



The Mix

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Executive Summary

The Mix is a women's clothing boutique that opened its doors in Auburn on Sept. 1, 2023, joining the eight other established boutiques within walking distance of Toomer's Corner. The boutique was originally opened in Mobile, AL by Caroline Ward in 2019 with the goal of providing New York Style clothing in a small town like Mobile. The Mix's mission is to provide a mix of styles, sizes and prices for women of all ages. Our client for this semester is Abbey Armbruster, manager of The Mix here in Auburn, and she believes that The Mix is designed for women of all ages and of all different styles.

This semester, our overall goal was to discover how The Mix can gain more exposure in the Auburn community, while also engaging with their target market and customers. The research included conducting a survey of women in the Auburn-Opelika area, allowing 4 days for response collection.

This survey was released on Nov. 10, 2023, through the Auburn Qualtrics Survey System.

It is composed of 15-19 questions, depending on the respondent's choices, which include screener, demographic, Likert-type, open-ended, semantic differential, nominal and ordinal-type questions. Our group members shared the survey with friends, organizations, and Auburn-Opelika area neighborhood apps. There were 100 total respondents, 95 of which consented to participate and passed the screener questions.

Some of our findings from the survey conducted were that while 56% of respondents had heard of The Mix, 76% had never visited the store. Furthermore, of the 24% that had visited the store, the majority noted that their first impression of the store was high prices, which was somewhat to very important to 95% of respondents. As a result of our findings, we recommend

that The Mix build a presence on Auburn's campus, aiming their social media, specifically Instagram, towards encouraging their target market to visit the storefront, potentially through offering deals and sales or by highlighting more affordable pieces, as the biggest concern from respondents is the prices at The Mix.

Literature Review

The Mix is a Mobile, AL originated boutique that carries clothing, accessories, and other retail items. After just opening its second location at the beginning of Auburn University's 2023 football season, The Mix has become the newest boutique in the Auburn area, an area that is already home to numerous, well-established boutiques and local shops. As The Mix begins operations in Auburn, the boutique has hopes of gaining more exposure in the Auburn community and increasing engagement with their target market, which proposes a challenge in light of the competition presented from other boutiques located just steps away from The Mix. To continue our research on how The Mix can cultivate customers and stand out amongst the other boutiques, we are looking at studies done by Access Development, Score, The Association for Consumer Research, and The University of Mississippi.

Access Development conducted a national survey that evaluated the relationship between proximity and consumer purchasing habits. The results of the research revealed that with the competition of online shopping, people are not willing to go out of their way or far from their home in order to make everyday purchases. The survey concluded that, "80% of the U.S. disposable income is spent within 20 miles of their home," making the location of a business of great importance when it comes to sales (Toyn, 2021). The study also showed that 93.2% of consumers typically travel less than 20 minutes to make their everyday purchases but are willing to travel closer to the 20-minute mark for clothing and other apparel (Toyn, 2021). Overall, consumers want to be closer to their favorite retailers, giving a centralized shop such as The Mix leverage to be successful in sales due to their proximity to homes and businesses. In addition to the appeal of proximity, in a study conducted by Score, it was discovered that a high percentage of consumers prefer to shop locally. In fact, the study found that 72% of buyers

are willing to pay more “to get the quality service they believe local businesses offer” (Lesonsky, 2022). Specifically, nearly 100% of those surveyed reported the personalization of the experience of shopping locally to be appealing, which is one of the qualities The Mix prides itself in demonstrating by offering sizes and prices for every woman and having an owner that stays involved in her stores (Lesonsky, 2022).

The Association for Consumer Research conducted a study to examine the effects of the environment inside of a store on consumers, proving store culture to be just as valuable as the physical location. The study did this by detailing the impact of different components of a store, such as the layout, fitting room design, lighting, and wait times during checkout, on consumers’ behavior. All of these were proven to emit some emotional outcome from consumers, good or bad, and according to the study, “different emotional outcomes lead to different behavioral responses, such as how long shoppers spend in the store, and how much money they spend” (Lam, 2001). Additionally, the research states that “consumers’ impression of the store environment can influence their retail patronage decision (store choice or choice of a shopping area for visit) over a period of time,” making a store’s atmosphere a crucial part of its success in building customer loyalty (Lam, 2001). This information could be beneficial to Mix in understanding early on if their current store layout is a positive experience for customers.

While the ambiance and culture of a store can draw in customers, so can social media. A study conducted by the University of Mississippi explored the ways social media impacts fashion consumption, specifically among the female, college-age demographic. In the study, they asked its participants “Have you ever purchased a product IN A STORE because of something you saw on social media?” In response to this question, 60.4% of respondents said “yes”, supporting the idea that a social media presence is important for boutique stores in this highly technological

culture (McCarthy, 2013). Regarding boutique businesses themselves, social media is a means in which they can allow people to feel as though they are “a part of the company” and are “in the loop with the happenings before anything really goes mainstream” (McCarthy, 2013). Having an online presence is not enough to make someone make a purchase, but allowing for an advertising opportunity through social media opens an outlet for consumers to become aware of boutique stores and have a reason to go and shop at them. This information can be very beneficial to a store like Mix to understand the importance of substance in its social media strategy, as well as how to utilize it to achieve their goals.

These studies prove that there are many factors that can have an impact on consumers' shopping choices, including proximity, the appeal of shopping local, store environment, and online media presence, all of which The Mix can appeal to in some capacity. The Mix exemplifies these factors by being in the heart of downtown Auburn, being owned by an Alabama native, having a trendy and inviting atmosphere, and running a strong online store, however, not all of these components may be influential to Auburn women specifically. In order to determine what about The Mix will truly make them stand out among their competition and allow for more exposure, it is important for us to gain insight into which of The Mix's attributes, among the ones discussed above, are most important and appealing to women in Auburn specifically. This will allow us to find out which tactics will be most effective with The Mix's target audience, allowing The Mix to gain the exposure and local customer base it is seeking.

Media Analysis Audit

I. Introduction

The Mix is a high-end, trendy boutique that offers stylish clothing options for women. Founded in 2019 by Caroline Ward in Mobile, Alabama, the boutique has experienced continued success, opening its second location in Auburn, Alabama, in September 2023. The Mix also has an online storefront, allowing shoppers to purchase their items from anywhere in the world. Offering a variety of clothing, shoes, accessories, decorations and gifts at different price points and styles, The Mix claims to cater to women of all ages. Furthermore, although the boutique offers big city styles and high-end price points, The Mix successfully combines its trendy and small-town Southern styles to create a unique shopping experience for its customers. Brands offered include name-brand designers and lesser-known clothing brands, effectively appealing to women with different style preferences. The boutique's mission statement is to, "create a store with something for every woman. A mix, you could say, of styles, prices, and sizes" (The Mix, 2023). Additionally, founder and owner Caroline Ward ensures that The Mix continues to create an authentic shopping experience for customers by running the store and wearing its clothing. Overall, this woman-owned business strives for authenticity and caters its clothing selection with the best interests of all women in mind.

II. Audit Diary

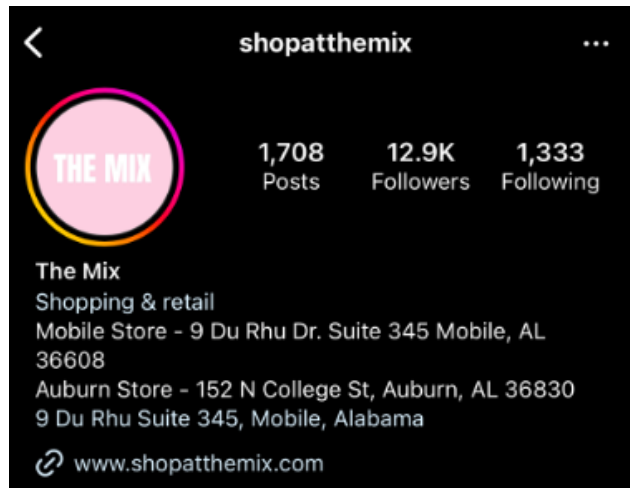
- **October 17th, 2023:** Our team met to discuss The Mix's website, Facebook, Instagram, TikTok, and Pinterest. We discussed the project, and our goals and researched more about The Mix.

- **October 17th, 2023:** We discussed The Mix's traditional media usage with an employee at The Mix in order to gain insight into any flyers, emails or newsletters they have implemented since opening in Auburn.
- **October 18th, 2023:** Our team looked over The Mix's social media pages and calculated the number of likes, shares and overall engagement.
- **October 19th, 2023:** Our team met to finalize the Media Audit and observe The Mix's social media pages one last time.

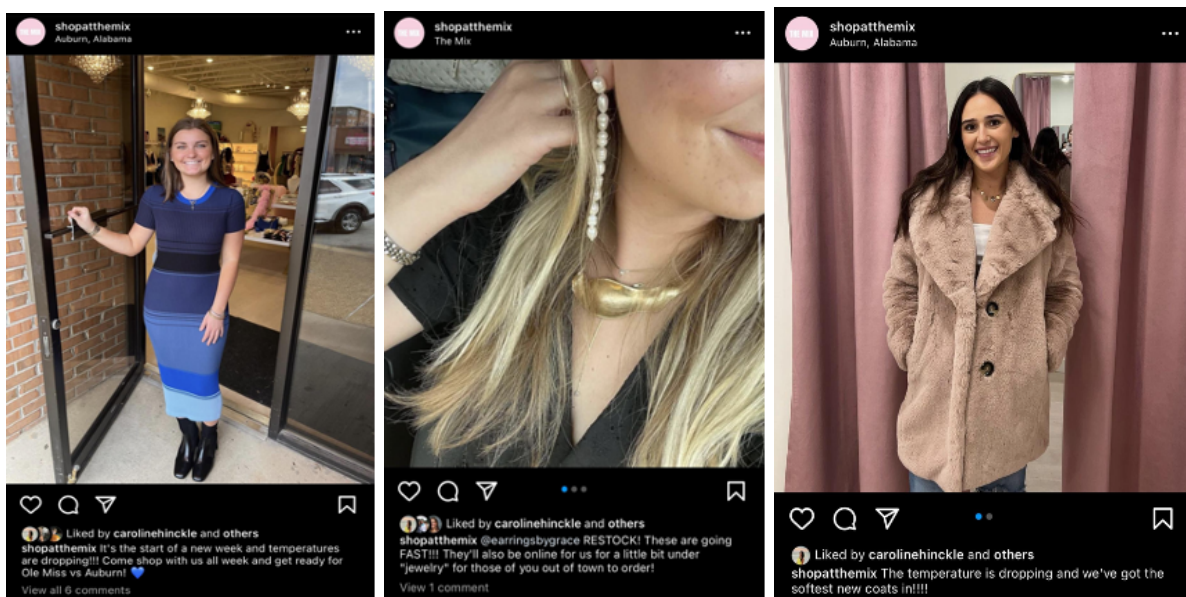
III. Methodology

When conducting research for this media analysis, we first observed all of the social media platforms in which The Mix has established a presence on. These platforms included Instagram, Facebook, TikTok, and Pinterest. Outside of these social media platforms, The Mix also has a well-developed website that customers can visit and utilize for shopping. Below is an audit diary detailing the observations and research we conducted:

Instagram is The Mix's most popular social media platform, with the business having 12.9k followers. The Mix does not appear to have a set posting schedule on any of their platforms, however, in our research, we discovered that the business does post content on Instagram very consistently. There are posts made almost every day, if not every other day, with additional frequent story posts.

