



WPI

2024

Expanding the Market of Recyclable Shoes in Taiwan

Written by

Roey Chen
Brian Chung
Willa Royce-Roll
Benjamin Skarnes

Advisors

Wen-Hua Du
Robert Kinicki

Sponsor

Kuming Chen



Feebees

Expanding the Market for Recyclable Shoes in Taiwan

An Interactive Qualifying Project submitted to the faculty of the
WORCESTER POLYTECHNIC INSTITUTE
in partial fulfillment of the requirements for the
Degree of Bachelor of Science

Submitted By:

Roey Chen

Brian Chung

Willa Royce-Roll

Benjamin Skarnes

Submission Date:

01 May 2024

Report Submitted to:

Mr. Kuming Chen

Feebees International

Professor Wen-Hua Du, Emeritus Professor Robert Kinicki

Worcester Polytechnic Institute

This report represents the work of one or more WPI undergraduate students submitted to the faculty as evidence of completion of a degree requirement. WPI routinely publishes these reports on the web without editorial or peer review. For more information about the projects program at WPI, see <http://www.wpi.edu/Academics/Projects>

Abstract

Since the 1980's, Taiwan has made great strides towards becoming more sustainable. However, their sneaker industry remains an environmental concern. Feebees, a small Taiwanese sneaker company, aims to address these concerns through their fully recyclable sock shoes. To help Feebees grow in the Taiwanese market, the team collected data from competitor analysis of shoe companies, interviews with sales representatives, and surveys from Feebees and non-Feebees customers to determine how Feebees could enhance their branding and marketing. The team generated three recommendations for Feebees. The two primary recommendations focused on showcasing the casual lifestyle of their sneakers on their website and educating consumers on the relationship between recycling and sustainability.

Acknowledgments

Our team would like to acknowledge the tremendous amount of support, dedication, and generosity from our sponsor, Kuming Chen. Without Mr. Chen's dedication, feedback, and insight, this project would not have been possible. We extend a special thank you for helping us arrange the interviews, distributing our survey, and for guiding us through every step of this journey.

Our team would also like to acknowledge and thank all the buddy students from Soochow University for their kindness, guidance, and friendship throughout our time in Taiwan. We are especially grateful for the help 葉慧沁 (Amy), 徐聆 (Celine), 龔靖淳 (Jennifer), 鄧愷楹 (Larisa), 李虹蒲 (Riley), and 鄭淑方 (Vicky) have all given to our project.

We would also like to give a thank you to 熊賢芝 (Jill Hsiung) and Soochow University for hosting us and the generous hospitality we were given. This incredible opportunity and experience would not have been possible without them.

Finally, thank you to our advisors, Professor Wen-Hua Du and Professor Robert Kinicki, and pre-departure professor, Professor Amanda Wittman, for being with us at every step of this project.

Executive Summary

Background

Currently, the global shoe industry generates consequential amounts of waste, posing a major environmental concern. This is a result of the industry following a linear economy in which manufacturers use virgin materials to create products. The consumer buys the product, and it eventually makes its way to the landfills. To reduce and ultimately eliminate waste, Stahel (2016) proposed a circular economy model which focuses on repurposing and repairing products rather than sending them to the landfills. The end goal of the circular economy is to achieve an end to waste and eliminate the need for virgin materials.

Given Taiwan's extensive history of implementing sustainable practices, both their government and private companies have and continue to work toward achieving a complete circular economy. This movement in economic structure established a growing sustainable market in Taiwan. To meet this market change, Taiwan's shoe industry began and continues to integrate more sustainable manufacturing practices such as circular shoe manufacturing.

The project sponsor, Feebees, is a Taiwanese shoe company that incorporated a circular approach since its founding. Founded in 2011 by Kuming Chen, Feebees developed a barefoot-feeling sock sneaker (see **Figure E.1**). Kuming Chen designed the sneaker with a knit top and polyurethane sole; both components are entirely recyclable and reused to make new Feebees sneakers. With their barefoot shoes focused on promoting healthy habits, Feebees targets parents 35-55 years old, those with foot problems, and runners.



Figure ES.1. Feebees' Recyclable Sock Shoes

Currently, Feebees' goal is to expand their customer base while promoting sustainable habits to Taiwanese consumers. However, the research team found Feebees' current branding and marketing is disconnected from each other as well as from their company goal. A possible solution to reconnect these company branding and marketing is through a change in brand image and a change in company marketing.

Through working with Feebees to reach a greater customer base and emphasize their mission of sustainability, the team established three objectives:

1. Investigate the common branding strategies of Taiwanese sneaker brands.
2. Assess the Taiwanese consumers' priorities when purchasing sneakers.
3. Determine the Taiwanese public's views on sustainable marketing.

Methods

To achieve these objectives and address the project's mission, the team conducted three methods of research.

To address the project's first objective, the team conducted a competitor analysis. The team used the competitor analysis on nine Taiwanese shoe companies, including Feebees, and analyzed their branding and marketing strategies. The team

selected the nine companies based on whether they were sustainable sneaker companies, sustainable shoe companies, small sneaker companies, or small shoe companies. For each company, the team used the company’s website homepage to assess branding and used the company’s three recent Facebook posts to assess their marketing.

For the second objective, the team conducted three interviews with sales representatives at distributor stores that sold Feebees shoes. From these interviews, the team hoped to gain a better insight on the buying habits of Taiwanese consumers from a seller perspective.

Lastly, the team used consumer surveys to both further support the second objective and address the third objective. As a result, the team would gain insight on the buying habits of Taiwanese consumers from consumers themselves. Working closely with Feebees, the team sent the survey to current Feebees customers through Feebees’ company Facebook and LINE social media pages. The team also sent the survey to general consumers through a Facebook advertisement. Targeting these two groups of consumers allowed the team to understand what Feebees needs to prioritize to reach new customers while maintaining their current customer base.

Results

Competitor Analysis

Through text analysis of the company homepages, the team observed that the two overarching themes in company branding were mentions of product qualities and sustainability (see **Figure X.2**).

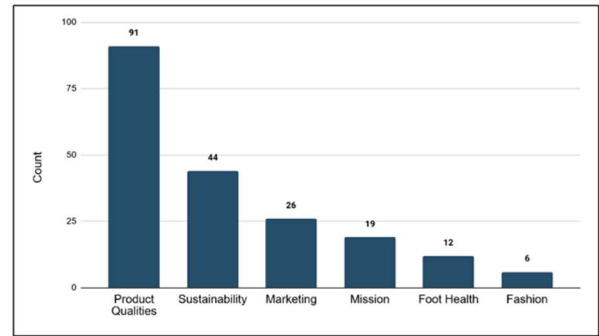


Figure ES.2. Themes Found in Taiwan Shoe Company homepages (n=9)

However, CCILU, one of the companies the team included for competitor analysis, made up the majority of the sustainability counts in the homepages. A notable mention for CCILU is that the company moved from Taiwan to the United States. A cultural difference between Taiwan and the United States could explain the lack of sustainable marketing in Taiwan compared to the United States. Despite the removal of CCILU from the homepage analysis, product qualities remained the overarching theme. From the Facebook content analysis, the team found instances of the “Sustainability” and “Product Qualities” themes, with all mentions of sustainability again coming from CCILU’s posts. This pattern suggests that sustainability might not be a popular branding and marketing strategy for Taiwanese shoe companies. Thus, the most common theme between the website and Facebook analysis was the branding and marketing of the product qualities, which included comfort and shoe purpose. Despite CCILU overwhelming prominence in the sustainability theme, there were a few counts of sustainability from within Feebees’ branding. This could be the company’s attempt to combat the Taiwanese public’s stigma towards recycled materials while promoting their recyclable sneakers.

In addition to the text analysis of the Facebook posts, the team analyzed any

common factors of Feebees' most popular posts to gauge the company's most effective method of marketing. The team did not observe any significant findings linking the theme of the Facebook posts to the number of likes they received. The only notable trend was the posts including videos or collaborations with other related organizations seemed to garner more likes.

For the data collected, the team focused on Facebook posts from 01 January to 18 April 2024, in which Feebees posted 54 times; 39 photos and 15 videos. Posts with videos received more than double the average number of like the photo posts received. However, the increase of likes could be attributed to the collaborations with other organizations and events, 80% of the Feebees' videos were collaborations. The data suggests that videos are a more effective type of media to increase online engagement on Facebook. Feebees' most popular posts were collaborations with other running specific organizations, such as Cinsbu Ultra Marathon and 17Run.

Interviews

The team conducted interviews with sales representatives at Feebees' distributor stores and Feebees' social media content editor. The only relevant comment from the social media content editor was that Feebees has no intention of marketing on other social platforms such as Instagram and TikTok due to the company's limited resources. This limitation altered the number of recommendations that the team could provide to Feebees concerning marketing strategies. From the interviews with sales representatives, the team identified four overarching themes: pricing accessibility, sustainability, comfort, and activities.

The interviewees unanimously agreed that Feebees sneakers were an average price for running sneakers,

suggesting that price was not a limiting sales factor for customers purchasing Feebees.

The team asked the sales representatives about the relationship between Taiwanese consumers, sustainability, and Feebees' sneaker sales. All interviewees were consistent between each interview in which sustainability seemed not to be a major selling point and the shoes made from recycled materials seemed to be detrimental to sales. One sales representative stated that they intentionally do not promote the sustainability aspect of Feebees sneakers because recycled materials have a negative connotation among Taiwanese consumers. However, the interviewees mentioned that the sustainability of the company could be a bonus to some younger customers.

In contrast to consumer views on sustainability, all the interviewees highlighted comfort as the main selling point of Feebees' recyclable sneakers. When the team asked the representatives how they promote Feebees sneakers to potential customers, the sales representatives all mentioned how they focused on how comfortable and simple the sneakers were to wear over any other qualities such as the uniqueness of a barefoot feeling shoe.

While Feebees' current branding focuses on an active lifestyle, the interviews suggest that the comfort of Feebees appeals to a different, more casual, type of lifestyle among their customers. As consumers buy Feebees for casual use instead of purely running, this reveals another disconnect between Feebees' branding, marketing, and consumer base.

Survey

The survey had 36 results with half being 35-54 years old and having one or two kids, with a balanced gender distribution. The lifestyle questions aimed to understand the stage of life the participants were in,

referred to as their “second life”. The responses indicated that a significant portion of the participants were not planning on buying a new car in the future, suggesting a stable lifestyle. However, an equal portion indicated a preference for SUVs, hinting at a family-oriented lifestyle.

In terms of health and fitness, outdoor walking and endurance sports were the most popular activities, aligning with the primary uses of Feebees sneakers.

The brand opinions section of the survey differentiated between current Feebees customers and general consumers, with only a third of the respondents being current customers. The brand opinions section revealed similarities between current customers and general consumers, with both groups primarily buying sneakers for walking and running. Comfort and foot health were the top traits associated with the brand by current customers and sought after by general consumers. Sustainability, while not a priority for general consumers, was not a deterrent either.

The shoe purchasing tendencies section confirmed the high priority of comfort over style for Taiwanese consumers. Pricing was also a major influence, but sustainability did not strongly influence purchasing tendencies. Despite this, there was interest in a sneaker recycling program (which Feebees currently has). Also, a 10-20% price incentive seemed sufficient to get customers to recycle.

The survey results suggest that Feebees should focus on promoting comfort, ensure clear communication about their programs, and continue to offer their recycling program. However, the small sample size may limit the representativeness of these findings.

Recommendations

The team proposed three key recommendations for Feebees to enhance their brand and marketing strategies:

1. **Emphasize Marketing Casual and Leisure Lifestyle.** The team recommends Feebees to develop branding and marketing strategies that highlight a more casual and leisure lifestyle. This aims to connect Feebees’ branding and marketing to what their current consumers and general consumers prefer and prioritize when buying sneakers.
2. **Educate Consumers on Sustainability Via Recycling.** The team believes shifting the marketing focus of Feebees from promoting recyclable sneakers made from recycled materials to shoes that are recyclable would appeal more to Taiwanese consumers and avoid concerns about the durability of recycled products. With this, Feebees should highlight the consumer’s role in the recycling process. As consumers are interested in recycling but not sustainability, Feebees can then use their recycling program to educate consumers on practicing sustainable lifestyles.
3. **Collaborate with More Organizations and Events.** The team recommends that Feebees collaborate with more organizations or influential figures to increase their Facebook post interactions. As the company’s main method of marketing, collaborations could help Feebees reach new audiences and create positive associations with various communities.

These recommendations align with Feebees’ company goal of promoting

sustainable habits and healthy lifestyles among the Taiwanese public while supporting Taiwan's overarching goal of adopting a circular economy. The team also considered the preferences and tendencies of Taiwanese consumers. However, the team recognizes that Feebees is a small company, which may limit the resources available for implementing these recommendations.

Conclusion

While there are disconnects between Feebees' current branding and marketing strategies, each of the elements within each strategy appeal to Feebees' target audience of Taiwanese adults aged 35-55. Thus, the team's recommendations hope to link these elements together to best represent who buys Feebees and help Feebees grow their market presence in Taiwan. Ultimately, helping Feebees grow will promote a positive shift in the global shoe industry towards a more sustainable future.

Executive Summary References

Stahel, W. R. (2016). The circular economy. *Nature*, 531(7595), Article 7595.

<https://doi.org/10.1038/531435a>

Authorship

Section	Primary Author(s)	Primary Editor(s)
Abstract	Brian, Willa	All
Acknowledgements	All	All
Executive Summary	All	Ben, Roey, Willa
Executive Summary References	All	Roey
Table of Contents	All	Roey
List of Tables and Figures	All	Roey
1. Introduction	Willa	Brian, Roey
2. Background	Roey, Willa	All
2.1. Taiwan's Circular Economy	Ben, Brian	All
2.2. Shoe and Textile Recycling in Taiwan	Willa	All
2.3. Feebees' Dual Industry	Roey, Willa	All
2.4. Current Feebees Marketing	Roey, Willa	All
2.5. Current Feebees Branding	Roey, Willa	All
2.6. Green Marketing	Roey, Willa	All
2.7. Navigating Rebrands	Roey, Willa	All
2.8. Summary of Background	Willa	All
3. Methods	Roey, Willa	All
3.1. Competitor Analysis	Roey, Willa	All
3.2. Interviews	Roey	Ben, Willa
3.3. Surveys	Roey	All
3.4. Ethics	Roey	All
3.5. Limitations	Brian	All
4. Results	Roey, Willa	All
4.1. Competitor Analysis Results and Analysis	Roey, Willa	All
4.2. Interviews Results and Analysis	Roey, Willa	All
4.3. Surveys Results and Analysis	Roey, Willa	All
5. Recommendations	All	All

6. Conclusion	Brian, Roey	Ben
References	All	All
Appendix	All	Ben, Roey

Table of Contents

Abstract.....	ii
Acknowledgments.....	iii
Executive Summary	iv
Executive Summary References	ix
Authorship.....	x
Table of Contents.....	xii
List of Tables and Figures.....	xiv
1. Introduction.....	1
2. Background.....	3
2.1. Taiwan’s Circular Economy.....	3
2.2. Shoe and Textile Recycling in Taiwan	4
2.3. Feebees’ Dual Industry.....	6
2.4. Current Feebees Marketing	7
2.5. Current Feebees Branding.....	9
2.6. Green Marketing	10
2.7. Navigating Rebrands	12
2.8. Summary of Background	14
3. Methods.....	15
3.1. Competitor Analysis.....	15
3.2. Interviews	19
3.3. Surveys.....	21
3.4. Ethics.....	23
3.5. Limitations	24
4. Results and Analysis.....	26
4.1. Competitor Analysis Results.....	26
4.2. Interview Results and Analysis	33
4.3. Survey Results and Analysis	39
5. Recommendations.....	48
5.1. Recommendation 1: Emphasize Marketing Casual and Leisure Lifestyle	48
5.2. Recommendation 2: Educate Consumers on Sustainability Via Recycling.....	49

5.3. Recommendation 3: Collaborate with More with Organizations and Events	50
6. Conclusion	51
6.1. Recommendations for Future Projects	51
References	53
Appendices.....	57
Appendix A: Content Analysis Coding Frame	57
Appendix B: Distributor Interview Protocol.....	59
B1. Interview Questions (English)	59
B2. Interview Questions (Mandarin-Chinese).....	60
B3. Consent Form for Distributor Interviews (English).....	61
B4. Consent Form for Distributor Interviews (Mandarin-Chinese)	64
Appendix C: Feebees Social Media Content Editor Interview Protocol.....	68
C1. Interview Questions (English)	68
C2. Interview Questions (Mandarin-Chinese).....	69
C3. Consent Form for Social Media Content Editor Interview (English).....	70
C4. Consent Form for Social Media Content Editor Interview (Mandarin-Chinese)	73
Appendix D: Facebook and LINE Online Consumer Survey	77
D1. Official Survey Question (English)	77
D2. Official Survey Question (Mandarin-Chinese).....	93
D3. LINE and Facebook Survey Post.....	107
Appendix E: Extra Competitor Analysis.....	109
Appendix F: Feebees Social Media Content Editor Interview Transcript	112
Appendix G: Distributor Interview A Transcript.....	118
Appendix H: Distributor Interview B Transcript	133
Appendix I: Distributor Interview C Transcript.....	143
Appendix J: Moodboard Image References	155

List of Tables and Figures

Table 1. List of Companies Used for Competitor Analysis	16
Table 2. List of Interviews the Team Conducted	20
Table 3. Total Capital (NT\$) of Taiwanese Shoe Companies	26
Table 4. Average Number of Likes and Percentage of Collaborated Posts on Feebees' Facebook Since January 2024	33
Table E.1. Primary Shape Used in Taiwanese Shoe Companies' Homepages	109
Figure ES.1. Feebees' Recyclable Sock Shoes.....	iv
Figure ES.2. Themes Found in Taiwan Shoe Company Homepages	v
Figure 1. Feebees' Recyclable Sock Shoes.....	7
Figure 2. Promotional Homepage Image From Feebees' Website	9
Figure 3. Screenshot of Feebees' Facebook Profile Header	10
Figure 4. Branding Moodboards for a Luxurious Clothing Line.....	13
Figure 5. Flowchart of Goals, Objectives, Methods, and Deliverables	15
Figure 6. Online Consumer Survey Flow	22
Figure 7. Themes Found in Taiwan Shoe Company Homepages.....	28
Figure 8. Homepage Image From Feebees' Website About Daily/Leisure Activities	29
Figure 9. Themes Found in Taiwan Shoe Company Facebook Posts.....	30
Figure 10. Counts of Codes in Product Qualities Theme in Feebees' Three Most Recent Facebook Posts.....	31
Figure 11. Feebees Facebook Post Showing Style and Casual Use Of Sneaker	32
Figure 12. Ages of Survey Participants	39
Figure 13. Future Vehicle Preferences.....	40
Figure 14. Purpose Of Sneaker Purchases	42
Figure 15. Traits Current Feebees Customers Associate With Feebees	42
Figure 16. Traits General Consumers Look for in Running Sneaker Brands	43
Figure 17. Preferred Price Incentives for Sneaker Recycling Program	45
Figure 18. Shoe Purchasing Tendencies of Taiwanese Consumers.....	46
Figure 19. Brand Moodboard for Casual Lifestyle	49

Figure E.1. Promotional Image From Feebees Website Showing Weightlifting. 110

Figure E.2. Percentage of Model and Shoe-Focused Pictures on Company Homepages. 110

1. Introduction

The global economic paradigm that most companies use today is a linear economy (Skawińska & Zalewski, 2018). A linear economy consumes virgin materials to create products (Platon et al., 2022). Once the product becomes worn or unusable, the consumer will typically throw the product away and buy something new. The product's life ends in the landfill. Comparatively, a circular economy focuses on the repurposing and repairing of products to eliminate the need for virgin materials (Platon et al., 2022; Stahel, 2016). A circular economy focuses on a sustainable approach for the sneaker industry's future.

In light of growing environmental concerns, Taiwan's government made strides to improve their economy and sustainability by shifting to a circular economy. To support their goal, Taiwan's government implemented monetary incentives for companies to shift over to a circular industry. There are currently over 300 companies that have shifted their structure so that it aligns with a circular economy (Taiwan Circular Network, 2020). Regarding the shoe industry, the use of linear economy poses a sustainability concern as companies produce billions of shoes that are then thrown away each year by consumers. Industry ultimately contributes 8% of the global CO₂ emissions (Chrobot et al., 2018). Utilizing a circular economy will reduce waste by reutilizing old shoes as a material source for new shoes.

