

lululemon

+ *Olympics*

Research by:

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lululemon introduction

lululemon is a global leisurewear company founded in 1998 in Vancouver, Canada. The brand's mission is centered on helping individuals feel their best physically, mentally, and socially. They emphasize innovation, quality, and long term relationships with consumers.

lululemon partnered with Team Canada in 2021 to become the official outfitter for the Olympic and Paralympic teams through 2028. They also partnered for the Milano Cortina 2026 Winter Olympics. The Olympics provide an opportunity for lululemon to increase their brand and strengthen their image.

lululemon is currently facing a significant challenge in decline in sales and stock performance. Other companies have become more popular by offering lower prices and trendier styles.



lululemon Research Question:

Our research focuses on understanding how consumers perceive lululemon's Olympic partnership and whether it influences their attitudes toward the brand

This research will help provide insight into how lululemon can better market to its target audience.



Focus Group

Method

We conducted an in-person focus group at Auburn University that lasted approximately 39 minutes. During the session, participants viewed lululemon Olympic-related content, and the discussion was recorded with note-takers present

Sample Description

Our sample consisted of nine undergraduate students who volunteered to participate. The group was primarily female and mostly juniors, and participants were recruited by the research team with cookies offered as an incentive.

Key findings and implications

Participants consistently identified price as the biggest barrier to purchasing lululemon products, while also recognizing quality as the brand's greatest strength. Despite higher prices, many participants expressed strong loyalty due to the brand's durability and comfort. These findings suggest that Lululemon should emphasize its value and quality while addressing price concerns to better connect with college-aged consumers.



Survey

Method

We used a survey method to collect data on students' perceptions of lululemon and its collaboration with the Winter Olympics, while also using a convenience and volunteer sampling method, meaning participants chose to take the survey on their own. Our sample mainly consisted of undergraduate students, since that group aligns closely with lululemon's target audience.

Sample Description

Our group received survey responses through convenience sampling. We sent our survey to friends and family who were willing to participate in our survey. Our survey also used volunteer sampling since some people who took the survey received extra credit points for doing so.



lululemon

Survey

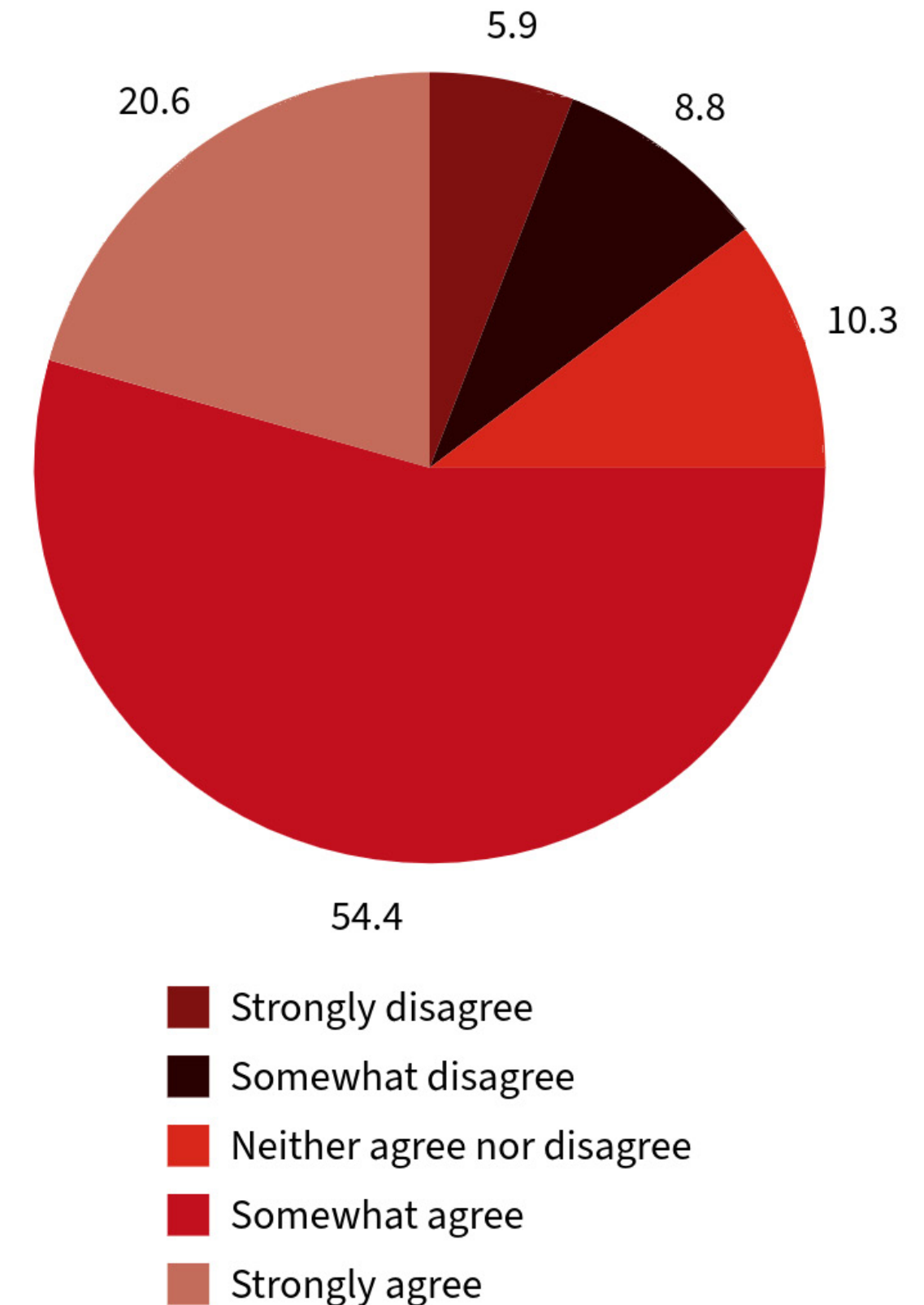
Descriptive finding and hypothesis test results

Respondents rated their agreement with the statement "Influencers affect my athletic clothing purchases." The majority of respondents (54.4%) said they "somewhat agree" with the statement, 20.6% said they strongly agree with the statement, 10.3% said they neither agree or disagree, 8.8% said they somewhat disagree and 5.9% said they strongly disagree. Overall, we can conclude that approximately half of our survey participants are moderately affected by influencers when purchasing athletic clothing.

Implications

1. Lululemon should continue tailoring their products to both genders as there was no significance between one gender purchasing them over the other
2. Continue conducting authentic collaboration with brand and influencers

Please rate your agreement with the following statements.
Influencers affect my athletic clothing purchases.





Conclusion

Recommendations for client- continue to build relationships with influencers and other brands to enhance marketing and gain more customers.

Strengths- ample amount of participants, statistical significance within our findings, mix gender responses

Weaknesses- only certain demographic, more information about team vs. influencer collaborations.

Future Research- For future studies, researchers should focus more on the age and gender demographics of this study to see how lululemon's marketing affects purchasing intentions for both men and women of all ages and how collaborations play a role in that.