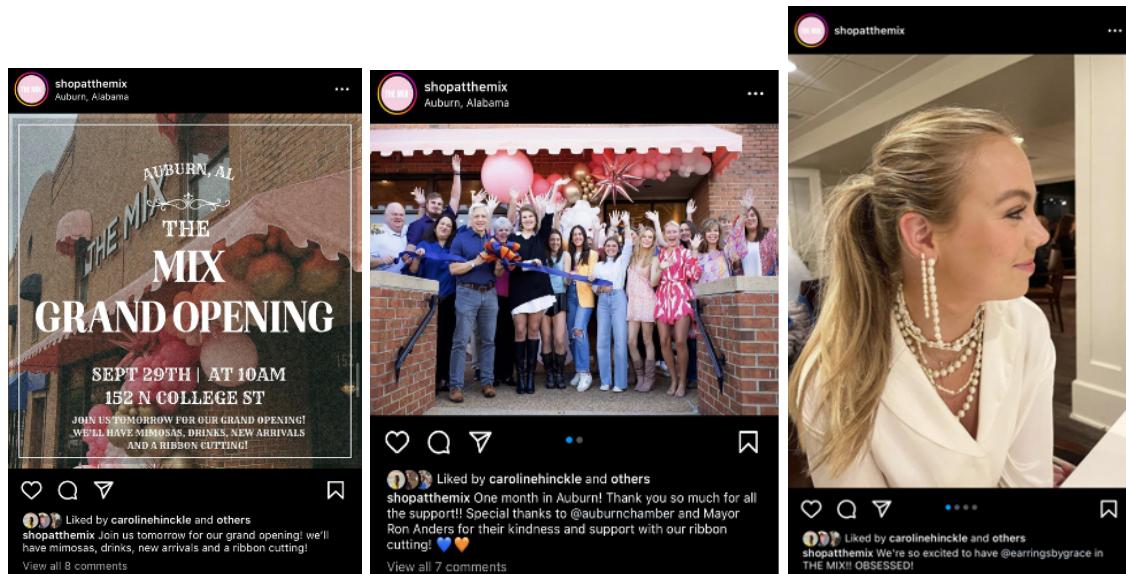


The majority of The Mix’s content on Instagram highlights the clothing and accessory items that they have in their store. This includes restock notifications, gameday inspiration, new items and other pieces that The Mix wishes to share. Below we have attached examples of these posts from The Mix’s Instagram page:



Despite having thousands of followers, our observations of The Mix’s Instagram content in recent weeks revealed that they are garnering under 100 likes and no more than five to six comments on average. There are some recent posts, however, that received more engagement

than The Mix's average content. The posts included information regarding The Mix's grand opening, as well as a new brand announcement. These posts are included below:



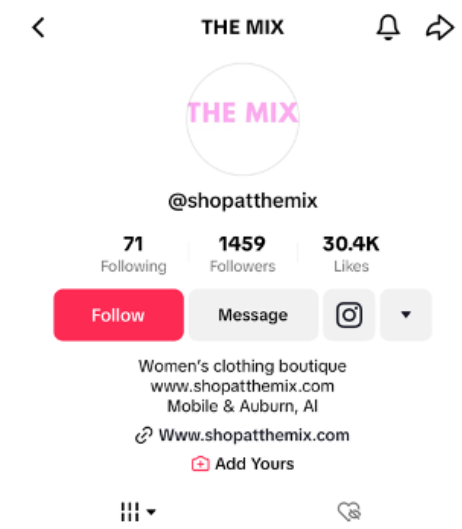
We also dove into The Mix's Facebook. On The Mix's page, there are links to the official website, an email and the company's phone number, as well as the address to their storefront in Mobile. Their Facebook page has 1,500 followers and 1,400 total likes. Each post has an average of zero to six likes, zero to six comments and less than three shares. Recently, The Mix has not been active on Facebook since their last post on August 24th, 2023:



Similar to what we observed on Instagram, the reactions and comments on Facebook are low, considering the number of followers their page has. Additionally, some comments are actually from spam accounts and not real customers. Below is a look at a typical Facebook post from The Mix:



In addition to Instagram and Facebook, The Mix also has a TikTok page. On their TikTok page, The Mix has 1,459 followers and 30,400 total likes. In their bio, they have their two locations and their official website linked.



Since the start of September, The Mix has become more active on TikTok posting at least once a week, doing unboxings, outfit inspiration, a tour of the new Auburn location and highlighting new store arrivals. Their average engagement on posts is approximately 25 likes, two comments, less than three saves and less than two shares per video, as seen below:



In addition to looking at The Mix’s social media pages, we looked for traditional media as well. With the grand opening of their Auburn location earlier this semester, we discovered a few editorials and features from Opelika-Auburn News and Auburn Tourism. These articles talk about the history of The Mix and its goals of bringing a new boutique to Auburn. Along with the articles from the Auburn area, there is also traditional media surrounding their Mobile location. In 2021 Business Wire wrote an editorial surrounding The Mix and their owner Caroline. The Mix does not have a blog on their website.

The last form of media that we discovered after speaking with an employee at The Mix is the use of text messages and email marketing. These tactics allow for customers to sign up to receive updates from The Mix regarding sales, restocks and other updates.

Overall, it appears that while The Mix posts regularly and has well-established followings, they are not garnering much engagement on any platform. Across the board, The Mix has low like and comment counts, much lower than you would expect to see on an account with over 10,000 followers. With that said, The Mix has a strong website and communicates with customers through texts and emails regularly.

IV. SWOT Analysis

Strengths

- The Mix has a variety of clothing for women with a wide range of prices, which allows for there to be something for everyone.
- The Mix has an online storefront and two in-person locations for people to shop at.
- They sell name-brand items, unlike many other boutiques.
- They have accounts on multiple different social media platforms such as Instagram, Facebook and TikTok.
- They post 3-5 times a week to showcase new items in-store and stay active with their followers.
- They are very active on Instagram with 12.9K followers, making them very interactive with one of their main target audiences.
- They sell home decor and gifts, offering more of a variety of items throughout their store.
- Their store locations are in heavy foot-traffic areas.

- They have a storefront in Mobile, Alabama, so more people could have known of their reputation and store items.
- They carry game day clothing items and decor.
- They are open every day of the week.

Weaknesses

- They are a new store in the area, so they have yet to establish a name for themselves.
- Many of their products are not affordable for their college-aged audience.
- They do not stay active on some social media outlets such as Pinterest.
- They have a higher price point compared to other boutiques in the Auburn area.
- They have a low inventory of items such as gifts and accessories.

Opportunities

- Host events to bring awareness to the new boutique location in Auburn, Alabama.
- Work with sororities at the university in order to bring in more awareness.
- Become consistently active on all of their social media channels.
- Work with the city and become a part of the events hosted in downtown Auburn.
- Evaluate their price point to see if they are compatible with prices in their area.
- Offer incentives to come in the door on high foot traffic days such as game days.

Threats

- There are 8 other boutiques in the downtown Auburn area.
- Most of the other boutiques such as Charming Oaks offer considerably lower price points.
- A large portion of their audience leaves during the summer months.
- The rent payment for downtown Auburn storefronts is high.

V. Results and Recommendations

After analyzing our research and observations, it is clear that The Mix's goal on their social media is to display the items that they carry to appeal to their targeted audiences and draw them into shopping at their store. They hope to create excitement around their products, as well as around their new location in more recent posts. They are doing this most effectively through Instagram by posting numerous times each week, however, they do not garner much physical engagement on these posts in terms of likes and comments. The Mix's TikTok account appears to be becoming more active, although there is no schedule for posting, leaving room for the business to make this channel of communication more effective. Similarly, The Mix is not currently utilizing their Facebook or Pinterest accounts, despite these being two outlets that could reach a different target audience than TikTok and Instagram do.

The messages and graphic messages that are created and shared by The Mix are consistent. Their content showcases consistency in filters, and they use pink accents often to tie their feed together and relate it to their overall brand. Additionally, their content features many of the same models, creating a feeling of consistency and familiarity on their pages. Similarly, The Mix's tone is consistent across their platforms, showcasing the business as being friendly, casual and personable.

Being that The Mix's target audience consists of all women in the Auburn-Opelika area, we believe The Mix is achieving its mission and objectives through their various communication tools moderately well. The Mix currently uses Instagram and TikTok to communicate with their target audiences, which does not allow them to reach many demographics outside of college-aged women very effectively. This leaves a large portion of The Mix's target audience

unreached, leaving space for the business to move into these demographics and begin expanding its reach.

In order to increase engagement with their target audience, there are a few tactics The Mix could employ. First, The Mix should utilize Facebook more frequently in order to broaden their reach to an older audience, rather than only catering to the younger audiences present on Instagram and TikTok. Secondly, The Mix should develop a consistent posting schedule for TikTok, being that it is one of the most popular and influential platforms at this time for a large portion of their target audience. Lastly, being that it appears that the majority of their 12.9k followers do not interact with the posts they scroll past, The Mix could develop and share more interactive content on their Instagram in order to increase their like and comment counts. This could include giveaways, tagging friends, or any other methods that would encourage their audience to engage and potentially even draw in more women.

Research Method

This research was conducted for The Mix with the main goal of understanding how the boutique can gain exposure in the Auburn area, as well as how they can best engage with their target audience and customers. The survey that was utilized to conduct this research was created and analyzed using Qualtrics Survey System and was open for response collection from Nov. 10, 2023, until Nov. 14, 2023. During this period, we collected 100 total responses.

When building this survey in the Qualtrics Survey System, we began with an introduction in order to explain the purpose of our research and give an overview of what exactly participants would be responding to. Included in this introduction was a consent question, ensuring that all respondents agreed to participate in the survey and having their answers be utilized in our research. We implemented the skip logic strategy within this introductory question, taking any respondents who responded “no” to the end of the survey.

We then added the first true survey question, which acted as another screener for our research by taking anyone who identified as “man” in their response to the end of the survey, as our target audience for this research was women in the Auburn-Opelika area.

As we moved forward in creating our survey, we utilized the display logic strategy multiple times to ensure we only asked questions that were relevant and applicable to each individual respondent. We first used the display logic strategy in question three, which asked, “How did you hear about The Mix? Please select all that apply.” The answer choices included:

- I saw The Mix on social media.
- Someone told me about The Mix.
- I stumbled upon The Mix while in Downtown Auburn.
- I have shopped at the Mobile location.

- Other: please specify

The display logical strategy was used in this question by only being presented to respondents who had responded “yes” to the previous question, which asked if they had ever heard of The Mix. We chose to utilize this function because if a respondent had selected that they had not heard of The Mix, it is unnecessary to ask them how they heard of it.

We implemented the display logic again in questions ten and eleven, both of which asked questions regarding the respondents’ experience visiting The Mix in person. These questions included “after visiting The Mix, how satisfied were you with the following?” and “what was your initial impression of The Mix’s store and selection?” These questions were only presented to respondents who selected that they had visited The Mix in question nine, as these questions would not be applicable if they had never been to the store.