To achieve Taiwan's goal of sustainability, the company Feebees set out to create a sneaker that can be part of a circular economy. The company's recyclable sock shoe has a woven upper build with melted down, molded polyurethane (PU) as the sole. While Feebees currently markets towards older active adults, they would like to expand their customer base while promoting sustainable habits.

Through analyzing how Feebees currently brands and markets itself, the goal of this project is to determine an effective branding and marketing strategy for Feebees to expand its customer outreach and emphasize their sustainability mission. The team achieved this goal through the following project objectives:

1. Investigate the common branding strategies between Taiwanese sneaker brands.
2. Assess the Taiwanese consumers' priorities when purchasing sneakers.
3. Determine the Taiwanese public's views on sustainable marketing.

The team accomplished these objectives through a combination of content analysis of competitor sneaker companies, interviews with sales representatives at stores that sell Feebees sneakers, and online surveys to general and Feebees consumers. As the final deliverable, the team created a list of recommendations that Feebees could implement to align their current branding and marketing strategies with consumers values. The team hopes that these recommendations will help Feebees grow within the Taiwanese market, ultimately supporting the global shoe industry's journey towards sustainability.

2. Background

This chapter provides context for the project's objectives to investigate, assess, and determine strategies for the company, Feebees, to expand its targeted customer base. The chapter begins with a discussion of Taiwan's circular economy and the role recycling plays in the sneaker industry. Next, the focus moves onto Taiwan's shoe and textile recycling industry and introduces Feebees' current market base. Finally, this chapter explores Feebees' current branding image and the new marketing standard, green marketing. This information is important to understand the relationship between Feebees' branding and customer relations and provides the background for expanding their customer base.

2.1. Taiwan's Circular Economy

Taiwan has a long history of changing to become increasingly sustainable. Wu et al. (2020) marks the start of Taiwan's journey towards sustainability in 1984 when the country transitioned from open burning to sanitation landfills. Then, in the late 1980s, Taiwanese companies saw the government's introduction of environmental policies aimed at reducing production waste. The Taiwanese government used these policies to encourage companies and manufacturers to implement new recycling systems. Within these changes, in 1990, the government implemented mandatory environmental education to teach the public how to sort their waste and use public waste services. The government also introduced taxes on producers to fund the development of the recycling sector. In 2003, non-governmental organizations and enterprises entered the recycling industry, marking a new era of private companies contributing to Taiwan's recycling systems (Wu et al., 2020).

The same study noted that the need to fund new recycling programs led to higher prices for green products and services, which helped the government test public support for recycling. By 2016, the recycling rate in Taiwan had reached 52.5%, and businesses populated the market with green lifestyle products and services. As the Taiwanese public became more environmentally conscious, the Taiwanese government introduced updated recycling and waste regulations to work towards their goal of a circular economy (Wu et al., 2020; Tsai, 2021).

The circular economy is a modern economic model that emerged as a response to the traditional linear economy's limitations. As defined by Planton et al. (2020), a linear economy consists of "extracting, processing, manufacturing, and disposing of materials". Over time, managing a linear economy's waste is not sustainable because of limited energy, resources, and space. To address the shortcomings of a linear economy and promote a more sustainable economy, Stahel proposed the concept of a circular economy based on the idea of "substituting manpower for energy" (Stahel, 2016). He argued for repair over replacement to achieve an "end of waste" to utilize discarded waste as new materials (Ragossnig & Schneider, 2019; Stahel, 2016). Additionally, Stahel suggested sales of services over sales of goods to incentivize companies to produce durable and repairable products to reduce waste and energy consumption, thereby reducing the carbon footprint. In addition to reducing consumption and waste, a meta-analysis by Yin et al. (2023) showed the circular economy model improves a company's financial and ecological performance.

However, transitioning to a complete circular economy presents challenges. It requires new technologies to deconstruct used products back down to starting materials, requiring advancements in metallurgical and chemical sciences. The end goal is to recycle "atoms," transforming waste into high-value-added products (Planton et al., 2022; Stahel, 2016). The recovery of materials from discarded waste often requires significant energy and additional processing costs. Additionally, the quality of recycled materials is often lower than that of raw, virgin materials, limiting their reuse in the same type of product (Planton et al., 2022).

Feebees has implemented a partial circular economy into their business model and they are working to become 100% circular. The company recycles polyurethane (PU) foam for use in repairing and creating new soles for shoes.

2.2. Shoe and Textile Recycling in Taiwan

The textile industry is relatively new to Taiwan. In the 1940s and 50s, the country produced small quantities of cotton yarn and fabrics (Lin et al, 2022). Taiwan's weaving output increased from 430,000 to 1.25 million items between the 1960s and 70s due to the increased demand for synthetic fibers among manufacturers (Chen Chiu, 2009). This rapid growth paved

the way for a dramatic change in the textile industry. In the late 1980s, Taiwanese companies made the official shift from using natural fibers to synthetic to provide more comfortable fabrics to the public (Lin et al., 2022).

Shortly after the emergence of Taiwan's textile industry, the country's shoe industry emerged in the 1960s. Taiwan quickly became the world's largest shoe exporter until 1971 at which point China and Southeast Asia started to dominate shoe exportation (Hsieh et al., 2023). Although Taiwan as a country is no longer the top shoe producer, Taiwan's Pou Chen Corporation is still one of the leaders in shoe production. Taiwan's shoe factories currently produce shoes for major footwear companies including New Balance, Merrell, Timberland, Converse, Asics, Reebok, Nike, and Adidas. These companies all have a place in the global fashion industry.

Meanwhile, consumerism around the global fashion industry poses an ongoing concern for the environment. Researchers are focusing on reducing the amount of waste piling up in landfills and advancing the manufacturing of eco-friendly materials (Ghimouz et al., 2023; Hsieh et al., 2023). Within the global fashion industry, the global shoe industry contributes 8% of the world's CO₂ emissions (Chrobot et al., 2018) and materials used in common sneakers take years to decompose. Consequently, with increasing consumerism, several sneaker companies (including the ones mentioned above) have pushed for cleaner and recyclable sneaker materials to move towards a circular economy.

To help accomplish this goal, Ghimouz et al. (2023) proposed a successful circular approach for shoe manufacturing. This study applied an additive approach to manufacturing shoes by using a melted-down polymer as material for a 3D printed shoe. This technique showed that it is possible for the shoe industry to transition to a circular economy by recycling compatible plastics, thus "closing the loop" (Ghimouz et al., 2023). PU is the most compatible material with other recyclable plastics, and therefore, manufacturers can integrate PU into a wide variety of products, for example sneakers (Hsieh et al., 2023). Another method that the sneaker industry can use to move towards this goal of a circular economy is a one-piece woven shoe (Hsieh et al., 2023). This method reduces the usage of material, production time, and labor costs.

The goals of the sneaker industry align with the Taiwanese government and companies' goal to become a circular economy. This aligns with the desires of the Taiwanese people who are

becoming increasingly aware of their environmental impact (Hsaio et al., 2001). The shared desire to shift towards a more sustainable future aligns with Feebees' mission to contribute to a circular sneaker industry in Taiwan. The company incorporates both strategies of the shoe market by using melted down PU in a one-piece woven shoe.

2.3. Feebees' Dual Industry

Taiwan's market for sustainability-based companies has grown over the years. All corners of the Taiwanese market have pushed for more sustainable practices, with a high focus in electronics, agriculture, and clothing. Circular Taiwan Network (CTN) is a non-profit organization that aims to make Taiwan a 100% circular economy. CTN plans to integrate their "5+2 industry innovation plan" (Circular Economy, n.d.). Their 5+2 plan focuses on changing five industries in one of two ways, circular economy, or new agriculture. Since the CTN launched, over 300 private companies have joined sustainability centered organizations (Circular Economy, n.d.). In the past decade, Taiwan saw an increase of sustainable clothing brands. In 2021, the clothing company, FYNE, established a sustainable clothing brand with their mission to become a zero-waste company with a fully integrated circular economic structure. (FYNE, 2021).

Meanwhile, Taiwan's shoe market continues to maintain its relevance. As of 2024, Statista estimated the total Taiwanese shoe market to be worth around \$2 billion USD with a predicted sneaker market revenue at \$130.8 million USD (Statista, 2024b). Within the broader Asia-Pacific (APAC) region, Statista (2024) estimated the sneaker market to be worth \$25.97 billion USD. Miller (2021) identified the top shoe brands across APAC as Nike, Adidas, Puma, and Reebok. For sportswear brands in particular, the article noted New Balance, Skechers, Asics, and Fila as other notable brands. The four brands that were uniquely popular in Taiwan were Birkenstock, Daphne, A.S.O, and LA New. A.S.O and LA New are local Taiwanese brands.

Feebees is a small company that established itself in both Taiwan's shoe market and sustainable market through their sock shoe (see **Figure 1**). Feebees' sock shoe has two unique elements that each cater to the aforementioned markets. In terms of sustainability, the sock shoe has two parts: the upper and the sole. The upper is a 3D woven knit polymer that encases around

the foot and melted down PU makes up the sole. Given its minimalistic design, the sneaker can easily separate into its two materials. This separation facilitates more efficient recycling. Feebees can then grind each material down and reuse them to create new sneakers. By intentionally incorporating PU as the plastic component of the shoe, Feebees' shoes are 100% recyclable, which meets Taiwan's (and CTN's) goals of a circular economy.



Figure 1. Feebees' Recyclable Sock Shoes

In addition to being 100% recyclable, the Feebees' sneaker design mimics the feeling of walking barefoot. Feebees uses the idea of a "barefoot" shoe to promote their health and fitness image. A study showed that running barefoot can have significant benefits on foot and ankle strength as well as improving overall foot health (Nigg, 2009). As humans age, their muscles become weaker and are more prone to breaks and sprains. Increasing the lower leg muscles builds stability, and as a result, helps prevent foot related injuries (Nigg, 2009). Therefore, the proposed health benefit of Feebees' shoes can appeal to an older demographic who want to stay active.

2.4. Current Feebees Marketing

For the purpose of this project, the team defined marketing as how a company reaches consumers. In line with the health benefits of their shoes, Feebees stated in conversation that

they currently market towards two target audiences: 1) parents aged between 35 and 54, and 2) individuals with bunions, athlete's foot, and those who dislike the confinement of traditional sport shoes. The former serves as the primary audience while the latter is the secondary.

Within the primary target audience, Feebees wants to target adults in the workforce who struggle to find the time to stay active. Feebees recognizes that as people take on more responsibilities, it makes it hard to stay consistently active. During a conversation, Feebees stated that this is especially paramount for parents because of the long-term health risks of a sedentary lifestyle. On Feebees' website and social media pages, there are posts that highlight the family aspect of their company. The company sells sneakers for toddlers and up to adults; however, most of their marketing appears to target young adults. Feebees notes on their website that excess stress is not good for long-term health. Instead, making time to go out, exercising, and recuperating with family should be a priority. Within the secondary audience, Feebees wants to address the dangers of restrictive shoes for people with poor foot health. Feebees' sneaker molds to the foot, rather than the foot molding to the sneaker. This design choice hopes to prevent foot issues such as bunions, athlete's foot, and overall discomfort. This will then encourage active adults to maintain consistent exercise allowing them to enter a "second life". In this "second life", adults can explore new interests without any limitations. However, neither the primary nor secondary target audience have a strong connection with the sustainability aspect of Feebees sneakers.

Feebees currently markets to their target audience of active adults, ages 35-54, through their Facebook, LINE, and YouTube platforms. In addition to their online presence, Feebees regularly donates to charities such as 17run, one of their main charities which supports blind Taiwanese runners. In addition, Feebees hosts brand events to promote their sneakers by motivating the Taiwanese public to be active. Through these activities, Feebees advertises themselves as a community-focused sneaker brand.

However, while staying close to their current target audience, Feebees wants to draw in more customers through a change in their brand image. A brand image change may shift how Feebees should market themselves to reach new customers.

2.5. Current Feebees Branding

Compared to marketing, which is how a company reaches consumers, branding is how a company represents its identity and values to consumers. A brand identity serves three functions: navigate consumers to choose between different brands, reassure consumers that their choice was right, and encourage consumers to identify and interact with the brand (Wheeler, 2009).

In terms of branding, Feebees' current branding centers around health and fitness. Most of Feebees' promotional material on their website (see **Figure 2**) features young and fit female models working out in Feebees shoes. This is not representative of the older nature of their target demographic. It is important to note that most of the photos on the company's store homepage feature young female models, which would suggest that young females are the predominant target within Feebees' demographic. Despite this observation, in conversation, Feebees stated that they target their products to an older demographic and to both men and women. Therefore, their current brand image does not align with their current marketing towards an older demographic of active adults.



Figure 2. Promotional Homepage Image From Feebees' Website (Feebees International, 2021)

While the branding on Feebees website is disconnected from their marketing strategy and target audience, their social media is more in line with the company's marketing. Feebees primary visuals on their Facebook feature runners using Feebees shoes. Their focus on health and fitness is more evident on the company's Facebook page (see **Figure 3**) which features a Japanese marathon runner, Ryōichi Sekiya. The picture supports Feebees' goal to market

towards the older generations. Therefore, there is also a disconnect in how Feebees brand themselves on different platforms (store website compared to their social media).

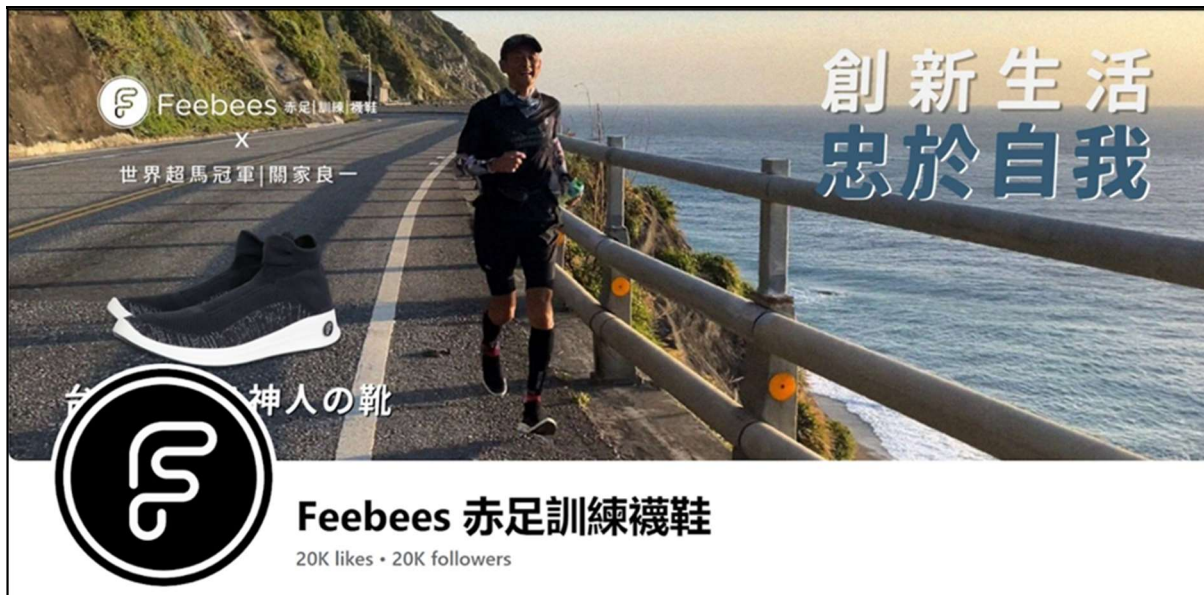


Figure 3. Screenshot of Feebees' Facebook Profile Header (Feebees, n.d.)

Sustainability is a secondary aspect to Feebees' brand. Information about the company's sustainability initiatives is not present on the store homepage but instead on the "About Feebees" tab of their website. This page includes their company values and their sustainability goals. Their website implies that Feebees shoes are for everyone by stating that it is an all in one while saying that the shoes are good for the environment ("Feebees 赤足機能襪鞋 x 好環保" which translates to "Feebees Barefoot Functional Sock Shoes x Good for the Environment"). However, Feebees does not widely display these statements on their website or Facebook page as compared to their images about fitness and running. Therefore, this requires the customer to have to search for Feebees' sustainability goals. Feebees seeks to raise awareness of the company's sustainability habits to Taiwanese consumers. Subsequently, this presents a third disconnect between Feebees' current branding and goals.

2.6. Green Marketing

As consumer environmental awareness grows, green marketing is becoming a popular marketing strategy (Ginsberg et al., 2004). Given Taiwan's focus on improved sustainability and

growing sustainability market, Taiwanese companies are “actively implementing green marketing [to meet] market demand” (Chang et al., 2019). Green marketing is a method of marketing that companies use to express to the public that they are environmentally conscious.

The extent that a consumer is an environmentalist varies greatly. Ginsberg et al. (2004) conducted a Roper survey and analyzed the American participants’ behavior and intentions regarding their sustainable buying practices. The data presented five groups of sustainable behavior:

1. **True Blue Green** are consumers who have environmentalism as one of their core values. True Blue Greens use environmentalism to guide their purchasing habits and are four times more likely to abstain from buying from non-environmentally conscious companies.
2. **Greenback Greens** are consumers who are more likely to choose the greener option when compared to the average consumer.
3. **Sprouts** are consumers who in theory are environmentally friendly. However, they do not practice environmentally friendly habits.
4. **Grouses** are consumers who know very little about being environmentally friendly and think that environmentally friendly products are more expensive.
5. **Basic Browns** are consumers who make no choices based on the effects on the environment.

A company can choose its green marketing strategy between the five groups listed above (Ginsberg et al., 2004). The green marketing strategies range from “Lean Green” to “Extreme Green” based on how truly green a company is. The “Lean Green” strategy does not prioritize sustainability in their company mission and branding while the “Extreme Green” fully integrates environmental issues into every aspect of their company (Ginsberg et al., 2004). “Defense Green” and “Shaded Green” fall between these two extremes where perceived “greenness” either enhances brand image without promoting its initiatives or acts as a secondary goal because other attributes can bring a company more money (Ginsberg et al., 2004). Taiwanese corporation's shift towards a more circular economy sets the foundation for the success of “greener” strategies (Shaded, Defense, and Extreme Green).

Both Feebees' current marketing and branding strategies are at the Shaded Green level. However, the company may lean closer to Lean Green because they do not actively promote recyclability aspect of their sneakers nor widely display information about their sustainability actions. This indicates a gap between how Feebees brand and markets their company to consumers with their company mission of sustainability which aligns with the growing market demand.

2.7. Navigating Rebrands

Despite the numerous disconnects within Feebees' branding, the company has a clear understanding of their desired brand image. Through conversation with Feebees, the company seeks to promote better foot health, active lifestyles, and sustainability within the sneaker industry. A rebranding to establish a cohesive and consistent brand identity will help Feebees clarify that mission to their target audience. Consequently, with respect to Wheeler's definition of a brand identity in **Section 2.5**, Feebees could more effectively navigate, reassure, and encourage Taiwanese consumers to buy their sneakers (Wheeler, 2009). Generating more consumer trust and confidence can then create opportunities for Feebees to stand out within Taiwan's vast shoe industry (Näveri, 2015; Wheeler, 2009).

One approach to navigating a rebrand is to use moodboards to convey branding concepts (Näveri, 2015). A branding moodboard (**Figure 4** is an example) serves as a visual representation of a brand's identity through a collection of images, text, and photos.



Figure 4. Branding Moodboards for a Luxurious Clothing Line (Vera, 2009). These moodboards explored concepts of mobility, women drivers, and Russia (Vera, 2009).

The key elements to a moodboard are color, shape, and composition. Together these elements invoke feelings and moods in the audience while sharing the moodboard designer's message (Vera, 2009). Since feelings and moods are subjective, a moodboard needs to include images that prioritize conveying the emotional message instead of approaching the message literally (Vera, 2009). For instance, to convey a message of "relaxing," images of serene beaches and a cozy couch are more effective than a picture of someone relaxing on the beach or on the couch. However, Vera (2009) also notes there needs to be a careful balance of the emotional and literal message because the moodboard's overall message should be straightforward and obvious to any viewer.

