

H! by Henry Holland at Debenhams

Bournemouth University

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Findings

- Respondents on average shopped for clothes every two weeks
- Favourite concessions in Debenhams were Faith and Warehouse.
- Since January the respondents had on average visited Topshop seven times in comparison to Debenhams twice.
- They shopped at Debenhams for cosmetics/perfume, underwear and gifts.
- Store penetration is low with only 24% visiting the first floor on 'most visits'.
- They find the layout confusing.
- Respondents were influenced by magazines and celebrities.
- Students are on a budget but are prepared to pay more for quality and durability but not necessarily 'high' fashion.
- Respondents did not match the brand profile.
- H! is for a younger audience, but students might buy some pieces.
- Awareness of H! brand in Debenhams was low.

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1.0 Introduction

The investigation into whether students would buy into the H! at Henry Holland brand was split into two parts. Firstly, to examine whether students would fit the brand profile and secondly, whether they shop at Debenhams.

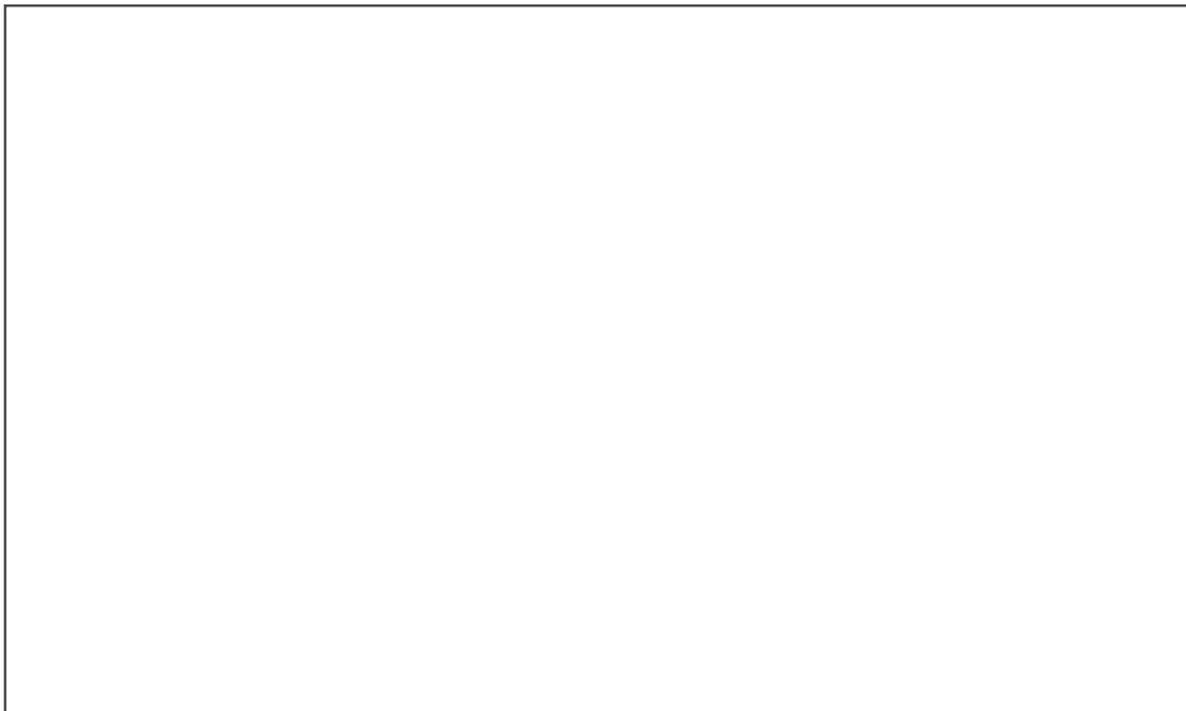
1.1 Methodology

Two questionnaires were generated and launched onto Surveygizmo.com. The first questionnaire focused on the store image (Appendix A) and the second on fashion brands (Appendix B). Just over 80 people responded to each questionnaire. With a longer lead time, it would have been possible to pilot the questionnaires and have had less open-ended questions, which would have aided the analysis. The students were tasked with conducting interviews either online or in person with a non-retail student to provide qualitative data (see assignment brief in Appendix C). Focus groups were held with the fourth years to gain further insights.

1.2 The Sample

Most of the respondents are likely to be Retail Management students and their friends, but since the questionnaire was anonymous little is known about the respondents. Any respondents who were male and/or over the age of 25 were excluded from the final analysis. This left 79 respondents for the store image questionnaire, and 77 for the fashion brands questionnaire. The people who filled in the questionnaires are referred to as respondents throughout this report. Those who took part in interviews and discussions are referred to as students. The age profiles for both questionnaires were similar and are shown in Figure 1.

Figure 1 Age Distribution of Respondents



The majority in both cases were aged 19 to 22. In some instances both questionnaires were answered by the same respondent, but this should not be assumed in all cases.

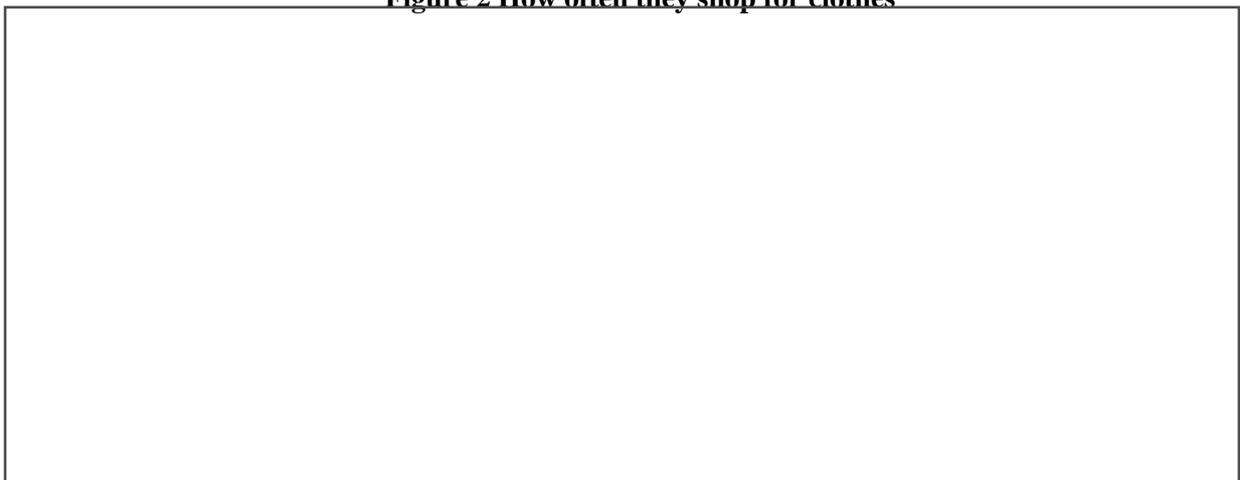
2.0 Students

Bournemouth has a large student population, between the University, Arts College (AIU) and Bournemouth and Poole College. The majority of the questionnaire respondents and interviewees should be assumed to be from University. It should not be assumed that the University students are 'typical' of students elsewhere in Bournemouth, nor across the country.

2.1 Shopping Habits

The respondents shopped for clothes frequently, on average every 2 weeks, and the majority at least once a month, as shown in Figure 2.

Figure 2 How often they shop for clothes



The following comments typify the student's view of shopping and what they are searching for;

I look for reasonably priced clothes that will have a good amount of wear in them. As I am a student price is a large factor which influences which brands I buy from, as I'm not getting a regular income. I would pay more for clothes such as jeans as I would not want to buy these on a regular basis and would expect them to last for a long time.

Items such as leggings or t-shirts and strap tops I buy from cheaper shops such as Primark because I wear them so much I need to buy them more regularly.

Clothing wise I spend more on nice dresses and going out tops that are more than basic items.

However I sometimes save up to buy hoodies or trackies from brands such as Jack Wills and Abercrombie which are feel are worth the price as they have 'cool' connotations. I also spend more on jeans as I think the right fit is important and cheaper jeans tend not to fit me very well.

The respondents were asked how many times they had visited a selection of fashion stores since the start of term (approximately 8 weeks), and the results are shown in Figure 3.

Figure 3 Frequency of visits to fashion stores since the start of term

	10 or more	6-9	3 -5	Once or twice	Not visited	Total	Average (mean) number
Topshop	35.1	35.1	18.2	16.9	2.6	100%	7.23
H&M	14.3	28.6	28.6	18.2	10.4	100%	5.27
Miss Selfridge	11.7	24.7	22.1	26	15.6	100%	4.52
Zara	10.4	6.5	22.1	37.7	23.4	100%	3.16
Debenhams	1.3	10.4	26	29.9	32.5	100%	2.42
House of Fraser	1.3	13	19.5	29.9	36.4	100%	2.36
Primark	0	15.6	15.6	37.7	31.2	100%	2.35

Topshop was the most popular store, with over 70% of the students having visited at least six times. The smaller fashion stores were more popular than the department stores. There is concern that many of the respondents, in the region of a third had not visited Debenhams or House of Fraser. Given that most of the students live in Bournemouth, the frequency of visits to Primark (Boscombe or Poole) is worrying, given that it is due to open a store in Bournemouth.