As we continued building the survey, we incorporated two open-ended questions, questions 11 and 15, in order to garner more personalized and authentic responses from our participants regarding certain topics, specifically their impression of The Mix and other competing boutiques. We only included two open-ended questions because we know this type of question can be overwhelming for participants, and we wanted to ensure that the written responses we did ask for were insightful and thorough.

In addition to open-ended questions, we also incorporated two Likert-Type Scale questions to gain feedback regarding participants’ satisfaction with different elements of The Mix, as well as what they view as important when shopping. An example of a Likert-Type question that we incorporated in question 10 is shown below:

- If you have shopped at The Mix, how satisfied were you with the prices?
 - Very Satisfied

- Somewhat Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Somewhat Dissatisfied
- Very Dissatisfied
- I have never been to The Mix

We incorporated four demographic questions, including age, income, student status and distance from Downtown Auburn. We asked these questions in order to have information about our respondents and to see how these different demographics could impact their responses to the questions that follow. An example of a demographic question that we included was question three, which is shown below:

- Please select your age:
 - 18-25
 - 26-34
 - 35-40
 - 41-50
 - 51-60
 - 60+
 - Prefer not to say

Finally, we included multiple nominal and ordinal questions to complete our survey. This included demographic questions, behavioral questions, and ranking questions. An example of an ordinal question that we incorporated, question 14, is shown below:

- Please rank the following boutiques in Downtown Auburn based on your personal preference:
 - Behind the Glass
 - Charming Oaks
 - Elisabet
 - Ellie
 - Fabrik
 - Pants Store
 - Therapy
 - Wrapsody
 - Other: Please specify

By integrating all of the discussed question types, we were able to provide our participants the opportunity to share their experiences and opinions in a variety of styles. This gave us diverse insight into numerous different topics of interest, as well as the ability to cross-analyze these topics with each presented demographic.

This survey is valid in that 96% of respondents are women who live within 6 miles of Downtown Auburn. Each respondent was required to identify their gender, as well as their distance from Downtown Auburn, in order to ensure that we targeted the proper audience

designated by our team and client. Reliability is proven in this survey, as each respondent who consented to participate in the survey was presented with the same 15-19 questions.

Results

The Qualtrics survey was targeted toward women in the Auburn-Opelika area. We conducted 15-19 questions depending on participants' responses which included: screener, open-ended, Likert-type, nominal and ordinal-type questions. Before participating in the survey, we introduced the survey and asked for consent as follows:

“The Mix has partnered with Auburn University’s senior Public Relations Research class in order to gain insight into how they can better reach and connect with local customers. We are currently conducting a survey of women in Auburn regarding their shopping preferences, specifically at boutiques in downtown Auburn and The Mix itself, if applicable. This survey consists of 15-18 questions based on your responses and should take approximately 15 minutes to complete. If you would like to participate in this survey, please select “Yes” below.”

The results of the survey are as follows:

Question one asked respondents whether or not they consented to participate in the survey.

- 94 (94%) responded “Yes”
- 6 (6%) responded “No”

Question two asked respondents to identify their gender.

- 96 (96%) responded “Woman”
- 4 (4%) responded “Man”
- 0 (0%) responded “Non-binary”
- 0 (0%) responded “Other: Please specify”

- 0 (0%) responded “Prefer not to answer”

For further clarification of the data, see Appendices for Figure 1

Question three asked respondents to identify their age.

- 0 (0%) responded “Under 18”
- 70 (72%) responded “18-25”
- 2 (2%) responded “26-34”
- 1 (1%) responded “35-40”
- 6 (6%) responded “41-50”
- 5 (5%) responded “60+”
- 0 (0%) responded “Prefer not to say”

For further clarification of the data, see Appendices for Figure 2

Question four asked respondents to identify whether or not they are students at Auburn University.

- 76 (79%) responded “Yes”
- 20 (21%) responded “No”

For further clarification of the data, see Appendices for Figure 3

Question five asked respondents to identify their yearly income.

- 67 (74%) responded “Less than \$20,000”
- 5 (5%) responded “\$20,000 to \$39,999”
- 4 (4%) responded “\$40,000 to \$59,999”

- 3 (3%) responded “\$60,000 to \$79,999”
- 2 (2%) responded “\$80,000 to \$99,999”
- 10 (12%) responded “Over \$100,000”

For further clarification of the data, see Appendices for Figure 4

Question six asked respondents to identify how close they live to Downtown Auburn.

- 37 (39%) responded “Less than 1 mile”
- 33 (35%) responded “1 to 2 miles”
- 16 (17%) responded “3 to 4 miles”
- 7 (7%) responded “5 to 6 miles”
- 2 (2%) responded “More than 6 miles”

For further clarification of the data, see Appendices for Figure 5

Question seven asked respondents if they had ever heard of The Mix.

- 53 (56%) responded “Yes”
- 42 (44%) responded “No”

For further clarification of the data, see Appendices for Figure 6

Question eight asked respondents who answered “Yes” to the previous question how they had heard of The Mix.

- 19 (25%) responded “I saw The Mix on social media”
- 26 (34%) responded “Someone told me about The Mix”
- 27 (36%) responded “I stumbled upon The Mix while in Downtown Auburn”

- 3 (4%) responded “I have shopped at the Mobile location”
- 1 (1%) responded “Other”

For further clarification of the data, see Appendices for Figure 7

Question nine asked respondents whether or not they had made any purchases at The Mix.

- 19 (20%) responded “I have visited The Mix, but I did not purchase anything”
- 5 (5%) responded “I have visited The Mix, and I purchased something”
- 71 (75%) responded “I have never visited The Mix”

For further clarification of the data, see Appendices for Figure 8

Question 10 asked respondents how satisfied they were with specific elements of The Mix, including prices, customer service, store environment, and location.

- 13 (54%) responded “somewhat” to “extremely dissatisfied” with prices.
- 17 (75%) responded “somewhat” to “extremely satisfied” with customer service
- 21 (88%) responded “somewhat” to “extremely satisfied” with store environment
- 24 (100%) responded “satisfied” to “extremely satisfied” with location

For further clarification of the data, see Appendices for Figures 9-12

Question 11 asked respondents what their initial impression of The Mix’s store was.

- “Very cute, but for college students the prices were too high”
- “Great clothes but expensive and intimidating at times”
- “Cute store but way too expensive for client population, we’re broke college girls lol”
- “Expensive”

- “Great stuff just very expensive”

For further clarification of the data, see Appendices for Figure 13

Question 12 asked respondents to select all of the other boutiques in Downtown Auburn that they have shopped at in the last six months.

- 68 (72%) selected “Behind the Glass”
- 47 (50%) selected “Charming Oaks”
- 16 (17%) selected “Elisabet”
- 29 (31%) selected “Ellie”
- 32 (34%) selected “Fabrik”
- 47 (50%) selected “Pants Store”
- 35 (37%) selected “Therapy”
- 55 (58%) selected “Wrapsody”
- 1 (1%) selected “Other”

For further clarification of the data, see Appendices for Figure 14

Question 13 asked respondents to then rank those boutiques according to their personal preferences.

- 39 (41%) selected “Behind the Glass” as their first choice
- 22 (23%) selected “Charming Oaks” as their second choice
- 17 (18%) selected “Wrapsody” as their third choice
- 20 (21%) selected “Therapy” as their fourth choice
- 23 (24%) selected “Fabrik” as their fifth choice

For further clarification of the data, see Appendices for Figure 15

Question 14 asked respondents what they like most about the boutique they ranked first in the previous question.

- “It isn’t as expensive and they have a lot to choose from”
- “The selection and the prices”
- “They have a wide variety of styles and price points”
- “It’s upscale without being terribly expensive”

For further clarification of the data, see Appendices for Figure 16

Question 15 asked respondents how often they shop in Downtown Auburn.

- 66 (72%) responded “Less than twice per month”
- 23 (25%) responded “2-5 times per month”
- 3 (3%) responded “6-10 times per month”
- 0 (0%) responded “10+ times per month”

For further clarification of the data, see Appendices for Figure 17

Question 16 asked respondents to rank different items based on how frequently they shop for them.

- 45 (47%) selected “Everyday clothing” as their first choice
- 33 (35%) selected “Gameday attire” as their second choice
- 20 (21%) selected “Accessories” as their third choice
- ~ 50% selected “Formal attire” and “Formal / semi-formal dresses” as their last choice

For further clarification of the data, see Appendices for Figure 18

Question 17 asked respondents to identify how important specific elements are to them when making purchases, such as price, customer service, physical appearance of the store, brand of item, and quality of item.

- 86 (95%) responded that price is “somewhat” to “very important”
- 79 (88%) responded that satisfactory customer service is “somewhat” to “very important”
- 38 (42%) responded that physical appearance of store is “somewhat important”
- 47 (52%) responded that brand of item is “neutral” to “somewhat important”
- 90 (98%) responded that quality of item is “somewhat” to “very important”

For further clarification of the data, see Appendices for Figures 19-23

Question 18 asked if respondents are easily influenced to make purchases through social media influencers.

- 51 (55%) responded “Yes”
- 41 (45%) responded “No”

For further clarification of the data, see Appendices for Figure 24

Question 19 asked respondents to rank specific social media platforms based on how often they use them.

- 79 (88%) selected “Instagram” as their first or second choice
- 56 (59%) selected “TikTok” as their first or second choice
- 44 (46%) selected “Facebook” as their third choice
- 60 (63%) selected “X” as their fourth choice

For further clarification of the data, see Appendices for Figure 25

Throughout the time that the survey was open, we collected 100 responses, 95 of which consented to participate in the survey. The responses to the survey showed a common indication that while over half of the participants have heard of The Mix, the majority have not visited the store, and even less have made a purchase there. Although we had women of all ages and income levels respond to this survey, the majority of participants were between the ages of 18 to 25 and had an annual income of \$20,000 or less. With that said, nearly 100% of respondents claimed that price is important to them when making purchases, which is what the majority of participants expressed dissatisfaction with regarding their experience at The Mix, despite The Mix claiming to offer a variety of prices for all women.

Most of these respondents claimed to be primarily shopping for everyday clothing, as well as gameday clothing, and preferred boutiques that had affordable prices and quality items. Lastly, the findings show that the majority of respondents use Instagram most frequently and are easily influenced by social media, which could be beneficial for The Mix when tackling the discoveries previously discussed.

Discussion / Recommendation

The overall goal of our research was to find ways to increase The Mix's exposure in the Auburn community and ways for them to engage with their target market and customers. After conducting our survey and analyzing the results, we found some commonalities within the responses we received.

While the majority of respondents had heard of The Mix, which is the exposure they are looking for, 76% of respondents have yet to step foot in their establishment. We believe that we can reduce this number by hosting events, and broadcasting said events to Auburn University students through social media, more specifically Instagram. Hosting events, such as for the store's birthday or a deal with one of the local restaurants downtown, would increase interest in attending the store and look for something to purchase. Recently, Behind the Glass, a competitor of The Mix did something similar by celebrating 36 years in the Auburn community, hosting an event the weekend of their anniversary in Auburn, where they catered Irritable Bao for customers, and had a deal for the weekend. The deal for the weekend was, buy one, get your second item 36% off. This encourages women in the Auburn area not only to attend the store but also to purchase two things to get a pretty significant discount. Having a discount, and advertising it to your target market can help attract new customers and help drive sales. While The Mix is new to the Auburn area, doing something similar would be a great way to increase exposure in Auburn, especially with college students in the area, or one's visiting.

