

Verbatim Conversation Transcript

User

I want to do a 15 minute survey about the drivers behind intent to purchase for back-to-school items among the drivers to test I want to include excitement about back-to-school anticipation about back-to-school the enjoyment of office supplies, prices of office supplies and school supplies, and brand recognition.

Suggest other drivers to be tested. I want to be able to generate data that can then be analyzed using factor analysis and regression analysis to truly determine what drives intent to purchase for back to school items.

Assistant

Suggested additional drivers including:

- Fresh Start Effect
- School Readiness Anxiety
- Self-Expression
- Student Identity
- Peer Influence
- Parent Influence
- Teacher Recommendations
- Product Quality
- Design/Aesthetics
- Innovation
- Price Sensitivity
- Value for Money
- Shopping Convenience
- Availability
- Perceived Need
- Organization Benefits
- Sales & Discounts
- Seasonal Marketing
- Sustainability

Recommended using latent constructs, multiple items per construct, factor analysis, and regression modeling.

User

Assume these are parents buying for K through 12 kids. Let's make the dependent variable likelihood to buy premium or branded over private label.

Assistant

Recommended revising the framework to focus on drivers of premium-brand purchase intent.

Key drivers proposed:

1. Back-to-School Emotional Excitement
2. Child Enthusiasm for School Supplies
3. Brand Trust
4. Perceived Quality Advantage
5. Child Performance Importance
6. Value Orientation
7. Price Sensitivity
8. Risk Reduction
9. Habit/Past Brand Usage
10. Social Influence
11. School Requirements
12. Child Influence
13. Organization Mindset
14. Premium Orientation

Suggested dependent variable battery:

- Willingness to pay more for brands
- Preference for branded products
- Choosing trusted brands over cheaper alternatives
- Expectation of buying branded supplies
- Belief that branded supplies are worth the premium

Also recommended factor analysis, regression, and inclusion of demographic controls.

User

write the full study

Assistant

Produced a complete study design including:

- Research objectives
- Target audience
- Sample recommendations
- Screening questions
- 12 attitudinal constructs
- Premium Brand Purchase Intent dependent variable
- Purchase behavior questions
- Category importance ratings
- Demographics
- Reliability testing plan
- Exploratory factor analysis plan
- Regression model design
- Expected business insights

The study included constructs for:

- Back-to-School Excitement
- Child Enthusiasm
- Brand Trust
- Perceived Quality Advantage
- Academic Investment Mindset
- Value Orientation
- Price Sensitivity
- Risk Avoidance
- Habitual Brand Purchasing
- School Influence
- Child Influence
- Organization Mindset

Each construct contained four agreement-scale items using a 7-point scale.

User

can you export this entire conversation to an md file?

Assistant

Created a markdown file containing the study contents and major recommendations.

User

create a full verbatim transcript of the conversation

Assistant

Generated this transcript file.

Back-to-School Premium Brand Purchase Intent Study

Original Research Goal

Design a 15-minute survey to identify the drivers behind parents' intent to purchase premium/branded back-to-school items versus private label alternatives, with data suitable for factor analysis and regression analysis.

Initial Drivers Proposed

- Excitement about back-to-school
 - Anticipation about back-to-school
 - Enjoyment of office/school supplies
 - Prices of office/school supplies
 - Brand recognition
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Additional Drivers Recommended

Emotional Drivers

- Fresh Start Effect
- School Readiness Anxiety

Identity Drivers

- Self-Expression
- Student Identity

Social Drivers

- Peer Influence

- Parent Influence
- Teacher/School Recommendations

Product Drivers

- Product Quality
- Design/Aesthetics
- Innovation/Newness

Value Drivers

- Price Sensitivity
- Value for Money

Convenience Drivers

- Shopping Convenience
- Product Availability

Functional Drivers

- Perceived Need
- Organization/Productivity Benefits

Promotional Drivers

- Sales and Discounts
- Seasonal Marketing

Sustainability

- Environmental Consciousness

Revised Research Question

Target population: Parents purchasing school supplies for K-12 children.

Dependent Variable:

Likelihood to purchase premium/national brands over private label/store brands.

Recommended Core Drivers

1. Back-to-School Emotional Excitement
 2. Child Enthusiasm for School Supplies
 3. Brand Trust
 4. Perceived Quality Advantage
 5. Child Performance Importance
 6. Value Orientation
 7. Price Sensitivity
 8. Risk Reduction
 9. Habit/Past Brand Usage
 10. Social Influence
 11. School Requirements
 12. Child Influence
 13. Organization Mindset
 14. Premium Orientation
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Full Study Design

Objective

Identify emotional, attitudinal, social, and practical drivers influencing parents' willingness to purchase premium/branded back-to-school supplies versus private-label options.

