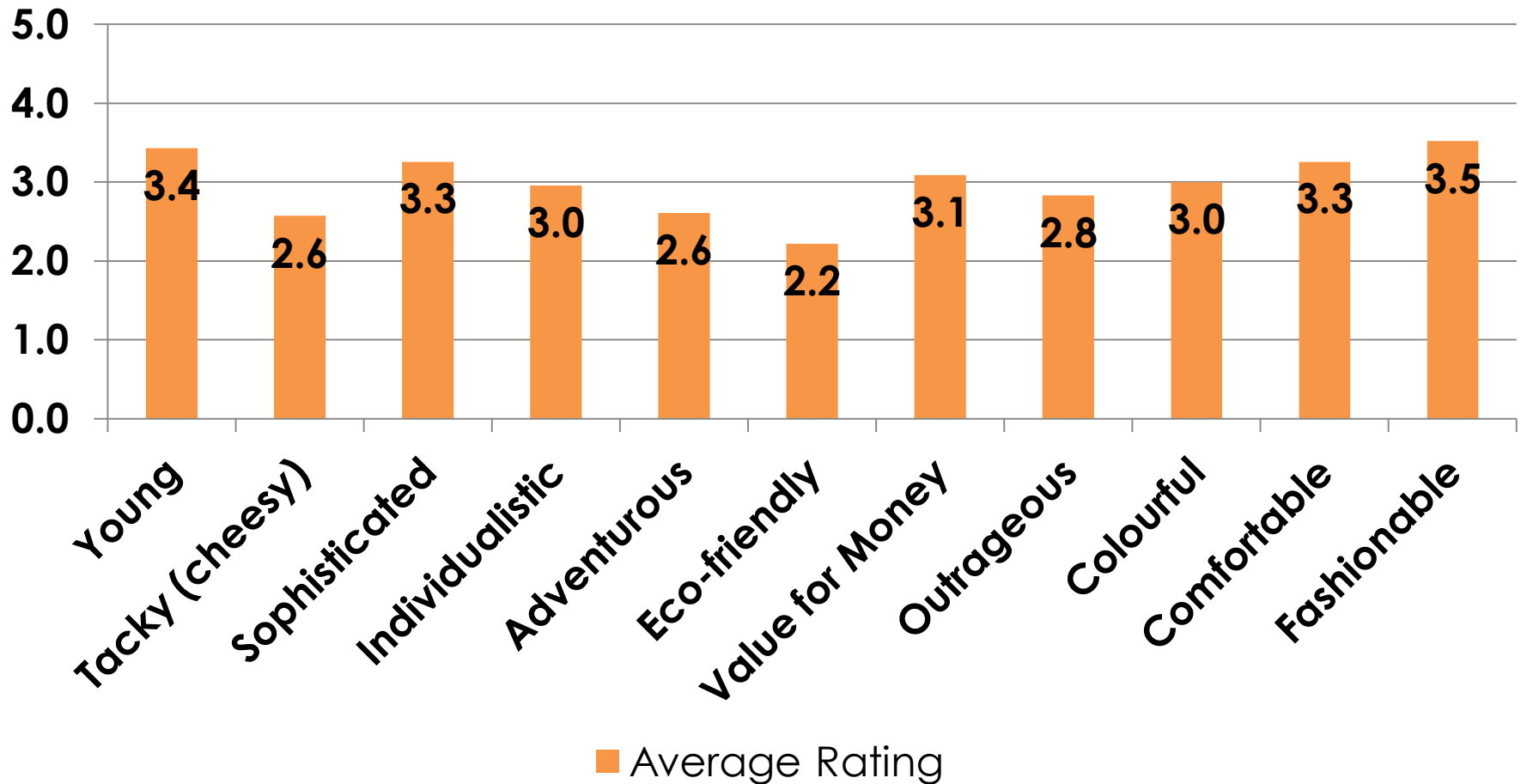
Please rate on a scale of 1 to 5, with 5 being the strongest and 1 the weakest.



Q6j:

In Q5, you selected **PAZZION** as one of Melissa's top 3 competitors. How strongly do these words come to your mind when you think of **PAZZION**?

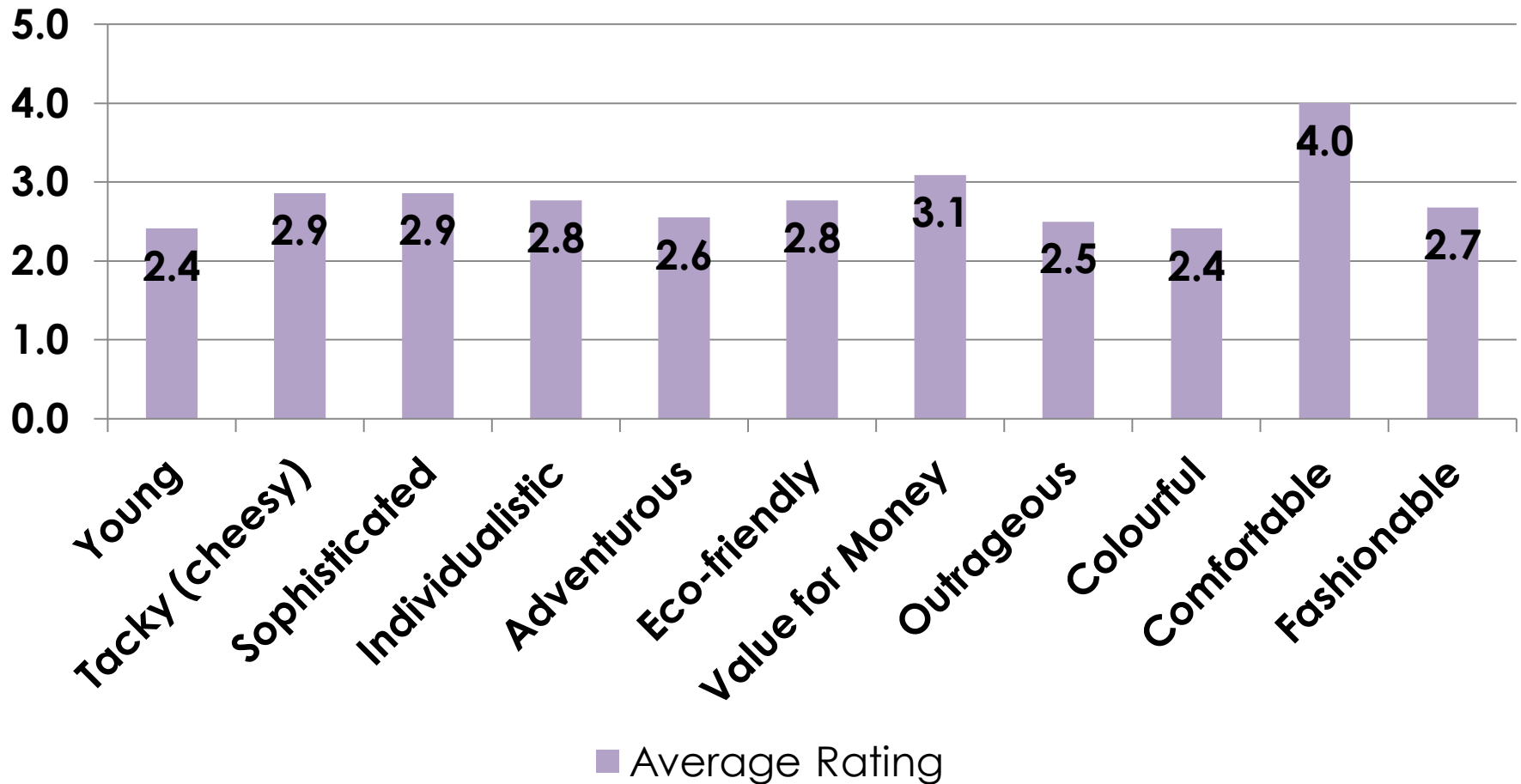
Please rate on a scale of 1 to 5, with 5 being the strongest and 1 the weakest.



Q6K:

In Q5, you selected **HUSH PUPPIES** as one of Melissa's top 3 competitors. How strongly do these words come to your mind when you think of **HUSH PUPPIES**?