After establishing a rebrand, it is important to effectively communicate (i.e., market) the new brand image to consumers. Without clear marketing, a rebranding may cause harm to a company because while attracting new types of customers, current customers can lose their trust and confidence in the brand (Olaore & Kuye, 2019). Effective marketing strategies of a rebrand should include clear organization and be flexible to adjust to a dynamic market (Olaore & Kuye, 2019). Rebranding ultimately presents a potential high-risk, high-reward strategy.

2.8. Summary of Background

Through their utilization of recycled PU, Feebees established their sock shoes as part of the Taiwanese circular shoe industry. The company's involvement in the circular economy aligns with Taiwan's movement into a more sustainable economy. Through background research into a circular economy, shoe and textile recycling in Taiwan, and an analysis of general marketing strategies and Feebees' current market, the team can better support Feebees in their mission to expand their customer base.

Currently, Feebees markets itself to older adults in Taiwan. However, their current branding on their website and social media does not accurately represent their target demographic. Furthermore, their current branding is not reflective of their sustainability goals which are to promote sustainable habits to their customers. While helping Feebees reach more customers, the team needs to explore new possibilities of multifaceted brand images for Feebees—as well as their respective marketing strategies—to clarify their company mission to consumers.

3. Methods

This project’s goal was to determine an effective branding and marketing strategy for Feebees to expand their customer base and emphasize their sustainability mission. To accomplish this goal, the team identified the following objectives:

1. Investigate the common branding strategies between Taiwanese sneaker brands.
2. Assess the Taiwanese consumers’ priorities when purchasing sneakers.
3. Determine the Taiwanese public’s views on sustainable marketing.

To meet these objectives, the team implemented three methods: competitor analysis, interviews, and consumer surveys. **Figure 5** illustrates the relationship between the project goals, objectives, methods, and the final deliverable. This chapter describes each of the three aforementioned methods in the order the team executed them.

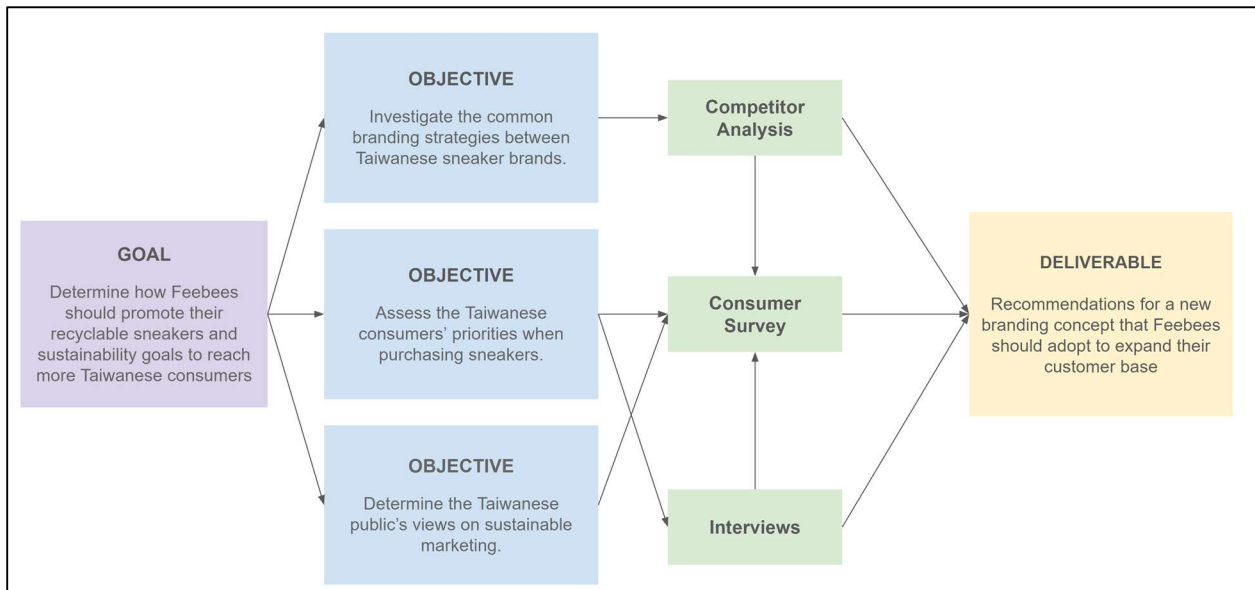


Figure 5. Flowchart of Goals, Objectives, Methods, and Deliverables

3.1. Competitor Analysis

The team performed a competitor analysis to assess the strengths and weaknesses of other Taiwan-based shoe companies within Feebees’ market and see how Feebees compares. A

competitor analysis is a comprehensive analysis of market competition that considers factors such as finances, customer base, and methods of branding and marketing. Effective competitor analyses enable companies to learn from their competitors how to react to changes in their market (Adom et al., 2016).

To perform the competitor analysis, the team looked for the following Taiwanese based shoe company types in order of most to least priority: sustainable sneaker companies, sustainable shoe companies, small sneaker companies, and small shoe companies. The team only looked at Taiwanese companies since Feebees only wanted to focus on the Taiwanese market. The team excluded companies that had minimal website or social media presence from the analysis. **Table 1** provides the list of companies the team identified for analysis.

Table 1. List of Companies Used for Competitor Analysis

Company	Main Product
A.S.O	Dress Shoes, Outdoor Shoes
CCILU	Dress Shoes, Casual Shoes
D+AF	Dress Shoes
Feebees	Sneakers
Invincible	Sneakers
LA New	Casual Shoes, Sneakers
New Buffalo	Sneakers
Oringo	Casual Shoes
Travel Fox	Casual Shoes, Outdoor Shoes

For these companies, the team used total capital as an indirect measurement of company success. Total capital is the total amount of financial assets the company has access to, which includes short- and long-term debt and stakeholder assets and shares. Thus, the team decided that companies with a higher total capital were likely more successful.

3.1.1. Homepage Content Analysis

Content analysis is a method of research used to collect and analyze data to search for keywords, common themes, and designs. In literature, researchers use content analysis to analyze for common themes, keywords and ideas; however, its applications can extend to market data collection and analysis. The purpose of using content analysis was to address the project's first objective by identifying any trends in product branding and marketing strategies that companies use in the Taiwanese sustainable shoe industry. Through content analysis, the team assessed competitors' branding and marketing strategies to guide the recommendations for a new brand strategy for Feebees.

The team took the three most recent Facebook posts and website homepage for analysis on 01 April 2024. The team initially created a program that took in the list of websites and collected all the text and images from the websites using Python 3.12 with the requests and BeautifulSoup4 libraries. The program used the requests library to download the webpage and used BeautifulSoup4 to extract the written text and images from the downloaded site. The team extracted text using the pytesseract library (which uses Google's Tesseract OCR character recognition program). However, the program could not extract all the text from the images and the team ultimately performed the content analysis manually. For each company, the team performed content analysis using the text on the websites and Facebook pages. The team excluded from the analysis any videos and text on carousel images, credit card logos, social media icons, and other non-promotional content.

The team used a coding frame to guide the direction for analyzing the text data (Berg & Lune, 2017). A coding frame is a method of organizing qualitative data that dictates how to group the common keywords, trends, and themes of text and images. For coding, the team used QualCoder, a data analysis program with qualitative data analysis software features ("What is QualCoder," n.d.). To create the coding frame, the team began the coding process for text files by attributing different keywords and phrases to different codes (i.e., labels) through manual sorting. To maintain consistent coding, the team performed the content analysis as a group,

discussing how to count each phrase to maintain consistency.¹ The team defined the codes based on the overarching themes from the literature review which included: carbon, recycling, sneaker materials, and sneaker pricing. The team created additional codes as necessary to accommodate additional keywords and themes found in the text. This approach of defining codes before and during content analysis is known as a summative approach. After the initial coding step, the team grouped similar codes into broader categories called frames, which completed the coding frame for the textual analysis. The coding frame can be found in **Appendix A**.

For visual analysis, the team analyzed the visual differences between each image without a defined coding frame. The visual characteristics the team searched for were image focus, central theme, and general designs. The image focus analysis analyzed what the promotional image featured, such as the shoe or the model doing an activity with the shoe. For the central theme, the team looked for the message or essence that the overall image conveyed. For example, if the picture showed a series of images of candid photos from a marathon, the message being conveyed would be as “running” and “intensive activity.” To mitigate the impact of cultural differences on the analysis, the team consulted local Taiwanese people to provide an outside perspective for analysis as needed. The third visual characteristic the team analyzed for was general designs to identify if there were any differences in layouts.

By identifying common keywords and trends that sneaker companies use in their branding strategies, the team addressed the project’s first objective. In addition, the content analysis also informed the team of different aspects to aid survey design (see **Section 3.3**).

3.1.2. Feebees Facebook Content Analysis

In addition to content analysis, the team reviewed Facebook posts from Feebees accounts from 01 January 2024 to 18 April 2024. The team used Facebook content analysis to analyze Feebees’ current marketing strategies and the results helped determine and create marketing strategies recommendations to Feebees. the team in creating recommendations. The team

¹ As some of the text was in Mandarin-Chinese, the team used a combination of Google Translate and Soochow University students to help with translations.

counted the number of likes, comments, and shares each post received and compared these statistics to which type of media, photos or videos, while also comparing if the post was or wasn't a collaboration (ie. Feebees x *organization*). The team did not perform this specific analysis on Feebees' competitors due to time constraints.

3.2. Interviews

Interviews provide in-depth responses regarding general Taiwanese consumer habits (Berg & Lune, 2017). For this project, the team conducted one-hour interviews following a semi-structured structure. Semi-structured interviews follow a flexible outline with focused questions (Berg & Lune, 2017). The interview structure enabled the interviewee to have more control over the interview and gave more opportunities to elaborate on questions, encouraging more detailed and nuanced responses (Berg & Lune, 2017). Furthermore, only two members of the team conducted an interview to provide a comfortable environment for the interviewee.

The team conducted the interviews in Mandarin-Chinese. Given the nature of semi-structured interviews, the team required a translator to help the interviewers ask follow-up questions. For each interview conducted in Mandarin-Chinese, the team recruited a student from Soochow University as the translator and they attended the interview via Zoom, an online communication platform. The team gave the student translator a brief training prior to the interview on how to avoid translation bias.

Through interviews, the team addressed the second and third project objectives by determining consumer priorities when it came to buying sneakers and if sustainability played a role. However, interviews are a greater time commitment for the team and participants. For market research, interviews are not practical for large sample sizes. Conducting three to five interviews with Taiwanese sneaker consumers was difficult to arrange due to time constraints, language barriers, and transportation and scheduling concerns for the participants. Comparatively, workers at a distributor store can provide insight, albeit second-hand, on the trends of sneaker consumers without the need to coordinate many individuals. The distributor stores are stores that sell Feebees sneakers but are not the Feebees company store.

The team utilized one-on-one in-person interviews with three of Feebees’ distributors to get a third-party perspective on consumer behaviors. The team interviewed a sales representative at Feebees’ main store in Taichung, and MetrOasis locations in Taipei and Taichung. For interview requests, the sponsor reached out to the stores on behalf of the team. The team asked the sales representative about consumers' knowledge about Feebees and the role that sustainability plays in sneaker buying intentions. The team hoped to gain a more in-depth perspective of the sneaker market to help reposition Feebees better in the sneaker and sustainable market. **Appendix B** provides the interview protocol. The team shared and discussed the protocol with Feebees to make necessary changes before proceeding with any interviews.

In addition to interviews with distributor stores, the team interviewed the social media editor at Feebees to determine how Feebees maintains its online presence and the effectiveness. **Appendix C** provides the interview protocol. Similar to the distributor interview protocol, the team shared and discussed the questions and protocol with Feebees to make necessary changes before proceeding with the interview. **Table 2** provides the list of all the interviews the team conducted.

Table 2. List of Interviews the Team Conducted

Interview	Appendix	Date
Distributor Interview A	Appendix B	21 March 2024
Distributor Interview B	Appendix B	26 March 2024
Distributor Interview C	Appendix B	26 March 2024
Social Media Content Editor	Appendix C	26 March 2024

The team recorded the interviews and used a Python script² to create a rough transcription which then the team edited by hand, with the help of students from Soochow University. After the team finalized the transcripts, the team analyzed the transcripts to identify any common themes to guide survey design.

² The Python script can be found at <https://github.com/TurtleCat02/transcription>.

3.3. Surveys

The team's competitor analysis indicated that Taiwanese sneaker companies generally focused on promoting the sneakers themselves (such as highlighting their price, style, and comfort) instead of the lifestyle associated with the sneaker. In addition, these brands (apart from CCILU) did not prioritize sustainability in their branding nor marketing strategies. This observation aligned with the team's interviews with sales representatives at Feebees distributor stores. However, to align with the project goal and emphasize Feebees' mission of sustainability, the team wanted to directly target Taiwanese sneaker consumers within Feebees' target demographic.

The team used surveys as the primary method of data collection to address the project's second and third objectives. This approach can reveal the first-hand opinions and attitudes of the Taiwanese population regarding sneakers, shoe brands, and sustainable branding. The team designed the surveys to be a smaller time commitment for participants compared to the interviews and being more accessible, which ideally encouraged a higher response rate.

The team used QualtricsXM, an online survey service, to host the survey. The survey consisted of two main parts: branding opinion questions and sneaker purchasing tendencies questions (see **Appendices D1 and D2** for the complete survey questions in English and Mandarin-Chinese respectively). The first part of the survey, branding opinion questions, asked respondents about their opinions on sneaker brands and sustainable products through a series of multiple-choice questions. The team created two mirrors of this section for both current Feebees customers and general Taiwanese consumers. Given the evidence that sustainability is irrelevant when purchasing sneakers, the team added additional questions to get indirect consumer feedback on the Feebees' current sustainability initiatives such as their sneaker recycling program. The second part of the survey, sneaker purchasing tendencies questions, consisted of a series of Likert scale-based questions to determine consumer priorities when buying sneakers. This section adopted questions regarding consumer behaviors from Huang et al. (2022). **Figure 6** shows the general survey flow.

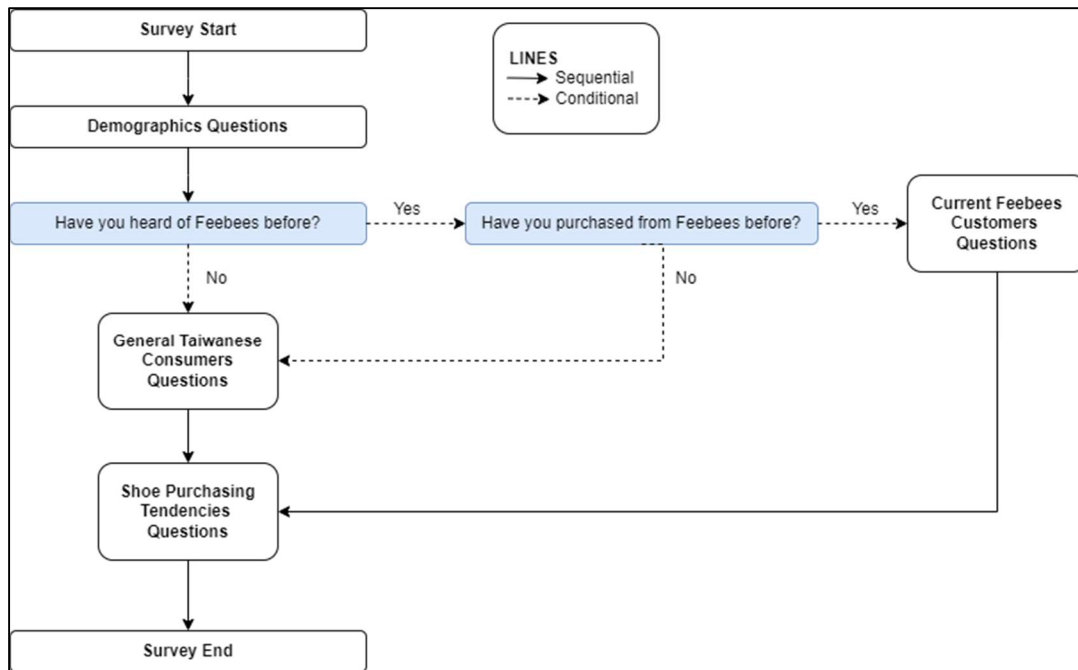


Figure 6. Online Consumer Survey Flow

With the help of the project sponsor, the team used LINE and Facebook to target individuals within Feebees’ demographic. Through a post on the Feebees’ LINE and Facebook, the team surveyed Feebees’ current customers to determine what traits they associated with the brand. The team wanted to understand the associations current customers have with Feebees. The team wanted to maintain these associations when proposing recommendations in order to avoid alienating Feebees’ current customer base. Through a Facebook advertisement posted by Feebees the team surveyed a broader pool of participants composed of general Taiwanese consumers who are interested in running but have never interacted with Feebees before. The nature of Facebook advertisements allowed the team to target a specific group. For both the posts and advertisement, the team worked with the sponsor to film a promotional video that the sponsor posted with the survey link to encourage a higher response rate (see **Appendix D3** for the post). Due to a lack of responses after one week of the initial posts, the team also distributed the survey to any older Taiwanese adults via the snowball method: The team sent the survey to an adult from Soochow University and the parents of Soochow University students. Then, the team asked them to share the survey with their friends. Given that the team sent the survey through an anonymized link, the team could not determine how many responses came from each distribution method.

To ensure content validity, the team pilot tested the English version of the survey among project advisors and peers in the D24 Taiwan cohort to test for clarity. The team used Google Translate and the help of Soochow University student to translate the survey into Mandarin-Chinese. The team checked the accuracy via back translation and pilot-tested the Mandarin-Chinese survey among Soochow University students. The project sponsor also approved of the survey before posting it on Feebees' Facebook and LINE pages.

The team analyzed the collected data and compared the responses between Feebees customers and general consumers. The team excluded 16 incomplete responses and one response where the respondents skipped all the questions. The team excluded all data pertaining to where people looked for information about brands (including Feebees) from both survey mirrors due to an inconsistency between the questions. In the version shown to Feebees customers, the team asked respondents to select one. However, in the version shown to general consumers, the team asked respondents to select all. Given the small sample size, stratification of the response did not resolve this issue. Subsequently, with all applicable data, the team tried to determine what Taiwanese consumers value the most when purchasing sneakers and how to implement the top preferences for Feebees' brand image. Using the results from the surveys, the team determined a strategy to combine the common branding and marketing strategies while highlighting the less popular aspect of sustainability.

3.4. Ethics

For competitor analysis, while the subject for the research is not human, ethical concerns lie with the team's biases. The team took measures to remove both personal and translations bias. Personal bias would be present in how the team measured the different qualities of the brands analyzed and the final conclusions of data. To minimize personal bias, the team created a coding frame and criteria to analyze text and media. While analyzing data, the team focused on the numerical values to assess and make conclusions rather than focusing on the qualitative data which can be more subjective. To minimize translation bias, proper translations of each website were necessary to ensure accurate analysis. The team achieved this through back-translating any

Google Translate-generated translations and consulting native Mandarin-Chinese speakers (e.g., students at Soochow University).

While conducting interviews and surveys, there are different ethical considerations that the team needed to consider. For one, the team used the snowballing method to distribute surveys. The team made efforts to restrict the snowball to those within Feebees' target demographic of older Taiwanese adults; however, this method can introduce bias because people within the same network can respond similarly to one another. As a result, distributing a survey only through snowballing can lead to a non-representative sample. However, the team aimed to minimize sampling bias by not relying on snowball sampling. Furthermore, while the data collected is not likely sensitive, the team took care to maintain participant confidentiality, particularly regarding demographic data and personal information. At the request of the sponsor, the team added an optional question asking respondents to voluntarily provide their emails if they wanted a copy of the final project report. However, the surveys did not require respondents to provide any form of personally identifiable information, and the surveys provided a "Prefer not to say" option for all demographic-related questions. During interviews, the team asked participants for additional consent related to the use of audio recordings. The team recorded the name of the interviewee for initial reference and deleted them after generating anonymized interview transcripts. In addition to confidentiality concerns, the team took care to avoid bias and leading questions. To recognize and address bias, the team designed clear questions in collaboration with the project sponsor and pilot tested the questions before distributing. The team also verified all translated questions via back-translation to minimize clarity issues.

