

Lululemon Deliverable 2

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Executive Summary

- Brand Attributes
- Strengths and Weaknesses
- Attitudes, Satisfaction, and Intentions
- Marketing Strategy Implications
- Attitude Connections
- Conclusions

Brand Attributes: Lululemon vs. Competitors

- **Brand Beliefs (Lululemon):**

- **High Perceived Quality:**
Recognized for premium materials and craftsmanship.
- **Stylish Activewear:** Appeals to a fashion-conscious audience.
- **Health & Wellness Lifestyle:**
Aligns with an aspirational, active lifestyle.

Attribute Importance:

- **Key Consumer Priorities:**
 - **Quality:** High significance (Lululemon excels).
 - **Affordability:** Moderate significance (Lululemon struggles due to high pricing).
 - **Inclusivity:** Growing importance (Lululemon is behind competitors like Nike or Adidas).

Brand Attributes: Lululemon vs. Competitors cont.

- **Nike:**

- Broader inclusivity and affordability.
- Equally strong in quality but focuses more on innovation.

- **Adidas:**

- Offers diverse product lines (including casual wear).
- Strong in online presence and frequent promotions.

- **Gymshark:**

- More affordable and inclusive.
- Appeals to younger, price-sensitive demographics.

Opportunities for Lululemon:

- Expand inclusivity efforts to match competitors.
- Introduce mid-tier pricing options or frequent sales.
- Build a more diversified product range to attract a broader audience.

Strengths and weaknesses

- Strengths:
 - High perceived quality
 - High likelihood of repeat purchases
- Weaknesses:
 - Lack of men's options
 - High prices
 - Low accessibility
 - Low inclusivity
 - Infrequent sales

Attitudes, satisfaction, and intention

- Lululemon is perceived mostly for sports and athleticwear, and people are generally aware of the range of their product line
- Inclusivity efforts are perceived as only slightly above average
- Quality and style are important factors in a consumer's decision to make a purchase, and high quality was called out as a factor in Lululemon's favor.
- Lululemon has a strong hold in the activewear market; to increase sales further it might be best to focus on advertising as a more general clothing brand rather than focusing on activewear

Attitudes, satisfaction, and intentions cont.

- The survey portrayed mostly neutral to higher end satisfaction but there is a statistically significant level of dissatisfaction.
- This implies that while Lululemon is satisfying most consumers, the consumer experience either doesn't stick out in the customer's mind, or there some underlying issue that hasn't been addressed
- This underlying issue is likely related to the lack of options for men, grievances about high prices and infrequent sales, as well as a perceived lack of availability, referring to physical locations as seen in suggestions on what Lululemon could do better in the survey.

Attitudes, satisfaction, and intentions cont.

- Most consumers shop in-store but there is a significant amount of online shoppers
- Data suggests while people shop online more often in general, when it comes to Lululemon, they are choosing to come in store more frequently, meaning that either the in-store experience is good, which is most likely not the case due to unimpressive satisfaction rates, or that we should strengthen online presence to match competition.

Implications for marketing strategy

- **Key Implications:**

- Multi-attribute attitudes shape overall brand perceptions:
 - **Positive Attributes:** High-quality, stylish activewear.
 - **Negative Attributes:** Limited inclusivity, high pricing, lack of men's options.

- **Action Points:**

- Strengthen inclusivity and diversify product lines.
- Address pricing concerns through targeted promotions or sales events.
- Boost online presence to compete with e-commerce trends.

Multi-attribute attitude, overall attitude, satisfaction, and intention connections

- Multi-attribute attitude informs the overall attitude.
 - Positive Attributes: High-quality and stylish activewear resonate strongly with consumers, boosting their perception of value.
 - Negative Attributes: Limited inclusivity, high pricing, infrequent sales, and a lack of men's options dilute overall appeal.

Multi-attribute attitude, overall attitude, satisfaction, and intention connections cont.

- A positive overall attitude contributes to higher satisfaction.
 - The positive perception of quality and style leads to a generally favorable overall attitude.
 - However, dissatisfaction with inclusivity, pricing, and availability weakens this perception, creating a "neutral to slightly positive" sentiment.

Multi-attribute attitude, overall attitude, satisfaction, and intention connections cont.

- Satisfaction heavily influences intention to repurchase or recommend the brand.
 - Positive overall attitudes often translate to higher satisfaction.
 - For Lululemon:
 - Satisfaction levels are mostly neutral to high-end, implying a decent but not exceptional experience.
 - Dissatisfaction stems from unmet expectations in inclusivity, pricing, and store availability.