Another way The Mix can gain exposure and reach their target market is by building a presence on Auburn University's campus. From our survey conducted, 74% of respondents are ages 18-25 and 77% of respondents are students at Auburn University. This is a huge market that The Mix could appeal to through social media and creating deals specifically for students of the

University. By engaging more on social media with ages 18-25, you will build relationships with those customers, which creates customer loyalty. A great way to engage with 18-25-year-olds is to post outfit inspiration, gift guides, and ways to style their products from jewelry to dresses. This would help decrease the number of respondents who had never visited the store, but the end goal is to also increase sales. A way to do this is to create deals for college students, where that is when purchasing an item at The Mix you get 10% off by showing your tiger card, or during the week of graduation for graduating students, you provide 24% off with proof of graduating. This will also help with the fact that many of the respondents felt that the prices at The Mix are too expensive for college students.

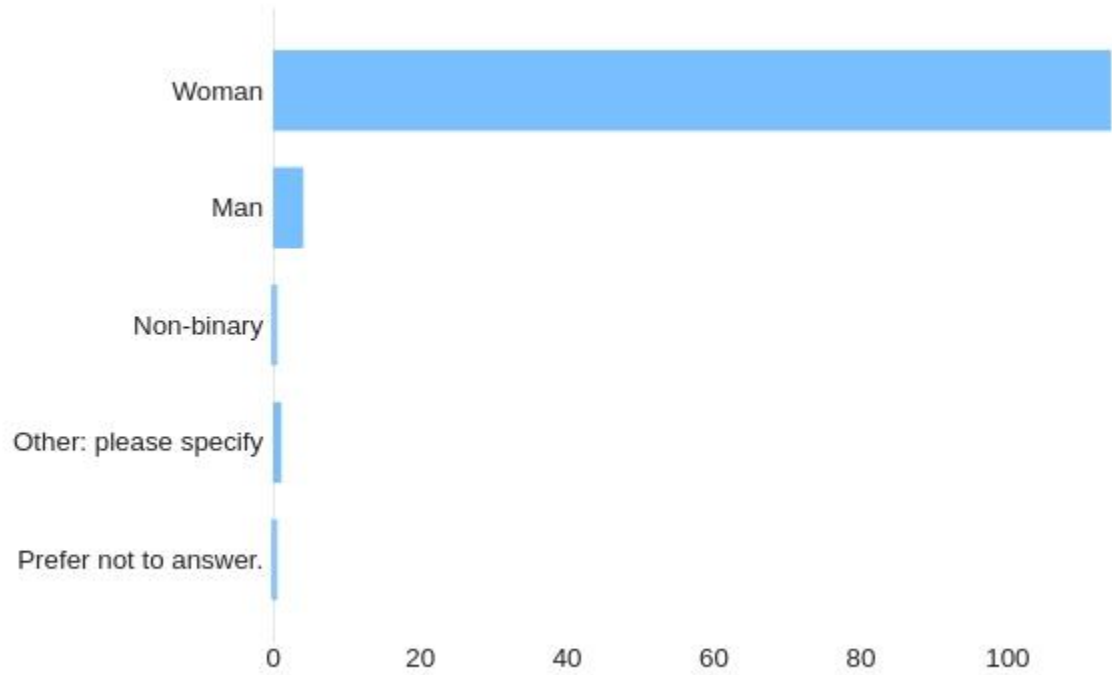
While many respondents love the location of The Mix and the overall ambiance of the store, many expressed that the prices of their items are too expensive. While we surveyed women of all ages and income levels in this survey, the majority of participants were between the ages of 18 to 25 and had an annual income of \$20,000 or less. This means they more than likely cannot spend upwards of \$200 on a singular item of clothing. While The Mix claims to have a variety of prices to appeal to all women, they are not displayed or highlighted correctly to appeal to the Auburn Community. A way The Mix can appeal to those who make an income of \$20,000 or less, is by highlighting their affordable pieces of clothing on their social media page. Many respondents also noted that The Mix had a lack of a sale rack or parts of the store where they could find sales. While The Mix does have a sale rack, it is located in a part of the store where many patrons don't visit because they aren't trying on clothes. Instead of having the sale rack at the back of the store in the fitting rooms, they should place the rack closer to the front so customers can have the opportunity to browse the items.

Overall, a good recommendation we can provide for The Mix is the opportunity to engage with the college students at Auburn through their social media pages, mainly focusing on their Instagram. They can accomplish a lot of their goals by utilizing their social media pages for endorsing events, posting about sales and reaching their target clientele. For more specifics regarding The Mix's social media pages, please look at the "Results and Recommendations" section in our Media Analysis on pages 16-17.

APPENDICES

FIGURE 1

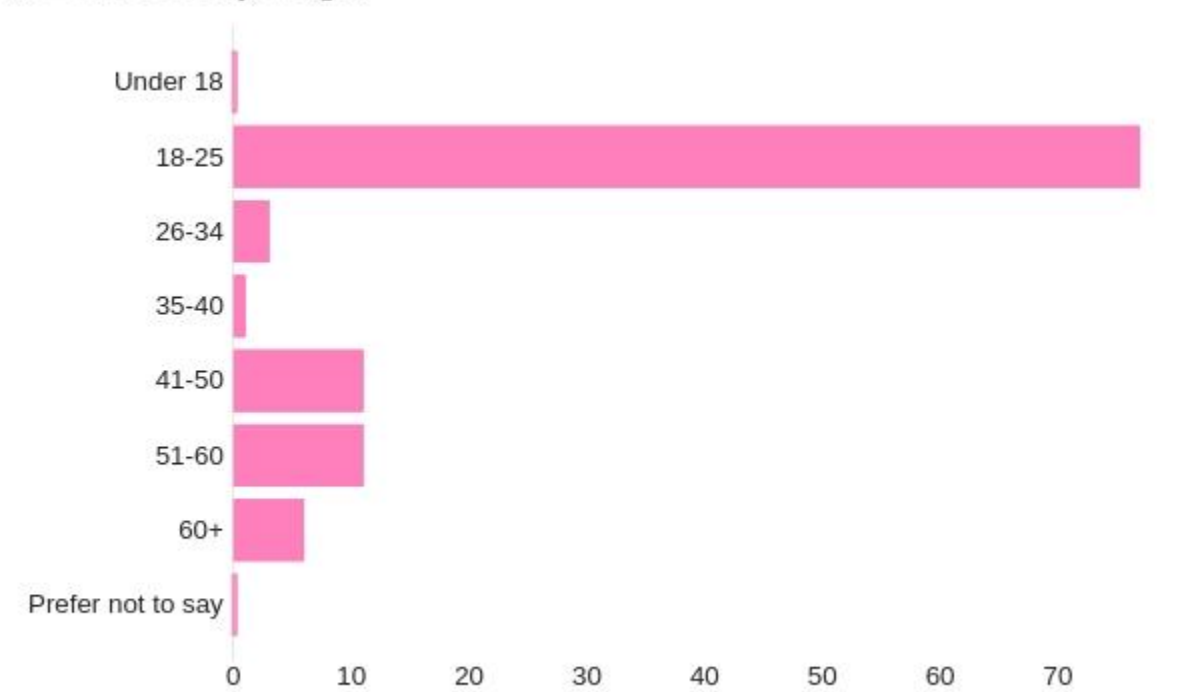
Q2 - Please select that of which you identify:



Field	Choice Count
Woman	114
Man	4
Non-binary	0
Other: please specify	1
Prefer not to answer.	0

FIGURE 2

Q3 - Please select your age:



Field	Choice Count
Under 18	0
18-25	77
26-34	3
35-40	1
41-50	11
51-60	11
60+	6
Prefer not to say	0

FIGURE 3

Q4 - Are you a college student at Auburn University?

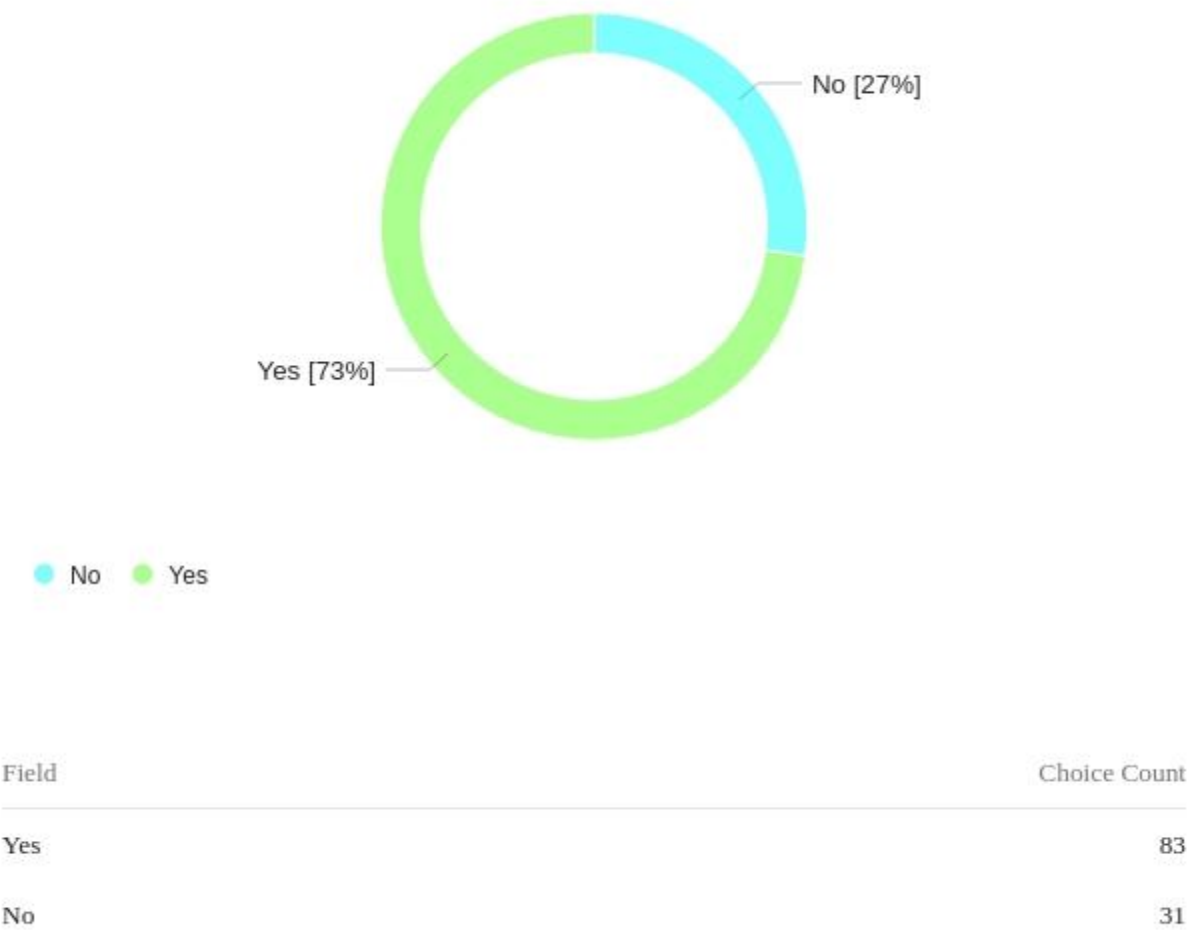
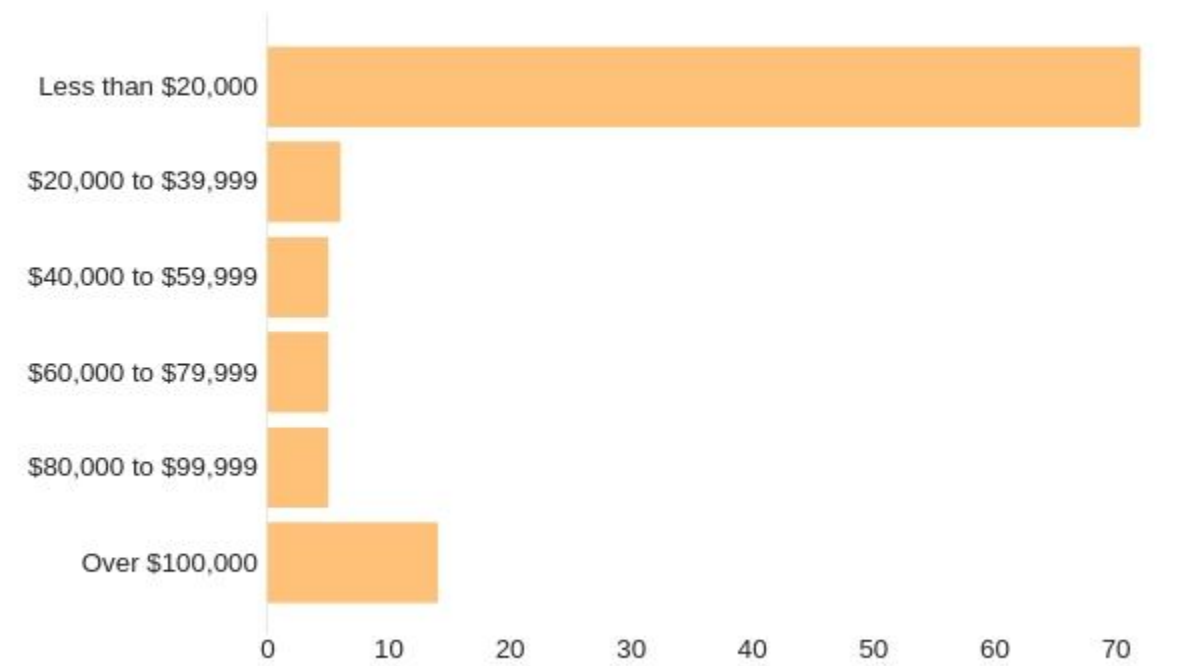