To ensure that the methods appropriately addressed these ethical concerns, the Worcester Polytechnic Institute Institutional Review Board approved the project before the team collected any data.

3.5. Limitations

For all proposed methods, there were limitations that could impede data collection. There was a spoken and written language barrier between the team (English) and the participants (Mandarin-Chinese). This greatly increased the time it takes to create and optimize data

collection such as writing questions and recording answers, as there were translations for both the outgoing questions and the incoming responses. Back translation helped improve the clarity of translations for both parties. Furthermore, translation limitations, there could have been bias during either competitor analysis or interview analysis. For example, regarding competitor analysis, if the coding frame was not sufficiently specific, out of context keywords, phrases, or themes can skew observations (Berg & Lune, 2017). For example, one cannot use the word “recycling” to promote recycling because the surrounding words change the context of the word usage. The team translated the content after coding to reduce loss of nuance that may have occurred when translating from Mandarin-Chinese to English.

Lastly, the team only had a 5-week data collection period. This period was inclusive of planning and implementations for the proposed methods. Therefore, it was crucial for the team to be efficient with troubleshooting the data collection methods. The team focused on addressing the extraneous time burden of translation back and forth for each data collection phase.

For instance, pilot testing for surveys was necessary to reduce translation errors and bias. As stated in **Section 3.2**, pilot testing involved testing the surveys in English with the project IQP advisors and cohort. Afterwards, the team translated and tested the survey with the project sponsor, Feebees, to verify correct grammar and phrasing.

4. Results and Analysis

This chapter analyzes the results from the team’s competitor analysis, interviews, and online surveys. The team collected information that represented two different perspectives, one from the consumer and the other from the company, when it comes to branding and marketing sustainable sneakers in Taiwan. The team combined these perspectives to recommend a branding and marketing strategy for Feebees’ recyclable sneakers.

4.1. Competitor Analysis Results

To reiterate **Section 3.1**, the total capital of a company is the total financial assets a company has to keep supporting long term business goals and objectives. **Table 3** shows the total capital of all nine Taiwanese companies the team used for competitor analysis. Based on total capital, Feebees is one of the smallest companies among its competitors.

Table 3. Total Capital (NT\$) of Taiwanese Shoe Companies

Company	Total Capital (NT\$)
New Buffalo	1,500,000
Feebees	5,000,000
Oringo	11,000,000
D+AF	30,000,000
Travel Fox	36,000,000
Invincible	70,000,000
CCILU	300,000,000
A.S.O	800,000,000
LA New	890,000,000

Note. Total capital as of April 2024. From Ministry of Economic Affairs of Taiwan

One caveat to the competitor analysis is that three of the companies the team analyzed (Invincible, A.S.O and LA New) also sold non-shoe products such as bags and clothing, which contributed to their total capital. Total capital does not distinguish between these different products. The team wanted to investigate the companies' revenue instead of capital, but due to the companies being private, the team was not privy to that information.

4.1.1 Homepages

To determine if there were any patterns between online presence and company success as defined by the team, the team moved on towards a content analysis of the aforementioned companies' website homepages and Facebook posts. The team used the website homepages to assess the branding, and used the companies' Facebooks to assess the marketing. The team applied the same coding frame (see **Appendix A**) for the website homepages and Facebook.

The team started the homepage analysis by coding the text on each company's homepage. Based on the text, the team generated a frequency graph (see **Figure 7**) to analyze the prominence of overarching themes. Product qualities appeared to be the most prevalent theme. The data shows that companies mainly promote the qualities of their shoes, which would make sense as they are trying to sell the shoes to their customers. The data also shows sustainability as being the second most prevalent, suggesting that sustainability is also very important to show to Taiwanese consumers.

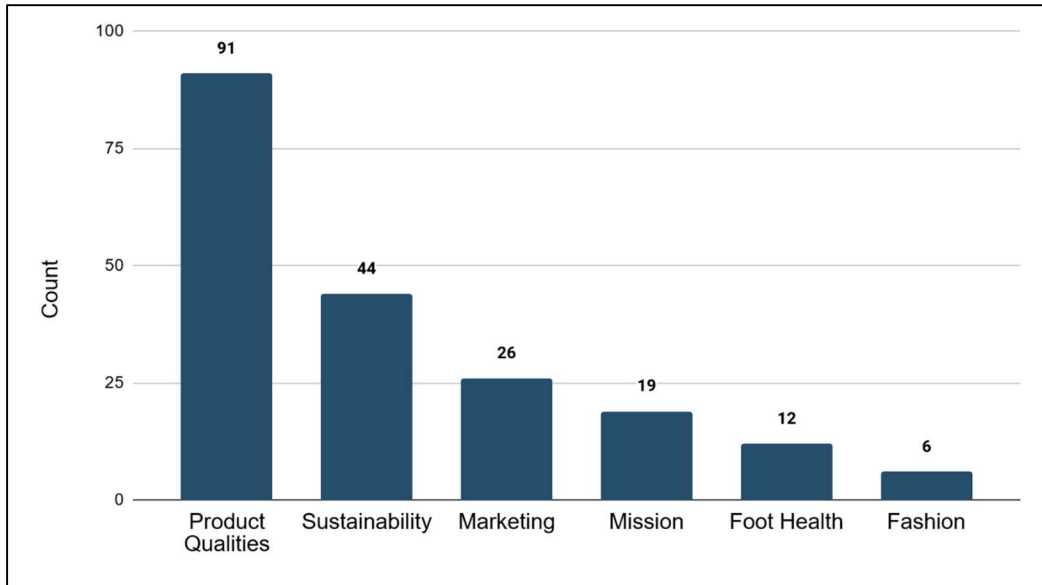


Figure 7. Themes Found in Taiwan Shoe Company Homepages (n=9)

However, upon further analysis, of the 44 counts of the sustainability theme, 40 counts of sustainability are from CCILU’s homepage alone, with the other four being from Feebees. For the other companies, there were no mentions of sustainability, either direct or indirect. Therefore, it is not likely that sustainability is a major selling point for Taiwanese companies targeting Taiwanese consumers.

Cultural differences in sustainable marketing could explain this difference. Of the nine companies the team analyzed, CCILU is the only company explicitly targeting a non-Taiwanese (i.e., United States-based) audience. CCILU originated from Taiwan in 2011 but moved their headquarters to California. Their website defaults to a non-Taiwanese domain (.com compared to .tw), serving as more evidence to support their shift to a new region and target audience. The discrepancies between CCILU and the other companies suggest that there may be cultural differences between Taiwanese and American consumers regarding sustainable marketing. Future projects should conduct more research into this possible disparity.

Despite the significant change in count for the sustainability theme, including or excluding CCILU, product qualities remained as the overarching theme of company homepages. With respect to the coding frame (see **Appendix A**), the product qualities theme included four codes: product care, comfort, quality, and purpose. For Feebees, instances of the product

qualities theme only came from the comfort or purpose codes. Furthermore, though Feebees only has one type of sneaker, their counts of the purpose code highlighted a variety of sneakers uses, including: casual, running, gym, daily/leisure, long walk or long run, indoor fitness, and training. Each of these purposes tended to overlap with one another and the team observed no clear distinction. The team verified this observation with students at Soochow University who are native speakers of Mandarin-Chinese who would recognize any nuance that was lost in translation. The students corroborated the team's observation.

Furthermore, Feebees' homepage does not equally visually represent these purposes. The homepage does not show one purpose of Feebees sneakers, daily/leisure, until near the bottom of the page. The image used by Feebees to represent this purpose (see **Figure 8**) does not capture the essence of daily/leisure activities. This contrasts with the other images used to promote their more high-intensity purposes (such as running and gym) where the visual representation is clearer to the viewer (see **Figure 2** in **Section 2.5**).



Figure 8. Homepage Image from Feebees' Website About Daily/Leisure Activities (Feebees International, 2021)

In addition, the team observed a few differences between the design and imagery found in Feebees' homepage and those of the other eight companies. The team analyzed which shapes companies used the most and the promotional images they used on their homepages. While these results did not directly aid the team's recommendations, the team wanted to highlight these differences. The team included these additional observations in **Appendix E**.

4.1.2 Facebook Posts

In addition to analyzing company homepages, the team analyzed three most recent Facebook posts (posts posted on 01 April 2024, 16:00 TST and earlier) from each company to analyze each company's current marketing. The team used Facebook as the primary social media platform because Feebees primarily uses Facebook. For CCILU, the company had two Facebook pages (an inactive Taiwan-based page and an active United States-based page); the team incorporated both pages in the analysis. Among the nine companies, the team analyzed a total of 30 posts. To maintain consistency with the textual analysis, the team used the same coding frame (**Appendix A**) as the website homepages.

The team observed a similar distribution in themes present in the companies' Facebook marketing compared to their homepage branding. **Figure 9** shows that product qualities also appeared as the overarching marketing theme. The counts for the sustainability theme were inflated because 30 of the 31 counts in the sustainability theme were from CCILU. Interestingly, the one other count of sustainability did not come from Feebees. The count came from Oringo marketing their leather shoe repair program. Therefore, unlike in branding where Feebees did have higher mentions of sustainability, Feebees is not marketing sustainability.

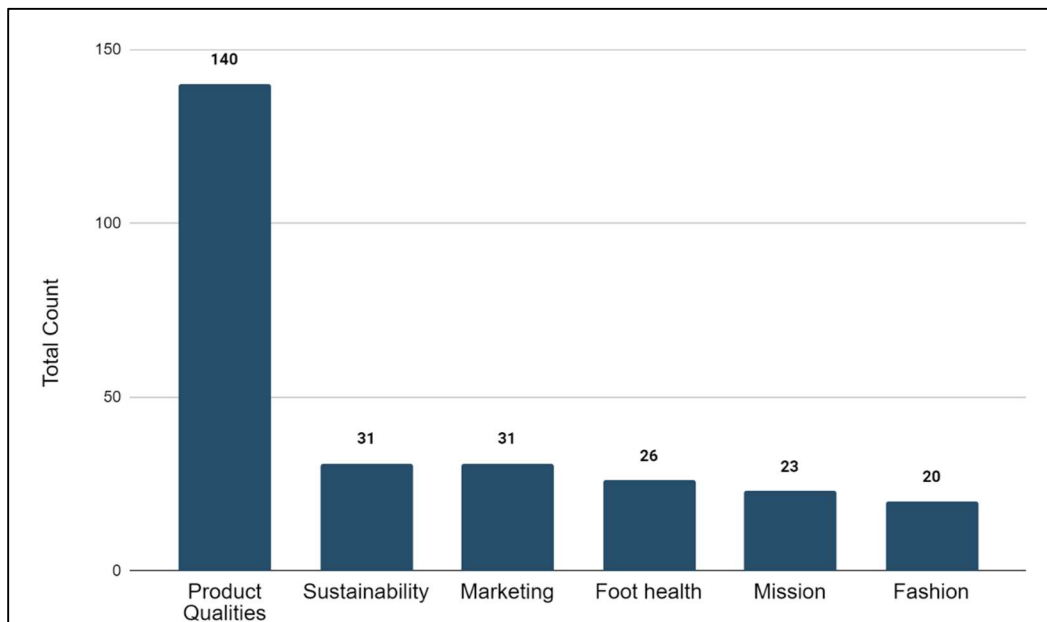


Figure 9. Themes Found in Taiwan Shoe Company Facebook Posts (n=30)

Overall, the data suggests that companies do not market sustainability to Taiwanese consumers and that Taiwanese shoe companies likely lean closer to the “Lean Green” side of the green marketing spectrum. Based on this data, the team can infer that Feebees aligns with the overall market.

To mirror the analysis of company homepages, the team explored how Feebees included the product qualities theme in three of their Facebook posts. Within their current marketing through Facebook, Feebees talks about their product qualities through mentions of comfort, quality, and purpose (see **Figure 10**).

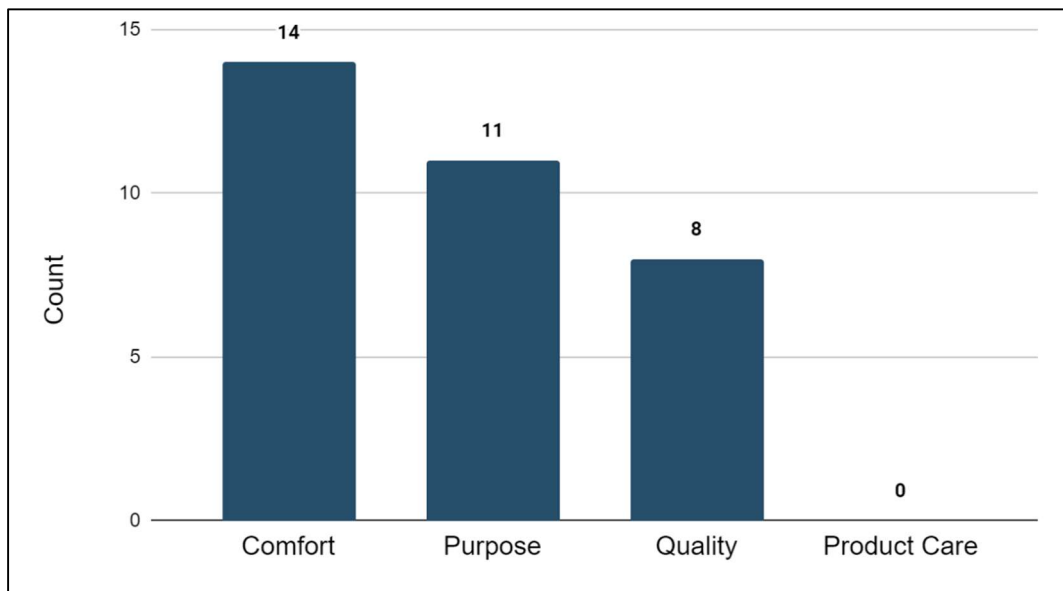


Figure 10. Counts Of Codes in Product Qualities Theme in Feebees’ Three Most Recent Facebook Posts (n=3).

Similar to how the company mentions purpose on their homepage, Feebees focused on promoting the purpose of their sneakers for either running or casual use. On their Facebook, Feebees posts about activities you can do with shoes, however the photos themselves mostly portray cycling, marathon runs, and other high intensity sports. The difference in messaging between the text and images outlines a disconnect between what Feebees might be trying to convey within their marketing strategy. However, the team observed that on Feebees’ website there was only one pairing of a photo and text that alluded to the idea to “comfort.” Of the three recent posts the team analyzed, **Figure 11** is the image most applicable to any direct text

mentions of casual, but the larger text focuses on the style aspects. Visually, there is no strong apparent indicator of comfort. In fact, the only instance where the text promotes comfort is overshadowed by the image and larger text which focuses on style. This post shows one of the many instances where Feebees talks about comfort, but it is not prominent or clearly shown.



Figure 11. Feebees Facebook Post Showing Style and Casual Use of Sneaker (Feebees, n.d.)

When the team analyzed the Facebook posts to cross-reference the presence (or lack thereof) of the team's coding themes and whether the frames impacted the number of likes on each post, the team did not observe any conclusive findings or themes. However, when briefly looking at older posts for each company, the team saw that posts including videos or collaborations with other related organizations seemed to garner more likes, therefore the team decided to take a deeper dive into only Feebees' Facebook page to see what marketing is currently effective.

From 01 January to 18 April 2024, Feebees posted 54 times; 39 were photos and 15 were videos. As shown in **Table 4**, posts with videos had more than twice the average number of likes than photos. Despite the smaller sample size ($n = 15$), Feebees Facebook videos have an average

number of likes of 136, while the likes per photo have an average of 61 likes. In addition, 80% of Feebees’ Facebook videos were collaborative in which Feebees featured another organization, celebrity, or other notable figure. This difference in interactions could suggest that having a collaboration was a reason for the increase in likes. The data suggests that videos may be a more effective type of media to increase online engagement on Facebook when compared to the average number of likes the photo posts receive. Feebees’ most popular posts were with collaborations with other running specific organizations, such as Cinsbu Ultra Marathon and 17Run. The average number of likes for posts that are collaborations is 110 while the number of likes for non-collaborative posts is 48.

Table 4. Average Number of Likes and Percentage of Collaborated Posts on Feebees’ Facebook Since January 2024

Photos (n=39)		Videos (n=15)	
Average Number Likes for All Photos		Average Number Likes for All Videos	
61		136	
% Non-Collab	% Collab	% Non-Collab	% Collab
59	41	20	80
Average Number of Likes for Collaboration Posts (n = 27)		Average Number of Likes for Non-Collaboration Posts (n = 26)	
110		48	

4.2. Interview Results and Analysis

The team conducted four interviews: three interviews were with sales representatives at Feebees’ distributor stores, and one with Feebees’ social media content editor (see **Table 2** in **Section 3.2**).

During the project, the goals shifted such that the data collected from Feebees’ media editor was no longer relevant to the scope of the project. For the possibility of future reference, the team included the transcript in **Appendix F**. The only relevant comment from the interviewee was that Feebees has no intention of marketing on other social platforms such as

Instagram and TikTok due to the company's limited resources (see **Appendix F**). The limitation of social media marketing altered the number of recommendations that the team could provide to Feebees with respect to marketing strategies. From the other interviews with sales representatives (see **Appendices G-I** for interviews A-C, respectively), the team identified the following overarching themes: pricing accessibility, visibility, sustainability, comfort, and activities.

4.2.1. Pricing Accessibility and Visibility

The team defined “pricing accessibility” as any financial barriers that would impact consumers purchasing Feebees sneakers. The team used price as the primary measure of accessibility because lower prices are more attainable for any consumer. All the sales representative interviewees unanimously agreed that Feebees sneakers were an average price for running sneakers (NT\$2000 - 3000).

Comparatively, the team defined “visibility” as any factor that affects brand awareness that is different from a company's marketing. For example, this would include anyone who promotes Feebees' products but does not represent Feebees. When asked how they recommended Feebees shoes to their customers, one interviewee said,

“If they need it, we will recommend them shoes and let them try them on. The feeling is different between wearing Feebees shoes and other brands of shoes, so I would still recommend it to other customers. But if they just come here to find shoes, then if they don't know this, they may not necessarily come to us specifically. If we are selling hiking shoes or sandals, we can sell Feebees shoes by the way or ask him to try them on and introduce them.”

-Interviewee B (Translated from Mandarin-Chinese to English)

This quote suggests that sales representatives would need to lead customers entering the store who have not heard of Feebees, and not many customers already have the intention to buy Feebees. Based on the trend that this interviewee suggests, it is likely more brand awareness

would lead to more Feebees' customers. The quote from the interviewee highlights the gap in communication between Feebees and the customer. Putting more stress on marketing than branding could bridge this gap in brand awareness.

4.2.2. Sustainability

The team asked the sales representatives about the relationship between Taiwanese consumers, sustainability, and Feebees' sneaker sales. The responses were consistent across each interview such that sustainability seemed to not be a major selling point, and in fact it was detrimental to sales. Interestingly, interviewees B and C shared the same sentiment regarding consumers attitudes towards sustainability, however with a minor difference. Interviewee B said,

“As far as customers are concerned, it’s just one more gimmick or one more concept. But in fact, many customers don’t really care that much.”

-Interviewee B

and Interviewee C recalled,

“[Customers] rarely buy the shoes because of environmental issues and environmental factors. But when they have completed the deal, I will still tell them that our shoes are environmentally friendly and can be recycled. [...] Then a few people come to buy the shoes because he has done something environmentally friendly, but not much.”

-Interviewee C

Between the three interviews, they suggest that the sales representatives promote the brand differently and highlight different aspects of the sneaker. The variance in visibility could be a factor, if not a result, of the apparent disconnect in Feebees branding and marketing.

With respect to the team's competitor analysis, the interviews provide a likely explanation for the seemingly intentional exclusion of sustainability from Taiwanese company

homepages and Facebook posts. The interviews also allude to an unintentional disconnect with how they represent Feebees.

The interviews highlight the challenges that Feebees faces regarding consistent visibility. From the interviewees the team saw the pattern of visibility between different stores varies. For example, interviewee A stated that they do not promote the sustainability of the sneakers due to the negative associations recycled products has among the public, but interviewee B stated that they do promote the sustainability of the shoes because they themselves believe that this is an important connection to their store.