Conclusions

- **Key Takeaways:**

- **Strengths:**

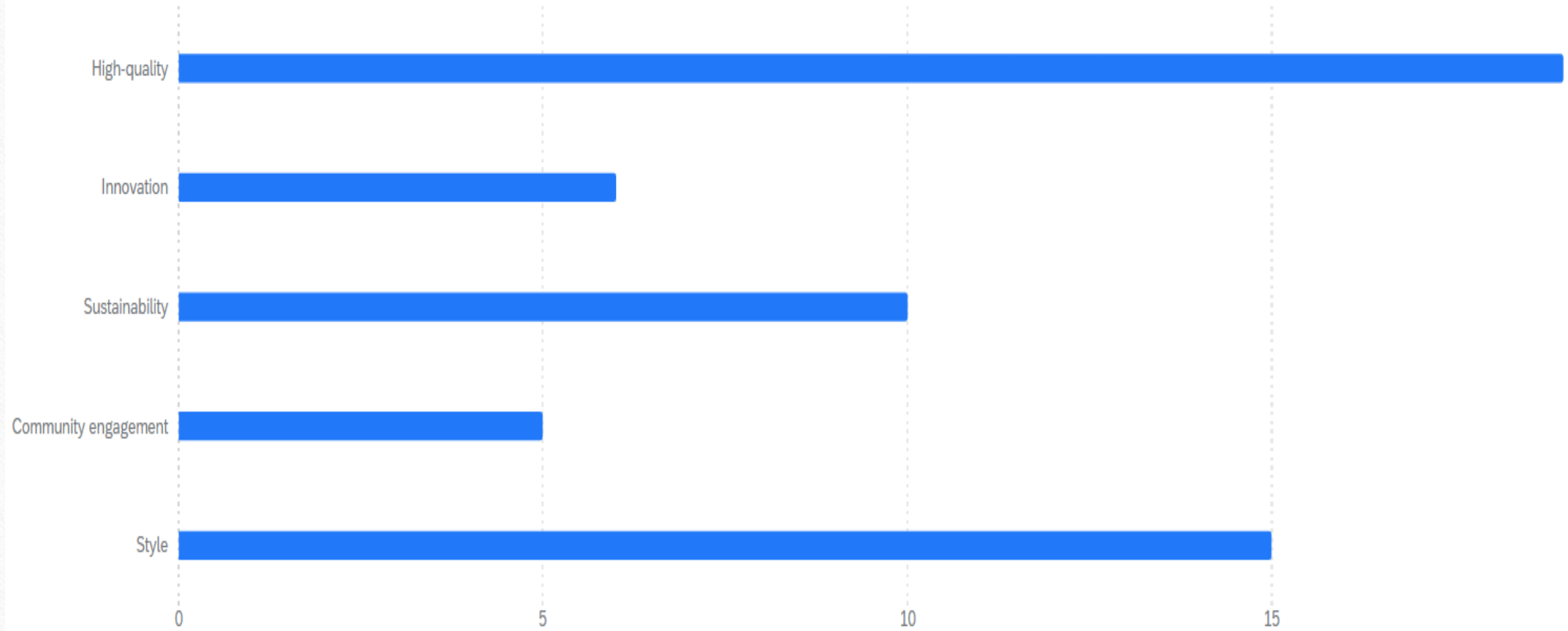
- Lululemon excels in perceived quality and style, establishing its position as a premium brand in the activewear market.
- High repeat purchase likelihood among loyal customers reinforces its brand loyalty.