2.2 Lifestyle

The respondents enjoyed shopping for clothes, strongly agreeing with the statement as shown in Figure 4. In the table, a mean score of one indicates that all the respondents strongly agreed with the statement, whereas a mean score of five would indicate that they all strongly disagreed, with three indicating a neutral position. They enjoyed shopping with friends and browsing. They were not so positive about designer clothes and catwalk trends. This may be caused by a limited budget, or because they have developed their own style. They did not enjoy following people on twitter, although there was some difference of opinion here. Likewise they did not all wish to own an iphone or they may already own an iphone.

Figure 4 Responses to attitude statements

Statement	Mean	Variance
I enjoy shopping for clothes	1.18	0.15
I enjoy going to clubs and gigs	1.56	0.54
I enjoy shopping with my friends	1.60	0.48
I do lots of browsing before I purchase	2.13	0.90
I like to buy designer clothes	2.34	0.99
I would like to own an iphone	2.43	1.59
I like to follow the catwalk trends	2.61	0.85
I enjoy following people on twitter	3.51	2.02

2.3 Magazines

Most of the respondents had read two fashion magazines from the list on the questionnaire, and this is illustrated in Figure 5. There were some who had not read any but others who had read as many as five.

Figure 5 Number of magazines read

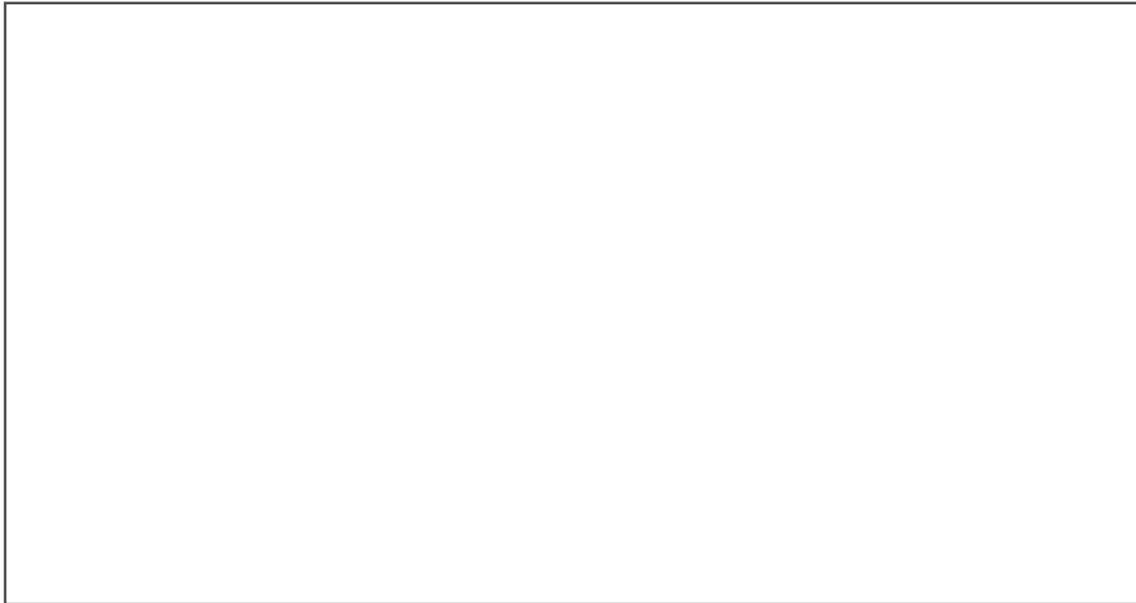


Figure 6 shows which magazines were read, Look was the most popular magazine followed by Look, Now and Grazia. Only one person had read Sugar in the past two weeks.

Figure 6 Which magazines were read

	N	Percent
Look	42	33.9%
Now	25	20.2%
Grazia	23	18.5%
OK	22	17.7%
Hello	11	8.9%
Sugar	1	0.8%
Total	124	100.0%

They see magazines as a good source of information, and make note of the trends and clothes in them, as illustrated in the next comment.

I like to read Look magazine because they have fashion pieces in there that are affordable (Sukphreet's interview).

. . .me and my friends read a lot of fashion magazines and if I saw an advert in one of them from Debenhams showing products more for my age group I would definitely go and take a look (Sophie M's interview).

I have my own unique style, but I do enjoy seeing what others are wearing and what looks good and what doesn't. I like to get ideas from looks I see in a magazine, and then adapt what I like with the latest trend (Julia's interview).

2.4 Brands

The respondents had a wide variety of brands that they regularly bought from; the most popular being Topshop, as shown in Figure 7, followed by H&M, Miss Selfridge and New Look.

My favourite clothes shops are Miss Selfridge and New Look, sometimes I find Miss Selfridge is quite expensive however both shops do student discount which keeps the price low (Natasha and

Sarah's interview).

This could reflect the budget that was available to the respondents, as students. Primark was undoubtedly low on the list as it is not yet available in central Bournemouth, and not a preferred brand, but a cheap alternative to perceived higher quality High Street brands. Among the brands mentioned by students there were fifty one which were mentioned only once (minority brands) illustrating the variety.

Figure 7 Preferred Brands (up to 3 could be mentioned)

Brand	Number	Percent	Brand	Number	Percent
Topshop	54	23.5	All Saints	3	1.3
H & M	24	10.4	Primark	3	1.3
Miss Selfridge	16	7.0	Ralph Lauren	3	1.3
New Look	13	5.7	Republic	3	1.3
Zara	11	4.8	Roxy	3	1.3
River Island	10	4.3	Urban Outfitters	3	1.3
ASOS	6	2.6	Abercrombie &	2	0.9
			Fitch		
FCUK	5	2.2	Mango	2	0.9
Jack Wills	4	1.7	Next	2	0.9
Oasis	4	1.7	Ugg	2	0.9
Warehouse	4	1.7	Minority Brands	51	23.1

The number of brands mentioned probably reflects the students' brand knowledge, in that many of them are retail students and are interested in fashion retail.

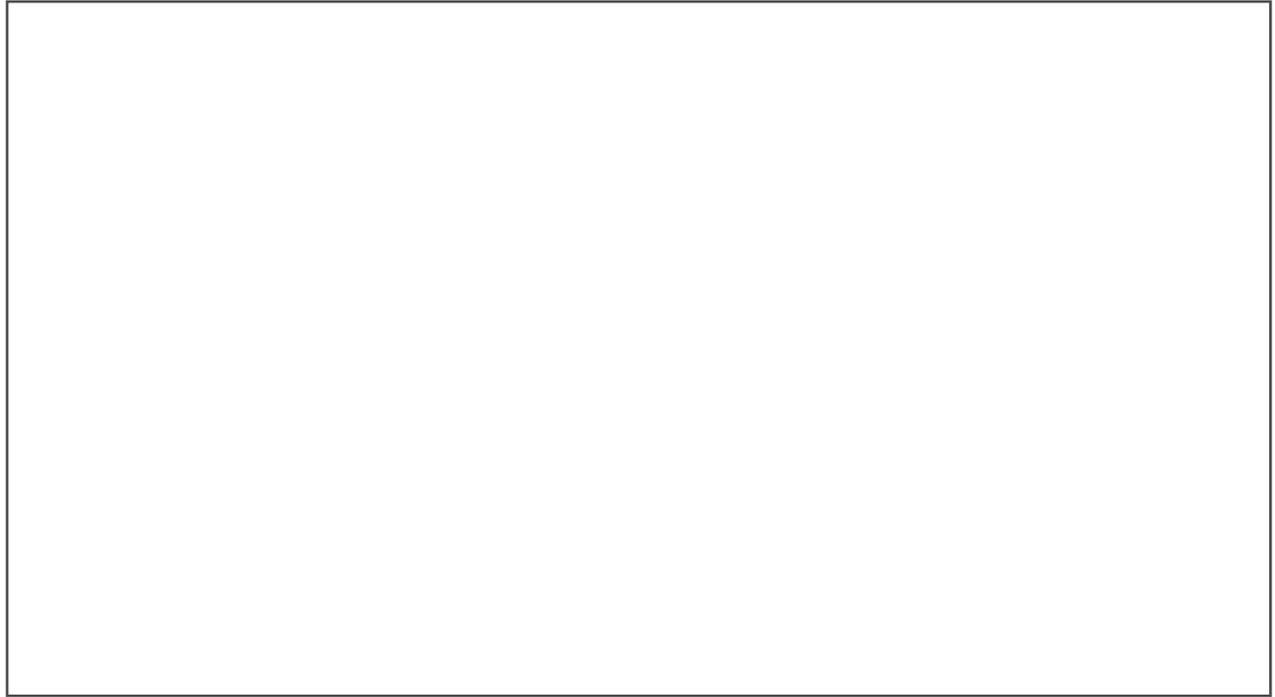
2.5 Brands at Debenhams

Respondents were tested on their knowledge of the brands available at the Bournemouth Debenhams store (see Appendix B). Some concessions (Oasis) and brands (Choo By Jimmy Choo) were included in the list. One point was scored for a correct answer and minus one for an incorrect answer.

2.6 Style Icons

Respondents preferred style icon was Cheryl Cole, with thirty one mentions; compared with second placed Fearne Cotton, who only had twenty one mentions, out of a possible maximum of seventy seven. Sienna Miller, Alexa Chung, Kate Moss and Victoria Beckham all scored between ten and twenty (shown in Appendix D). The maximum score that could be achieved was fourteen points. The distribution of the scores is shown in Figure 8.

