

## Men's & Women's Athletic Footwear (AE011-03 & AE031-02) – 2006

Variable Category	Variable Name	Parameter Estimate	Standard Error	T Statistic	Tolerance
	Intercept	3.92693	0.02083	188.48	
<b>Brand/Label Category:</b>	High-end comfort casual	0.14469	0.03054	4.74	0.79
	Fashion	0.10946	0.04847	2.26	0.78
	Performance Athletic	Base			
	Lifestyle	-0.09305	0.03370	-2.76	0.84
	Low-end comfort casual	-0.17748	0.05257	-3.38	0.82
	Private brand (not general purpose)	-0.26284	0.05432	-4.84	0.67
	Private brand (general purpose)	-0.42858	0.05073	-8.45	0.62
<b>Upper Material:</b>	More than one material or all leather	Base			
	All man-made	-0.04929	0.03428	-1.44	0.91
	All canvas	-0.39582	0.04741	-8.35	0.76
<b>Features:</b>	Shocks	0.40786	0.05872	6.95	0.91
	Visual support/comfort unit	0.25558	0.03201	7.99	0.84
	Endorsement	0.19263	0.07420	2.60	0.94
	Reflective strips/patches	0.13034	0.02155	6.05	0.85
	Lightweight	0.02986	0.01650	1.81	0.87
	Non-visible support/comfort unit	0.03025	0.01711	1.77	0.81
	Featureless	Base			
	Mule	-0.10512	0.09347	-1.12	0.89
<b>Closure:</b>	Zipper	0.23729	0.09420	2.52	0.87
	Elastic	0.222825	0.11379	2.01	0.90
	Laces & velcro	0.09292	0.07845	1.18	0.95
	Velcro	0.05000	0.04078	1.23	0.83
	Laces or no closure	Base			
<b>Country of Origin:</b>	Western Europe	0.93697	0.13149	7.13	0.89
	USA	0.12172	0.03781	3.22	0.81
	Other countries	Base			
<b>Type of Outlet:</b>	Running specialty	0.36635	0.11042	3.32	0.95
	Catalog	0.33968	0.05013	6.78	0.90
	Apparel specialty	0.29777	0.04128	7.21	0.75

	Full priced apparel	0.24226	0.06123	3.96	0.89
	Full-priced shoe	0.23924	0.04778	5.01	0.75
	Sports shoe	0.19683	0.02783	7.07	0.69
	Internet	0.17200	0.05593	3.08	0.89
	Sports stores	0.09684	0.02830	3.42	0.73
	Full-priced department	Base			
	Off-price shoe	-0.09517	0.03010	-3.16	0.84
	Off-price department	-0.51442	0.03746	-13.73	0.89
	Discount shoe	-0.78719	0.05142	-15.31	0.75
	Discount department	-0.98730	0.04092	-24.13	0.55
<b>Control Variables:</b>	C-size PSU	0.04917	0.02856	1.72	0.84
	Northeast Region	0.02392	0.02163	1.11	0.83
	West Region	0.10234	0.01982	5.16	0.79
	Men	0.04634	0.01922	2.41	0.79

$R^2 = 0.8374$ ; Adjusted  $R^2 = 0.8292$ ; F statistic = 102.84; Number of observations = 777

## Men's Dress and Casual Shoes and Boots (AE011-01A)

Variable Category	Variable Name	Parameter Estimate	T Statistic	Tolerance Statistic
	Intercept	4.37386	92.83	
<b>Type:</b>	Boot- high height	0.55254	3.90	0.75
	Boot- low height	0.18687	3.72	0.83
	Shoe	Base		
<b>Upper Material:</b>	Man-made upper	-0.50906	-5.36	0.62
	Special leather upper	0.27854	2.11	0.86
	Leather upper	Base		
<b>Outsole Material:</b>	Man-made sole	Base		
	Leather sole	0.12462	2.80	0.72
<b>Brand/Label Category:</b>	Exclusive	1.03415	11.61	0.50
	Premium national	0.34351	5.95	0.55
	National	Base		
	Private	-0.27880	-5.28	0.51
<b>Features:</b>	Gortex	0.42961	2.11	0.72
	Leather lining	0.14168	1.60	0.66
	AA-EEE width	0.12916	2.51	0.65
	Elastic	-0.10497	-1.74	0.66
	Tassels	-0.21303	-2.96	0.69
<b>Closure:</b>	No closure	Base		
	Laces	-0.12613	-2.89	0.56
<b>Country of Origin:</b>	Italy	0.30219	5.16	0.64
	Eastern Europe	0.21996	2.19	0.76
	Western Europe	0.18372	1.94	0.76
	USA	0.15703	1.91	0.62
	China	Base		
<b>Type of Outlet:</b>	Full priced department store	Base		
	Off priced specialty store	0.21251	1.59	0.84
	Apparel anchor store	0.18167	3.03	0.65
	Family specialty store	0.15662	1.83	0.71
	Full priced men's shoe store	0.14360	1.79	0.75
	Catalog or internet	0.09940	1.34	0.57
	Off priced shoe store	-0.22533	-1.99	0.94
	Discount shoe store	-0.40550	-5.10	0.66
	Off priced department store	-0.64893	-7.92	0.92
Discount department store	-0.83285	-9.67	0.65	
<b>Control Variables:</b>	B-size PSU	-0.08945	-2.05	0.82
	C-size PSU	0.08276	1.24	0.77

$R^2 = 0.8926$ ; Adjusted  $R^2 = 0.8768$ ; F statistic = 56.46; Number of observations = 230