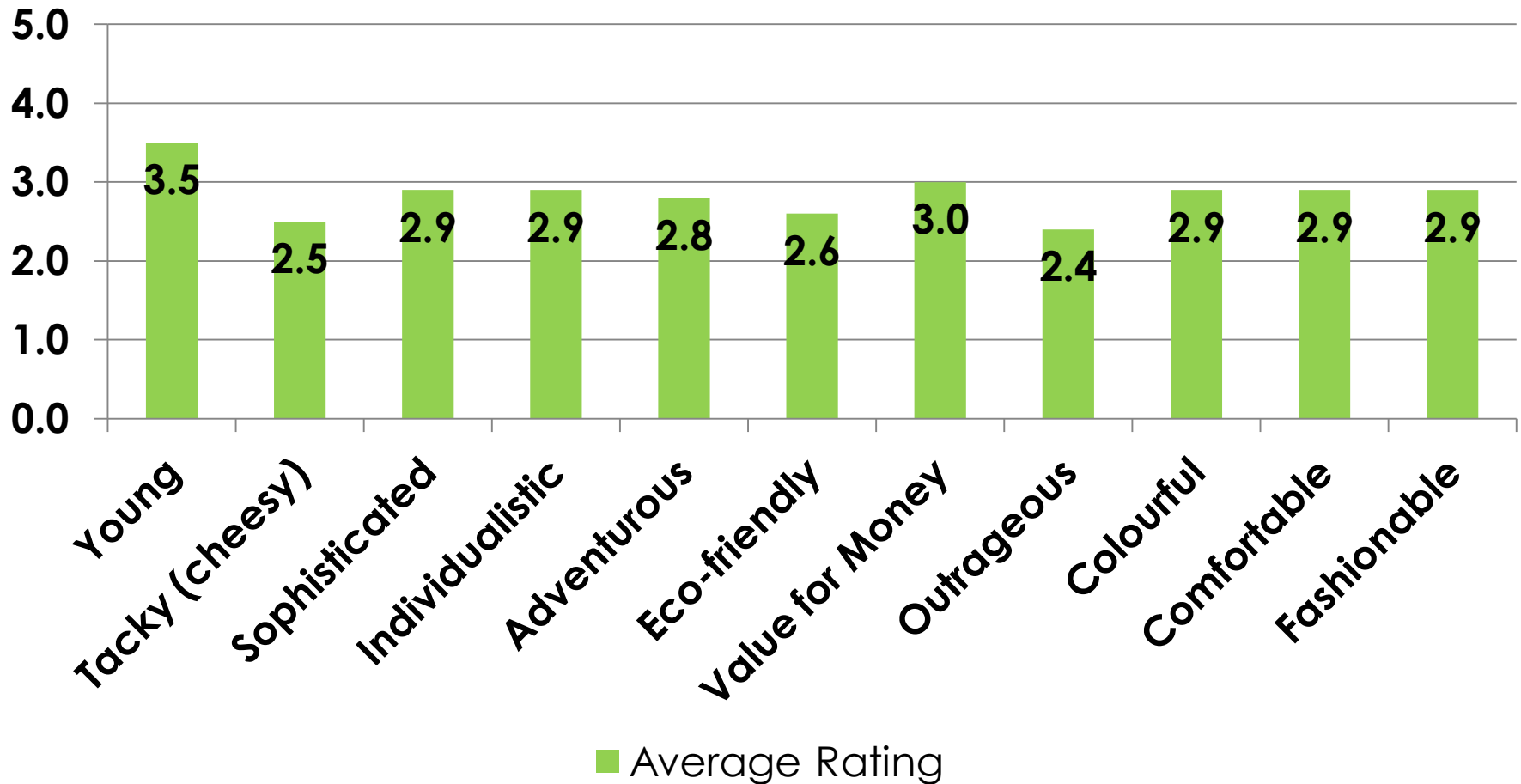
Please rate on a scale of 1 to 5, with 5 being the strongest and 1 the weakest.



Q6I:

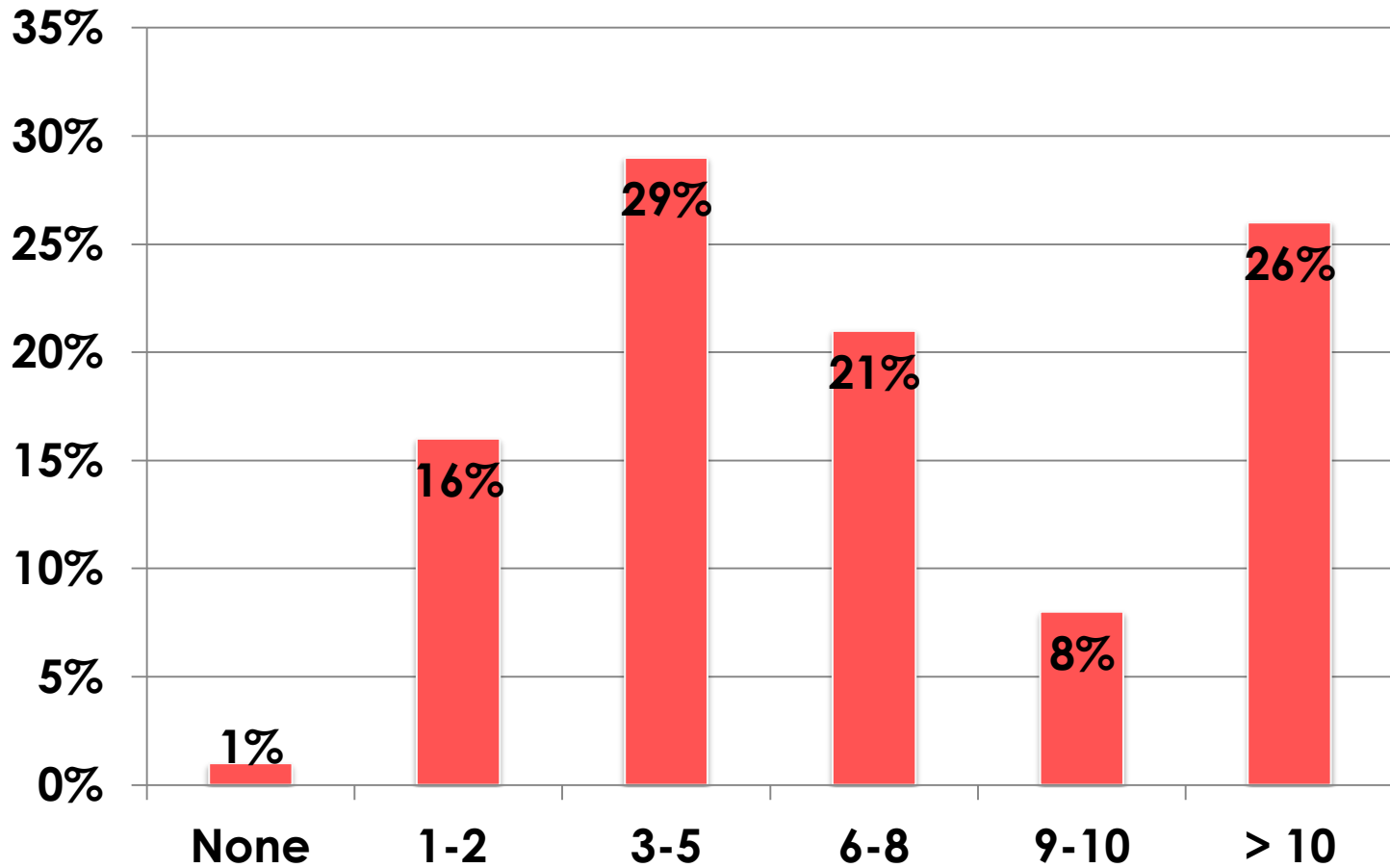
In Q5, you selected **MARISSA** as one of Melissa's top 3 competitors. How strongly do these words come to your mind when you think of **MARISSA**?

Please rate on a scale of 1 to 5, with 5 being the strongest and 1 the weakest.