FIGURE 4

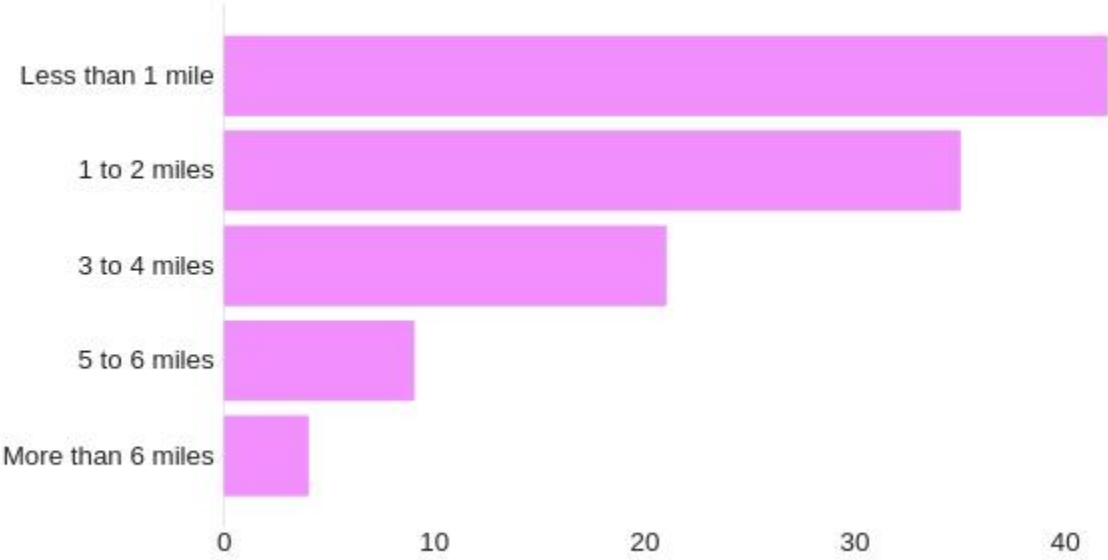
Q5 - Please identify your yearly income:



Field	Choice Count
Yes	83
No	31

FIGURE 5

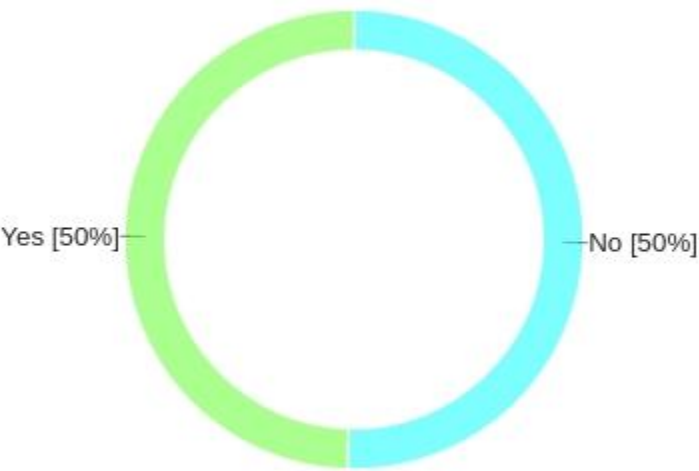
Q6 - Please identify how close you live to Downtown Auburn:



Field	Choice Count
Less than \$20,000	72
\$20,000 to \$39,999	6
\$40,000 to \$59,999	5
\$60,000 to \$79,999	5
\$80,000 to \$99,999	5
Over \$100,000	14

FIGURE 6

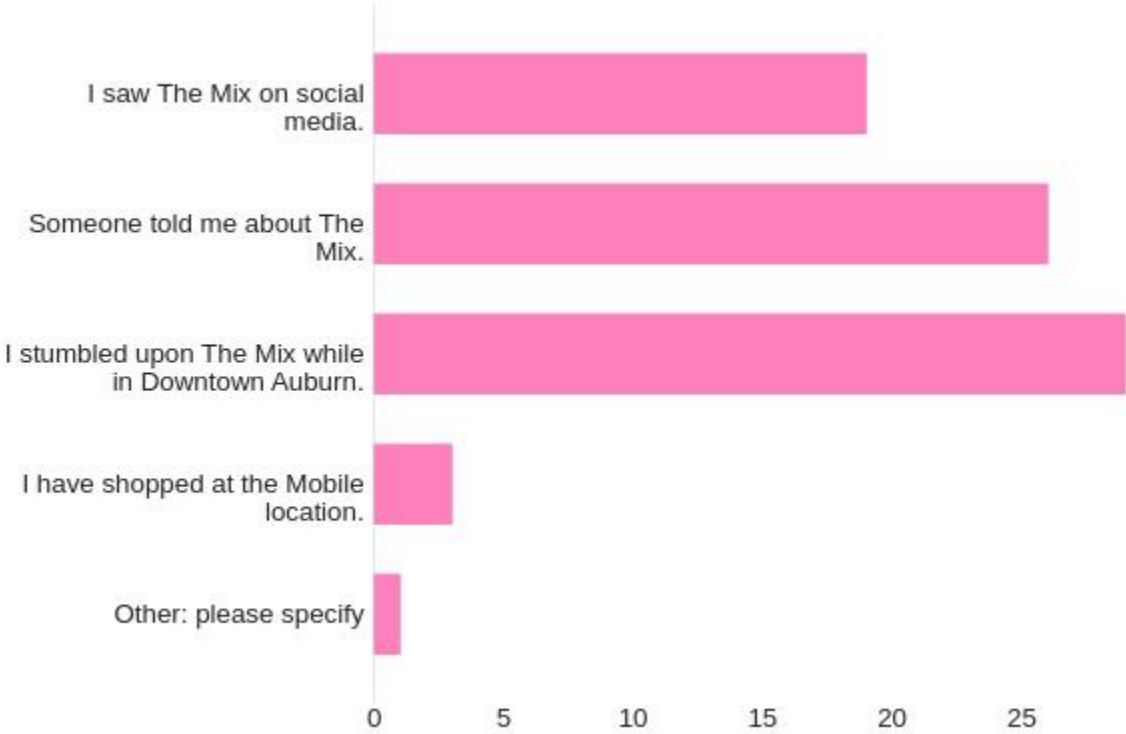
Q7 - Have you heard of The Mix?



Field	Choice Count
Yes	55
No	56

FIGURE 7

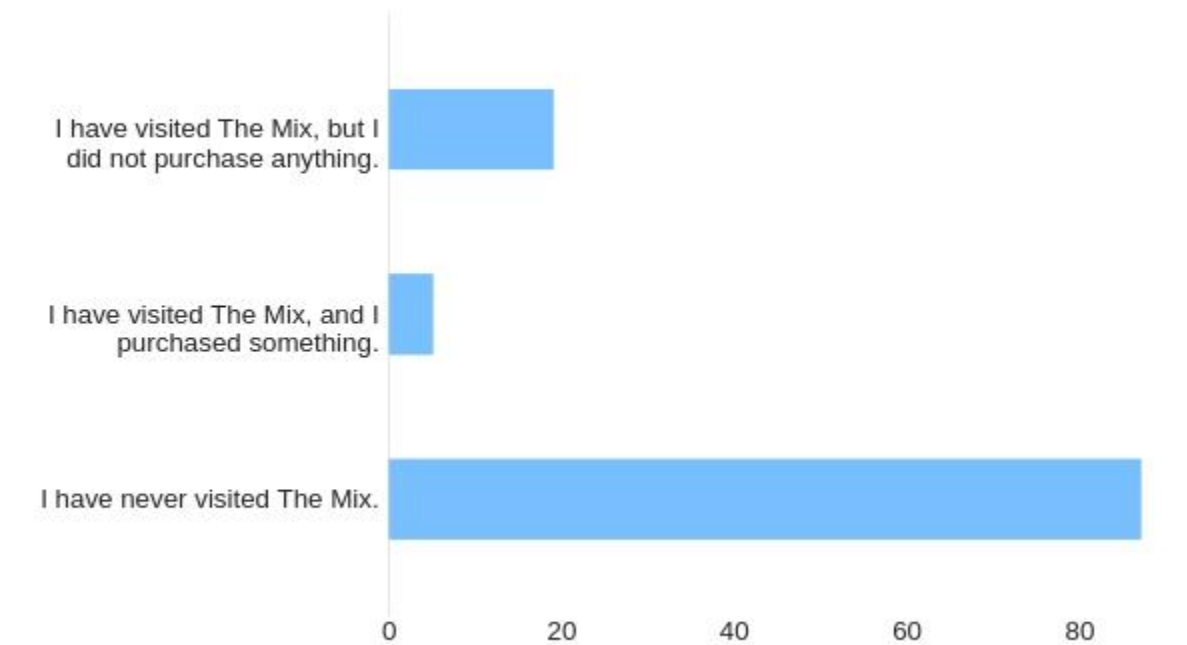
Q8 - How did you hear about The Mix? Please select all that apply:



Field	Choice Count
I saw The Mix on social media.	19
Someone told me about The Mix.	26
I stumbled upon The Mix while in Downtown Auburn.	29
I have shopped at the Mobile location.	3
Other: please specify	1

FIGURE 8

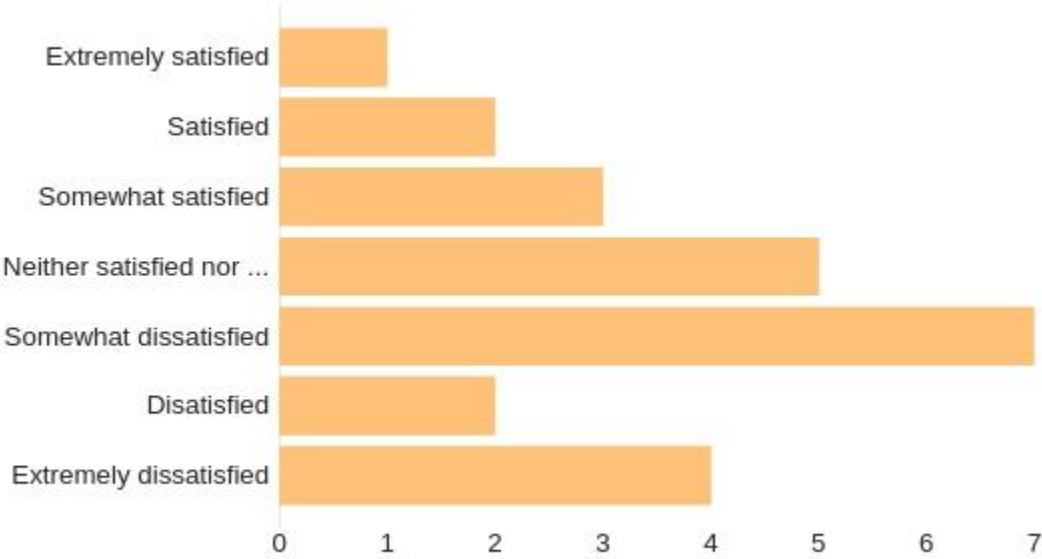
Q9 - Please select the statement you most closely identify with regarding The Mix Auburn:



Field	Choice Count
I have visited The Mix, but I did not purchase anything.	19
I have visited The Mix, and I purchased something.	5
I have never visited The Mix.	87

FIGURE 9

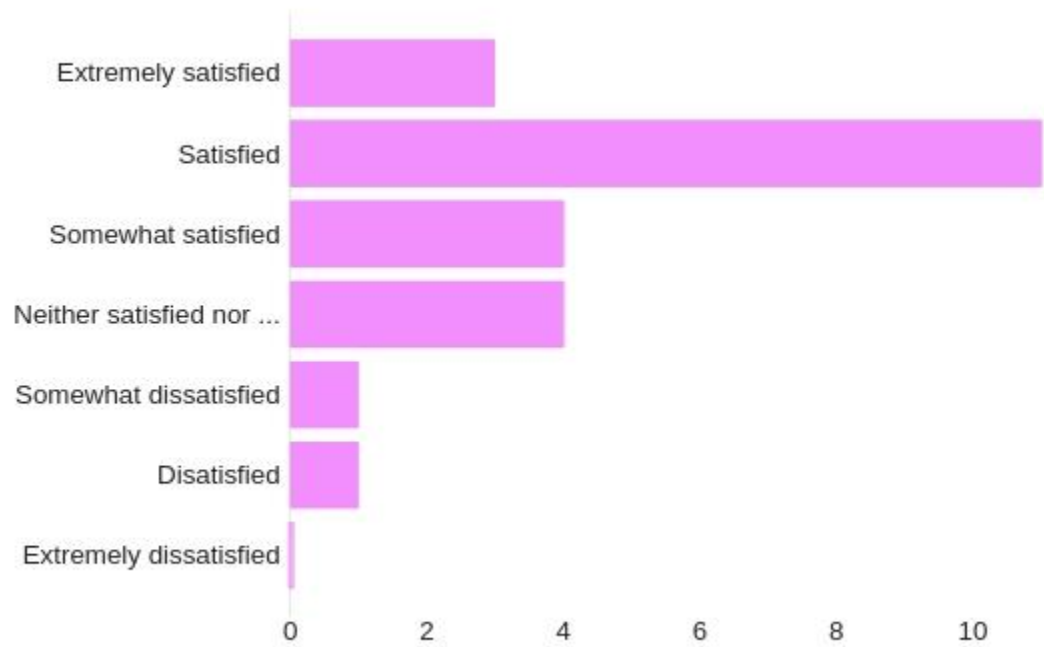
Prices:



Field	Choice Count
Extremely satisfied	1
Satisfied	2
Somewhat satisfied	3
Neither satisfied nor dissatisfied	5
Somewhat dissatisfied	7
Dissatisfied	2
Extremely dissatisfied	4

FIGURE 10

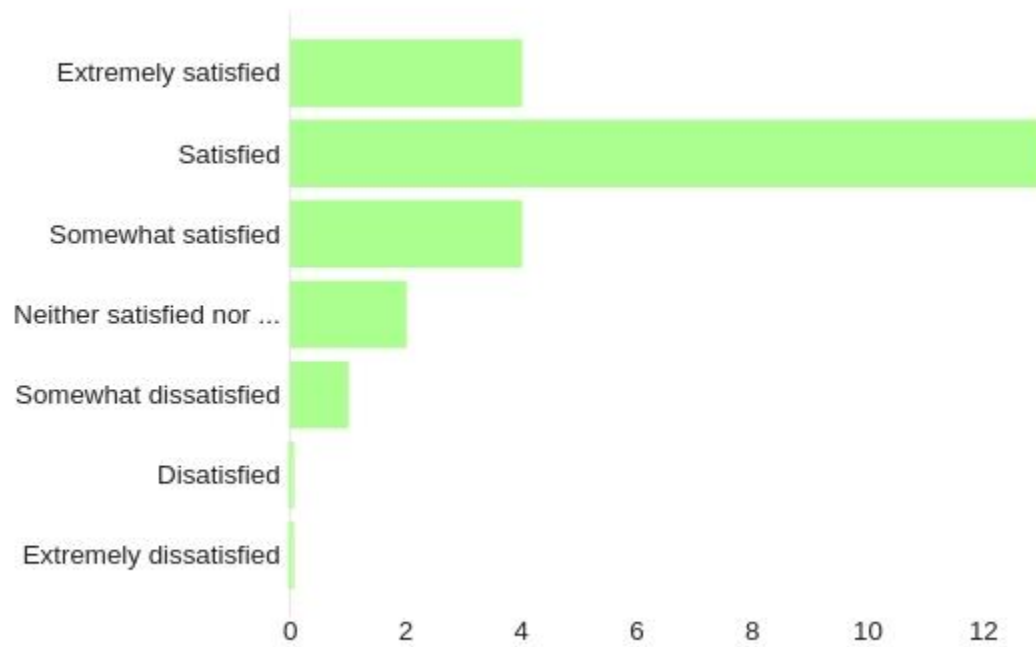
Customer Service:



Field	Choice Count
Extremely satisfied	3
Satisfied	11
Somewhat satisfied	4
Neither satisfied nor dissatisfied	4
Somewhat dissatisfied	1
Dissatisfied	1
Extremely dissatisfied	0

FIGURE 11

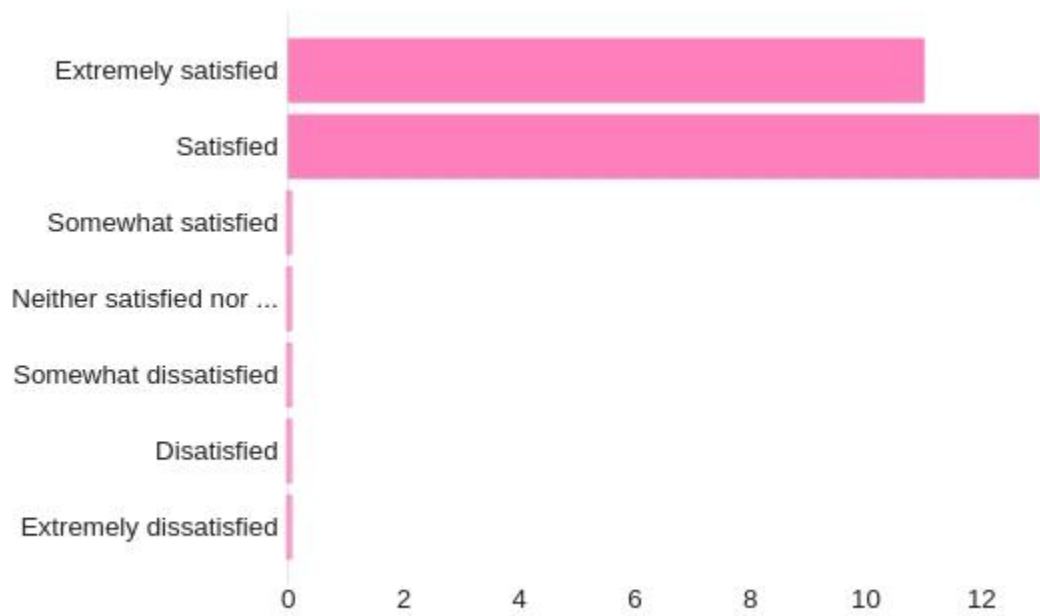
Store Environment / Culture:



Field	Choice Count
Extremely satisfied	4
Satisfied	13
Somewhat satisfied	4
Neither satisfied nor dissatisfied	2
Somewhat dissatisfied	1
Dissatisfied	0
Extremely dissatisfied	0

FIGURE 12

Location:



Field	Choice Count
Extremely satisfied	11
Satisfied	13
Somewhat satisfied	0
Neither satisfied nor dissatisfied	0
Somewhat dissatisfied	0
Dissatisfied	0
Extremely dissatisfied	0

FIGURE 13

Q11 - What was your initial impression of The Mix's store and selection?

Downtown Auburn is a difficult place for businesses unless they cater to students. I don't think The Mix will have stock that appeals to my age group.

great clothes but expensive and intimidating at times

Very cute clothes and atmosphere. But for college students the prices were too high.

Great spot downtown

Had a great vibe and super cute stuff just pricey

Very expensive

The prices are too high and there is not very much stuff in there. OVERWHELMED BUT ALSO UNDERWHELMED

Very clean & adorable store!

The had some beautiful and eclectic pieces but the prices are just far out of what I can afford as a student on a funky piece of clothing

Cute store but way too expensive for the client population - we're broke college girls lol

Very cute items and a very vibe environment

Expensive!!!