- **Weaknesses:**

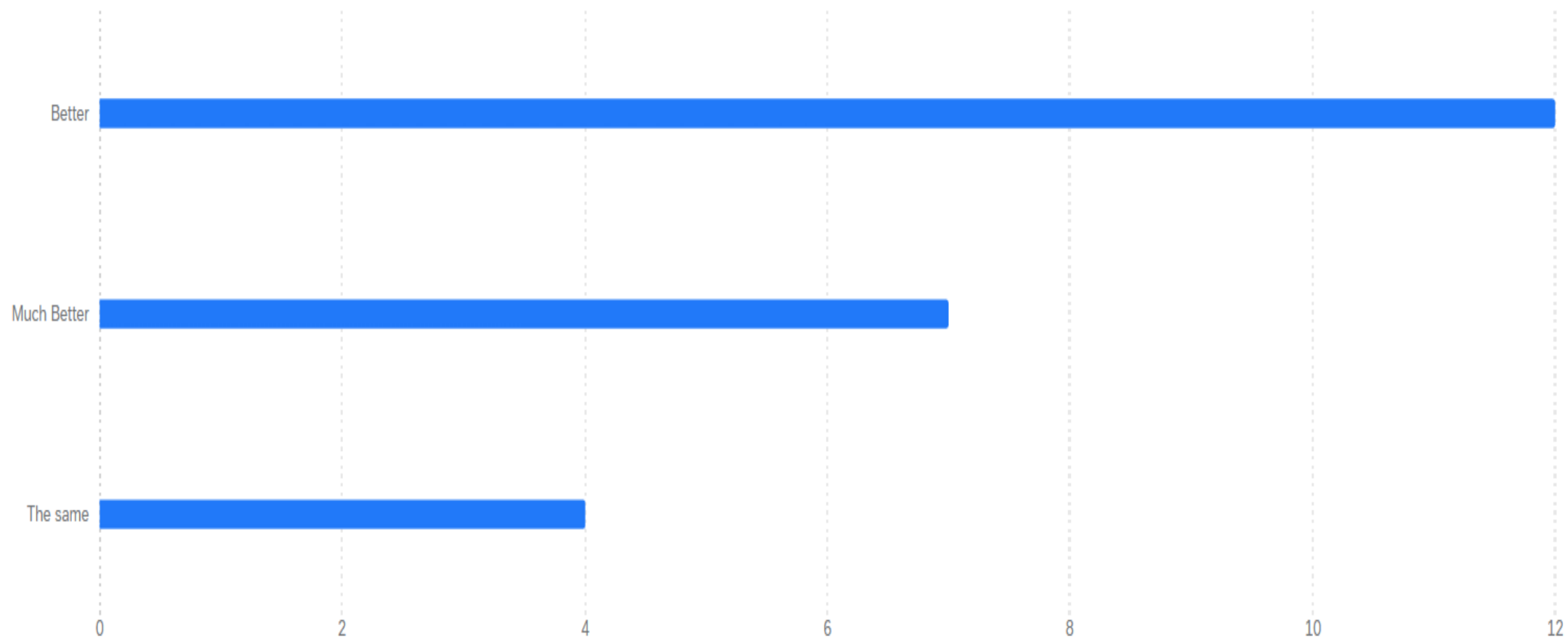
- Limited inclusivity and lack of men's options hinder market expansion.
- High pricing and infrequent sales alienate price-sensitive consumers.
- Unimpressive satisfaction rates suggest underlying issues in customer experience.

To remain competitive and grow its market share, Lululemon must balance its premium positioning with greater inclusivity, affordability, and accessibility, while leveraging its strong brand image and product quality.

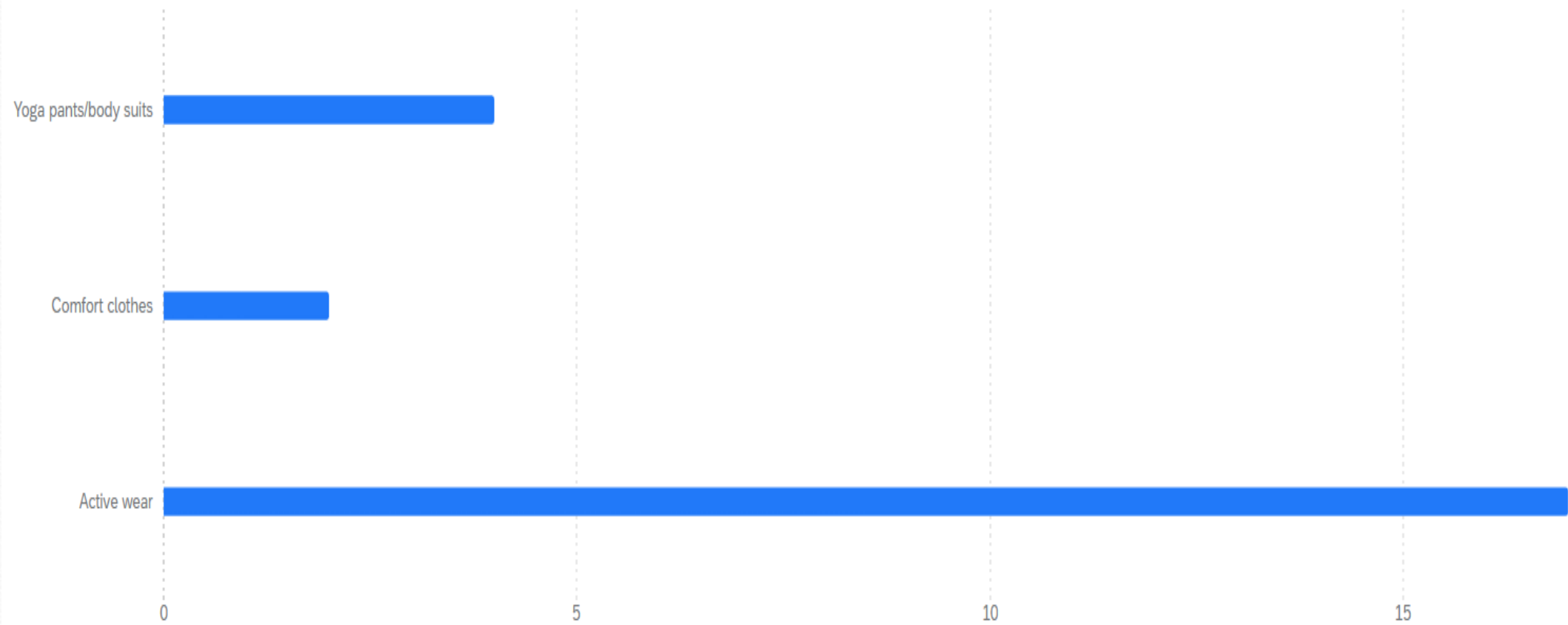
What do you associate most with Lululemon? Select all that apply. 23 ⓘ