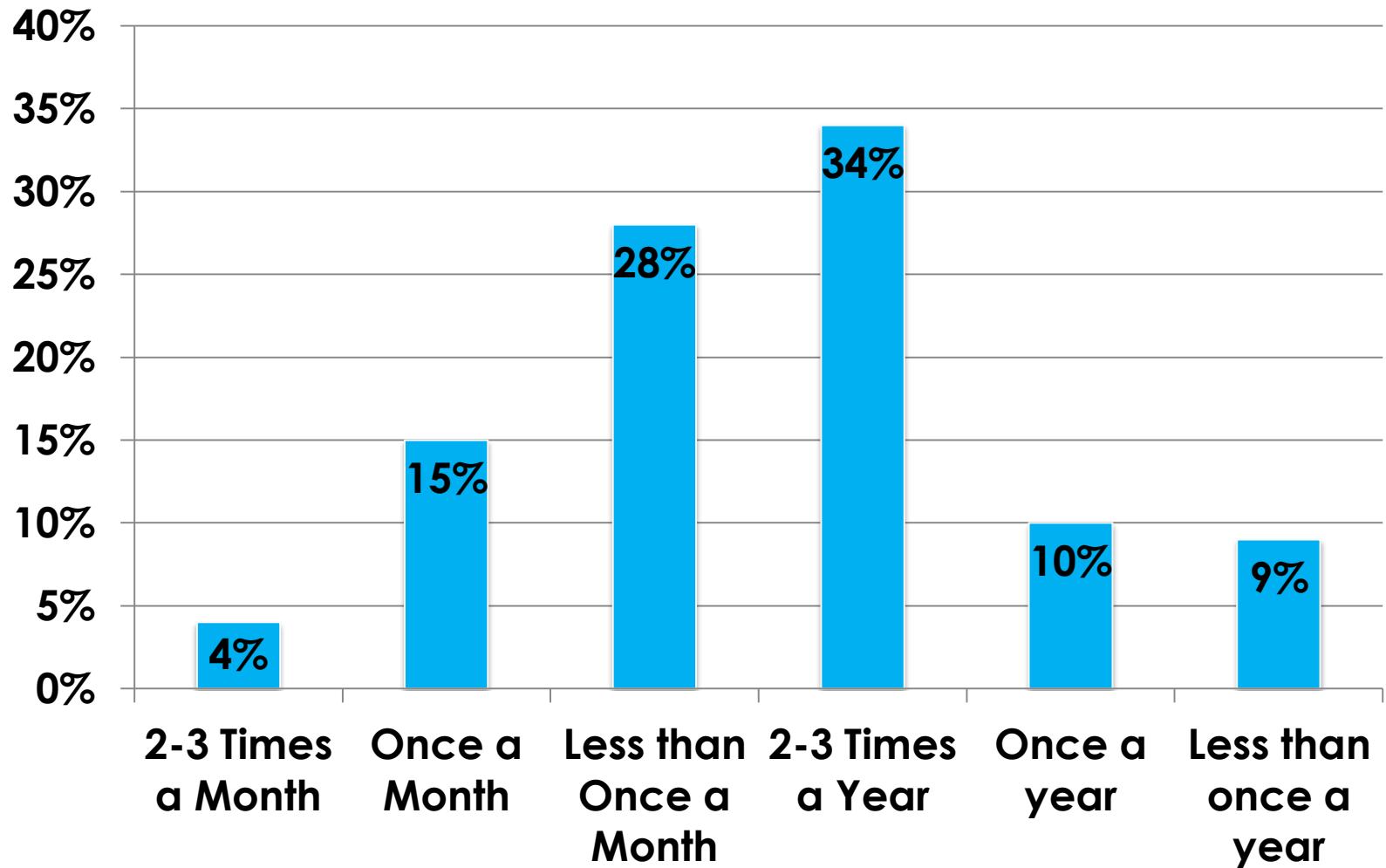
Q7:

How many pairs of dress shoes do you own?



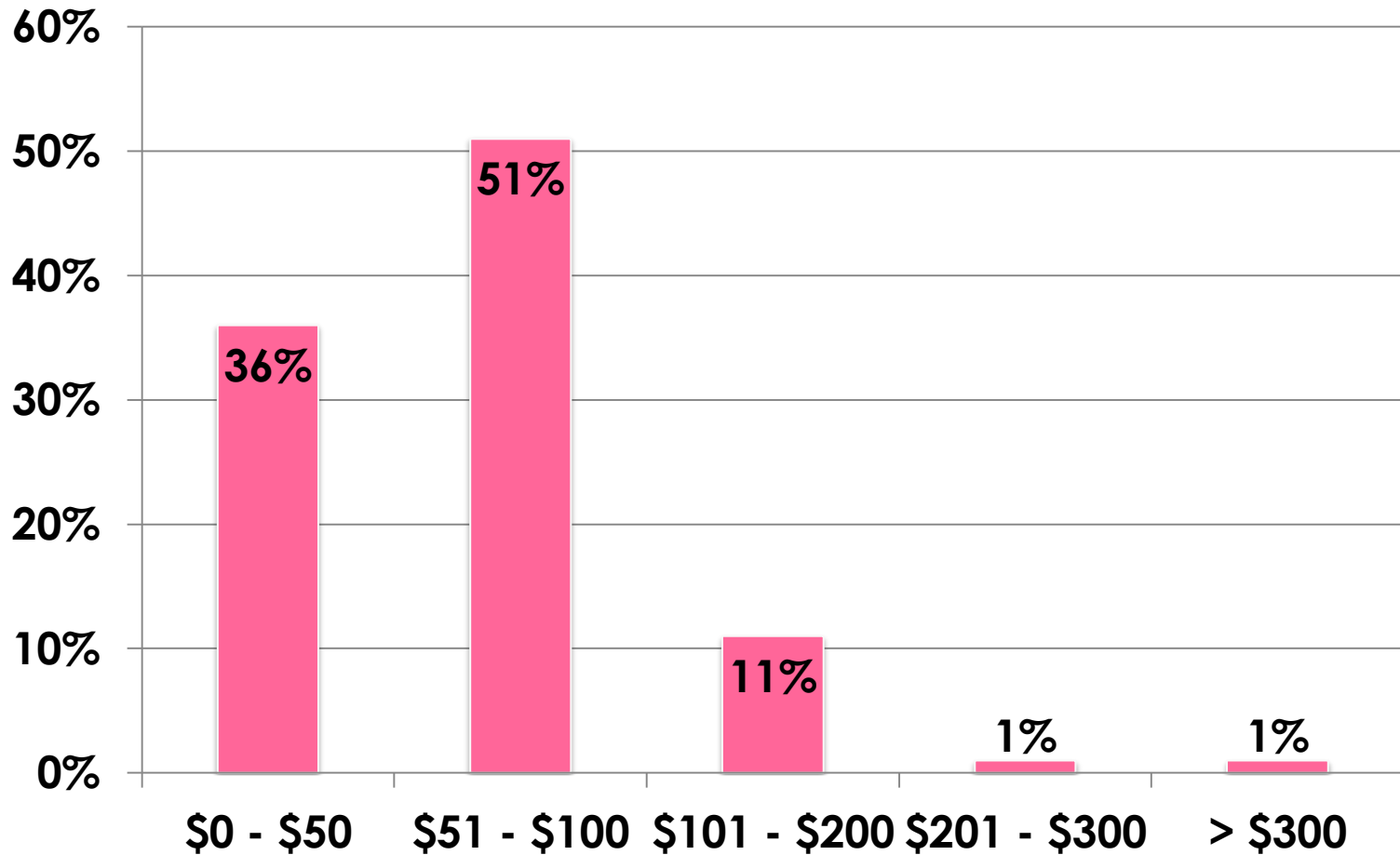
Q8:

How often do you purchase dress shoes?