Figure 8 Knowledge of Debenhams Brands



The top concessions that they recognised were Warehouse, Faith and Jane Norman, There was some disagreement over Oasis within Debenhams, and this is probably caused by it being available in some Debenhams around the country, but not all. Most of the respondents recognised Star and Ben de Lisi as Debenhams brands, and that Choo by Jimmy Choo was not in fact available within Debenhams. Most respondents were uncertain about Floozie. The majority of respondents were also not sure about Mantaray (an own brand), Roxy and Fossil.

3.0 Henry Holland

41% of the respondents from the questionnaire had heard of Henry Holland, and gave their thoughts about the brand. A summary of the comments can be found in Appendix E. Quite a few respondents mentioned the bright colours and the use of print and pattern, in a positive way. The most popular word to describe the style was 'quirky', but 'funky' and 'edgy' were also frequently mentioned. A few people mentioned 'wearable', which was useful as it was not clear as to whether the students wanted to buy the style.

I really liked it. It's young and quirky but not too young and childish. I really like the blazers. And it seems to be good value for money.

I would definitely consider it, especially if the price was lower. The range is quite similar to clothes that you would find in Topshop, but not so well-known so I wouldn't constantly be bumping into people wearing the same thing as me, which is a bonus (Emily's interview).

There were some negative comments about the range, such as 'trashy', 'tacky' and 'don't stand out in a good way'. Concerns were also expressed about the target age group.

3.1 Advertising

Students were concerned that the brand needed to be promoted, and advertised within the magazines that they read, as they were unlikely to come across it in the stores (as they are not frequently shopping in them at present).

I think as long as people are aware of the brand it will be successful... I would be more inclined to buy it if it did feature in fashion magazines... it raises more awareness of the range. And it would help to spread the word about it being launched in Debenhams stores, as I don't think many people are aware about where you can get it from (Sukhpreet's interview).

I don't like that you won't be able to see the range on passing through Debenhams ground floor, as it means most customers are going to have to know the range is there before they have a look at it (Julia's interview).

I didn't even realise this range existed! It should really be promoted better to people of my age range I reckon (Antonia's interview).

Students interviewed were quite specific about how they would like to see the brand promoted.

I think it has the potential to hit it off, definitely, but I think it needs to be promoted more so and in a better way, because people may think; "Oooh a new brand. oh, Debenhams", so if the promotional activity is made a bit funkier, bit more modern, the brand and the company name would go hand in hand (Lita's interview).

I definitely think the range should offer the standard 10% student discount. It is never a great saving for the customer, but it's nice to see a brand acknowledges that their main customer is the student market (Julia's interview).

3.2 Target Age Group

Many of the interviewee suggested that the brand was aimed at a younger market.

I have seen the whole collection and I feel that the majority of the items are very young looking. The colours are very garish and the kind of collection I feel would be popular with 14-17 year olds...Personally I wouldn't wear most of his designs, they seem to be aimed at a younger audience... his collections seems to involve big slogans and bright colours. It might just be my opinion but I feel that this is more suited to those of a school age... (Alison's interview).
 ...some of the bracelets/cuffs and bags seem very school-like and I wouldn't wear them as they seem too young. Also, I have some friends at University that are older than the average student and I don't think they would be attracted to the little pink headbands and draw-string bags (Emily's interview).
 ...bit tacky and too colourful. My little sister did buy a top though... I definitely think it is aimed more towards teenagers than Uni students (Hannah and Charlie's interview).
 H! would appeal more to my cousin who's 13, as it shows off a 'brand name', but for students like myself, who tend to be 18 plus, I'd say it was a turnoff, yeah...you don't see massive names like Topshop with big T's on their handbags? They're just fashionable handbags (Lita's Interview).

Whilst most students agreed that it was more suitable to a younger audience, there was the suggestion that a slightly older audience might buy some of the items.

17-25 year olds might wear some of the more basic items in the collection, but I don't think they would bother going to Debenhams to buy them (Alison's interview).

Whether students would visit Debenhams or not is discussed in a later section.

3.3 Pixie Geldof

Most of the students thought that Pixie Geldof was a good choice as a brand representative, although there were a few negative comments.

I do think Pixie Geldof is a good choice as she is young, fresh and has a playful vibe. This will then rub off onto the clothes. I also think another appropriate endorser would have been Pixie Lott as she is fresh and up and coming (Natasha and Sarah's interview).
 Using Pixie Geldof to model some of the H! by Henry Holland range has definitely encouraged me into shopping there (Emily's interview).
 ...it is more for the edgy, individual people. I think using Pixie Geldof really emphasises this (Hannah and Charlie's interview).
 ...I don't know, their dress sense is quite boyfriend fit clothes (pause) I know a lot of people don't like them (Clare and Zowie's interview).

3.5 Did the respondents fit the profile?

Incorporated into the questionnaire were a number of questions that tested whether the respondents would fit the profile of the H! brand. The information was based upon the brief in Appendix F, and the aspects of the brand which were tested are shown in Figure 9.

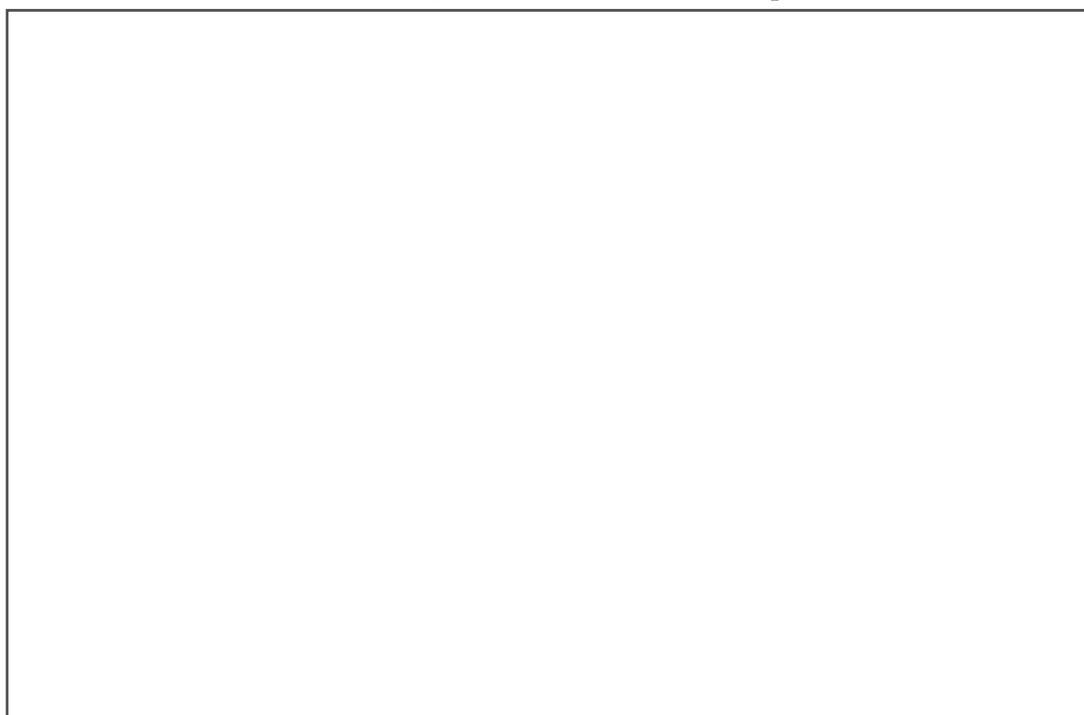
Figure 9 Aspects of the profile that were tested

Aspect	Awarding criteria	Maximum
		number of
		points
		available
Preferred brands	Marc by Marc Jacobs	3
(respondents could name	Urban Outfitters	

up to 3)	Topshop, Miss Selfridge, H&M and Primark		
Magazine readership	Look, Now, Sugar	3	
Whether they would like an iphone or follow Twitter	Agree or agree strongly	2	
Following styles (respondents could name up to 3)	2 marks for Pixie Geldof & Alexa Chung, 1 mark for the following: Daisy Lowe, Kate Moss, Pixie Lott, Fearne Cotton, Florence Welsh (Florence & The Machine), Lily Allen, and Lady Gaga.	5	
Follower of catwalk trends	Agree or agree strongly	1	
TOTAL		14	

A total score was calculated (maximum of fourteen) and the distribution of scores is shown in Figure 10

Figure 10 Profile Score for Respondents



Very few of the students are near to meeting the profile, with only nine managing to score at least half of the potential marks. Given that some were open-ended questions it may have been more difficult to achieve a score of fourteen. The main areas where the students scored poorly were as follows;

- 35% read none of the profile magazines (Look, Now, Sugar).
- 71% are not interested in Twitter.
- 44% not interested in the iphone.
- 41% did not choose either Pixie Geldof, Alexa Chung or similar, as their favoured. Celebrity, and in fact Cheryl Cole was the most popular choice. Given closed questions were asked, this score may have improved slightly.
- 50% did not choose any of the profile brands, see comments above concerning closed questions.

There is hope that although the students were not a perfect match for the profile, they might buy into

elements of the H! range, but they need to be drawn into Debenhams in the first place in order to do so (illustrated in the student quote below).