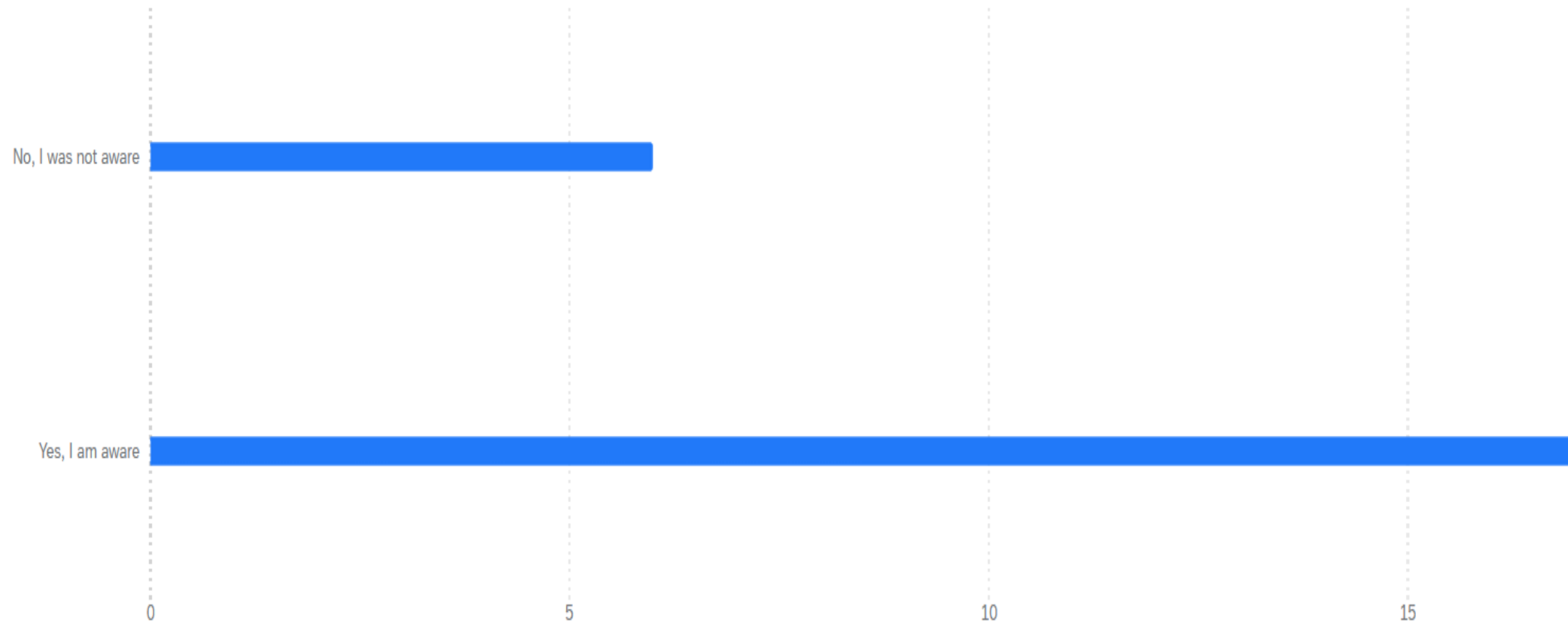
How do you perceive the quality of Lululemon's products compared to competitors? 23 ⓘ



When thinking about Lululemon, what product comes to mind 23 ⓘ



Are you aware lululemon sells men and women's clothing? 23 ⓘ



How would you rate your overall satisfaction with Lululemon? 23 ⓘ

