

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	
Brand/Label Category:	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
Upper Material:	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
Features:	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
Closure:	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			
Country of Origin:	Western Europe	0.93697	0.13149	7.13	0.89
	USA	0.12172	0.03781	3.22	0.81
	Other countries	Base			
Type of Outlet:	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
Control Variables:	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

Women's Dress and Casual Shoes, Boots and Sandals (AE031-01A) -- 2005

Variable Category	Variable Name			Parameter Estimate	T Statistic	Tolerance Statistic
	Intercept			4.09064	156.88	
Type:	Boot	Above calf	Zipper	0.64985	12.19	0.917447
			No zipper	0.64738	6.01	0.95376
		Mid-calf	Zipper	0.55067	9.08	0.91477
			No zipper	0.49975	4.28	0.97456
		Below calf	Zipper	0.45578	9.96	0.90476
			No zipper	0.58627	6.96	0.93897
		Ankle	Zipper	0.43085	9.54	0.90548
			No zipper	0.29518	4.38	0.92156
	Hiking	All closures	0.45807	6.58	0.86415	
	Western	All closures	0.42275	4.39	0.59865	
	Shoe	Casual shoe	Closure	0.17830	4.98	0.80780
			No closure	0.11361	4.78	0.79448
		Dress shoe	Closure	0.10641	2.77	0.90030
			No closure	Base		
Sandal	Other sandals	All closures	Base			
		Flip flop	All closures	-0.20721	-4.77	0.86582
Brand category:	Exclusive			0.90902	11.79	0.47321
	Boutique			0.40723	10.01	0.49207
	National			Base		
	Miscellaneous			-0.22387	-3.79	0.91830
	Private			-0.33636	-15.64	0.60959
Upper material:	Leather			Base		
	Suede			-0.08327	-2.21	0.87210
	Fabric upper			-0.28670	-6.65	0.84163
	Man-made upper			-0.35089	-16.27	0.72417
Outsole material:	Leather outsole			0.12698	5.03	0.75206
	Part leather outsole			0.04271	1.12	0.91377
	Man-made outsole			Base		
Heel height:	Over 2 inches			0.10608	5.19	0.70801
	1 to 2 inches			Base		
	Less than 1 inch			-0.05165	-2.55	0.71250
Features:	Beads			0.19371	3.84	0.85893
	Bow			0.07616	2.32	0.92391
	Arch support			0.05168	2.46	0.69794
	Cushioned insole			-0.05041	-2.82	0.75684
Country of origin:	Denmark			0.60330	3.21	0.93740
	Spain			0.57084	9.44	0.73831
	Poland			0.52894	2.02	0.96815
	Portugal			0.51097	4.23	0.91025
	Hungary			0.50288	4.21	0.92827
	Italy			0.41315	8.86	0.52613
	Israel			0.35550	3.60	0.68398

	USA	0.31208	7.09	0.77167
	Central America	0.28090	3.44	0.90889
	Slovakia	0.27544	1.43	0.89120
	UK	0.21994	2.04	0.95467
	Germany	0.20466	2.46	0.74352
	Canada	0.15775	1.30	0.90531
	Brazil	0.06067	2.66	0.84257
	China	Base		
	Romania	-0.21586	-0.93	0.94053
Type of outlet:	Apparel anchor store	0.16823	4.64	0.51065
	Women's shoe store	0.16124	3.30	0.68356
	Family specialty store	0.14269	2.12	0.59455
	Catalog	0.13328	3.31	0.82350
	Full priced shoe store	0.08354	2.16	0.63833
	Internet	0.07216	1.20	0.92580
	Full priced department store	Base		
	Athletic store	-0.20011	-3.01	0.84265
	Off priced clothing store	-0.31625	-4.34	0.89851
	Off priced shoe store	-0.37416	-11.09	0.86087
	Discount shoe store	-0.74788	-19.41	0.75943
	Off priced department store	-0.74819	-18.79	0.87233
	Discount department store	-1.02257	-27.45	0.77702
Control variables	Northeast Region	-0.03585	-1.66	0.82485
	B-size PSU	-0.04990	-2.72	0.82443
	C-size PSU	-0.07597	-2.46	0.73758

$R^2 = 0.8820$; Adjusted $R^2 = 0.8751$; F statistic = 127.87; Number of observations = 1124