I believe that if I saw some of those pieces I would probably be quite likely to browse the rest of the collection. However, it's unlikely that I would be in Debenhams in the first place (Alison's interview).

This highlights the second area of the study, would students shop in Debenhams?

4.0 Debenhams

The results in Figure 11 show that the students do not shop in Debenhams very often. The modal value was more than 2 months ago, which makes their last visit likely to have been before Christmas. The research would suggest that on average the students have been in Debenhams approximately 1.5 times since the start of the new term in January 2010.

Figure 11 When did they last visit Debenhams, Bournemouth



The average visit was six weeks ago, which would be 1.5 times since the new term began. Of those visits, 21.5% made a purchase. Initially this figure would appear good, for a department store, however since most of the reasons for visiting are product related (discussed later in the report), this may give some cause for concern. One of the interviewees revealed that although she went shopping for fashion about once a month, she hadn't been in Debenhams since she bought a coat there about a year and a half ago (Shaun's interview). Another revealed "I very rarely go in there, and on the occasions that I have it's been for other people. "I have never bought anything in there" (Alison's interview). The reasons for the lack of visits seem to be that the interviewees do not think about going there (shopping trips are somewhat habitual for the majority of consumers). Typical comments from students can be summarised as:

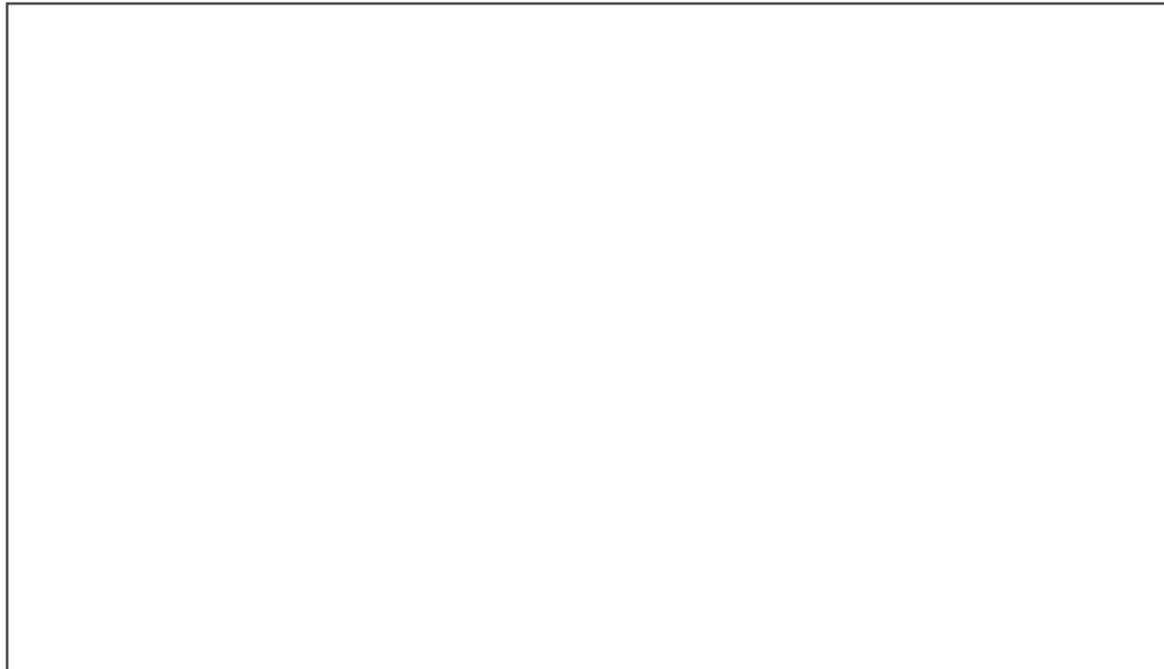
I think sometimes I forget that the department stores have these concessions inside them (Natasha and Sarah's interview).

It's not one of those stores I desire to go into frequently (Antonia's interview).

4.1 Product Range

The products that was brought in Debenhams was mainly cosmetics, as forecast by the Bournemouth Store Manager (see Figure 12).

Figure 12 Products purchased on their last visit



Underwear is also quite frequently purchased, which suggests that the students do penetrate into the store (beyond the ground floor), as this is not the easiest department to find in the Bournemouth store. Gifts are reflective of the time of year, and the research suggests that some of these may have been for parents. The student interviews indicated that shoes which were purchased are likely to be from Faith; “it is now the only place to get Faith shoes from since the recession” (Jo’s interview).

4.2 Store Penetration

Unsurprisingly the ground floor was the most popular level to visit. Quite a few respondents had visited the basement (Menswear); some may have entered the store via that entrance, and others went shopping with, or for, boyfriends. It is disappointing that only 50% of the respondents occasionally visit the first floor (Women’s fashion), (see Figure 13).

Figure 13 Which floors were visited?

	Most visits	Occasionally	Never visited	Total
Lower Ground	15.2	21.5	63.3	100%
Ground	69.9	26.6	3.8	100%
First	24.1	50.6	25.3	100%
Second	7.6	31.6	60.8	100%
Third	3.8	26.6	69.6	100%
Fourth	5.1	22.8	72.2	100%

Given the amount of clothes that students buy (see Figure 2), a higher proportion might have been expected. Penetration to higher floors is very poor, which is bad news for any fashion on the second floor, but also for the range of home products available. Respondents seem to prefer to just visit the ground floor.

I’m sure I have gone to other floors, but I can only visualise the ground floor. It’s just because that’s where all the good things are. I couldn’t think of what is on the other five floors (Julia’s interview).

Perhaps it is linked to problems of navigating the store, although the following statement expresses the concerns but is hopefully an exaggeration. .

When I went in last time I swear it took me half an hour to find the escalator back down (Hannah and

Charlie's interview).

4.3 Product Range

The departments that they would definitely be visited by respondents are clothing, cosmetics and shoes, see Figure 14.

Figure 14 Departments they would visit

	Would definitely visit	Might visit	Unlikely to visit	Total
Clothing	68.4	20.3	11.4	100%*
Cosmetics	58.2	26.6	15.2	100%
Shoes	43	40.5	16.5	100%
Lingerie	38	48.1	13.9	100%
Handbags	10.1	43	46.8	100%*
Jewellery	8.9	40.5	50.6	100%
Swimwear	3.8	34.2	62.0	100%
Hats/scarves	2.5	34.2	63.3	100%
Bedding	1.3	17.7	81.0	100%
Cookshop	1.3	16.5	82.3	100%

*Some rounding errors

Handbags and jewellery did surprisingly badly, with homewares coming the lowest.

4.4 Reasons for visiting the store

The reasons for visiting the store (open-ended question) are tabulated in Figure 15.

Figure 15 The first reason for visiting the store

Category	Frequency	Percent
Cosmetics/perfume	23	29.1
Range/Choice	16	20.3
Concessions	9	11.4
Underwear	8	10.1
Gift	5	6.3
Location	5	6.3
Value/sales	4	5.1
Cafe/toilets	3	3.8
Shoes	2	2.5
With Parent	2	2.5
Clothing	1	1.3
Other	1	1.3
Total	79	100.0

Cosmetics provided the main reason for visiting the store, but the results in general tend to be product driven, which is positive.

I buy most of my make-up from Debenhams (Hannah McM interview).

I also like to buy make-up and perfume from there as I have a Debenhams Beauty Club Card which means I can earn rewards so I prefer to purchase it all from Debenhams (Sophie's interview).

...normally just go in to look at underwear and then leave (Clare and Zowie's interview).

There is no mention of the store itself, either inside or out. For a department store, it might be expected that respondents would comment upon the atmosphere.

The summations of all the comments are shown in Figure 16.

Figure 16 All reasons given for visiting the store

Category	No.	Percent
Cosmetics/perfume	51	24.4%
Range/Choice	37	17.7%
Concessions	22	10.5%
Gift	21	10.0%
Underwear	15	7.2%
Value/sales	14	6.7%
Location	12	5.7%
Clothing	11	5.3%
Cafe/toilets	8	3.8%
Shoes	7	3.3%
With Parent	6	2.9%
Quality	2	1.0%
Other	3	1.4%
Total	209	100.0%

There is little difference in the order. Gifts have become slightly more popular, some of the respondents had received gift cards, as well as shopping for presents.

I don't often shop there for myself more so for gifts...a Mother's day present, I bought her a Clinique set (Hannah and Charlie's interview).

...if I'm buying for my Dad or my Brother. I often go into Debenhams then because I think that their men's stuff is really good (Clare and Zowie's interview).

I also sometimes buy gifts for other people from Debenhams, like bath and body sets (Emily's interview).

I love Debenhams' novelty gifts (Lita's interview).

There is a little more mention of value than quality, but it is good to see that quality has been considered by some students, however more mention was expected. Quite a few had visited Debenhams because it was where their parents shopped (familiarity).

I would only go in with my parents because they can afford to shop there so they go there quite a bit...Debenhams always appears to be somewhere you Mum would shop (Shaun's interview).

I last visited in December. I didn't purchase anything though, I was shopping with my Mother and I didn't have much money at the time. I was there as my Mother's second opinion (Jo's interview).

...it's almost always when I am shopping with my Mum that I would go in. Mum always wants something from there. I normally go in with my Mum back home (Zowie and Clare's interview).