In terms of promoting their company's mission of spreading sustainable habits while increasing sneaker sales, the company's two goals contradict one another as shown by the interviews. The older demographic within the current Taiwanese market—of who Feebees targets—does not prioritize the sustainability of their sneakers. As stated during an interview, some may turn away from sustainable products. Consequently, without a shift in the mindsets of Taiwanese consumers, the interviews suggest that Feebees could either obtain one goal or the other, but not both.

At the end of each interview, the team asked the interviewee if they had any recommendations that could possibly improve the attitudes towards sustainable products in Taiwan. The combined list of recommendations is as below:

- Educating consumers on the importance of sustainability
- Having brand events to increase consumer exposure to the Feebees brand name
- Distinguishing the product through other qualities like style
- Providing incentives to the consumers

Interestingly, Interviewee C said that Feebees does offer NT\$300-500 store credit as an incentive for participation in their recycling program. However, the interviewee stated that to receive the store credit the customers must wash the sneakers. While researching the company, the team could not find any information regarding store credit on Feebees' homepage. The interviewee noted that the lack of returns could be due to customers not liking the idea of store credit or feeling too inconvenienced to wash the sneaker before returning to Feebees for

recycling. This highlights another disconnect between the company and the customer. On Feebees' website "features" tab, the company does state that Feebees sneakers are machine washable, however this may not be clear to the customer given Interviewee C's assumptions.

4.2.3. Comfort

In contrast to consumer views on sustainability, all the interviewees highlighted comfort as the main selling point of Feebees' recyclable sneakers. When the team asked the representatives how they promote Feebees sneakers to potential customers, the sales representatives all mentioned how they focused on how comfortable and simple the sneakers were to wear. Interviewee A mentioned:

"My impression of Feebees is, because it mainly focuses on socks and shoes, it is more of a lightweight product. It may be easier to wear than other running shoes. [Easier to] take it off and... [it] can be used as casual shoes for daily use."

-Interviewee A

To truly convey the comfort of Feebees sneakers, all three interviewees emphasized that after a consumer expresses interest in running sneakers the sales representative strongly encourages the consumer to try the shoe on to experience Feebees sneakers. As Interview A further elaborated:

"Most of our customers don't know this brand. It attracts them because of the way it put on and taken off is easy. It is also light to pick up, that's why it attracts them."

-Interviewee A

The team noticed the promotion of the sneaker's comfort relied heavily on the in-person experience. All three sale representatives stated that the ease, comfortability, and light-weight sneakers were the main selling points for customers that tried on the shoe. The widespread availability of Feebees products supports the apparent need for consumers to interact with

Feebees. As of 13 April 2024, Feebees sells their products throughout major Taiwanese cities (Taipei, Taichung, Kaohsiung City, Chiayi City, and Taitung City). The locations of the stores do not appear to be an issue for Feebees but rather the occurrence of consumers coming in and trying the shoe on. The inherent need for consumers to try on Feebees sneakers before purchasing the sneakers indicates that Feebees is not clearly marketing and branding the essence of comfort on either Feebees' website or Facebook.

4.2.4. Activities

As mentioned in **Section 2.5**, Feebees' current branding heavily focuses on an active lifestyle, and much of their promotional material includes high intensity running. However, the interviews suggest that the comfort of Feebees appeals to a more casual and leisure type of lifestyle among their customers. This sentiment was best said by Interviewee A:

"I think I might recommend [Feebees sneakers] to... middle-aged and elderly. [...] [B]ecause they would prefer that the shoes they buy are less heavy, lighter, and... more flexible or easier to put on and take off. So if you recommend it to this group of people, it is actually quite easy to succeed. [...] Because this kind of shoes is less troublesome for them, they are more convenient to wear and can do some sports."

-Interviewee A

Even though the team observed that Feebees markets and brands their sneakers for a high-intensity workout and performance shoe, according to the interviewees, many of their customers are buying their shoes for the intent of casual and leisure lifestyle. The widespread disconnect between Feebees' marketing, Feebees' branding, and the main reason why customers are buying Feebees shoes indicates a possible avenue for Feebees to lean into one of their more popular selling points.

4.3. Survey Results and Analysis

4.3.1. Demographics

The combined survey sample, including Feebees customers and general consumers, consisted of 36 responses (4 from the English version, 32 from the Mandarin-Chinese version) with half respondents being 35-54 years old (see **Figure 12**). The survey had 36 responses with an even split of demographics between male and female. Approximately half the sample were parents and typically had either one or two kids. The survey sample is reflective of Feebees' target demographic of parents aged 35-54 years old. However, due to the small sample size, the survey may not be representative of the population.

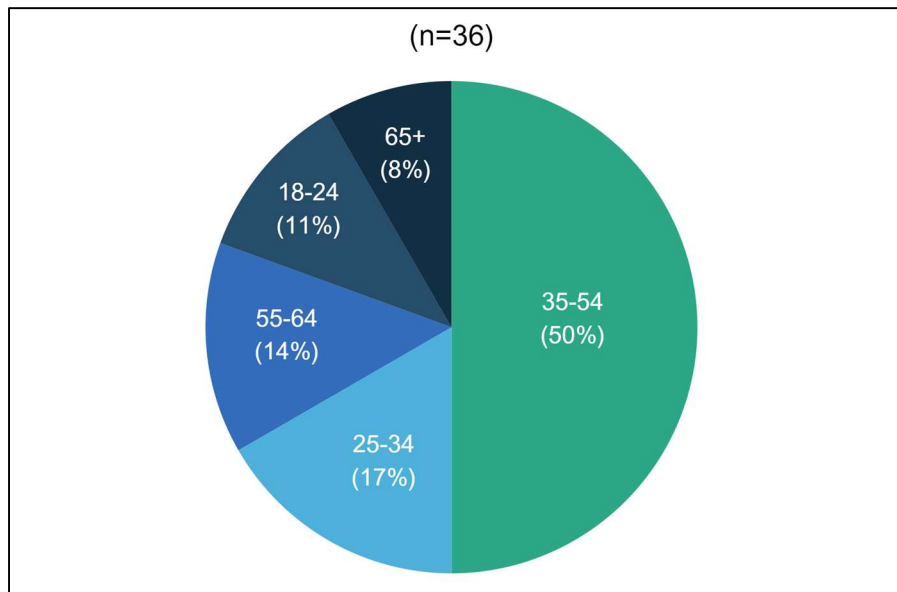


Figure 12. Ages of survey participants (n=36)

Within demographics, at the request of the sponsor, the team asked two questions to assess the lifestyles of Taiwanese consumers. The goal of the lifestyle questions was to gauge where the participant was in their “second life.” This idea of a “second life” refers to a new life stage where older people can explore new interests and passions after experiencing other life stages. Ideally, these questions would give Feebees a holistic idea of who their target customers are.

The team first asked respondents what car they were planning to buy in the future. As shown in **Figure 13**, 42% (n=15) of the respondents said that they were not planning on buying a new car in the future. This may suggest that they are not likely to change lifestyles or that with their current income they cannot afford a car. However, it is important to note that there could be other factors involved in their decision, such as having just bought a new car and not planning to buy another one soon, saving for other major expenses, or reliance on public transportation. Another 42% of respondents indicated that they were thinking of purchasing a SUV in the future, which could suggest a desire to expand their family or that they already have a family. The fact that 13 out of 15 of the respondents who chose SUV also previously stated that they were parents further supports this suggestion.

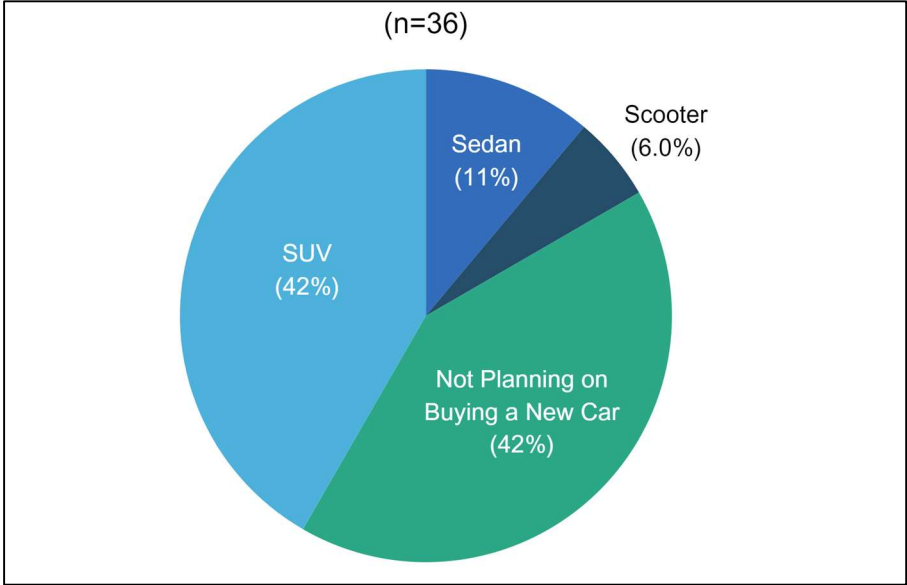


Figure 13. Future vehicle preferences (n=36)

As another question to assess lifestyle, the team asked the respondents how they maintained their health and fitness. The two most popular activities were outdoor walking (e.g., hiking, forest trails, city walks) and endurance sports (e.g., running, cycling, swimming). These activities align with the main activities that people do while wearing Feebees sneakers. This suggests that Feebees provides a product that these consumers want.

Before asking more branding related questions, the team differentiated between current Feebees customers and general consumers by whether they have heard of Feebees *and* have

previously purchased sneakers from Feebees at least once before. While slightly over half (n=20) of the respondents said that they have heard of Feebees before, only 12 of them had previously purchased Feebees sneakers. Therefore, based on the team's criteria, the team ultimately surveyed 12 current Feebees customers and 24 general Taiwanese consumers.

4.3.2. Brand Opinions

Overall, the team observed many similarities between the responses of current Feebees customers and general Taiwanese consumers regarding their brand opinions. In the survey, the team asked both current Feebees customers and general Taiwanese consumers for what two activities (walking, running, gym, casual, or other) they would buy sneakers with the intent of using the sneakers for that activity. The team provided these choices based on how the team observed Feebees differentiated their sneakers in their main store. **Figure 14** reveals that both sets of consumers appeared to buy sneakers with the intent of walking and running. However, unlike current Feebees customers where walking and running had equal counts, walking was the predominant answer among general consumers. Given that the respondents could choose two activities, the fact that walking was a majority among general consumers showed that it is a more common activity. Therefore, this data suggests that a higher focus on walking would reach a wider audience. Furthermore, compared to running, walking is more of a leisure activity. Therefore, this data also reflects the team's interviews (see **Section 4.2.4**) where sales representatives stated that consumers buy Feebees sneakers for leisure activities, such as walking.

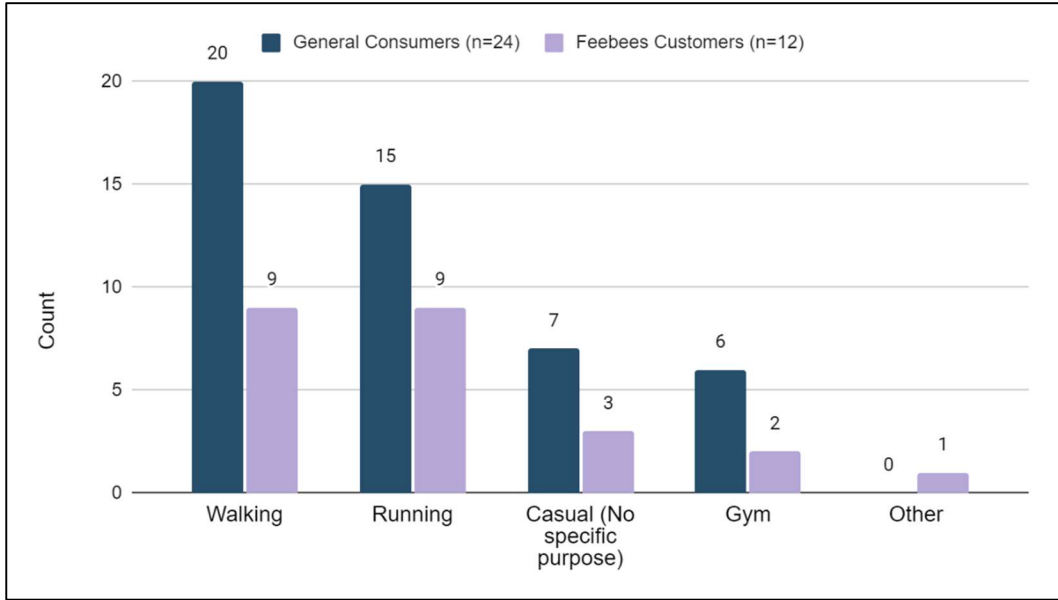


Figure 14. Purpose of Sneaker Purchases (n=36)

The team also wanted to determine if Feebees, as a brand, is what general consumers seek. When the team asked current Feebees customers to select all traits associated with the Feebees brand, the top three traits were comfort, foot health, and sustainability (see **Figure 15**).

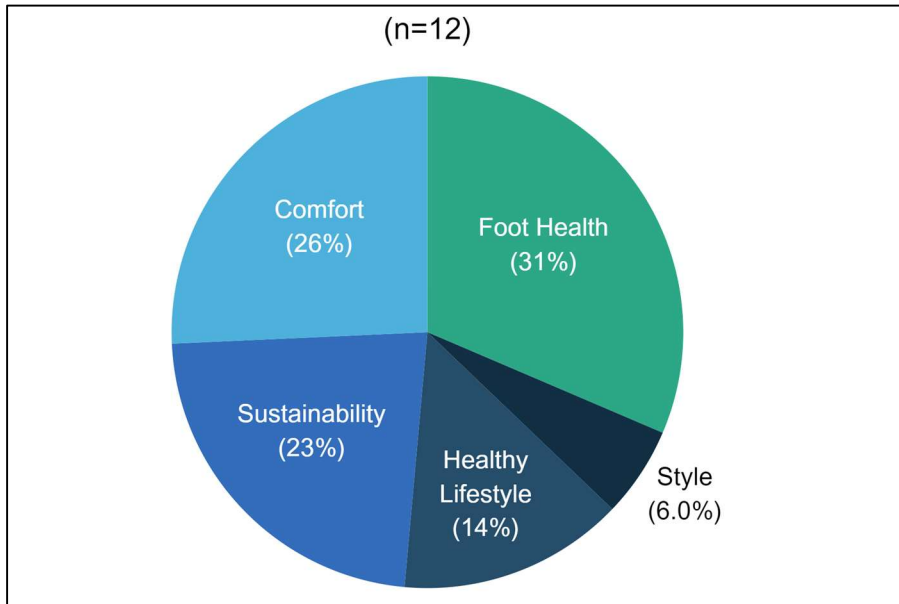


Figure 15. Traits Current Feebees Customers Associate with Feebees (n=12)

To see if these traits reflected what general Taiwanese consumers look for in a running sneaker brand, the team asked general Taiwanese consumers to select the two traits that they look for in a running sneaker brand. **Figure 16** illustrates that the general consumer values comfort and foot health the most. The strong preference for comfort and foot health in sneakers aligns with what Feebees is offering to their current customers which implies that Feebees shoe qualities align with the preferences of general Taiwanese consumers.

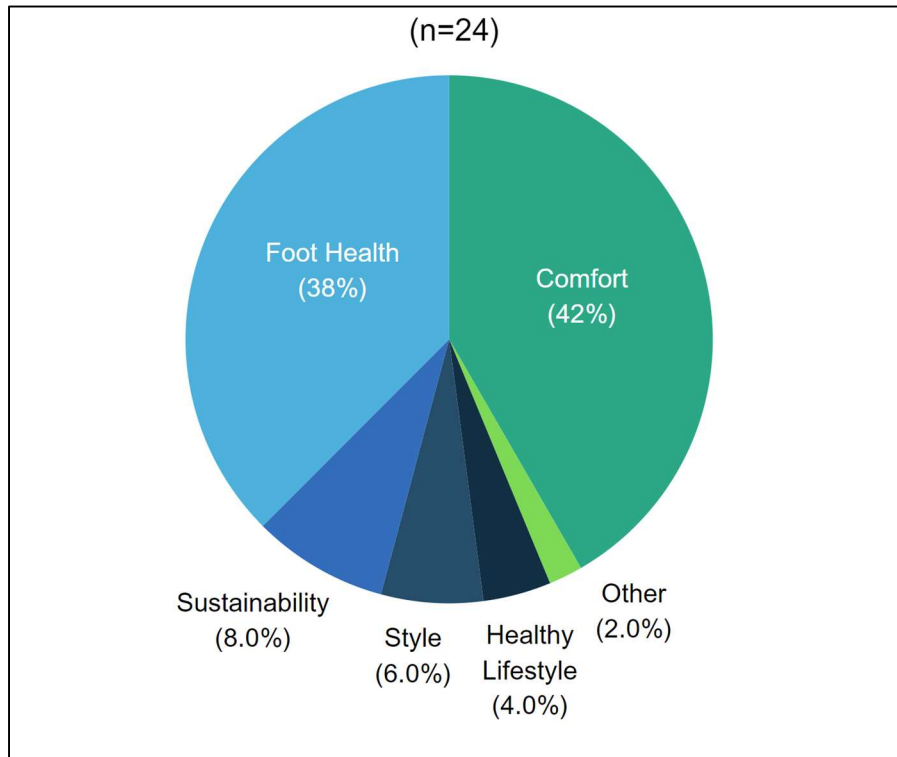


Figure 16. Traits General Consumers Look for in Running Sneaker Brands (n=24)

Only 8.3% of general Taiwanese consumers prioritized sustainability in their running sneaker brands which is similar to the team’s results from the competitor analysis and interviews (see **Section 4.1** and **4.2**). Despite the general consumers’ lack of focus on sustainability, in a different question asking consumers about their interest in a sneaker recycling or repair program, only one of the 24 general consumers surveyed indicated that they would not be interested in either program. At the same time, all the current Feebees customers indicated they would recycle or repair their sneakers with Feebees instead of throwing them out. The disconnect between what current Feebees’ customers wanting to be sustainable yet do not participate in the Feebees’

recycling program suggests that consumers do not connect recycling with sustainability or sustainable lifestyles.

Furthermore, even though all Feebees customers surveyed said that would recycle or repair their sneakers with Feebees, only one respondent stated that they have recycled their sneakers with Feebees before. For Feebees, this suggests that the reason why Taiwanese consumers are not recycling is not disinterest. Instead, this could indicate a miscommunication with the customers about the recycling program in which current customers do not know how to recycle their shoes with Feebees. However, based on the team's interviews, inconvenience is more likely the reason because consumers do not want to wash their sneakers before giving them back to Feebees for recycling, meaning that they would fit in with the "Lean Green" category.

Despite the differences in consumer interest and actions regarding sneaker recycling, **Figure 17** illustrates that both general Taiwanese consumers and current Feebees customers appear to agree that 10 - 20% of the original sneaker price (priced between NT\$2000 and NT\$3000) would suffice as a reasonable incentive to motivate participation in a sneaker recycling program. As the lowest percentage available, this shows that respondents do not need a stronger extrinsic motivator to recycle with Feebees. Furthermore, the NT\$500 shopping credit incentive that Feebees already provides to customers for recycling shoes falls within the respondent's preferred 10-20% price incentive. However, while the data suggests that Feebees is giving consumers what they want, not many people are recycling their sneakers with Feebees. This further supports the suggestion that a miscommunication issue between Feebees and their customers about their recycling program or consumers inconvenience are two main issues for Feebees.