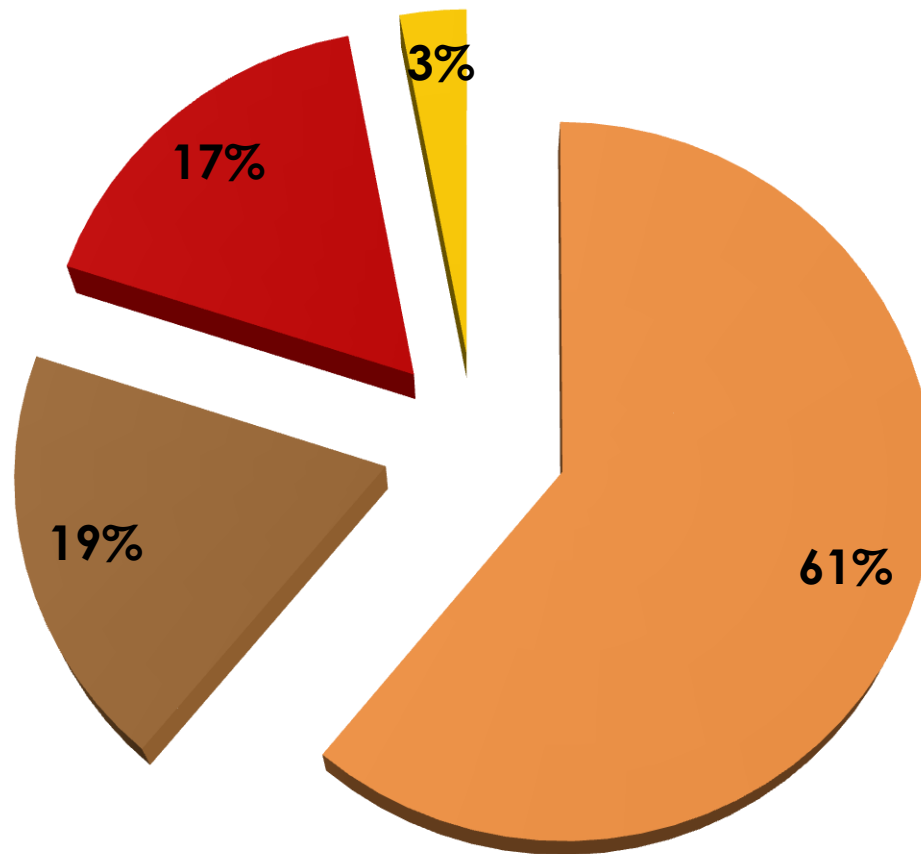
Q9:

On average, how much do you spend on a pair of dress shoes?



Q10:

What factors do you consider when buying a pair of dress shoes?

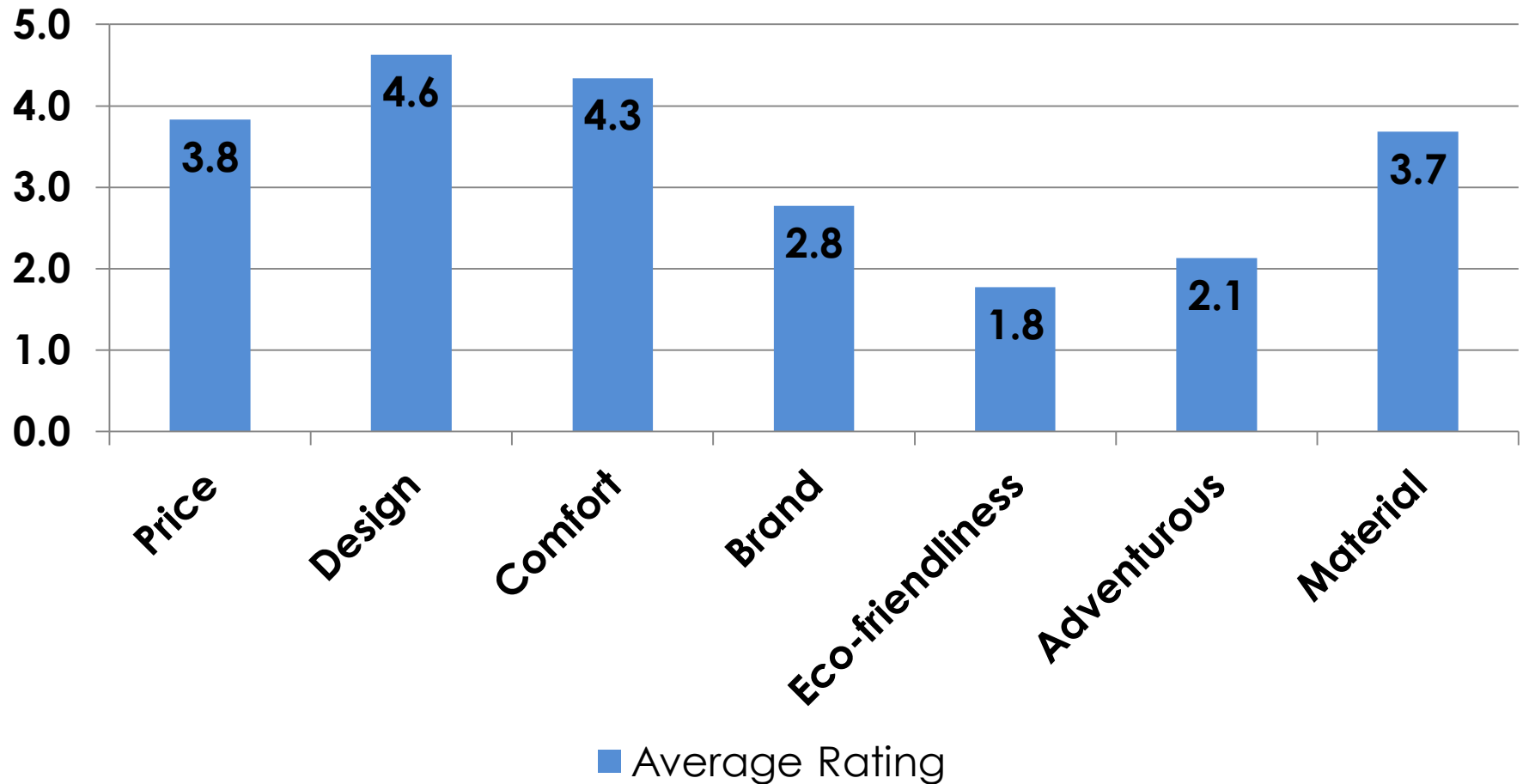


■ Comfort ■ Design ■ Price ■ Others

Q11:

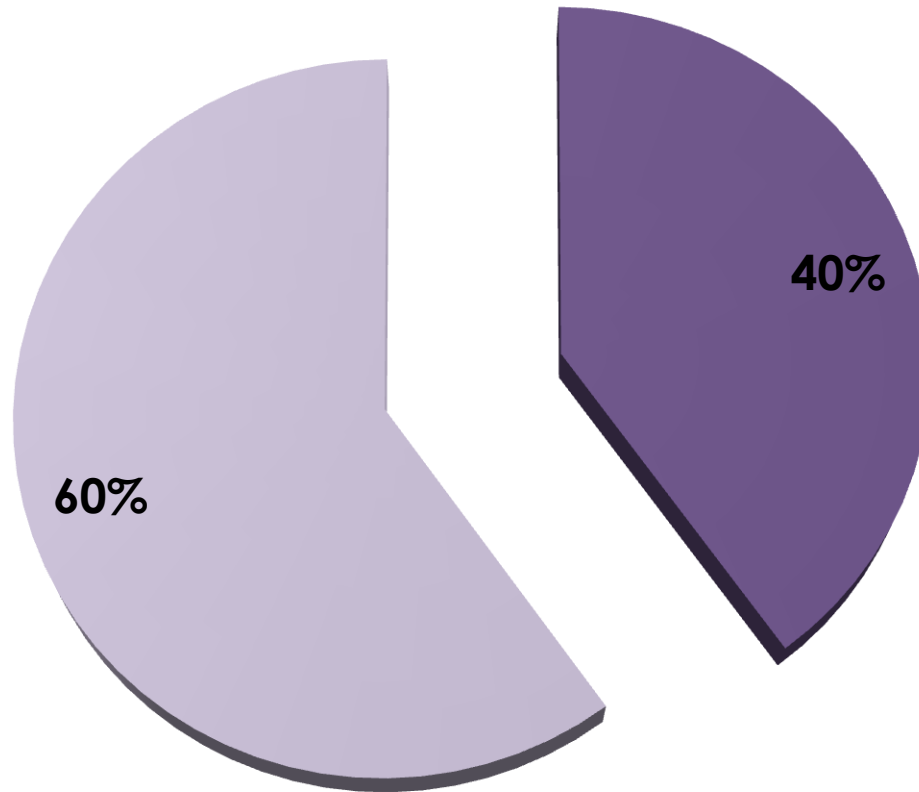
How important are the following factors to you when buying a pair of dress shoes?