Expensive

Clothes were cute, but not for the prices listed. If I was looking for a specific brand I would shop there. No sales that I saw.

Very cool store. Different than anything else we have downtown. More my vibe than the other stores.

fun store with good vibes

Love it!

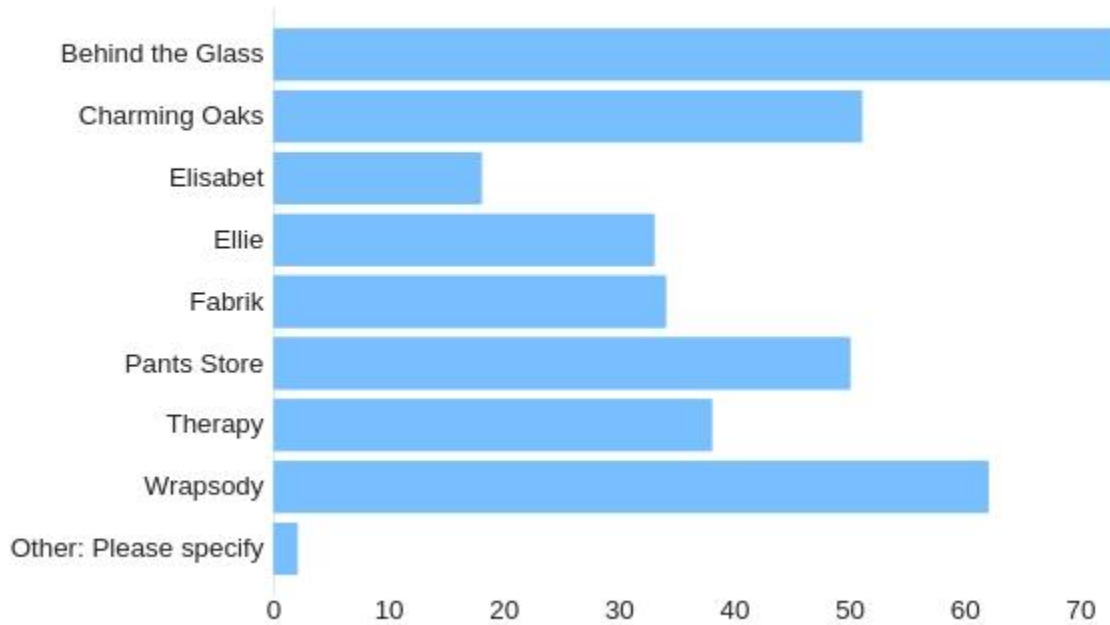
Great stuff just very expensive stuff also!

I liked it! It's super cute and very on trend, everything I have purchased from them has been affordable but they do have some over priced items

it was super cute, the clothing was more for older women

FIGURE 14

Q12 - Please select all the boutiques in Downtown Auburn that you have shopped at in the last 6 months:



Field	Choice Count
Behind the Glass	73
Charming Oaks	51
Elisabet	18
Ellie	33
Fabrik	34
Pants Store	50
Therapy	38
Wrapsody	62
Other: Please specify	2

FIGURE 15

Q13 - Please rank the following boutiques in Downtown Auburn based on your personal preferences:

Field	1	2	3	4	5	6	7	8	9
Behind the Glass	42	18	17	13	3	7	0	1	0
Charming Oaks	12	25	16	16	9	11	3	9	0
Elisabet	3	1	9	9	15	19	24	19	2
Ellie	9	11	9	12	10	11	24	14	1
Fabrik	3	7	7	16	25	17	14	12	0
Pants Store	12	15	15	8	16	12	10	13	0
Therapy	2	8	9	20	14	15	18	14	1
Wrapsody	18	16	19	7	9	9	8	15	0
Other: Please specify	0	0	0	0	0	0	0	4	97

FIGURE 16

Q14 - What do you like about the boutique you ranked first?

a lot of options and friendly staff

Nice things

Price and clothes sizes.

Has my size and style

Gifts

Super friendly

It's upscale without being terribly expensive.

Clothing for all ages

their athletic wear

Ellie's has good sales and I like the style of clothing.

Variety of products

I like the variety and depth of clothing that they sell. I also like the prices

They are always getting in new shipments and the prices are usually fair.

I love the decorations! And how nice everything is laid out

It isn't as expensive and they have a lot to choose from

They have nice customer service.

the selection and prices

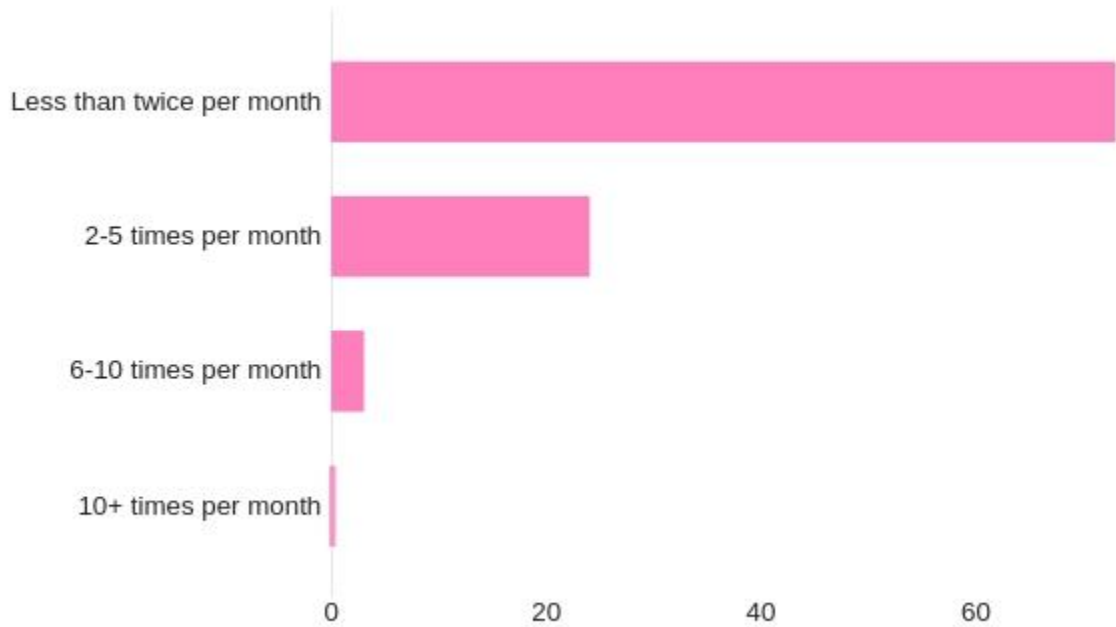
Variety of options at a good price.

you just can't go wrong with it they always have cute simple things

It is less expensive than most and has more unique options rather than trendy

FIGURE 17

Q15 - How often do you shop in Downtown Auburn?



Field	Choice Count
Less than twice per month	73
2-5 times per month	24
6-10 times per month	3
10+ times per month	0

FIGURE 18

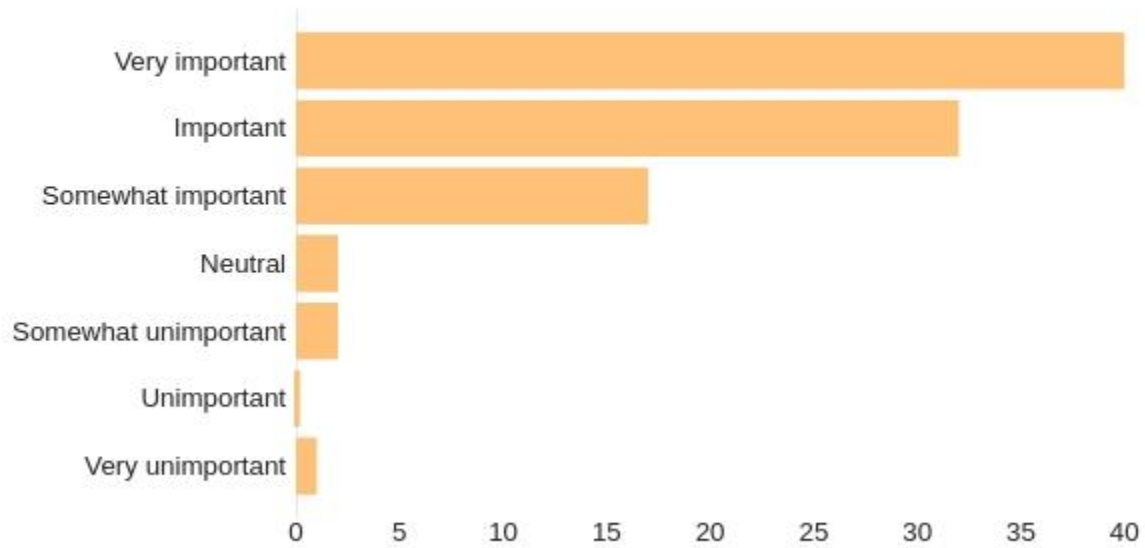
Q16 - Please rank the following items based on the frequency in which you shop for them:

Field	1	2	3	4	5	6	7	8
Every day clothing	48	18	6	16	4	0	1	0
Gameday attire	22	33	20	10	3	2	3	0
Formal attire	2	4	6	6	18	24	33	0
Formal / semi formal dresses	4	4	11	11	12	28	21	2
Shoes	1	5	10	13	30	21	12	1
Accessories	3	14	21	21	15	12	7	0
Gifts	13	14	19	16	11	4	16	0
Other: please specify	0	1	0	0	0	2	0	90

FIGURE 19

Q17 - Consider your personal shopping preferences, how important are the following to you when making a purchase?