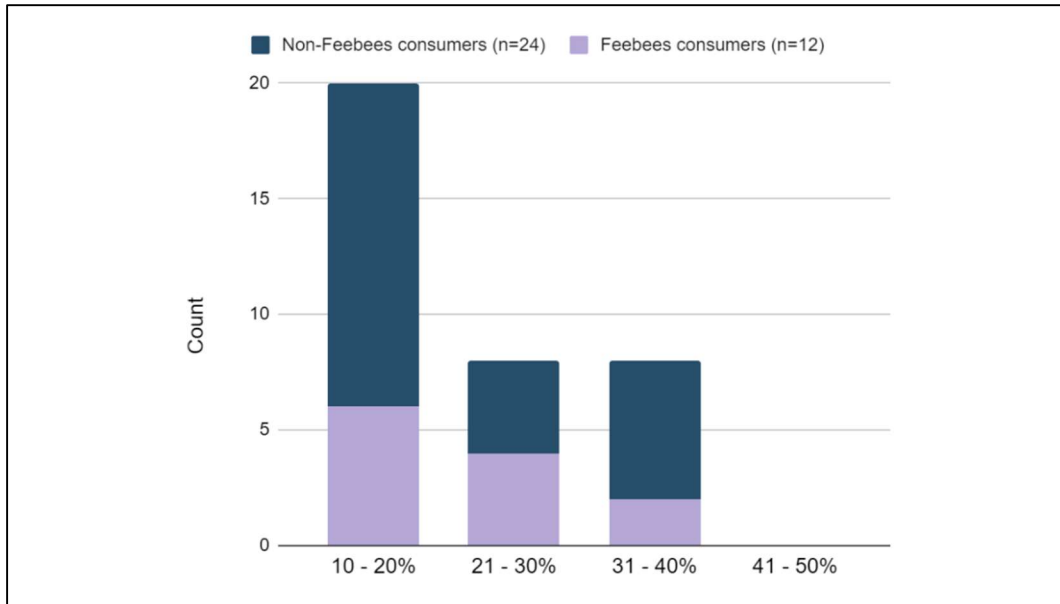


Figure 17. Preferred Price Incentives for Sneaker Recycling Program (n=36)

4.3.3. Shoe Purchasing Tendencies

The next section of the survey assessed the shoe purchasing tendencies of Taiwanese consumers, regardless of if the respondents were Feebees customers. The team asked all survey respondents to rate a series of statements based on the Likert scale. According to **Figure 18**, the only statement to receive over 50% “strongly agree” was “When buying sneakers, I prioritize comfort over style”. The fact that the opposing statement of “When buying sneakers, my highest priority is style” was the only statement to receive 50% disagrees supports that the respondents prioritized comfort over style. The results further confirm the prior survey result that comfort is a high priority for Taiwanese consumers. This suggests Feebees should promote comfort more than other qualities.

At the same time, 75% of respondents agreed with “When buying sneakers, pricing is my main concern”. This indicates that pricing is their major influence towards consumers’ sneaker purchases. However, based on the interview results about Feebees relatively low price point (see **Section 4.2.1.**), the pricing of Feebees sneakers is not likely to be a major issue among Feebees consumers.

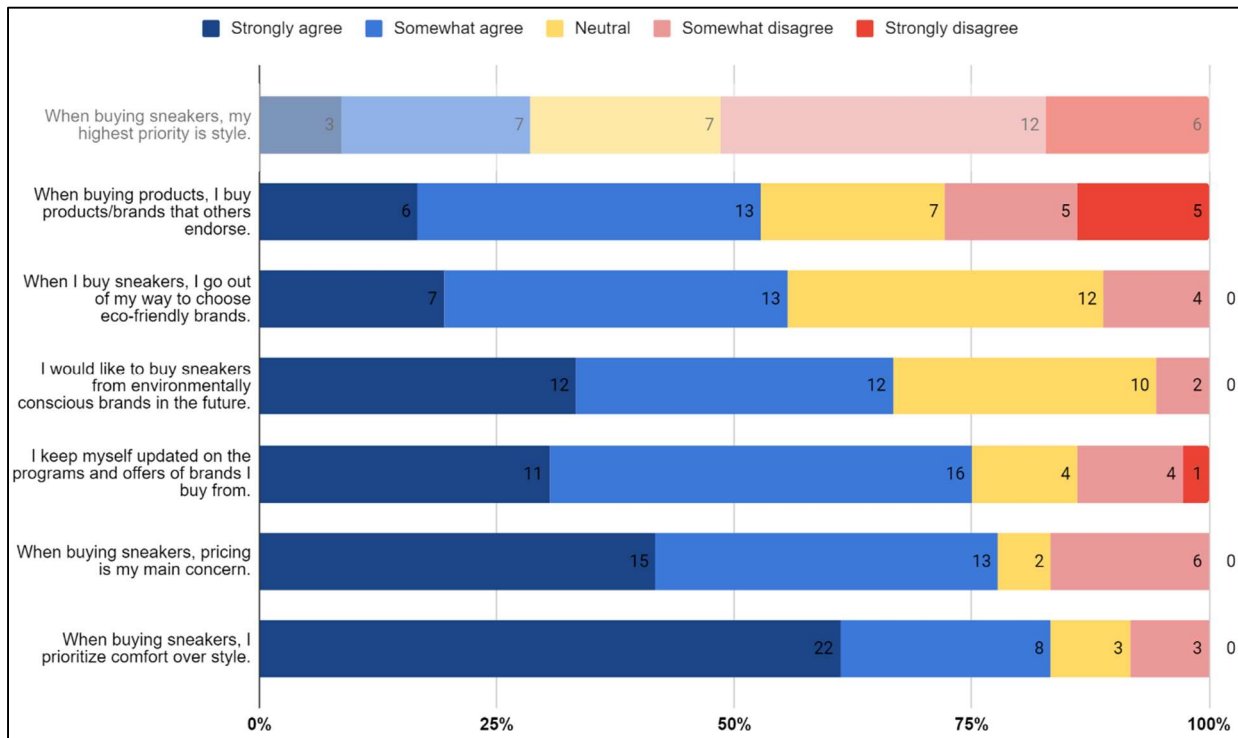


Figure 18. Shoe Purchasing Tendencies of Taiwanese Consumers (n=36)

Regarding the role sustainability plays in consumer shoe purchasing tendencies, the data suggests that sustainability is not a negative factor. Over 50% of respondents indicated that they would buy from sustainable brands in the future. However, in a second statement there were fewer respondents that stated that they would go out of their way to buy from a sustainable brand. At the same time, both statements also had the most “neutral” responses compared to the other Likert statements. This data suggests that while sustainability does not negatively influence consumer purchasing tendencies, it may not have a strong influence either. The previous survey results reflect this, in which general consumers did not choose sustainability as their main priority when deciding on a running sneaker brand.

The team included two statements regarding marketing to assess marketing influences on consumers’ purchasing tendencies. 75% of respondents do stay updated on the programs and offers (i.e., sales or discounts) brands had to offer. This suggests that consumers within Feebees’ targeted audience would like to keep up with programs Feebees has to offer. This highlights the

need for Feebees to communicate about their programs more because it is not currently clear on both their website and Facebook.

5. Recommendations

As the final deliverable, the team proposed three recommendations for Feebees.

5.1. Recommendation 1: Emphasize Marketing Casual and Leisure Lifestyle

The team's first recommendation is to develop branding and marketing strategies that emphasize a more casual and leisure lifestyle instead of a high-intensity lifestyle. Feebees' current branding and marketing targets a niche field of high-intensity runners and athletes, primarily those in their "second life" (35-55 years old). During a discussion with Feebees, the team learned that Feebees wants to provide an outlet and motivation for adults in their second life to promote and maintain sustainable habits and healthy lifestyles. Promoting a more casual and leisurely lifestyle will be more reflective of why current Feebees customers buy Feebees sneakers and what general Taiwanese consumers within Feebees' target demographic are looking for in a sneaker.

To represent the idea of a brand based on leisure and comfort, the team created a moodboard (see **Figure 20**). The inclusion of urban settings, parks with water and SOMETHING ELSE. With this moodboard, the team wanted to capture the essence of leisure. People usually associate leisure with stress relieving, relaxation, serenity, and ease. Through this moodboard, the team attempted to highlight the comfortability of Feebees sneakers by projecting a *sense of comfort* (one of Feebees' main selling points) rather than a written or spoken description.



Figure 19. Brand Moodboard for Casual Lifestyle. **Appendix J** includes the image sources.

5.2. Recommendation 2: Educate Consumers on Sustainability Via Recycling

The first aspect of this recommendation is for Feebees to shift their current marketing of a recyclable sneaker made from recycled materials and to just marketing that their shoe is recyclable. Switching the perspective of recyclability would allow customers which have positive views of sustainability to engage in a while avoiding the stigma of a less durable product. Additionally, the team recommends that Feebees add a section to their website

homepage that promotes their recycling program and respective price incentive. This would clarify the consumer's role in the recycling process while also serving as a reminder to old Feebees customers to return their shoes.

The second part of this recommendation is to simplify the consumer's role in the recycling process. As the current recycling program is inconvenient for consumers because they likely do not want to wash their shoes before returning to Feebees for recycling, eliminating this step from the consumer responsibility would encourage higher rates of sneaker recycling. Feebees could collect sneakers of any cleanliness and then wash these shoes in batches.

Lastly, Feebees can use their current recycling program and upcoming repair program as the foundation to better educate consumers on sustainable habits and lifestyles. Feebees should stress the close relationship that recycling and sustainability have. This overall recommendation is in line with Feebees' company goal of promoting more sustainable habits to the Taiwanese public and is also in support of Taiwan's overarching goal of adopting a circular economy.

5.3. Recommendation 3: Collaborate with More with Organizations and Events

Our third recommendation is to continue and increase the number of collaborations that Feebees maintains. Interactions on Feebees' Facebook posts, both videos and photos, increased if the post promotes a collaboration such as working with another organization or event. The benefit is most evident for videos and collaborations, as the percentage of average likes comprised 80% of all likes of the Feebees' Facebook videos. This increase of engagement could be because Feebees is simultaneously reaching out to their target audience and a new audience through association. In addition, having more collaborations would create positive associations between the communities, likely creating new avenues for Feebees to further expand their mission and customer base. However, the team recognizes that Feebees is a small company which can be limiting in terms of available resources.

6. Conclusion

This project's goal was to determine an effective branding and marketing strategy for Feebees to expand its customer outreach and emphasize their sustainability mission. Through working with Feebees, the team gained invaluable insight into how the Taiwanese people feel about different aspects of sustainability and how to optimize branding and marketing strategies.

Overall, the team uncovered numerous disconnects between Feebees' current branding and marketing strategies. However, the team's interviews and surveys suggested that the foundations of the company's branding and marketing did reflect the wants of their target audience. The data suggests that Taiwanese consumers want a sneaker that's comfortable, usable during leisure activities, and is recyclable or repairable. These are all aspects that Feebees currently has. Thus, instead of a complete rebrand, the team's recommendations focus on highlighting and clarifying current aspects of the Feebees brand to attract new consumers. As Feebees is a small company, the team hopes these moderate changes are more feasible for Feebees with respect to their limited resources. The team hopes the recommendations can guide Feebees to growing their market presence in Taiwan. Ultimately, helping Feebees grow will promote a positive shift in the global shoe industry towards a more sustainable future.

6.1. Recommendations for Future Projects

Based on the results, the team was able to produce a series of recommendations for Feebees' branding and marketing of their recyclable shoes within a Taiwanese demographic. However, consumers have not tested these recommendations. As the team eluded in **Section 2.7**, consumer feedback is a critical part of navigating a rebrand. Therefore, future projects could test the team's branding and marketing recommendations. For the team's first recommendation they could present the team's moodboard to a pilot group of Taiwanese consumers. Through multiple rounds of brand testing, future projects can adjust the team's recommendations based on consumer feedback to determine the most effective branding and marketing strategies for Feebees to reach their company goals.

Through casual conversation with the project sponsor, the team learned that Feebees has interest in expanding to a Japanese or Malaysian market in the future. Future projects could

determine if the branding strategy the team recommended for Feebees in a Taiwanese market is effective in other Asia-Pacific regions.

Feebees also seems interested in expanding their footwear product line to include different types and styles of shoes. Future projects could research and recommend alternative branding and marketing strategies for these new Feebees products.

Additionally, in **Section 4.1**, the data suggested that there may be a cultural difference between Taiwan and the United States in how sustainability is marketed. CCILU, the only United States-focused brand, was the only company to actively promote sustainability in both their marketing and branding. Future projects could do more research into the perspectives of each country regarding sustainability to determine if there truly is a cultural difference.

References

- Adom, A., Nyarko, I., & Som, G. (2016). Competitor analysis in strategic management: is it a worthwhile managerial practice in contemporary times? *International Journal of Resources Development and Management*, 24, 116-127. <https://iiste.org/Journals/index.php/JRDM/article/view/33186>
- Berg, B. L., & Lune, H. (2017). *Qualitative research methods for the social sciences* (Ninth edition). Pearson.
- Chang, K., Hsu, C., Hsu, Y., & Chen, M. (2019). How green marketing, perceived motives and incentives influence behavioral intentions. *Journal of Retailing and Consumer Services*, 49, 336-345. <https://doi.org/10.1016/j.jretconser.2019.04.012>
- Chen Chiu, L. (2009). Industrial policy and structural change in Taiwan's textile and garment industry. *Journal of Contemporary Asia*, 39(4), 512-529. <https://doi.org/10.1080/00472330903076743>
- Chrobot, P., Faist, M., Gustavus, L., Martin, A., Stamm, A., Zollinger, M., & Zah, R. (2018). *Measuring Fashion: Insights from the Environmental Impact of the Global Apparel and Footwear Industries*. Quantis. <https://quantis.com/report/measuring-fashion-report/>
- Creswell, J. W., & Creswell, J. D. (2018). *Research design* (5th ed.). SAGE Publications.
- Feebees International. (2021). [Feebees Homepage Promotional Image]. Feebees sock sneakers. Retrieved February 20, 2024, from https://shoplineimg.com/58a268489f9a4fdd9f003ccf/63ff50ff47a9590017534d10/2160x.webp?source_format=jpg.
- Feebees [Feebees0825]. (n.d.). 城市風的休閒日常，立馬成為都市 *style* [Facebook post]. Facebook. Retrieved April 1, 2024, from <https://www.facebook.com/Feebees0825/posts/pfbid0mNzVAioScxE7R3MECX55s1L1mvNacth1eR7PDZwzdKtiBLfSfpdtF52escGNB12hl>
- Feebees. (n.d.). Home [Facebook page]. Facebook. Retrieved February 20, 2024, from <https://www.facebook.com/Feebees0825>

- Ghimouz, C., Kenné, J. P., & Hof, L. A. (2023). On sustainable design and manufacturing for the footwear industry – Towards circular manufacturing. *Materials & Design*, 233, 112224. <https://doi.org/10.1016/j.matdes.2023.112224>
- Ginsberg, J. M., & Bloom, P. N. (2004). Choosing the right green marketing strategy: green marketing has not fulfilled its initial promise, but companies can take a more effective approach if they realize that a one-size-fits-all strategy does not exist. *MIT Sloan Management Review*, 46(1), 79+. https://link.gale.com/apps/doc/A124187622/AONE?u=mclin_c_worpoly&sid=bookmark-AONE&xid=1db08b41
- Hargrave, M. (2021, March 24). *Debt-to-Capital ratio: Definition, formula, and example*. Investopedia. Retrieved April 16, 2024, from <https://www.investopedia.com/terms/d/debt-to-capitalratio.asp>
- Hsieh, C.L., & Tsai, W.-H. (2023). Sustainable Decision Model for Circular Economy towards Net Zero Emissions under Industry 4.0. *Processes*, 11(12), 3412. <https://doi.org/10.3390/pr11123412>
- Huang, W., Lee, C., & Chen, H. (2022). The influence of corporate social responsibility on consumer purchase intention toward environmentally friendly sneakers. *Sustainability*, 14(21), 14400. <https://doi.org/10.3390/su142114400>
- Miller, M. (2021, September 30). *The top 10 shoe brands in Asia-Pacific*. Campaign Asia. Retrieved March 1, 2024, from <https://www.campaignasia.com/article/the-top-10-shoe-brands-in-asia-pacific/472926>
- Näveri, M. (2015). *Branding and identity building for a small company (focused on visual identity)* [Bachelor's thesis]. https://www.theseus.fi/bitstream/handle/10024/100515/Mattea_Naveri.pdf?sequence=1&isAllowed=y
- Nigg, B. (2009). Biomechanical considerations on barefoot movement and barefoot shoe concepts. *Footwear Science*, 1(2), 73–79. <https://doi.org/10.1080/19424280903204036>

- Olaore, O. G., & Kuye, O. L. (2019). Re-Branding: Implication, Benefits and Effects on Buying Decision Using Selected FMCG in Lagos State, Nigeria. *Academic Journal of Economic Studies*, 5(3), 12+. https://link.gale.com/apps/doc/A602627684/AONE?u=mlln_c_worpoly&sid=googleScholar&xid=9d2cdd38
- Platon, V., Pavelescu, F. M., Antonescu, D., Frone, S., Constantinescu, A., & Popa, F. (2022). Innovation and Recycling—Drivers of Circular Economy in EU. *Frontiers in Environmental Science*, 10. <https://doi.org/10.3389/fenvs.2022.902651>
- Ragossnig, A. M., & Schneider, D. R. (2019). Circular economy, recycling and end-of-waste. *Waste Management & Research*, 37(2), 109–111. <https://doi.org/10.1177/0734242X19826776>
- Robinson, J., Rosenzweig, C., Moss, A. J., & Litman, L. (2019). Tapped out or barely tapped? Recommendations for how to harness the vast and largely unused potential of the Mechanical Turk participant pool. *PloS one*, 14(12), e0226394. <https://doi.org/10.1371/journal.pone.0226394>
- Skawińska, E., & Zalewski, R. I. (2018). Circular Economy as a Management Model in the Paradigm of Sustainable Development. *Management (Zielona Góra)*, 22(2), 217–233. <https://doi.org/10.2478/manment-2018-0034>
- Stahel, W. R. (2016). The circular economy. *Nature*, 531(7595), Article 7595. <https://doi.org/10.1038/531435a>
- Statista. (2024a). *Demographics of Taiwan*. Statista. Retrieved March 1, 2024, from <https://www.statista.com/study/115159/demographics-of-taiwan/>
- Statista. (2024b). Footwear - Taiwan | Statista Market Forecast. Statista. Retrieved March 1, 2024, from <https://www.statista.com/outlook/cmo/footwear/taiwan>
- Taiwan Circular Network. (2020, Jan 19). *Circular Economy*. Circular-Taiwan. Retrieved March 1, 2024, from <https://circular-taiwan.org/en/city/taiwan/>

- Tsai, W. (2021). Analysis of plastic waste reduction and recycling in Taiwan. *Waste Management & Research: The Journal for a Sustainable Circular Economy*, 39(5), 713-719. <https://doi.org/10.1177/0734242x21996821>
- The 17 goals*. (n.d.). Sustainable Development. Retrieved March 1, 2024, from <https://sdgs.un.org/goals>
- Vera, A. L. (2009). *Co-designing interactive spaces for and with designers : supporting mood-board making* [Doctoral dissertation]. <https://doi.org/10.6100/IR641288>
- Wheeler, A. (2012). *Designing brand identity: An essential guide for the whole branding team* (3rd ed.). John Wiley & Sons.
- Wu, C., Hu, M., & Ni, F. (2021). Supporting a circular economy: Insights from Taiwan's plastic waste sector and lessons for developing countries. *Sustainable Production and Consumption*, 26, 228-238. <https://doi.org/10.1016/j.spc.2020.10.009>
- Yin, S., Jia, F., Chen, L., & Wang, Q. (2023). Circular economy practices and sustainable performance: A meta-analysis. *Resources, Conservation and Recycling*, 190, 106838. <https://doi.org/10.1016/j.resconrec.2022.106838>

Appendices

Appendix A: Content Analysis Coding Frame

Theme	Code	Criteria
Fashion	Fashion	Mentions or references to fashion, style, stylish, trendy, chic, and good-looking in relation to the shoe
Foot Health	Foot health	Mentions or references to foot health, podiatry, foot problems, and joint problems
Marketing	Sales and promotions	Mentions of sales and promotional events
	Collaborations	Mentions or references to the brand partnering with influencers, celebrities, other companies/organizations, etc.
Mission	Corporate responsibility	Mentions or references to what the company can do for or with the consumer in support of the company mission
	Consumer responsibility	Mentions or references to what the consumer can do for or with the company in support of the company mission
Product Qualities	Comfort	Mentions of comfort, light weight/light-weight/lightweight, barefoot-feeling, easy, etc. in relation to the shoe
	Product care	Mentions of how to clean or care for the shoe
	Purpose	Mentions of what activity the shoe is used for (casual, running, outdoor, dress, etc.)
	Quality	Mentions of other shoe characteristics. Includes mentions of durability, high-quality/high quality, long-lasting, material type, etc.
Sustainability	Carbon	Mentions or references to carbon emissions or carbon foot print

	Environmental	Mentions or references to eco-friendly, plant, green, environmental impacts
	Recycling	Direct mentions of words containing “recycl-”, mentions or references to reduce, reuse, or repair
	Sustainability	Direct mentions of words containing “sustain-”
	Waste	Mentions or references to waste reduction, landfills, single-use items, waste management, etc.