Since Debenhams is known for its 'blue cross' sales, and would cite its pricing strategy as mid-priced, it could be expected to have more mention of value. A few students discussed the sale, but it was "to see what there is when the sale is on", and no sense of desire or expectancy was expressed.

I do like it when they have the blue cross sale. I can always find a bargain (Hannah and Charlie's interview).

A few students stated that visiting the toilets was their primary reason for going into Debenhams in Bournemouth, which suggests a fairly detailed knowledge of the store, and one that at least had been through/in the café.

They do also do a pretty good cooked breakfast in the café after the night before (Hannah and Charlie's interview).

4.5 Designer Ranges

The Designer ranges at Debenhams attracted some of the students, but some thought they were still too expensive.

...main reason I go to Debenhams is for the Matthew Williamson collaboration actually (Sophie M's interview).

Their Red Herring range is quite good now, I would say it has improved in the last year or so...I quite like the Butterfly range by Matthew someone, can't remember his surname. I love how the prints are colourful without being too in your face. (Hannah and Charlie's interview).

The designer collections are good but not particularly affordable for me (Shaun's interview).

4.6 Concessions

Concessions were what attracted students into the store, rather than the Debenhams' own brands.

I go in there mainly for the concessions (Hannah and Charlie's interview).

...I do like to visit Warehouse (Sophie M's interview).

Benefit (laughs) (pause) I like Nails Inc and that for nail varnishes (Clare and Zowie's interview).

The selection of concessions within the store did not always appeal to the students.

My local Debenhams (Bournemouth has always been the nearest to me) has no concessions that appeal to me so it's just not somewhere I think of going (Alison's interview).

It goes from one extreme to the other, you've got Jane Norman (Hannah McM's interview).

Some preferred to shop at House of Fraser.

House of Fraser is ahead of Debenhams in terms of fashion. House of Fraser has a lot more student orientated fashion brands therefore students will hunt through the stores to seek out these concessions. I find that House of Fraser has a better layout, it feels more spacious and the concessions are better defined. There was also a sale on at the time so I was pleased to get a reduction on my purchase (Jo's Interview). I'm more likely to go to House of Fraser than Debenhams, they have way better concessions. I'm loving All Saints at the moment (Hannah and Charlie's interview).

I absolutely love Dingles. I think they offer really unique (but expensive) brands and clothes such as Ted Baker and All Saints (Julia's interview).

Respondents were asked to give three reasons why they would visit the store. There is a view that the first comments are the most important and these have been analysed separately, and then all comments are considered.

4.7 Reasons for not visiting the store

The respondents were also asked what they disliked about the store, their first thoughts are shown in Figure 17.

Figure 17 First reason for not visiting the store

Reason	Frequency	Percent
Brands/range	22	35.5
Layout/space	14	22.6
Older fashioned	11	17.7
Expensive	7	11.3
Atmosphere	7	11.3
Location	1	1.6
Total	62	100.0

The brands and the range of items do not interest the respondents, despite there being a wide range available; it was compared unfavourably with other Debenhams stores. It was being termed as ‘uninteresting’ in terms of the brands offered, the concessions available and the range of young fashion choice.

I know that there won’t be anything to my liking up there (Hannah McM’s interview).

When all the reasons for not visiting were collated (see Figure 18), it was the old-fashioned image of the store which was most frequently mentioned, followed by the difficult layout.

Figure 18 All reasons for not visiting the store

Reasons	Frequency	Percent
Older fashioned	28	18.8%
Layout/space	41	27.5%
Location	5	3.4%
Expensive	19	12.8%
Lifts/stairs	3	2.0%
Atmosphere	17	11.4%
Brands/range	36	24.2%

4.8 Old-fashioned image

Many of the students thought that Debenhams had an old-fashioned image and this deterred them from entering the store.

I just always see old people coming out of there, not students (Clare and Zowie’s interview).
I think sometimes having the stereotypical ‘Mummy’ vibe makes students stay clear from department stores...seen as uncool and therefore us students don’t want to be associated with them

(Natasha and Sarah's interview).

...students tend to stay clear of Debenhams as it offers mature fashion in comparison to young adventurous trends...Debenhams clothes seem to target 30+ year old women, very orientated around office and party wear (Jo's interview).

I would say that the Bournemouth store would probably attract females, 40+, perhaps married and/or have kids, with a personal income of £30k-£45k (Antonia's interview).

4.9 Store layout

The comments on layout fell into two groups. Firstly, those who had problems navigating the store:

I find it overwhelming for browsing due to the poor store layout (Shaun's interview).

I find it very frustrating and confusing because there aren't many signs in there, and the few that are there, seem to be very bleak and misleading. Occasionally when I have been in there and looking for something I'll follow the signs and I end up somewhere completely different (Lizzie's interview).

The layout of the Bournemouth store is very poor; I found it terribly confusing with little separation between concessions (Jo's interview).

And, secondly comments about the general look of the store:

It just looks old, dingy and dirty and that's one of the reasons why I don't like going in there unless I absolutely have to (Lizzie's interview).

It feels very packed and overcrowded (Jo's interview).

I don't feel that the store has a very welcoming feel to it, the interior is quite dull and generally it is not somewhere that I would go to shop...It lacks the sophistication that I think is important from a department store (Antonia's interview).

I just get frustrated because it's so confusing and its really unorganised, it's just got bits plonked everywhere, a bit of clothes, a bit of shoes, a bit of make-up (Hannah McM's interview).

4.10 Attitudes to Debenhams

Respondents were required to comment on a number of attitude statements regarding Debenhams, and the results of these are shown in Figure 19.

Figure 19. Statements about Debenhams, Bournemouth

Statement	Mean	Variance
I like having lots of brands in the same store	2.39	0.86
It offers me a good choice of brands	2.77	1.17
It offers top designers at good prices	3.15	0.80
It offers good value for money	3.18	0.64
It is easy to find brands I like	3.22	1.07
It has lots of clothes for students like me	3.78	0.86
The windows entice me into the store	3.84	0.68
I would always look there if I was out shopping for clothes	3.90	1.12

In the table, a mean score of one indicates that all the respondents strongly agreed with the statement, whereas a mean score of five would indicate that they all strongly disagreed, with three being a neutral position. The students mostly agree that they like having 'lots of brands under one roof', but there was less agreement about whether there was a good choice of brands, or whether these were easy to find. The students thought the store did not offer a good choice for students like themselves. They slightly disagreed that the store offered designers at good prices or overall it offered good value for money. The windows did not interest the students, and they would not always look there if they were shopping for clothes.

4.11 Comparisons with other Debenhams

Many of the students had visited other Debenhams stores around the country. The Bournemouth store, due to its' size and layout, was not compared favourably with them.

I like Debenhams in general, especially in Reading, I visit it regularly at home... it's a huge store and has escalators rather than shakerty lifts. The layout's far better so there's more space meaning everything's not cramped together; there is clear segmentation of concessions and there is a younger workforce so bringing a younger image to the store; in general it's just more modern (Shaun's interview).

I have been to a number of Debenhams stores and the Bournemouth Debenhams has to be the smallest (Jo's interview).

At my local store back home in Surrey, there's a good Topshop concession and really good shoe department though so perhaps I'm comparing Bournemouth to that store too much! My Debenhams back home has a Miss Selfridge which I always go into, but the Debenhams here in Bournemouth hasn't got it (Antonia's interview).

I don't often go in the Debenhams store in Bournemouth, but in my home town I go to Debenhams more often as there is a Topshop in that store, so I visit it more because sometimes they have different items or sizes than the main store (Antonia's interview).

There is an argument to say that the Bournemouth store is losing student custom purely for being in a location where the main High Street stores occupy their own sites, rather than in towns where they have concessions within Debenhams.

4.12 Advertising

The advertising that Debenhams uses does not appeal to the students. They want to see younger images and more celebrities wearing the clothes.

If they showed through the ads what clothing they had on offer for students it would be good; their adverts usually feature older women in ball gowns which is not really what were looking for (Shaun's interview).

I also think they might benefit from directing some of their advertising more to people my age as a lot of my friends wouldn't even think to shop in there even though they do actually sell products aimed at us (Sophie M's interview).

If Debenhams were to model their clothes on famous 'on-trend' faces and advertise more in magazines, it would get more young people's attention (Emily's interview).

4.13 Discounts

Not giving a student discount meant that the students felt they were not encouraged to shop at Debenhams.

One thing I do know is that they don't offer student discount, which makes a big difference when comparing with another store...By not offering student discount with high prices gives the impression that those of us with little money to spend on attractive clothes are not supposed to be shopping there (Emily's interview).

I am also very influenced by student discounts with the NUS card (Shaun's interview).

If I was borderline on a decision, a student discount will normally persuade me to make the purchase (Alison's interview).

I look more for shops that do student discount and places where I can earn loyalty points such as Boots (Natasha and Sarah's interview).

4.14 Windows

Some of the students asked about the window displays in their interviews. In the main, students do not seem to have noticed them.

Very boring and unimaginative. They are not very colourful unless it's Christmas. Plain mannequins with boring clothes for the middle aged and the very young. Even the white background looks dirty. It definitely needs to be more colourful with more variety, the problem is, it always looks the same (Lizzie's interview).