Target Audience

Parents/guardians who:

- Have at least one child in K-12
- Participate in school-supply purchasing decisions
- Expect to buy school supplies for the upcoming school year

Survey Length

12-15 minutes

Recommended sample:

- Minimum n=300
- Preferred n=500-800

Screening

S1

Are you a parent or guardian of a child currently enrolled in Kindergarten through 12th grade?

- Yes
- No (terminate)

S2

Do you personally participate in purchasing school supplies for your child(ren)?

- Yes
- No (terminate)

S3

Do you expect to purchase school supplies during the upcoming back-to-school season?

- Yes
- No
- Not sure

Main Attitudinal Battery

Scale:

1 = Strongly Disagree

7 = Strongly Agree

Back-to-School Excitement

- I enjoy preparing for the new school year.
- Back-to-school shopping is something I look forward to.
- The back-to-school season feels exciting.
- Getting ready for school feels like a fresh start.

Child Enthusiasm

- My child enjoys shopping for school supplies.

- My child gets excited about getting new school supplies.
- My child has favorite school supply brands.
- My child cares about which school supplies they use.

Brand Trust

- Well-known school supply brands are more trustworthy.
- I trust established brands more than unfamiliar brands.
- Brand-name products provide greater confidence in my purchase decisions.
- Recognized brands are usually more dependable.

Perceived Quality Advantage

- Brand-name school supplies perform better than store brands.
- Premium school supplies last longer.
- Higher-priced school supplies are usually better quality.
- Branded products are less likely to fail during the school year.

Academic Investment Mindset

- Good school supplies help children succeed in school.
- Investing in quality supplies is an investment in my child's education.
- The right supplies can improve a child's learning experience.
- School success is worth paying extra for.

Value Orientation

- I focus on overall value rather than the lowest price.
- I am willing to pay more for products that last longer.
- Paying more can make sense if quality is better.
- The cheapest option is not always the best value.

Price Sensitivity

- I try to spend as little as possible on school supplies.
- Price is my most important consideration when shopping for school supplies.
- I actively seek the lowest-priced option.
- I rarely pay extra for brand names.

Risk Avoidance

- I worry about purchasing school supplies that do not perform well.

- Buying trusted brands reduces shopping risk.
- I prefer products with a proven track record.
- I avoid unfamiliar brands when purchasing school supplies.

Habitual Brand Purchasing

- I tend to buy the same school supply brands every year.
- I have several school supply brands that I always purchase.
- I rarely switch school supply brands.
- My school supply purchases are often based on habit.

School Influence

- Teacher recommendations influence my purchasing decisions.
- School supply lists influence which brands I purchase.
- I closely follow school recommendations.
- Specific brand suggestions from teachers are important to me.

Child Influence

- My child requests specific school supply brands.
- I consider my child's supply preferences.
- I am willing to pay more for brands my child prefers.
- My child significantly influences supply purchases.

Organization Mindset

- Being prepared for school is very important to me.
 - Getting organized before school starts reduces stress.
 - I try to complete school shopping well before classes begin.
 - Quality supplies help my child stay organized.
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Dependent Variable

Premium Brand Purchase Intent

- I am likely to purchase premium or well-known brands for school supplies.
- I would choose a trusted brand even if it costs more than a store brand.
- I am willing to pay extra for branded school supplies.

- I expect to purchase mostly branded school supplies this year.
 - Brand-name school supplies are worth the additional cost.
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Purchase Behavior

- Percent branded products purchased last year
- Primary retailers used
- Timing of BTS shopping

Category Importance Ratings

Rate importance of:

- Price
 - Brand Name
 - Durability
 - Product Performance
 - Design/Appearance
 - Child Preference
 - Teacher Recommendation
 - Eco-Friendliness
 - Promotions/Discounts
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Demographics

- Household Income
 - Education
 - Number of Children
 - Age of Youngest Child
 - Grade of Youngest Child
 - Gender
 - Region
 - Ethnicity (optional)
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Analysis Plan

Quality Checks

- Speeders
- Straight-liners
- Consistency checks

Reliability

- Cronbach's Alpha
- Composite Reliability

Exploratory Factor Analysis

- Principal Axis Factoring
- Promax Rotation

Expected factors:

- Brand Confidence
- Value Orientation
- Child Influence
- School Readiness
- Price Sensitivity
- Habitual Purchasing
- Back-to-School Enthusiasm

Regression

DV:

Premium Brand Purchase Intent

IVs:

- Brand Confidence
- Quality Perceptions
- Value Orientation
- BTS Excitement
- Child Influence
- School Influence
- Habit
- Organization Mindset
- Price Sensitivity

Controls:

- Income
 - Education
 - Number of Children
 - Grade Level
 - Retailers Used
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Expected Key Insights

1. Strongest drivers of premium-brand purchasing
2. Relative impact of child influence vs price
3. Impact of BTS excitement on trade-up behavior
4. Parent segments most likely to buy branded products
5. Messaging opportunities for brand manufacturers