Appendix B: Distributor Interview Protocol

B1. Interview Questions (English)

At the beginning of each interview, the two attending members of the team will introduce themselves, the student translators, and restate the project purpose:

Hi! Thank you for giving us your time! We are students from Worcester Polytechnic Institute, a university in the United States. We are researching consumer habits in regard to buying sneakers on the behalf of our sponsor, Feebees. The purpose of this interview is to collect data regarding customer habits when buying sneakers. The interview is expected to take up to one hour. Do you agree with us recording this interview? We will use the recording to make an anonymous transcript and no personal identifying information will be made public. The audio recordings will only be listened to by our team.

Before obtaining verbal consent of the interviewee, the team will ask the interviewee to read through the consent form (**Appendix B4**) which asks the interviewee if they consent to being audio recorded. If the interviewee does not consent, the team will take notes of the interviewee's response instead and there will be no transcript.

After obtaining consent, the team will ask the following questions* (in order):

1. Compared to other outdoor stores, is your store affordable or expensive?
 - a. How much do most people spend on sneakers from your store?
2. Did you know about Feebees before they sold sneakers in your store?
 - a. If so, what qualities do people associate with Feebees?
3. Do customers know of Feebees before they come into your store?
 - a. What features do customers associate with Feebees?
4. What kind of sports activities do customers buy Feebees sneakers for?
 - a. What sneaker qualities do people want for that activity?
5. What kind of customers do you recommend Feebees to?
6. What are the deciding factors when customers buy sneakers?
 - a. Do these factors match the reason why customers buy Feebees?
 - b. If yes, which factor is the most important?
 - c. If not, what else?

7. Do customers know that Feebees is an eco-friendly company?
 - a. How do you introduce Feebees as eco-friendly to customers?
8. Does the sustainability or eco-friendliness of a brand have an effect on sales?
 - a. If the answer to the previous question indicates that it's bad on or has no effect on sales: Do you have any recommendations for the eco-friendly brand to improve the sales?
9. Is there anything else that we didn't ask about that you wanted to tell us?

*The exact wordings of the questions are subject to change depending on the conversational flow.

B2. Interview Questions (Mandarin-Chinese)

1. 與其他戶外店相比，您的店是實惠型還是高端型？
 - a. 大多數人在您商店購買運動鞋的花費是多少？
2. 您在您的商店出售之前或之後了解 Feebees 嗎？
 - a. 如果是這樣，人們會將 Feebees 的哪些特質連結起來？
3. 顧客在進入您的商店之前是否知道 Feebees？
 - a. 顧客認為 Feebees 具有哪些特質？
4. 顧客購買 Feebees 運動鞋用於哪些體育活動？
 - a. 該活動需要哪些運動鞋品質？
5. 您向哪些類型的客戶推薦 Feebees？
6. 顧客選擇不同運動鞋的決定因素是什麼？
 - a. 這些因素是否符合顧客購買 Feebees 的原因？
 - b. 如果是，哪個因素最重要？
 - c. 如果沒有，還有什麼？
7. 顧客知道 Feebees 是環保公司嗎？
 - a. 您如何向顧客介紹 Feebees 產品的環保特性？
8. 品牌的可持續性或環保性對銷售有影響嗎？

- a. 如果上一個問題的答案顯示對銷售不利或沒有影響：您對環保品牌有什麼建議來提高銷售？
9. 還有什麼我們沒有問到但您想告訴我們的嗎？

B3. Consent Form for Distributor Interviews (English)

Informed Consent Agreement for Participation in a Research Study

Study Investigator: Wen-hua Du, Ph.D

Student Team: Roey Chen, Brian Chung, Benjamin Skarnes, Willa Royce-Roll

Contact Information: gr-Feebees-d24@wpi.edu

Title of Research Study: Expanding the Market for Recyclable Shoes in Taiwan

Sponsor: Worcester Polytechnic Institute (WPI) and Feebees International

You are being asked to participate in a research study. Before you agree, however, you must be fully informed about the purpose of the study, the procedures to be followed, and any benefits, risks or discomfort that you may experience as a result of your participation. This form presents information about the study so that you may make a fully informed decision regarding your participation.

Purpose of the study: The purpose of this study is to learn more about what aspects of a brand image impacts the Taiwanese public's shoe purchasing intentions. This information will be used to help determine a new branding image that the shoe company, Feebees, can adopt to market to a broader customer base in Taiwan.

Procedures to be followed: Through the use of interviews, research regarding customer behaviors towards buying sneakers in Taiwan will be conducted. This study will be conducted during a 7 week period of time (March 11th-May 1st), if you consent to this study, the interview will take up to 1 hour. The questions asked may request information including observed buyer habits, common questions regarding shoe purchases, how shoe companies (other than Feebees) brand their products. The specific questions will be provided to you prior to the interview. If at any point in time you no longer wish to participate in the study and would like to resign consent to the data given, the data taken will become void and will not be used in the study.

Risks to study participants: We will be discussing topics that can pose a conflict of interest between the interviewee and Feebees. These include asking for an outside perspective on the effectiveness of Feebees' branding and marketing strategies. If given consent by the interviewee, audio recordings will be taken of the interview for reference by the project-specific team. The audio recordings will not be publicized and will only be listened to by the team to generate anonymized interview transcripts in which all personal or private company information is removed. The data collected from these transcripts may be used to determine trends between branding concepts to help direct Feebees' new branding image. This data will be viewed by the project-specific student team.

Benefits to research participants and others: Through participating in this study, you will provide vital information for Feebees to construct a new brand image. There are no personal benefits to individual participants.

Alternative procedures or treatments available to potential research participants: If necessary, the interview will include the presence of a non-Feebees affiliated translator who speaks both Mandarin-Chinese and English. This will be done to facilitate the interview in

order to mitigate confusion and allow participants to feel more comfortable. The use of a translator will ensure that the information is received and interpreted accurately.

Record keeping and confidentiality: Audio recordings of the interview will be taken by the team in order to generate anonymized transcripts. Only the team will have access to the full recordings. At no point will Feebees International be able to listen to the audio recordings or have access to information disclosing which individual provided a specific interview. Only the anonymized transcript will be reported. This transcript will exclude personal or private company information about the interviewee. Records of your participation in this study will be held confidential so far as permitted by law. However, the study investigators, the sponsor or its designee and, under certain circumstances, the Worcester Polytechnic Institute Institutional Review Board (WPI IRB) will be able to inspect and have access to confidential data that identify you by name. Any publication or presentation of the data will not identify you.

Compensation or treatment in the event of injury: Participation in this study is considered minimal risk. You do not give up any of your legal rights by signing this statement.

For more information about this research or about the rights of research participants, or in case of research-related injury, contact:

Student team: Email: gr-Feebees-d24@wpi.edu

IRB Manager: Ruth McKeogh, Tel. 508 831- 6699, Email: irb@wpi.edu

Human Protection Administrator: Gabriel Johnson, Tel. 508-831-4989, Email:
gjohnson@wpi.edu

Your participation in this research is voluntary. Your refusal to participate will not result in any penalty to you or any loss of benefits to which you may otherwise be entitled. You may decide to stop participating in the research at any time without penalty or loss of other benefits. The project investigators retain the right to cancel or postpone the experimental procedures at any time they see fit.

By signing below, you acknowledge that you have been informed about and consent to be a participant in the study described above. Make sure that your questions are answered to your satisfaction before signing. You are entitled to retain a copy of this consent agreement.

_____ Date: _____

Study Participant Signature

_____ Date: _____

Study Participant Name (Please print)

_____ Date: _____

Signature of Person who explained this study

B4. Consent Form for Distributor Interviews (Mandarin-Chinese)

參與研究的知情同意書

研究研究員：Wen-hua Du, Ph.D.

學生團隊：Roey Chen, Brian Chung, Benjamin Skarnes, Willa Royce-Roll

聯絡資訊：gr-Feebees-d24@wpi.edu

研究標題：擴大台灣回收鞋的市場

贊助商：伍斯特理工學院 (WPI) 和 Feebees International

您被要求參加一項研究。然而，在您同意之前，您必須充分了解研究的目的、應遵循的程序以及您因參與而可能經歷的任何好處、風險或不適。該表格提供了有關該研究的信息，以便您可以就您的參與做出充分知情的決定。

研究目的：本研究的目的是更多地了解品牌形象的哪些方面影響台灣大眾的鞋子購買意願。這些資訊將用於幫助確定新的品牌形象，鞋業公司 Feebees 可以採用該形象向台灣更廣泛的客戶群進行行銷。

應遵循的程序：透過訪談的方式，對台灣消費者購買運動鞋的行為進行研究。這項研究將在 7 週的時間內（3 月 11 日至 5 月 1 日）進行，如果您同意這項研究，訪談將持續長達 1 小時。所提出的問題可能要求提供信息，包括觀察到的買家習慣、有關鞋子購買的常見問題、鞋類公司（Feebees 除外）如何為其產品打造品牌。具體問題將在面試前提供給您。如果您在任何時候不再希望參與研究並希望放棄對所提供數據的同意，則所獲取的數據將失效並且不會在研究中使用。

研究參與者面臨的風險：我們將討論可能在受訪者和 Feebees 之間造成利益衝突的議題。其中包括詢問外部人士對 Feebees 品牌和行銷策略有效性的看法。經受訪者同意後，將訪談進行錄音，供專案團隊參考。錄音不會公開，只會由團隊收聽以產生匿名訪談記錄，其中所有個人或私人公司資訊都將被刪除。從這些記錄中收集的數據可用於確定品牌概念之間的趨勢，以幫助指導 Feebees 的新品牌形象。該數據將由特定項目的學生團隊查看。

對研究參與者和其他人的好處： 透過參與本研究，您將為 Feebees 建立新的品牌形象提供重要資訊。 個人參與者沒有任何個人利益。

可供潛在研究參與者使用的替代程序或治療方法： 如有必要，訪談將包括一名非 Feebees 附屬翻譯人員在場，該翻譯人員會講普通話和英語。 這樣做是為了方便採訪，以減少混亂並讓參與者感到更舒適。 使用翻譯將確保準確接收和解釋資訊。

記錄保存和保密： 團隊將錄製訪談錄音，以產生匿名筆錄。 只有團隊才能存取完整的錄音。 Feebees International 在任何情況下都無法收聽錄音或獲取披露具體訪談的個人的資訊。 僅報告匿名記錄。 該筆錄將排除受訪者的個人或私人公司資訊。 在法律允許的範圍內，您參與本研究的記錄將被保密。 然而，研究調查人員、申辦者或其指定人員，以及在某些情況下，伍斯特理工學院機構審查委員會 (WPI IRB) 將能夠檢查並存取透過姓名識別您身分的機密資料。 任何資料的發布或呈現都不會識別您的身分。

受傷時的補償或治療： 參與本研究被認為風險最小。 簽署本聲明並不意味著您放棄您的任何合法權利。

有關本研究或研究參與者權利的更多信息，或如果發生與研究相關的傷害，請聯繫：

學生團隊： 電子郵件： gr-Feebees-d24@wpi.edu

IRB 經理： Ruth McKeogh， 電話： +1 508 831- 6699， 電子郵件： irb@wpi.edu

人類保護管理員： Gabriel Johnson, 電話： 508-831-4989, 電話： gjohnson@wpi.edu

您參與本研究是自願的。 您拒絕參與不會導致您受到任何處罰或您可能有權獲得的任何福利的損失。 您可以隨時決定停止參與研究，而不會受到懲罰或失去其他福利。 專案研究人員保留在他們認為合適的時候取消或推遲實驗程序的權利。

透過在下面簽名，您承認您已被告知並同意參與上述研究。 簽字前請確保您的問題得到滿意的答覆。 您有權保留本同意協議的副本。

_____ 日期: _____

研究參與者簽名

_____ 日期: _____

研究參與者姓名（請正楷書寫）

_____ 日期: _____

解釋本研究的人簽名

Appendix C: Feebees Social Media Content Editor Interview Protocol

C1. Interview Questions (English)

At the beginning of the interview, the two attending members of the team will introduce themselves, the student translators, and restate the project purpose:

Hi! Thank you for giving us your time! We are students from Worcester Polytechnic Institute, a university in the United States. We are researching consumer habits in regard to buying sneakers on the behalf of our sponsor, Feebees. The purpose of this interview is to collect data regarding Feebees' social media presence. The interview is expected to take up to one hour. Do you agree with us recording this interview? We will use the recording to make an anonymous transcript and no personal identifying information will be made public. The audio recordings will only be listened to by our team.

Before obtaining verbal consent of the interviewee, the team will ask the interviewee to read through the consent form (**Appendix C4**) which asks the interviewee if they consent to being audio recorded. If the interviewee does not consent, the team will take notes of the interviewee's response instead and there will be no transcript.

After obtaining consent, the team will ask the following questions* (in order):

1. How would you describe Feebees' presence on Facebook and LINE?
 - a. [Follow up] Are these the most popular social media platform in Taiwan?
 - b. [Follow up] Which social media platform is the best for Feebees for gaining online interactions? (interactions includes views, shares, likes, comments)
 - i. [Follow up 2 if different platforms] Have you done any research in using that new platform?
2. What kind of posts are your most viewed and/or liked media posts for Feebees?
 - a. [Follow up] What do you think made them more popular?
 - b. [Follow up] Did these posts effectively get more people to shop at Feebees? (like go to the website)
3. Do you get many questions about sneakers through Facebook or LINE?
 - a. [Follow up] What do customers ask about the most?

4. What's your current strategy for getting people to know Feebees through Facebook and LINE?
5. What's your current strategy to get those people to actually buy Feebees?
6. To better reach Feebees target audience, is there any kinds of social media posts you want to try but haven't done yet?
 - a. [Follow up if not already answered] What are you planning on doing next?
7. Is there anything else that we didn't ask about that you wanted to tell us?

*The exact wording of questions are subject to change depending on the conversational flow.

C2. Interview Questions (Mandarin-Chinese)

1. Feebees 在 Facebook 和 LINE 上的展示效果如何?
 - a. 這些是台灣最受歡迎的社群媒體平台嗎?
 - b. 哪個社群媒體平台最適合 Feebees 獲得線上互動? (互動包括觀看、分享、按讚、留言)
 - i. 您對使用該新平台進行過任何研究嗎?
2. Feebees 的社群媒體貼文中哪些類型的貼文最受瀏覽和/或喜歡?
 - a. 您認為是什麼讓他們更受歡迎?
 - b. 這些帖子是否有效地吸引了更多人在 Feebees 購物? (例如造訪網站)
3. 您是否透過 Facebook 或 LINE 收到很多有關運動鞋的問題?
 - a. 顧客問得最多的是什麼?
4. 您目前透過 Facebook 和 LINE 吸引人們使用 Feebees 的策略是什麼?
5. 您目前讓這些人真正購買 Feebees 的策略是什麼?
6. 為了更好地接觸 Feebees 目標受眾, 是否有任何類型的社交媒體貼文是您想嘗試但尚未嘗試的?
 - a. 接下來你打算做什麼?
7. 還有什麼我們沒有問到但您想告訴我們的嗎?

C3. Consent Form for Social Media Content Editor Interview (English)

Informed Consent Agreement for Participation in a Research Study

Study Investigator: Wen-hua Du, Ph.D

Student Team: Roey Chen, Brian Chung, Benjamin Skarnes, Willa Royce-Roll

Contact Information: gr-Feebees-d24@wpi.edu

Title of Research Study: Expanding the Market for Recyclable Shoes in Taiwan

Sponsor: Worcester Polytechnic Institute (WPI) and Feebees International

You are being asked to participate in a research study. Before you agree, however, you must be fully informed about the purpose of the study, the procedures to be followed, and any benefits, risks or discomfort that you may experience as a result of your participation. This form presents information about the study so that you may make a fully informed decision regarding your participation.

Purpose of the study: The purpose of this study is to learn more about what aspects of a brand image impacts the Taiwanese public's shoe purchasing intentions. This information will be used to help determine a new branding image that the shoe company, Feebees, can adopt to market to a broader customer base in Taiwan.

Procedures to be followed: Through the use of interviews, research regarding customer behaviors towards buying sneakers in Taiwan will be conducted. This study will be conducted during a 7 week period of time (March 11th-May 1st), if you consent to this study, the interview will take up to 1 hour. The questions asked may request information including observed buyer habits, common questions regarding shoe purchases, how shoe

companies (other than Feebees) brand their products. The specific questions will be provided to you prior to the interview. If at any point in time you no longer wish to participate in the study and would like to resign consent to the data given, the data taken will become void and will not be used in the study.

Risks to study participants: We will be discussing topics that can pose a conflict of interest between the interviewee and Feebees. These include asking for an outside perspective on the effectiveness of Feebees' branding and marketing strategies. If given consent by the interviewee, audio recordings will be taken of the interview for reference by the project-specific team. The audio recordings will not be publicized and will only be listened to by the team to generate anonymized interview transcripts in which all personal or private company information is removed. The data collected from these transcripts may be used to determine trends between branding concepts to help direct Feebees' new branding image. This data will be viewed by the project-specific student team.

Benefits to research participants and others: Through participating in this study, you will provide vital information for Feebees to construct a new brand image. There are no personal benefits to individual participants.

Alternative procedures or treatments available to potential research participants: If necessary, the interview will include the presence of a non-Feebees affiliated translator who speaks both Mandarin-Chinese and English. This will be done to facilitate the interview in order to mitigate confusion and allow participants to feel more comfortable. The use of a translator will ensure that the information is received and interpreted accurately.

Record keeping and confidentiality: Audio recordings of the interview will be taken by the team in order to generate anonymized transcripts. Only the team will have access to the

full recordings. At no point will Feebees International be able to listen to the audio recordings or have access to information disclosing which individual provided a specific interview. Only the anonymized transcript will be reported. This transcript will exclude personal or private company information about the interviewee. Records of your participation in this study will be held confidential so far as permitted by law. However, the study investigators, the sponsor or its designee and, under certain circumstances, the Worcester Polytechnic Institute Institutional Review Board (WPI IRB) will be able to inspect and have access to confidential data that identify you by name. Any publication or presentation of the data will not identify you.

Compensation or treatment in the event of injury: Participation in this study is considered minimal risk. You do not give up any of your legal rights by signing this statement.

For more information about this research or about the rights of research participants, or in case of research-related injury, contact:

Student team: Email: gr-Feebees-d24@wpi.edu

IRB Manager: Ruth McKeogh, Tel. 508 831- 6699, Email: irb@wpi.edu

Human Protection Administrator: Gabriel Johnson, Tel. 508-831-4989, Email: gjohnson@wpi.edu

Your participation in this research is voluntary. Your refusal to participate will not result in any penalty to you or any loss of benefits to which you may otherwise be entitled. You may decide to stop participating in the research at any time without penalty or loss of other

benefits. The project investigators retain the right to cancel or postpone the experimental procedures at any time they see fit.

By signing below, you acknowledge that you have been informed about and consent to be a participant in the study described above. Make sure that your questions are answered to your satisfaction before signing. You are entitled to retain a copy of this consent agreement.

_____ Date: _____

Study Participant Signature

_____ Date: _____

Study Participant Name (Please print)

_____ Date: _____

Signature of Person who explained this study

C4. Consent Form for Social Media Content Editor Interview (Mandarin-Chinese)

參與研究的知情同意書

研究研究員：Wen-hua Du, Ph.D.