Please rate on a scale of 1 to 5, with 5 being the most important and 1 the least important.



Q12:

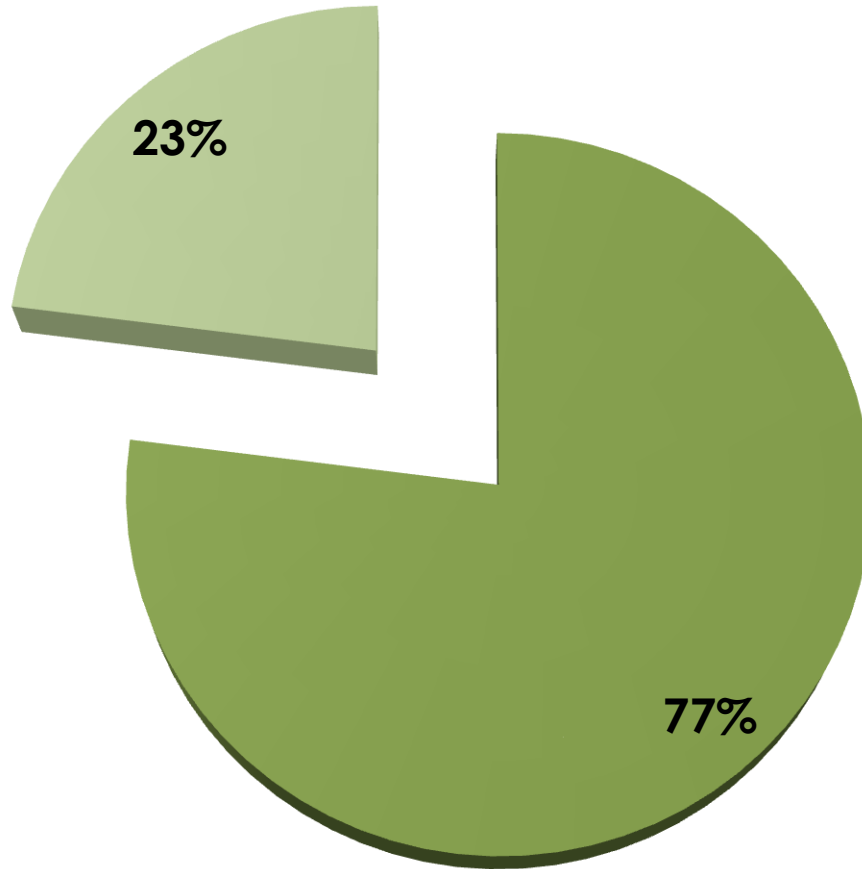
I am highly informed regarding the latest trends.



True False

Q13:

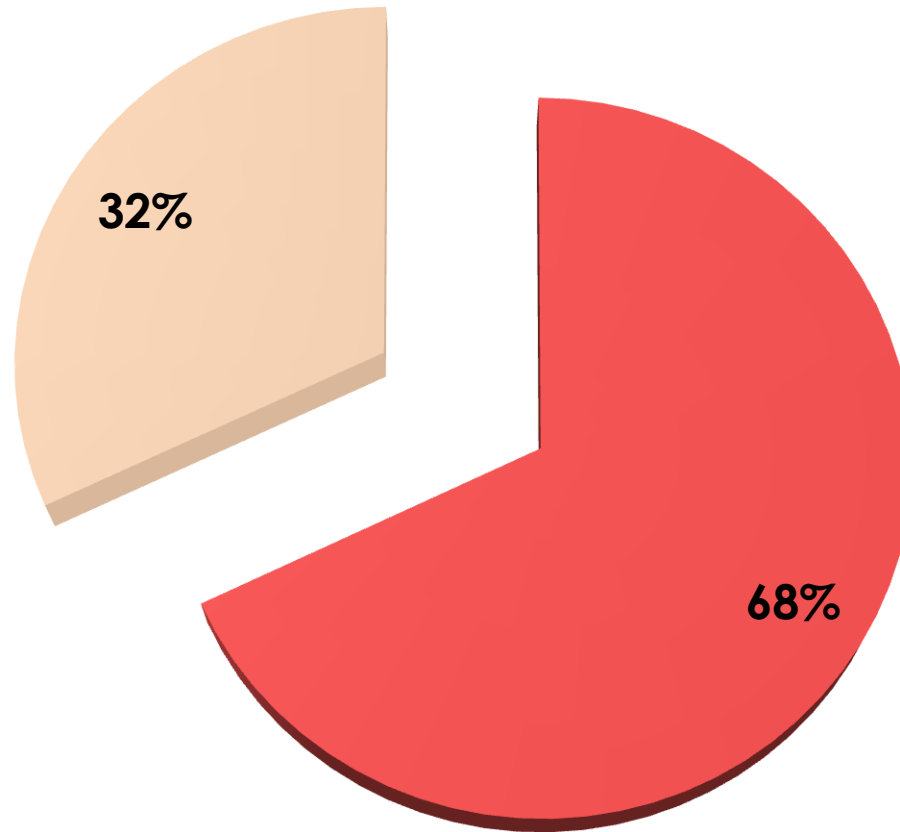
I am more accepting of new trends.



■ True ■ False

Q14:

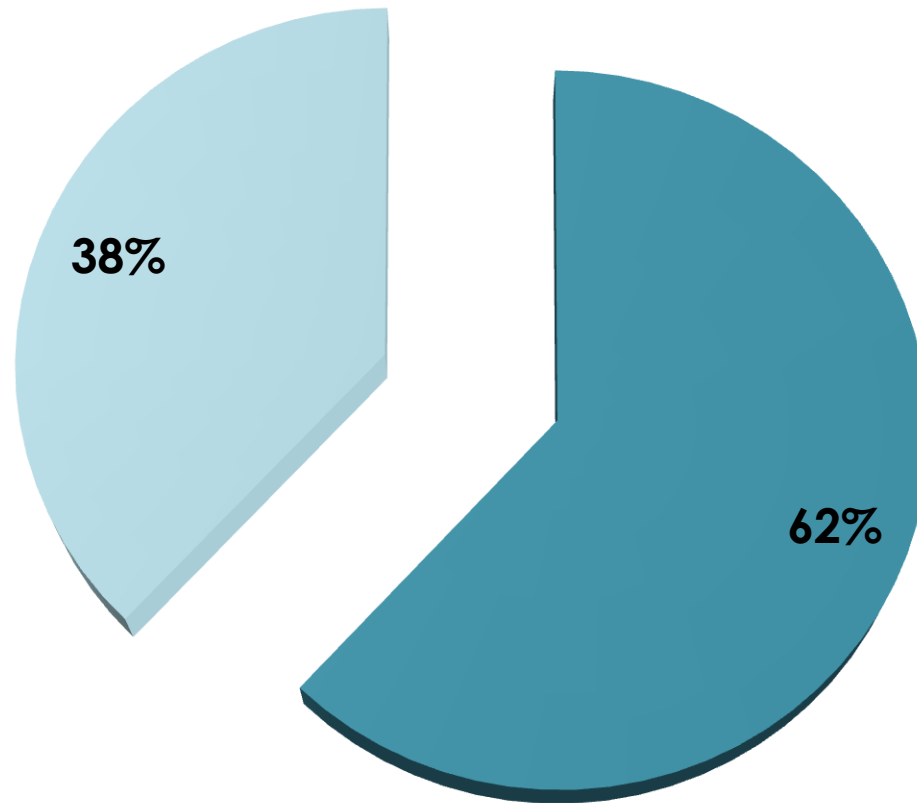
I love trying new things.