To be honest I can't really remember, I guess it's always just clothes and stuff in the windows. I don't remember anything specific about them (Clare and Zowie's interview).

...improve the window displays! After all, it is the first thing that everyone sees when they walk past (Lita's interview).

4.15 Staff

Although not specifically part of the research, the staff did receive some mentions. This mainly centred on their availability.

I personally do not like fussy shop assistants however, I have found in the past that when I have needed help that sometimes they seem to go out of their way to be awkward, which has resulted in me getting frustrated and just leaving it for another day or to go some where else (Lizzie's interview).

...not many staff available to offer assistance, which I found unimpressive considering the high footfall of customers (Jo's interview).

I've experienced poor customer service whilst shopping in the Bournemouth store in the past...when I was shopping in the Warehouse department, I was seeking out a member of staff to help me and there was literally no-one in sight other than a security guard (Antonia's interview).

5.0 Findings from final year focus groups

In order to seek a 'second opinion' on what the second year undergraduate Retail Management students found from their analysis, final year fashion marketing students were also included in the research process. Their views offered a slightly 'older' viewpoint on student life, as their ages are, on average, 22-25.

5.1 H! Range

The H! range was shown to them via the Debenhams range information sheet, and by the students viewing the H! range on the website. The students also looked at Henry Holland as a designer, comparing his 'usual' work with the diffused range that has been produced for Debenhams.

The student comments were as follows:

The range looks too young for me...aim at Freshers as they haven't formed their style yet like we have.

Like any diffused range it is a very watered down version of what Henry Holland usually does, isn't it?

Henry Holland in Debenhams?...not sure about that. He's a bit trashy for them isn't he?...Who shops in Debenhams that would buy this range? Maybe teens would I guess; the ones that like Jane Norman & stuff like that.

There are some nice bits but I can't see where they're going with it...who's the customer?

I like it. I've surprised myself a bit. I might buy it online, having seen this, but I just don't shop in Debenhams...wouldn't think to go there.

Where is it going to be in the store? They've got some nice bits but its confusing shopping in there...not like House of Fraser...would've worked better in there (House of Fraser) I think.

5.2 Who is the H! brand customer?

The question of who the customer for H! is was posed to the students, with an emphasis on them being able to create an aligned brand between the three brand personalities of this range (namely Henry Holland, Debenhams and Pixie Geldof). They were tasked with determining how these three distinct personalities would be brought together credibly, and then who would be the customer for such a brand. The students discussed the obvious mismatch between how they perceived Henry Holland and his customer base; how they perceived Debenhams to be and who their 'average' customer was; and lastly whether Pixie Geldof was a 'popular' celebrity role model, and how she fitted into the brand mix. The outcomes of this discussion were:

Henry Holland was described as "*edgy*", "*quirky*", "*very Brick Lane*", "*overstated*", "*fun*", "*bit weird*". The students saw very little correlation between the Henry Holland customer and what they termed as the 'average Uni student'.

Debenhams was perceived as being "*not for us*", "*where my Mum shops*", "*never think to go there*", "*department store...not like House of Fraser*", "*bit old fashioned, maybe*". The students struggled to match Debenhams to the typical Henry Holland customer, or to the student market.

Pixie Geldof was seen as "*headline grabber*", "*famous for what...?*", "*wasn't one of them married & then not...into Indie band singers*", "*just cos they have a famous Dad don't make them famous*".

This said, the result of the discussion did appear to align the Geldof sisters with “*the type of stuff Henry Holland sells*”.

The students acknowledged that a diffusion range may provoke a different customer base than a Designer’s usual range (although it was felt that generally the customer would still need to admire the Designer’s work, to some extent). They came up with a typology of the student that may buy into this type of range as being:

Likes fashion – verges on being fashion forward, is somewhat an ‘opinion leader’ when it comes to fashion, or alternatively a ‘wannabe fashionista’ (a fashion follower);

Likes the music that goes with the Indie scene, but doesn’t necessarily call themselves ‘Indie’ (creates a sub group within the group of students)

‘Skindie’ – “*Indie with a touch of Skins*” (described as the type of student seen on the Channel 4 programme ‘Skins’);

Likes to see themselves in ‘nights out’ pictures, such as in DV8 magazine, or on Social Networking Sites (SNS) (i.e. socially conscious and quite vain).

The overwhelming feeling from all groups was that the marketing focus should be on the H! range, rather than on the Debenhams brand, and should act as an informative promotion about the range primarily. It was felt that pushing out the brand as the primary message would appeal to the student demographic, and that the ‘available at Debenhams’ needs to be the secondary statement to promote student-preferred brands at Debenhams. This would ensure that the audience have already ‘bought into’ the idea before they are able to form an opinion about whether or not they would shop for it in Debenhams (as the research showed that they are not habitual Debenhams shoppers and need to be ‘educated’ as to what Debenhams can actually offer them; it is clear that their current student perception does not match what is actually available).

All of the 8 groups indicated the need for a dedicated student ‘launch party’ of some kind. Only one group suggested that this should be in-store, after hours, though. When the idea was presented to all of the students some groups argued that they would not be attracted to being ‘locked in’ to a store that they did not regularly shop at, as it would be “*out of my comfort zone*”. The success stories of student ‘lock-ins’ in stores were cited to have been during Freshers’ week, and Topshop came across as the main example enjoyed and accepted by students. The other venues suggested for a launch event fell into three broad categories:

Bournemouth University, Arts Institute or Bournemouth & Poole college campuses (suggested by 3 groups).

Bournemouth Square (suggested by 1 group).

A bar in Bournemouth (suggested by 3 groups) – examples of appropriate student bars given were ‘60 Million Postcards’, ‘Klute’ or ‘The Orange Rooms’ (further discussion excluded ‘The Orange Rooms’ as this was considered to be “*too far away to be associated with Debenhams*” (in terms of location) whereas the other bars are situated close to the Debenhams store and suggest a stronger link to the Town Centre economy.

The ideas around the ‘content’ of the launch event were quite similar, suggesting that certain student events are comfortable to the student demographic. The suggestions for details of the event were:

Discount vouchers only for the H! range, valid just for that evening if in-store, or for a very short time frame if the event was out of the store (suggested by 4 groups).

H! ‘goodie bags’, including Debenhams & H! products (nominal value items), or money off coupons (suggested by 2 groups).

A catwalk show at Bournemouth University, AIU, Poole & Bournemouth College, or in the

Bournemouth Square (suggested by 4 groups).

Alongside , or in place of, the catwalk suggestion, 6 groups proposed that students tend to be “*quite vain generally*” and would respond to a competition that enabled them to become “*the face of H!*”. A further group suggested a similar competition to find a “*Geldof lookalike to be the face (of H!)*”. All of the groups made the connection between this idea and the catwalk show, in that the ‘models’ would be the competition winners.

The event should include ‘celebrity’ guests to endorse the range and/or model the clothes (suggested by 3 groups). When probed about what the students deemed as ‘appropriate celebrities’, the responses were as follows:

- . Skins actors
- . Alexa Chung
- . Daisy Lowe
- . The Geldof sisters
- . Musicians from Indie bands (female)

If the promotional night were to be in a local bar, then the assumption was that it needed to be on a student night (when students go out; in the week, not at weekends), have a good drinks promotion (with potential brand link up with H! or Debenhams), and have University/local bands playing in the Indie style to reflect the potential student target customer.

The suggestions for pre-event marketing were as follows:

As already stated, the ‘face of H!’ competition should form a large part of the marketing strategy.

Offline promotion (or traditional marketing methods) focused on promotional posters at Bournemouth University, AIU, Bournemouth & Poole College and Bournemouth Town Centre (suggested by 3 groups to support the event). This form of marketing appears to be a main information medium for students finding out about local events – students had also discussed advertising the event in DV8 or Nerve magazines but when challenged the students admitted to rarely reading such magazines cover to cover (preferring to just ‘look at the photos’).

‘Invitation only’ (either through flyers given out in Bournemouth Town Centre, or through a sign up process online via the website or a social networking site (SNS) such as Facebook or Twitter (suggested by 2 groups).

New media marketing that was suggested focused around promotional activity on Facebook & Twitter, stressing that official ‘groups’ needed to set up (suggested by 5 groups).

Another form of ‘new’ marketing that could be seen as a guerrilla marketing campaign that may be suited to an ‘edgy’ brand like H! was to set up a pop-up store (temporary retail unit) at the University or colleges to further promote both the range and Debenhams (suggested by 1 group).

6.0 Conclusions

The H! by Henry Holland brand was thought to be too young for the University population generally. Students would be prepared to buy some of the range, for instance the blazers, and some of the dresses, but not the jewellery or gym bags. The 'older' students considered that targeting Freshers may be advantageous though, as they have not completely formulated their own fashion opinion and style.

Students were impressed that a top designer, who they had seen in magazines, had a range at Debenhams. They felt that the advertising and promotion was poor though, but this may have been due to the launch not being until 29th March 2010. Promotion was seen as essential as students were unlikely to visit Debenhams to browse for clothes very often without being prompted by a sale or a planned purchase.

Students generally found the store unwelcoming and cramped, preferring a more minimalist approach. They considered the store old fashioned and aimed at a more mature shopper.

7.0 Recommendations

These are the recommendations that the students have suggested.