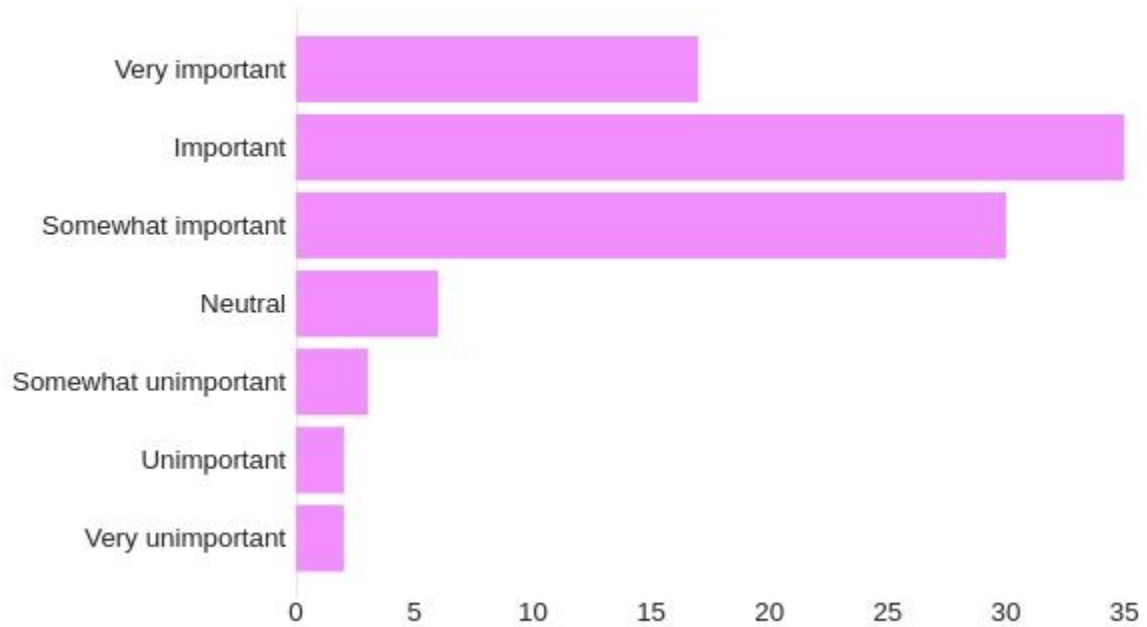
Price:



Field	Choice Count
Very important	40
Important	32
Somewhat important	17
Neither unimportant nor important	2
Somewhat unimportant	2
Unimportant	0
Very unimportant	1

FIGURE 20

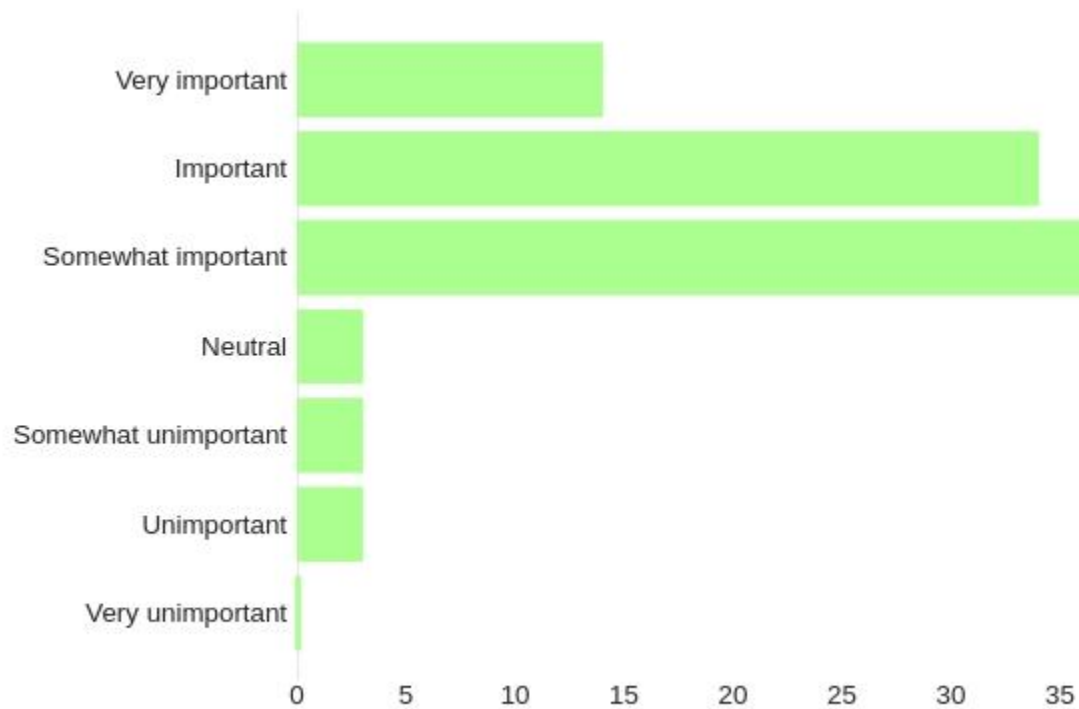
Satisfactory Customer Service:



Field	Choice Count
Very important	17
Important	35
Somewhat important	30
Neither unimportant nor important	6
Somewhat unimportant	3
Unimportant	2
Very unimportant	2

FIGURE 21

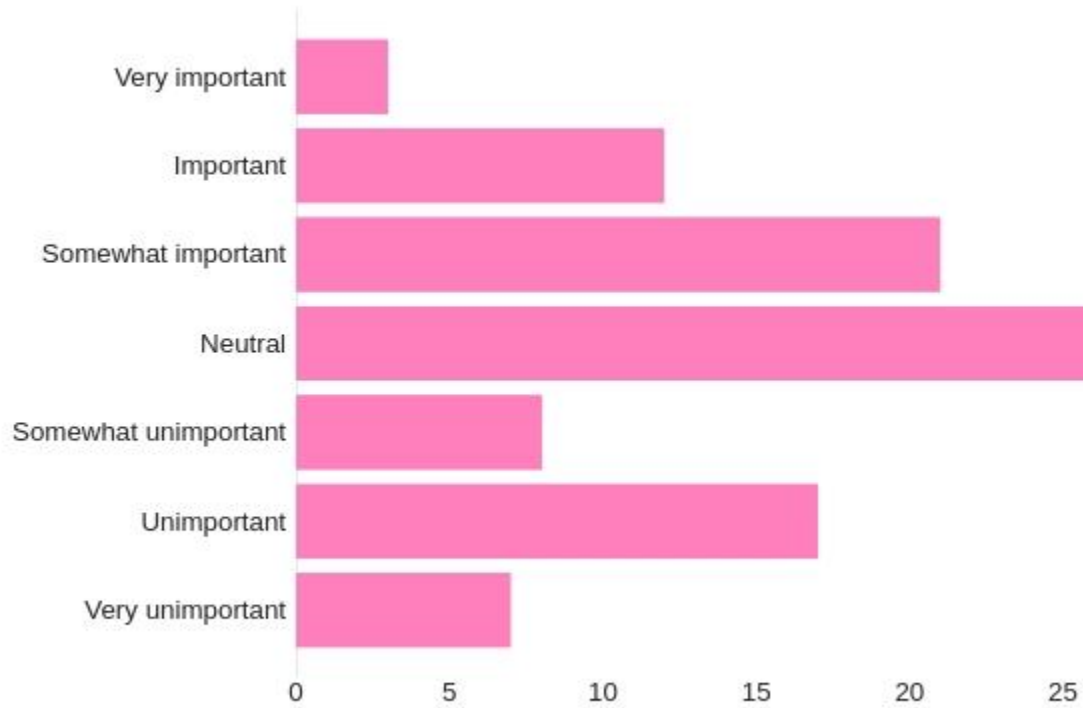
Physical Appearance / Ambience of Store:



Field	Choice Count
Very important	14
Important	34
Somewhat important	38
Neither unimportant nor important	3
Somewhat unimportant	3
Unimportant	3
Very unimportant	0

FIGURE 22

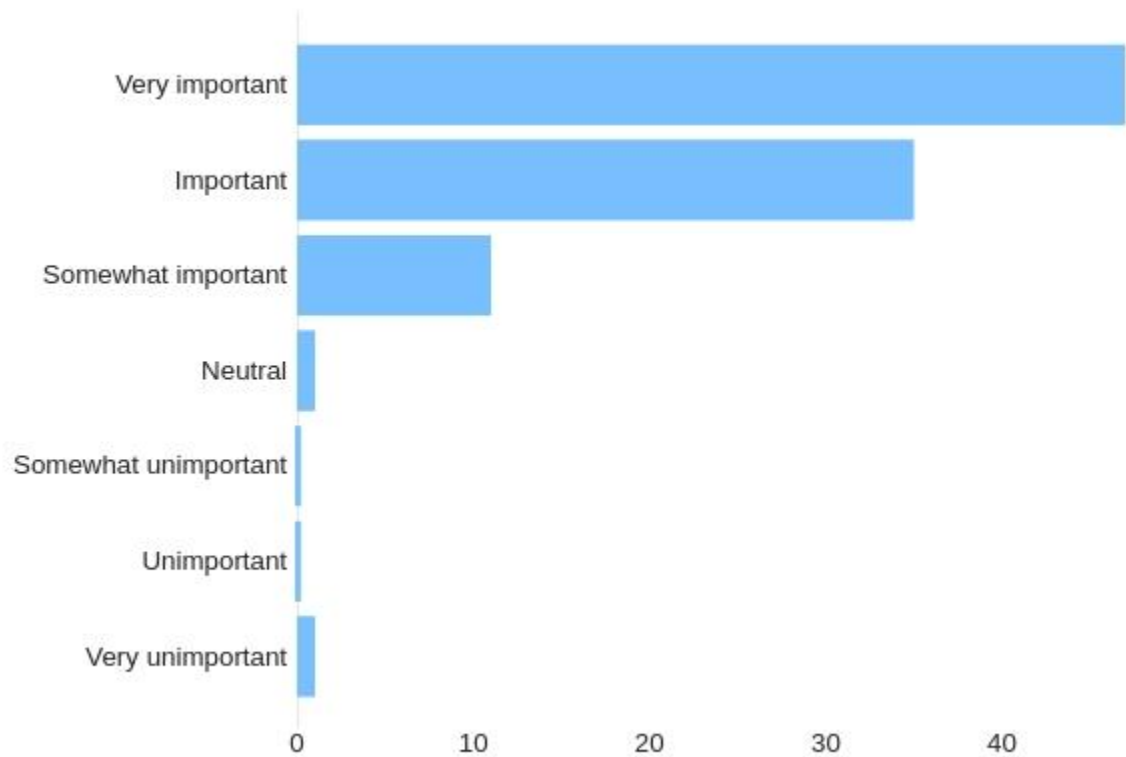
Brand of item:



Field	Choice Count
Very important	3
Important	12
Somewhat important	21
Neither unimportant nor important	27
Somewhat unimportant	8
Unimportant	17
Very unimportant	7

FIGURE 23

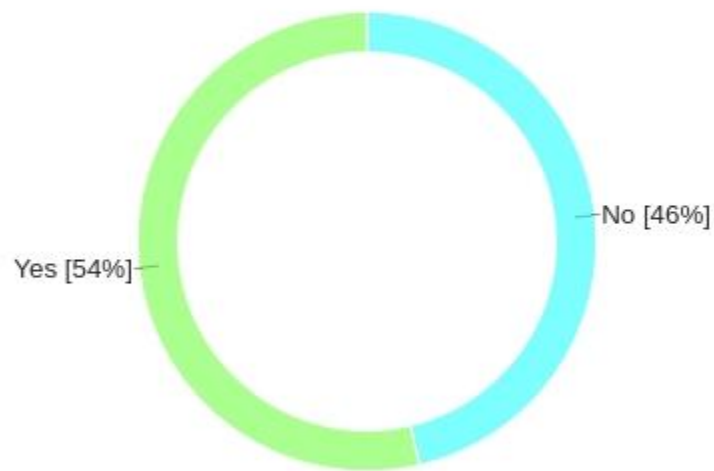
Quality of item:



Field	Choice Count
Very important	47
Important	35
Somewhat important	11
Neither unimportant nor important	1
Somewhat unimportant	0
Unimportant	0
Very unimportant	1

FIGURE 24

Q18 - Are you easily influenced to purchase clothing, accessories, etc. through social media influencers?



Field	Choice Count
Yes	51
No	44

FIGURE 25

Q19 - Please rank the following social media platforms based on the frequency in which you use them:

Field	1	2	3	4	5
Instagram	38	43	5	0	0
Facebook	14	12	45	15	0
TikTok	31	27	17	7	4
X (formerly Twitter)	1	2	17	63	3
Other: please specify	2	2	2	1	79

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