True False

Q15:

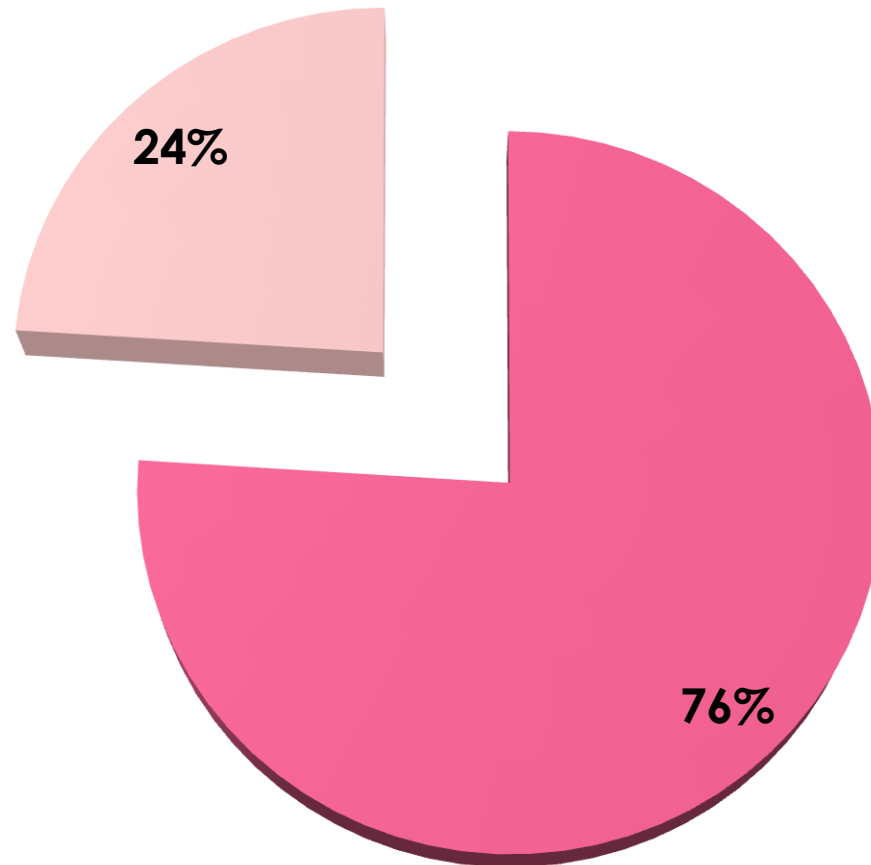
I consider myself different from the rest.



■ True ■ False

Q16:

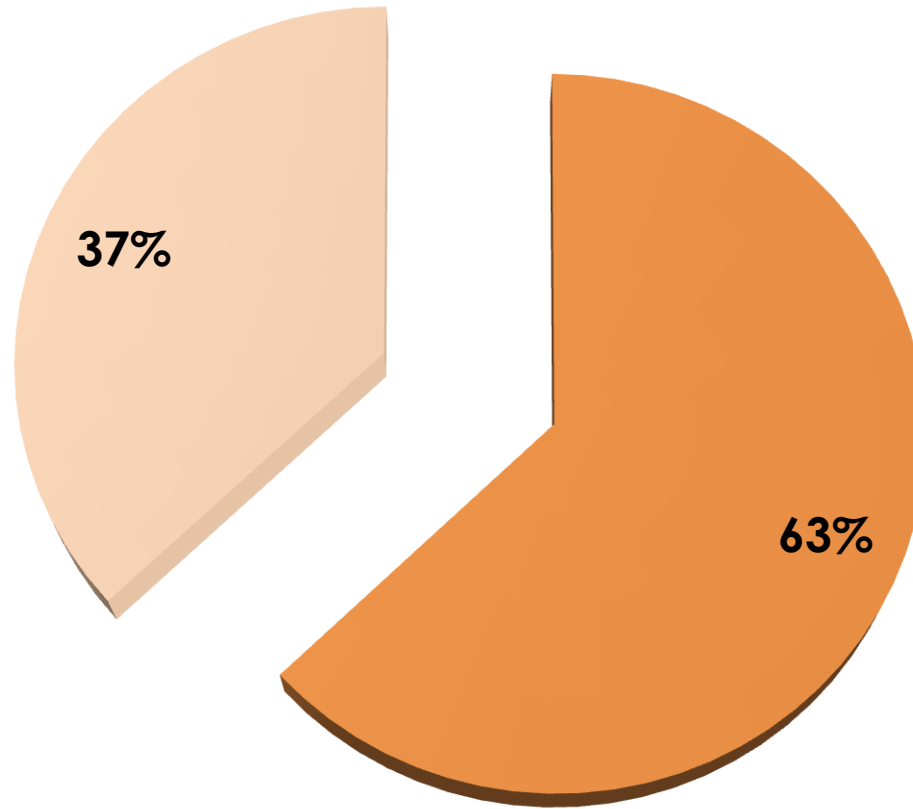
I give great thought into what I wear.



True False

Q17:

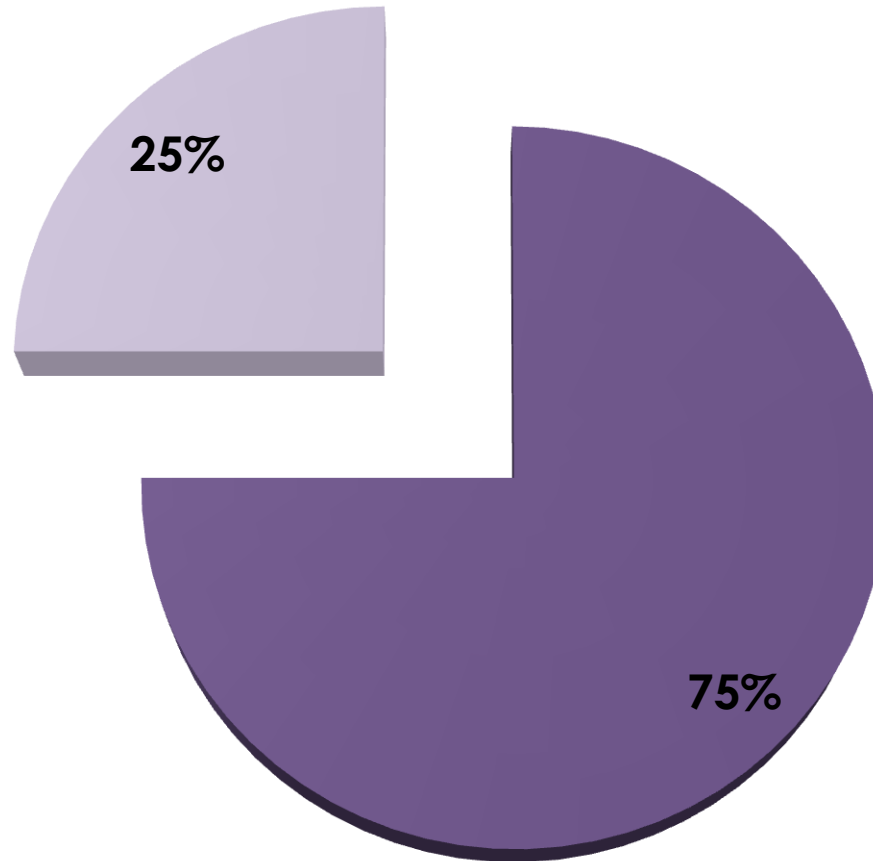
I care a great deal about how others think of me.



True False

Q18:

I am generally loyal to the brands that I like.