7.1 Target Market

The students do not feel that the store is aimed at them. They would like to see a cleaner fresher look throughout the store. In order to make them feel welcome. They would like music more suited to their tastes, and younger, more approachable staff in the fashion departments. The issue was raised about who Debenhams consider their core customer to be; and this raised the difficulty of aiming at a younger age group in what the students see as an 'old' person's store.

7.2 Brands

There are a number of brands that the students would like to see in the store, and price is not the overriding consideration if the brand is right.

Diffusion ranges, for a more upmarket image, suggested were:

Vivien Westwood

Marc Jacobs

Chloe

Suggested brands (students wanted something exclusive):

PPQ

ACNE

Superdry

Soul Cal

Bench

Jack Wills

Hollister

Abercrombie and Fitch

Office

Some students suggested Topshop, DP and Miss Selfridge, but these are all available a short distance from the store in Bournemouth.

In order to create the space, students suggested the removal of:

Pineapple (available in Dancemania in the Traingle)

Jane Norman (seen as a 'teen' brand, with a 'chav' image).

7.3 Promotion in general

Students thought that the store should be promoted at club nights and live music events. The most popular radio station was thought to be Radio 1, which is not available for advertising. They did not think that the students listened to the campus radio unless on campus and forced to listen to it (in the student shop and bars).

Displays should be changed on regular basis so that students think that there is something new in store and will therefore visit the store more often (simulating the 'fast fashion', High Street cycles).

Use 'on trend' faces to promote the store in appropriate fashion magazines.

Hold competitions for students only, to show that you value their custom.

It was thought that lock-ins might work if students were made to feel comfortable within the store, but students suggested that only young fashion should be available and they would expect some discount to be offered on the night.

Students think that the online store should be promoted more, and they frequently buy fashion online, notably from ASOS, Topshop and Urban Outfitters, but they also browse online for ideas (frequently visiting recommendation/gossip/trend forecasting sites for fashion tips, such as 'Style.com, 'Perez Hilton', 'Bunny with Fangs' and 'All About Tink', to name some examples).

7.4 Discounts

There were many suggestions about discounts, of varying amounts. The best suggestion was that the store should offer a limited discount, two weeks maximum, on new lines that come into the store. The best timing for this would be that start of term when the loan money arrives.

They also suggested a free gift with purchases over a certain amount or perhaps a point's scheme with rewards.

They did not want to be pushed into having a store card, because of getting into more debt.

They thought a deal of the week on perfume could work well.

They felt that if a discount was offered on production of a NUS card, then they would know that they were welcome in the store.

7.5 Store

The students would like to see a dedicated part of the store for younger brands with the concessions clearly defined. They suggest that a visit to Debenhams is not an experience at present; they recommend a younger fresher feel to the store. They would like the store to be less cluttered and more minimalist. They recommend the use of mirrors on the pillars to try and create more space. They also recommend brighter signage to help them navigate the store.

They would recommend re-branding the store to be more student orientated; one idea was a student kitchen essentials range, which if marketed in September/October could work well.

7.6 Windows

The students suggested that the window displays are not currently working as well as they could, and that they need a different image. It was suggested that students like modern and minimalist, with good lighting and big feature displays. See Appendix G for one example that was submitted. This was aimed at the student market, with a festival theme. It advertised a range of student brands, and is very eye-catching.

Many of the students suggested that H! by Henry Holland would make a good window display because of the bright clashing colours.

7.7 Cafe

The students recommended turning the café into a coffee bar, because they feel there is a need in Bournemouth, particularly with the closure of the facility in Borders. They also suggested having free wireless internet in the Café to attract a younger market (and more custom generally – an example of an older demographic exploiting this can be seen at Haskins garden Centre in Longham).

7.8 H! by Henry Holland

The students are concerned that the brand is not being promoted well enough. They recommend having catwalks at either outside the store or at the Old Fire Station. They would include a raffle with prizes of discount vouchers for the H! brand. They recommend a themed area of the store, so you are more aware of the brand. They suggest moving H! to the ground floor, where the younger fashions dominate, but this may deter people from venturing elsewhere in the store.

Alternatively, discount flyers could be handed out on the ground floor to move customers up through the store.

Appendices

Appendix A Store Image Questionnaire

1. When was the last time that you visited Debenhams, Bournemouth?

| Within the last |
| week |

| 1 - 2 weeks ago |

| 2 - 4 weeks ago |

| 1 - 2 months ago |

| More than 2 months |
| ago |

2. Did you buy anything in store the last time you visited Debenhams, Bournemouth?

| Yes |

| No |

3. If you made a purchase, what did you buy?

4. How often do you visit Debenhams, Bournemouth?

| About once a week |

| About once every 2 |
| weeks |

| About once a month |

| About once every 3 |
| months |

| Less frequently than |
| above |

5. Which floors of Debenhams, Bournemouth do you visit?

| Most visits | Occasionally | Never visited |

|Lower Ground Floor | | | |

|Ground Floor | | | |

|1st Floor | | | |

|2nd Floor | | | |

|3rd Floor | | | |

|4th Floor | | | |

6. Give three reasons why you would visit Debenhams, Bournemouth.

--

|1|

--

|2|

--

|3|

|.|

7. Give three reasons why you would NOT visit Debenhams, Bournemouth.

--

|1|

--

|2|

--

|3|

|.|

8. How many times have you visited the following stores since the new term began in January 2010?

	10 or more times	6-9 times	3 -5 times	Once or twice	Not visited
House of Fraser					
Beales					
Marks and Spencer					
Bhs					
Primark					
T K Maxx					

9. When you visit Debenhams, Bournemouth which of the following departments do you visit?

	Would definitely	Might visit	Unlikely to visit

	visit			
Clothing				
Lingerie				
Jewellery				
Cosmetics				
Shoes				
Cookshop				
Bedding				
Handbags				
Hats and scarves				
Swimwear				

10. To what extent do you agree or disagree with the following statements about Debenhams,

Bournemouth?

	Agree Strongly	Agree	Neither agree or disagree	Disagree	Disagree Strongly
--	-------------------	-------	---------------------------------	----------	----------------------

It offers me a good choice of brands					
--	--	--	--	--	--

It is easy to find brands I like					
--	--	--	--	--	--

I like having lots of brands in the same store					
--	--	--	--	--	--

It has lots of clothes for students like me					
---	--	--	--	--	--

The windows entice me into the store					
--	--	--	--	--	--

--

|It offers top
|designers at good
|prices

--	--	--	--	--	--	--	--

|I would always
|look there if I
|was out shopping
|for clothes

--	--	--	--	--	--	--	--

|It offers good
|value for money

--	--	--	--	--	--	--	--

Finally two questions about yourself.

11. What age are you?

12. What is your gender?

| Male |

| Femal |

| e |

Appendix B Fashion Brands Questionnaire

1. How often do you buy fashion items, clothes, bags, accessories etc?

| Every week |

| Once every 2 weeks |

| Once a month |

| Every 3 months |

| Less frequently than every 3 |
| months |

2. Have you read any of the following magazines in the last two weeks? Tick all those that apply

| Grazi |
| a |

| Hello |

| Look |

| Now |

| OK |

| Sugar |

3. Name three celebrities whose fashion style you would aspire to.

| 1 |

| 2 |

| 3 |

4. Name three fashion designers whose styles you admire.

| 1 |

| 2 |

|3|
|. |

|

5. Have you heard of Henry Holland?

| |Ye|
|s |

| |No|

6. What do you think of Henry Holland's designs?

7. Name the three favourite fashion brands that you buy?

|1|
|. |

|

|2|
|. |

|

|3|
|. |

|

8. To what extent do you agree or disagree with the following statements?

	Agree strongly	Agree	Neither agree or disagree	Disagree	Disagree strongly
--	-------------------	-------	---------------------------------	----------	----------------------

I enjoy shopping for clothes					
---------------------------------	--	--	--	--	--

I enjoy shopping with my friends					
-------------------------------------	--	--	--	--	--

I like to buy designer clothes					
-----------------------------------	--	--	--	--	--

I like to follow the catwalk trends					
---	--	--	--	--	--

I do lots of browsing before I purchase					
---	--	--	--	--	--

I enjoy going to					
clubs and gigs					

I enjoy following					
people on twitter					

I would like to					
own an iphone					

9. How many times have you visited the following stores since the new term began in January 2010?

	10 or more times	6-9 times	3 -5 times	Once or twice	Not visited
Topshop					
Miss Selfridge					
H&M					
Primark					
Zara					
House of Fraser					



| Debenhams

|

|

|

|

|

|

10. Which of the following brands do you think are available in Debenhams, Bournemouth?

	Available	Not sure	Unavailable
Faith			
Warehouse			
Oasis			
Jane Norman			
Lipsy			
Principles by Ben de Lisi			
Star by Julien Macdonald			
Pearce II Fionda			
Rocha, by John Rocha			

Floozie by Frost				
French				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
Choo by Jimmy Choo				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
Mantaray				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
Roxy				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
Fossil				

Finally two questions about yourself.

11. What is your age?

12. What is your gender?

| Male |

| Female |

| e |

Appendix C Edited Assignment Brief

BOURNEMOUTH UNIVERSITY

ASSESSMENT 3 BRIEFING

Course: B. A. Retail Management

Unit: Research Methods... Level: I...

Tutor Christine Harris...

Briefing date: February 2010

Hand in date: Friday 26th March 2010

Background

Debenhams are introducing a new designer brand into their range H! by Harry Holland. The brand arrived in store two weeks ago, and is located on the second floor. At the moment, the store has 70% of the range; the full launch is planned for 29th March 2010. It is envisaged that new stock will be added frequently and it is therefore essential that consumers continually browse. The stock is also available online at Debenhams.co.uk.

They perceive that students in Bournemouth would be an appropriate target market. The issues, as the Store Manager sees it are:

1. Students would not shop in Debenhams for 'young' fashion.
2. Students do not know what brands Debenhams has to offer.
3. Students have no loyalty to Debenhams brands
4. Students view Debenhams as an 'old' store.

On MyBU, a podcast will be made available of the discussion that Corinna and I had with the Store Manager, Andy Birt.

I have split the problem into two parts. Firstly whether students would buy the brand and secondly the problem of getting students into the store. The rationale for splitting the problem into two is to give you a small problem to research in depth. The brief for each is different, but the elements required are the same. The assignment that you have been allocated is shown in Appendix B.

It would be appropriate to visit the store, and have a look at the collection. It is located on the first floor. Please do not contact Debenhams Management directly, if you have any questions please send them to me for forwarding. Debenhams have kindly offered to provide some prizes as a reward for the best assignments. These will be in the form of vouchers, probably redeemable throughout the store.

Assignment A

Aim:

To determine whether students are potential customers of the H! by Henry Holland brand, and how best to promote it in order to maximise profitability in the short and long term.

Questionnaire Objectives:

1. To determine if students match the profile of an H! by Henry Holland shopper
2. to understand their view of Henry Holland
3. To determine brand awareness of Debenhams
4. To determine the major competitors
5. To determine what other brands students buy

Interview Objectives:

To determine how to encourage students to browse the H! by Henry Holland range

To determine how to encourage students to purchase, the H! by Henry Holland range and explore other brands within Debenhams

Assignment B

Aim:

To determine to what extent students visit and purchase from Debenhams, Bournemouth in order to encourage more students to enter the store in the short and long term.

Questionnaire Objectives:

1. To determine how often students visit the store
2. To determine the frequency of purchase
3. To determine which floors they visit
4. To determine what they buy
5. To determine what they like and dislike about the store

Interview Objectives:

1. Identify creative ways that will encourage students into the store
2. To suggest ways in which the total spend could be increased

Interviews

If you prefer the interview can be with a small group rather than an individual, although you will still have to do two if you are working as a pair. You can either conduct the interview by using a Dictaphone, available from the media school, and then produce a transcript. Alternatively, you could try an online interview. If you choose the second option, you need an interviewee who has good literary skills rather than being monosyllabic! Remember that the art of interviewing is to get the interviewee to expand on a theme. Asking why questions, leaving pauses, and neutral comments like 'that's interesting' all help to generate more data for you to work with.

It is suggested that you read at least one book on interviewing before you start, and this may also help with the analysis. The library has a couple of e-books on the subject that are detailed below. Do not however forget physical books on the shelves and journal articles.

Gillham, B., 2005. Research Interviewing; The range of techniques.

Schostak, J., 2006. Interviewing and representation in qualitative research.

Appendix D Celebrities whose style they liked

Celebrity	Number	Celebrity	Number
Cheryl Cole	31	Daisy Lowe	3
Fearne Cotton	21	Leighton Meester	3
Sienna Miller	14	Holly Willoughby	3
Alexa Chung	12	Sarah Jessica Parker	3
Kate Moss	12	Whitney Port	3
Victoria Beckham	11	Jessica Alba	2
Lauren Conrad	10	Misha Barton	2
Pixie Lott	9	Penelope Cruz	2
Lily Allen	7	Alex Curran	2
Jennifer Aniston	6	Kim Kardashian	2
Beyonce	5	Lindsay Lohan	2
Blake Lively	5	Hayden Panitterre	2
Nicole Richie	5	Katy Perry	2
Rachel Bilston	5	Emma Watson	2
Lady Gaga	4	Florence Welsh	2
Audrina Partridge	3	One mention only	32

Three celebrities could be mentioned

Appendix E Comments on the Henry Holland Brand

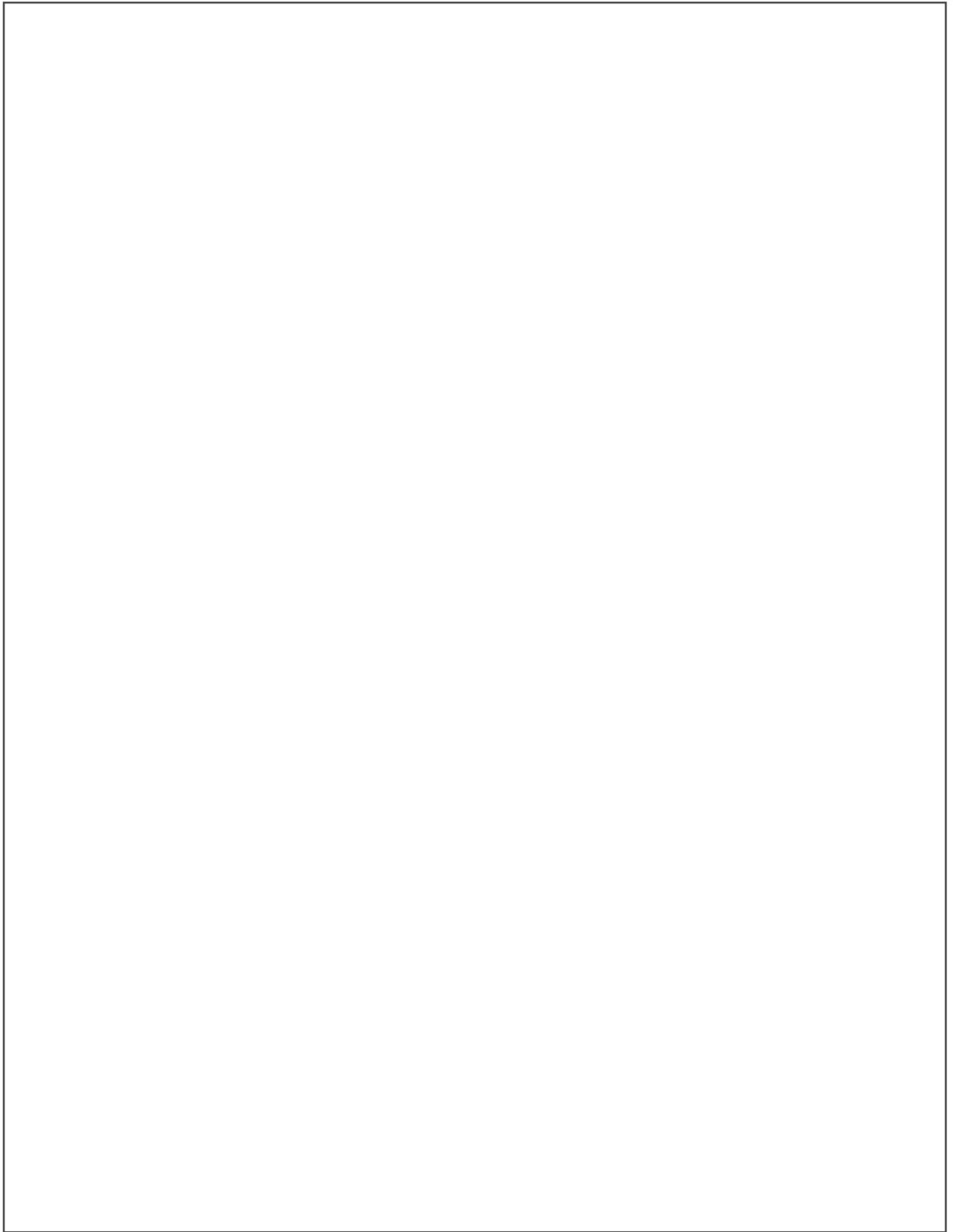
|Clashing of patterns, bright colours
|Clashing of patterns, bright colours
|Colourful, lots of prints. Innovative. Cheeky.
|. I really like his t-shirts designs as they tend to be quirky and he uses some
|really bold colours.
|chosen to include an aspect of purple in most of his clothes
|like the bright colours that are used
|quirky, colourful, fun
|Love them!
|They are bold and innovative
|edgy with an eclectic twist
|fairly quirky but fashionable
|Contemporary, quirky, cool and eccentric
|Fashionable, cool, original
|funky, cool, hip, edgy, underground
|very unique and eccentric
|he has mixed close fitting and loose fitting clothes together as an outfit.
|funky, youthful quite rock 'n' roll!
|Individual and unique
|Young, funky, urban
|quirky, modern and edgy wearable, statement
|Hit and miss - often looks very tacky
|Rarely fit in with other trends and certainly couldn't be called stylish or
|classy.
|unique, trashy, cool
|Personally not a massive fan of his slogan tees
|still got a long way to go but a good 'guide' for young designers starting out
|Quite garish and loud. Kind of 'street' influenced. Not my taste at all as
|don't think it's worth paying loads for items that are don't particularly stand
|out in a good way.
|I would say his designs are aimed at a younger audience.

Appendix F H! by Henry Holland Information

[pic]

[pic]

[pic]



Appendix G Suggested Window Display



Zowie and Clare