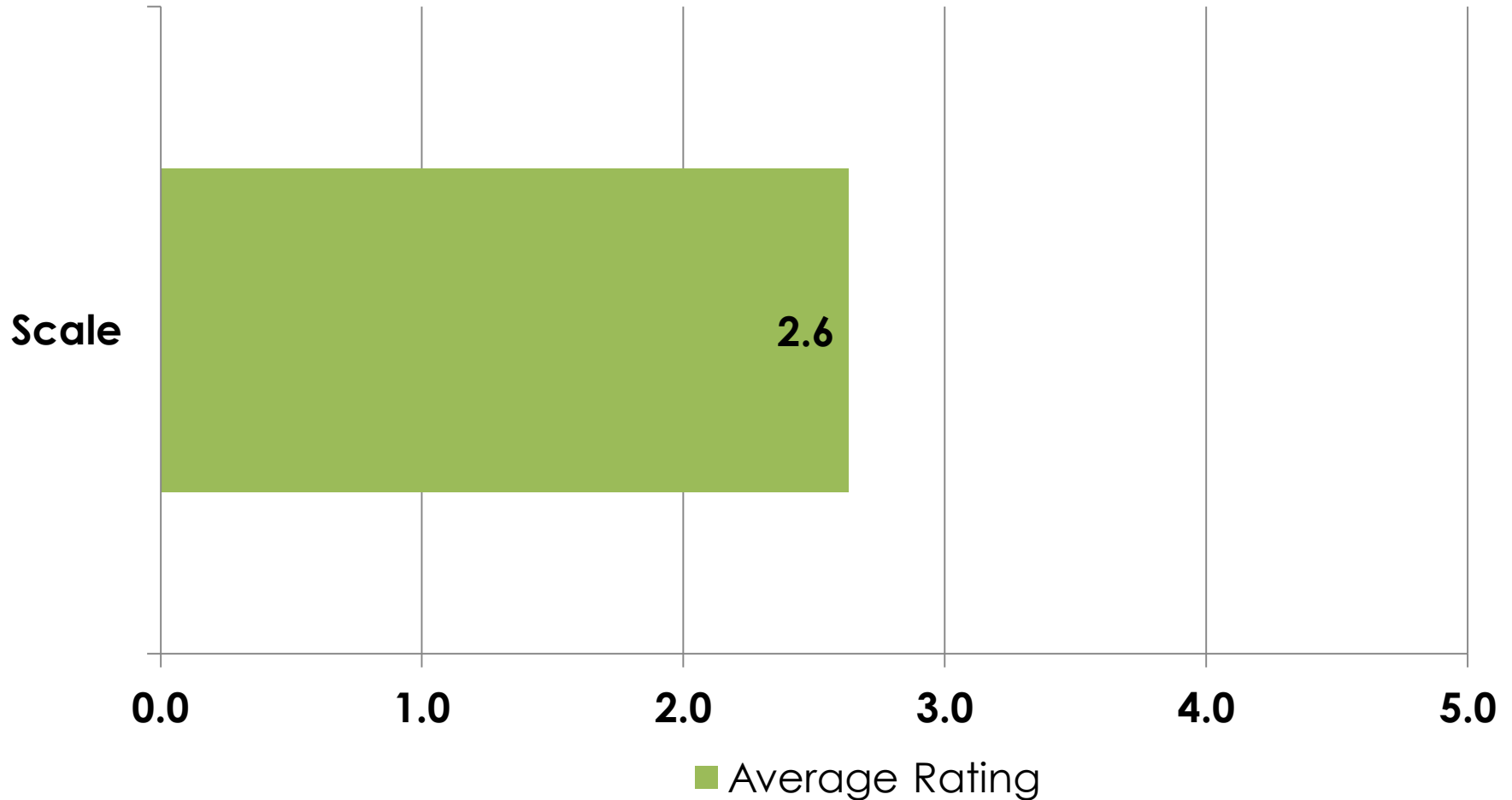


■ True ■ False

Q19:

On a scale of 1 to 5, how much do you like Melissa shoes?

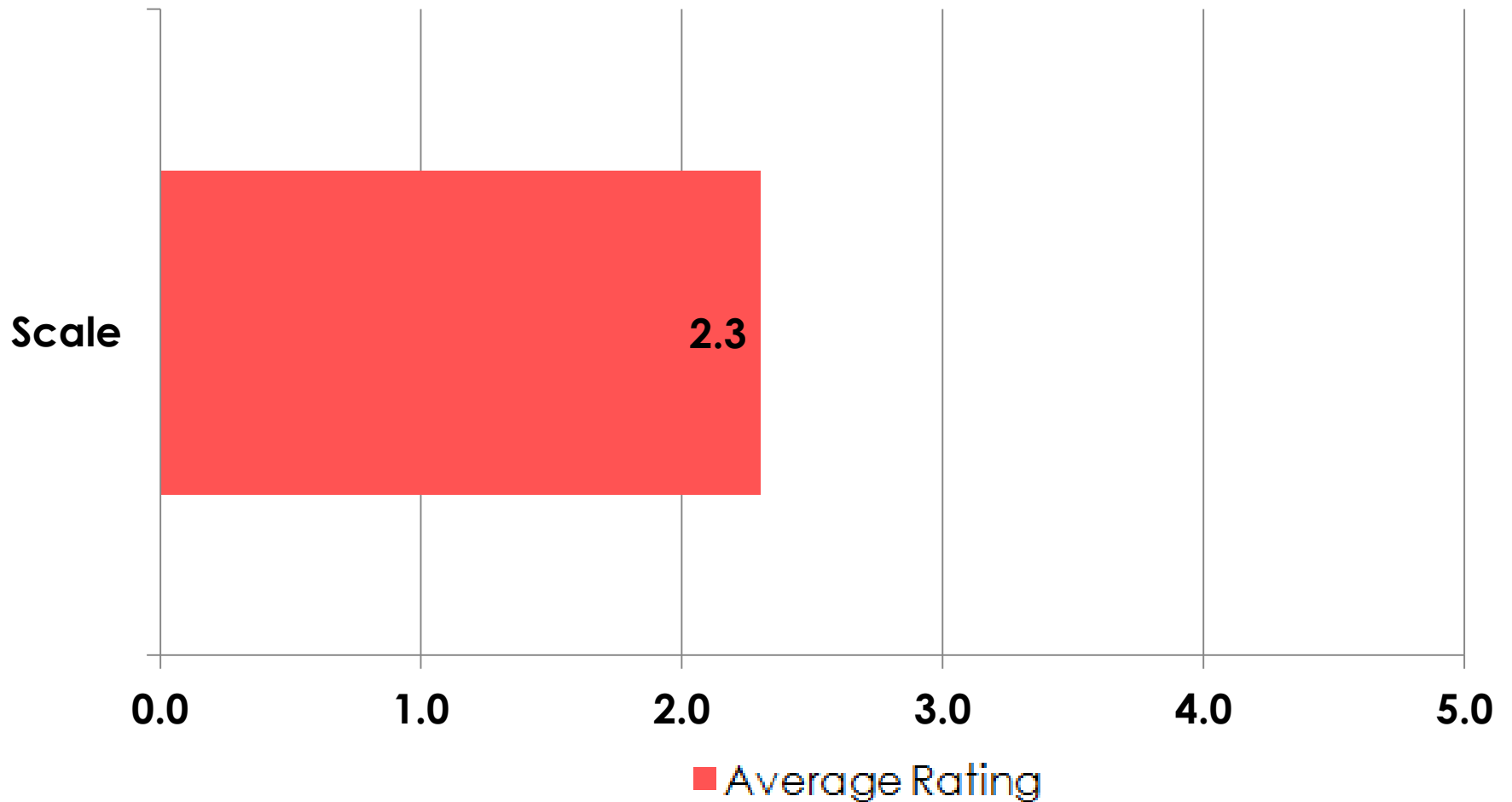
Please rate on a scale of 1 to 5, with 5 being the highest and 1 being the least.



Q20:

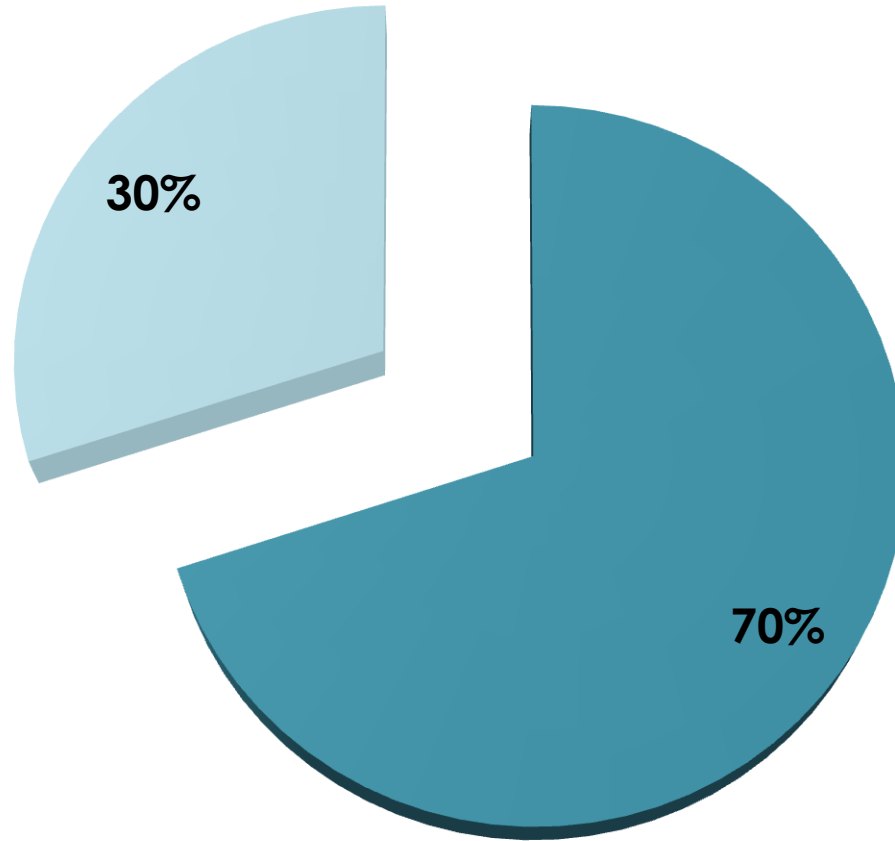
On a scale of 1 to 5, how likely will you be buying Melissa shoes?

Please rate on a scale of 1 to 5, with 5 being most likely and 1 being least likely.



Q21:

Age

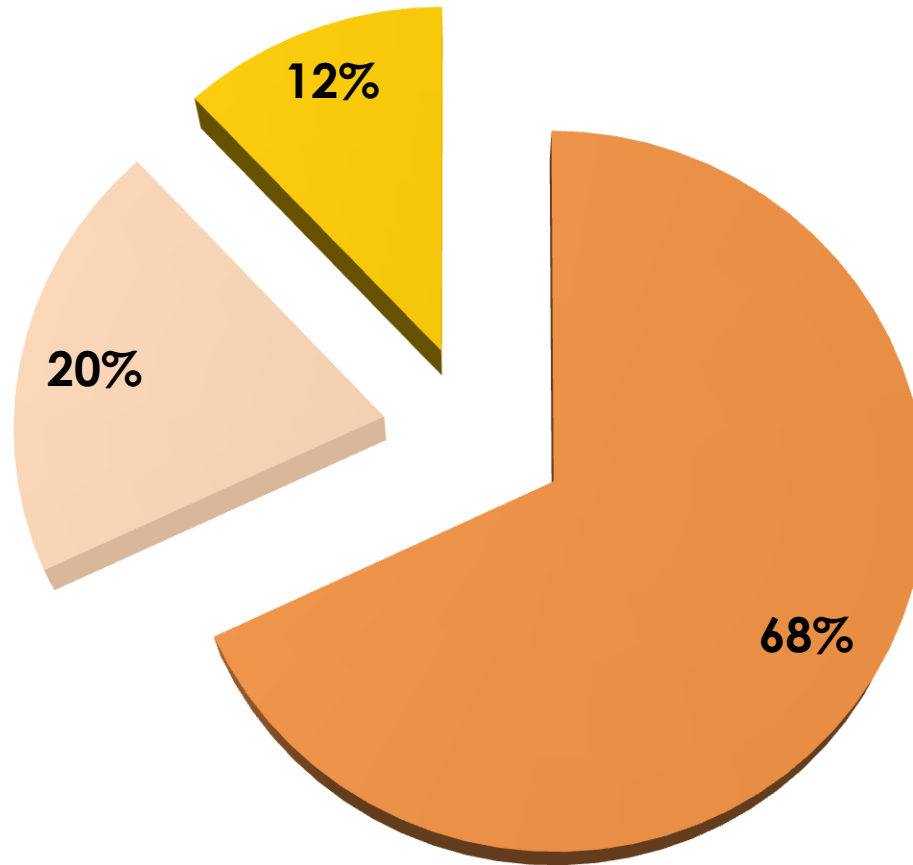


■ 21-30 years old

■ 31-40 years old

Q22:

Occupation



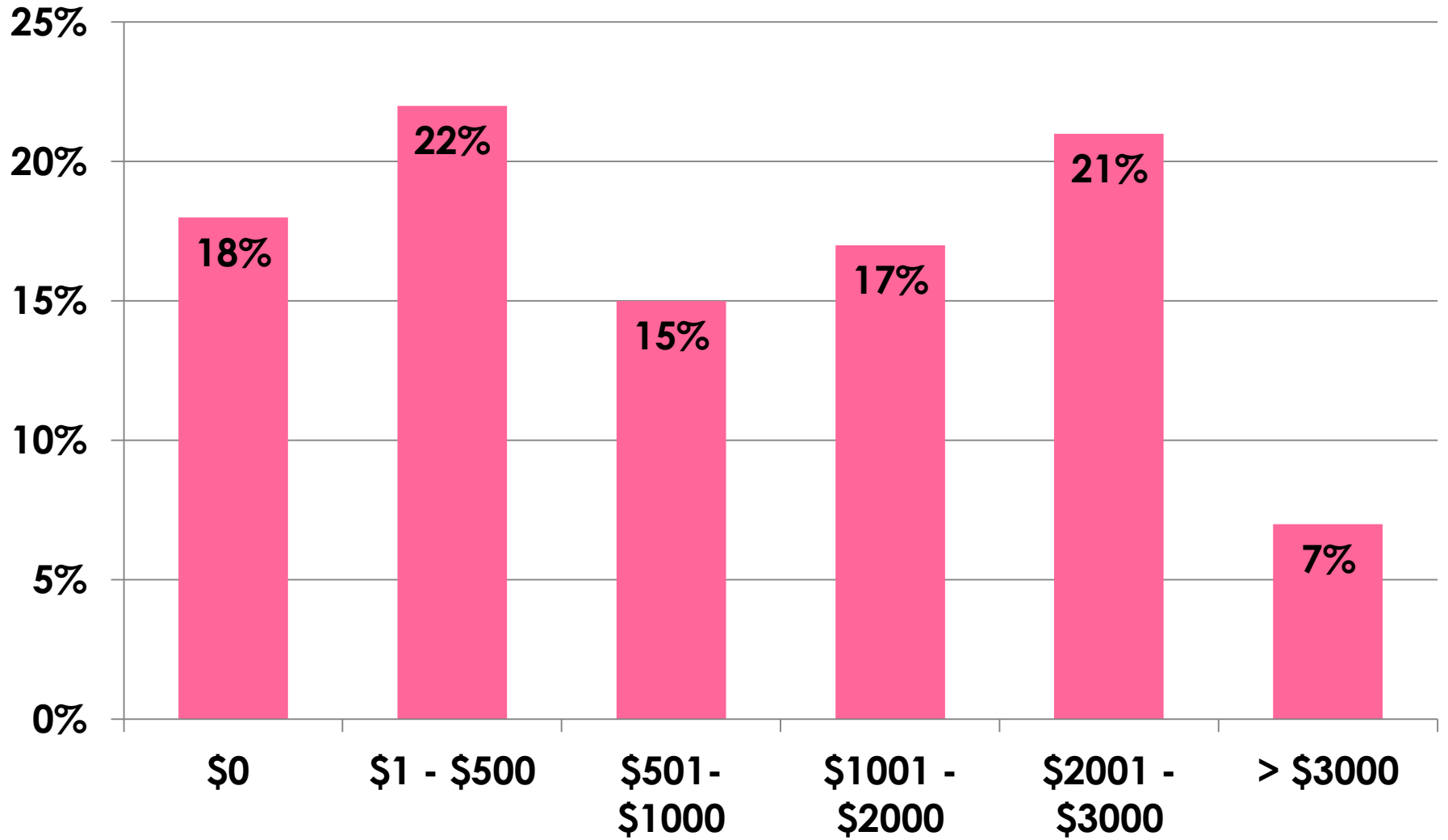
■ Students

■ PMEBS

■ Professionals

Q23:

Income



The end