學生團隊：Roey Chen, Brian Chung, Benjamin Skarnes, Willa Royce-Roll

聯絡資訊：gr-Feebees-d24@wpi.edu

研究標題：擴大台灣回收鞋的市場

贊助商：伍斯特理工學院 (WPI) 和 Feebees International

您被要求參加一項研究。然而，在您同意之前，您必須充分了解研究的目的、應遵循的程序以及您因參與而可能經歷的任何好處、風險或不適。該表格提供了有關該研究的信息，以便您可以就您的參與做出充分知情的決定。

研究目的：本研究的目的是更多地了解品牌形象的哪些方面影響台灣大眾的鞋子購買意願。這些資訊將用於幫助確定新的品牌形象，鞋業公司 Feebees 可以採用該形象向台灣更廣泛的客戶群進行行銷。

應遵循的程序：透過訪談的方式，對台灣消費者購買運動鞋的行為進行研究。這項研究將在 7 週的時間內（3 月 11 日至 5 月 1 日）進行，如果您同意這項研究，訪談將持續長達 1 小時。所提出的問題可能要求提供信息，包括觀察到的買家習慣、有關鞋子購買的常見問題、鞋類公司（Feebees 除外）如何為其產品打造品牌。具體問題將在面試前提供給您。如果您在任何時候不再希望參與研究並希望放棄對所提供數據的同意，則所獲取的數據將失效並且不會在研究中使用。

研究參與者面臨的風險：我們將討論可能在受訪者和 Feebees 之間造成利益衝突的議題。其中包括詢問外部人士對 Feebees 品牌和行銷策略有效性的看法。經受訪者同意後，將訪談進行錄音，供專案團隊參考。錄音不會公開，只會由團隊收聽以產生匿名訪談記錄，其中所有個人或私人公司資訊都將被刪除。從這些記錄中收集的數據可用於確定品牌概念之間的趨勢，以幫助指導 Feebees 的新品牌形象。該數據將由特定項目的學生團隊查看。

對研究參與者和其他人的好處：透過參與本研究，您將為 Feebees 建立新的品牌形象提供重要資訊。個人參與者沒有任何個人利益。

可供潛在研究參與者使用的替代程序或治療方法：如有必要，訪談將包括一名非 Feebees 附屬翻譯人員在場，該翻譯人員會講普通話和英語。這樣做是為了方便採訪，以減少混亂並讓參與者感到更舒適。使用翻譯將確保準確接收和解釋資訊。

記錄保存和保密：團隊將錄製訪談錄音，以產生匿名筆錄。只有團隊才能存取完整的錄音。Feebees International 在任何情況下都無法收聽錄音或獲取披露具體訪談的個人的資訊。僅報告匿名記錄。該筆錄將排除受訪者的個人或私人公司資訊。在法律允許的範圍內，您參與本研究的記錄將被保密。然而，研究調查人員、申辦者或其指定人員，以及在某些情況下，伍斯特理工學院機構審查委員會 (WPI IRB) 將能夠檢查並存取透過姓名識別您身分的機密資料。任何資料的發布或呈現都不會識別您的身分。

受傷時的補償或治療：參與本研究被認為風險最小。簽署本聲明並不意味著您放棄您的任何合法權利。

有關本研究或研究參與者權利的更多信息，或如果發生與研究相關的傷害，請聯繫：

學生團隊：電子郵件：gr-Feebees-d24@wpi.edu

IRB 經理：Ruth McKeogh，電話：+1 508 831- 6699，電子郵件：irb@wpi.edu

人類保護管理員：Gabriel Johnson, 電話：508-831-4989, 電話：gjohnson@wpi.edu

您參與本研究是自願的。您拒絕參與不會導致您受到任何處罰或您可能有權獲得的任何福利的損失。您可以隨時決定停止參與研究，而不會受到懲罰或失去其他福利。專案研究人員保留在他們認為合適的時候取消或推遲實驗程序的權利。

透過在下面簽名，您承認您已被告知並同意參與上述研究。簽字前請確保您的問題得到滿意的答覆。您有權保留本同意協議的副本。

_____ 日期: _____

研究參與者簽名

_____ 日期: _____

研究參與者姓名（請正楷書寫）

_____ 日期: _____

解釋本研究的人簽名

Appendix D: Facebook and LINE Online Consumer Survey

D1. Official Survey Question (English)

Feebees (English)

Start of Block: Introduction

Hi! We are students from Worcester Polytechnic Institute, an American university. Our team is researching consumer habits regarding buying sneakers on behalf of our sponsor, Feebees, a Taiwanese shoe company with a mission to make the sneaker industry more sustainable. This survey aims to collect data regarding company branding concepts and sustainability from the consumer perspective. We expect the survey to take 5-7 minutes. To take this survey, you must be at least 18 years old. All responses are anonymous, and no personal identifying information will be collected or made public.

By continuing, you agree to participate in this research study. Your participation is completely voluntary, and you can withdraw at any time and skip any question.

End of Block: Introduction

Start of Block: Demographics

Q1 How old are you?

18-24 years old

25-34 years old

35-54 years old

55-64 years old

65+ years old

Prefer not to say

Q2 How would you describe your gender?

Male

Female

Non-binary / third gender

Other (please specify): _____

Prefer not to say

Q3 Are you a parent?

- Yes
- No
- Prefer not to say

Display This Question:

If Are you a parent? = Yes



Q4 How many children do you have? (Enter numbers only)

Q5 What kind of vehicle might you buy next? Select one

- Sedan
- SUV
- Sports car
- Scooter
- I don't plan on buying a new vehicle at all or only after a long time



Q6 How do you maintain your health and well-being? Select three

- Outdoor walking activities (hiking, forest trails, city walks)
- Endurance sports (running, cycling, swimming)
- Mind-body practices (yoga, tai chi, meditation)
- Team sports (football, basketball, volleyball)
- Water sports (windsurfing, board sports, surfing)
- Dance (hip-hop, ballet, Latin dance)
- Cross-country sports (mountain climbing, rock climbing, trail running)
- Strength training (weight training, gym training, street workout)
- Indoor exercise (cardio, indoor cycling)
- Racquet sports (table tennis, tennis, badminton)
- Anaerobic exercise (boxing, fighting)

End of Block: Demographics

Start of Block: Brand Opinions

Q7 Have you heard of Feebees?

Yes

No

Skip To: Q15, If Have you heard of Feebees? = No

Display This Question:

If Have you heard of Feebees? = Yes

Q8 How did you first hear about Feebees?

Company Website

Word of mouth

Advertisements

Facebook

LINE

YouTube Videos

In-person events (running expos, Feebees event, etc.)

Online articles/blogs

Other (please specify): _____

Display This Question:

If Have you heard of Feebees? = Yes

Q9 Which best describes how often you purchase a pair of sneakers from Feebees?

- Every 1-6 months
- Every 7-11 months
- Every 1-2 years
- Only once
- Never

Skip To: Q15, If Which best describes how often you purchase a pair of sneakers from Feebees? = Never



Q10 What activities do you primarily buy Feebees sneakers for? Select two.

- Casual
- Walking
- Running
- Gym
- Other (please specify): _____

Page Break

Q11 What traits do you associate with the Feebees brand? Select all that apply.

- Sustainability
 - Foot health
 - Healthy lifestyle
 - Comfort
 - Style
 - Other (please specify): _____
-

Q12 Do you know of Feebees' recycling program?

- Yes, I've participated already
 - Yes, but I haven't recycled my shoes with Feebees
 - No
-

Q13 Feebees currently has programs to send back your sneakers to be recycled or repaired.
When your sneakers wear down, what would you rather do?

- Return the sneakers to the Feebees store for repair
 - Return the sneakers to the Feebees store or distributor store for recycling
 - Mail the sneakers back to the Feebees store for repair
 - Mail the sneakers back to the Feebees store for recycling
 - Other (please specify): _____
-

Q14 What percentage of the original sneaker price (\$2800 NT) would serve as an incentive for you to return your sneakers for recycling at Feebees?

- 10 - 20%
 - 21 - 30%
 - 31 - 40%
 - 41 - 50%
-

Display This Question:

If Have you heard of Feebees? = No

Or Which best describes how often you purchase a pair of sneakers from Feebees? = Never



Q15 Which of the activities do you primarily buy sneakers for? Select two.

Casual

Walking

Running

Gym

Other (please specify): _____

Display This Question:

If Have you heard of Feebees? = No

Or Which best describes how often you purchase a pair of sneakers from Feebees? = Never



Q16 What traits would you like most in a running sneaker brand? Select two.

Sustainability

Foot health

Healthy lifestyle

Comfort

Style

Other (please specify): _____

Display This Question:

If Have you heard of Feebees? = No

Or Which best describes how often you purchase a pair of sneakers from Feebees? = Never

Q17 Where do you look for information when buying new sneakers? Select all that apply.

- Company websites
- Asking friends
- Social Media
- Reviews
- YouTube videos
- In person events (running expos, Feebees events, etc.)
- Online articles/blogs
- Other (please specify): _____

Display This Question:

If Have you heard of Feebees? = No

Or Which best describes how often you purchase a pair of sneakers from Feebees? = Never

Q18 If a sneaker company had a program where you return your old sneakers to be either recycled or repaired, would you participate in the program?

- Yes, for both programs
- Yes, but only the recycling program
- Yes, but only the repair program
- No

Display This Question:

If Have you heard of Feebees? = No

Or Which best describes how often you purchase a pair of sneakers from Feebees? = Never

Q19 What percentage of the original sneaker price (\$2000-3000 NT) would serve as an incentive for you to return your sneakers for recycling at that company?

- 10 - 20%
- 21 - 30%
- 31 - 40%
- 41 - 50%

End of Block: Brand Opinions

Start of Block: Sneaker Purchasing Behaviors

Q20 Below are statements related to your sneaker purchasing behaviors. For the following statements, please indicate whether you: are STRONGLY AGREE, MILDLY AGREE, UNSURE, MILDLY DISAGREE, or STRONGLY DISAGREE

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
When buying products, I buy products/brands that others endorse.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I buy sneakers, I go out of my way to choose eco-friendly brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to buy sneakers from environmentally conscious brands in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I keep myself updated on the programs and offers of brands I buy from.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When buying sneakers, pricing is my main concern.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When buying sneakers, I prioritize comfort over style.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When buying sneakers, my highest priority is style.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Sneaker Purchasing Behaviors

Start of Block: Additional Comments

Q21 Do you have any other comments?

End of Block: Additional Comments

Start of Block: Email (Optional)

Q22 If you would like a copy of our final report, please enter your email. If not, skip this question.

End of Block: Email (Optional)

D2. Official Survey Question (Mandarin-Chinese)

Feebees (Chinese)

Start of Block: Introduction

您好！我們是美國 Worcester Polytechnic Institute 理工學院(簡稱 WPI) 學生。我們在為我們的贊助企業，即台製鞋鞋公司 Feebees 進行有關消費者購買運動鞋習慣的問卷調查，俾利運動鞋製造產業得以更加永續經營。這項問卷調查係從消費者的角度，蒐集有關公司品牌理念和永續性的數據。這項問卷調查只需要花費您 5-7 分鐘，而您必須年滿 18 歲才能參與調查。所有回應都是匿名，有關任何個人的識別資訊，將不會被蒐集或公開。

您繼續即表示您同意參與本問卷調查。您的參與完全是自願的，您可以隨時退出並跳過任何問題。

End of Block: Introduction

Start of Block: Demographics

Q1 您今年多大?

18-24

25-34

35-54

55-64

65+

Q2 請問您的心理性別為何?

男性

女性

非二元

其他 (請說明): _____

不願意透露

Q3 您是家長嗎?

- 是的
- 不
- 不願意透露

Display This Question:

If 您是家長嗎? = 是的

*

Q4 您有幾個孩子? (只輸入數字)

Q5 您下次購買車輛，會考慮購買哪種？請選擇一項

- 轎車
- 休旅車
- 跑車
- 小型摩托車
- 我不打算買新車或許在很長一段時間後才購買



Q6 您如何保持健康和幸福？請選擇三項

- 戶外步行運動（健行、森林步道、城市漫步）
- 耐力運動（跑步、騎行、游泳）
- 心身練習（瑜伽、太極、冥想）
- 團隊運動（足球、籃球、排球）
- 水上運動（風帆、板類運動、衝浪）
- 舞蹈（街舞、芭蕾舞、拉丁舞）
- 越野運動（登山、攀岩、越野跑）
- 力量訓練（重訓、健身房訓練、街頭健身）
- 室內運動（有氧操、飛輪）
- 球拍運動（乒乓球、網球、羽毛球）
- 無氧運動（拳擊、格鬥）

End of Block: Demographics

Start of Block: Brand Opinions

Q7 您以前知道 Feebees 嗎?

- 知道
- 不知道

Skip To: Q15, If 您以前知道 Feebees 嗎? = 不知道

Display This Question:

If 您以前知道 Feebees 嗎? = 知道

Q8 您是透過什麼管道知道 Feebees 的?

- 公司網站
- 口耳相傳
- 廣告
- Facebook
- LINE
- YouTube Videos
- 實體活動（跑步博覽會、Feebees 活動等）
- 網路文章/部落格
- 其他 (請說明): _____

Display This Question:

If 您以前知道 Feebees 嗎? = 知道

Q9 您購買 Feebees 運動鞋的頻率為何？

- 每 1-6 個月一次
- 每 7-11 個月一次
- 每 1-2 年一次
- 只有一次
- 從來沒有

Skip To: Q15, If 您購買 Feebees 運動鞋的頻率為何? = 從來沒有



Q10 您購買 Feebees 運動鞋主要用於哪些活動？ 請選擇兩項

- 沒有特定目的
- 徒步
- 跑步
- 健身房
- 其他 (請說明): _____

Page Break

Q11 您認為 Feebees 品牌具有哪些特色？ 選擇所有符合條件。

- 永續性
 - 足部健康
 - 健康的生活方式
 - 舒適
 - 時尚
 - 其他 (請說明): _____
-

Q12 您知道 Feebees 的回收計畫嗎？

- 知道，我已經參加過
 - 知道，但我還沒有透過 Feebees 回收我的鞋子
 - 不知道
-

Q13 Feebees 目前有接受您送回運動鞋供回收或維修的計畫。當您的運動鞋磨損時，您會如何處理？

- 將運動鞋送回 Feebees 商店進行維修
 - 將運動鞋送回 Feebees 商店或經銷商商店進行回收
 - 將運動鞋寄回 Feebees 商店進行維修
 - 將運動鞋寄回 Feebees 商店進行回收
 - 其他 (請說明): _____
-

Q14 您認為將運動鞋價格（新台幣 2800 元）的多少百分比作為運動鞋退回 Feebees 進行回收激勵較為合理？

- 10 - 20%
 - 21 - 30%
 - 31 - 40%
 - 41 - 50%
-

Display This Question:

If 您以前知道 Feebees 嗎? = 不知道

Or 您購買 Feebees 運動鞋的頻率為何? = 從來沒有



Q15 您購買運動鞋主要用於哪些活動? 請選擇兩項

沒有特定目的

徒步

跑步

健身房

其他 (請說明): _____

Display This Question:

If 您以前知道 Feebees 嗎? = 不知道

Or 您購買 Feebees 運動鞋的頻率為何? = 從來沒有



Q16 您最喜歡跑步鞋品牌的哪些特色？請選擇兩項

- 永續性
- 足部健康
- 健康的生活方式
- 舒適
- 時尚
- 其他 (請說明): _____

Display This Question:

If 您以前知道 Feebees 嗎? = 不知道

Or 您購買 Feebees 運動鞋的頻率為何? = 從來沒有

Q17 當您購買新運動鞋時會透過哪些管道查找資訊？ 選擇所有符合的選項。

- 公司網站
- 詢問朋友
- 廣告
- 社群媒體
- 評論
- 現場活動（跑步博覽會, 等）
- 網路文章/部落格
- 其他 (請說明): _____

Display This Question:
If 您以前知道 Feebees 嗎? = 不知道
Or 您購買 Feebees 運動鞋的頻率為何? = 從來沒有

Q18 如果運動鞋公司有一個計畫，您可以將舊運動鞋送回以進行回收或維修，您會參加該計畫？

- 會的，兩項計畫都會參加
- 會的，但僅參加回收計畫
- 會的，但僅參加維修計畫
- 不會參加

Display This Question:

If 您以前知道 Feebees 嗎? = 不知道

Or 您購買 Feebees 運動鞋的頻率為何? = 從來沒有

Q19 您認為將運動鞋價格（新台幣 2000-3000 元）的百分之多少作為獎勵金，會激勵您將運動鞋送回本公司進行回收？

- 10 - 20%
- 21 - 30%
- 31 - 40%
- 41 - 50%

End of Block: Brand Opinions

Start of Block: Sneaker Purchasing Behaviors

Q20 以下為關於您購買運動鞋消費習慣的敘述，從下列敘述請指出您是否是**非常同意**、**有些同意**、**不確定**、**有些不同意**、**非常不同意**。

	非常同意	有些同意	不確定	有些不同意	非常不同意
購買產品時，我會購買其他人背書或代言的產品/品牌。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
當我購買運動鞋時，我會特別選擇環保品牌。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我未來會買有環保意識品牌的運動鞋。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我隨時了解我購買產品品牌的活動計畫和優惠資訊。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
購買運動鞋時，價格是我最關心的問題。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
購買運動鞋時，我優先考慮舒適度而不是時尚。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
購買運動鞋時，我最優先考慮的是時尚。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Sneaker Purchasing Behaviors

Start of Block: Additional Comments

Q21 您有其他建議及想法嗎?

End of Block: Additional Comments

Start of Block: Email (Optional)

Q22 如果您想要我們的最終報告副本，請輸入您的電子郵件。如果您不想，請跳過此問題。

End of Block: Email (Optional)

D3. LINE and Facebook Survey Post

Note. The same post was used for Feebees’ LINE and Facebook posts to distribute the survey. While the team helped film the promotional video and provided the survey link, the sponsor was responsible for making and posting the post.



Feebees 赤足訓練襪鞋

April 13 at 1:48 PM · 🌐

領取2024台灣環保鞋業的趨勢分析報告📄

由 #WPI 國際環保組織，來台研究長達3個月的分析成果

WPI是美國的一所理工大學，他們每年都會在國際間推動 #環保 的發展，並挑選優秀企業和學生進行環保研究專案，促進全球環保 #永續發展，同時幫助企業。

✅ Feebees有幸在2023年與WPI合作，並且得到一份讓我們驚掉下巴的研究結果，幫助我們：

- 👉 了解市場趨勢、消費者的想法
- 👉 調整品牌經營的方向
- 👉 完善鞋子的回收製程
- 👉 創造更優秀的鞋子給消費者

今年我們與WPI再次合作，如果你也想了解2024年的鞋業環保趨勢，或幫助我們做出更高品質的鞋子。

歡迎填問卷參與2024台灣環保鞋業趨勢分析，並領取「2024台灣環保鞋業的趨勢分析報告」！留言處👉

#環保 #永續 #環境友善 #回歸自然

#循環再生 #碳足跡 #減碳 #ESG

#運動鞋 #休閒鞋 #赤足鞋

#Feebees #WPI #襪鞋



Appendix E: Extra Competitor Analysis

In addition, the team observed a few differences between the design themes of all nine companies' homepages. One of the design themes that the team analyzed was the usage of general shapes. As of 01 April 2024, all the companies used rectangles as a primary shape on their homepage and there is little to no use of any ovals or natural shapes (see **Table E.1**). Feebees is the only company among its competitors that used circles on the company homepage. However, there does not seem to be any significant relationship between shape usage and company success.

Table E.1. Primary Shape Used in Taiwanese Shoe Companies' Homepages

Company	Square	Circle	Rectangle	Oval	Natural
New Buffalo	Yes	No	Yes	No	No
Feebees	Yes	Yes	Yes	No	No
Oringo	No	No	Yes	No	No
D+AF	No	No	Yes	No	No
Travel Fox	No	No	Yes	No	No
Invincible	Yes	No	Yes	No	No
CCILU	Yes	No	Yes	No	No
A.S.O	Yes	No	Yes	No	No
LA New	No	No	Yes	No	No

Note. The companies are listed top to bottom from least to most capital.

Within the homepage analysis, the team analyzed the focus of the promotional pictures. The team distinguished between model-focused and shoe-focused promotional pictures. **Figure E.1** shows an example of this distinction using promotional pictures from Feebees' homepage.



Figure E.1. Promotional image from Feebees website showing weightlifting (Feebees, n.d.). The left image is model-focused while the right image is shoe-focused.

As seen in **Figure E.2**, Feebees’ website includes more promotional pictures that focus on the model (69%) rather than the shoe itself (21%). On the other hand, the majority of the promotional pictures the other companies provide are focused on the shoe itself more than the model using the shoes. Feebees is the only company that the team analyzed that had less than 50% of their promotional photos being shoe-focused. While these results could not suggest a clear connection between the type of promotional used and company success, this was another notable example of Feebees differing from their competitors.

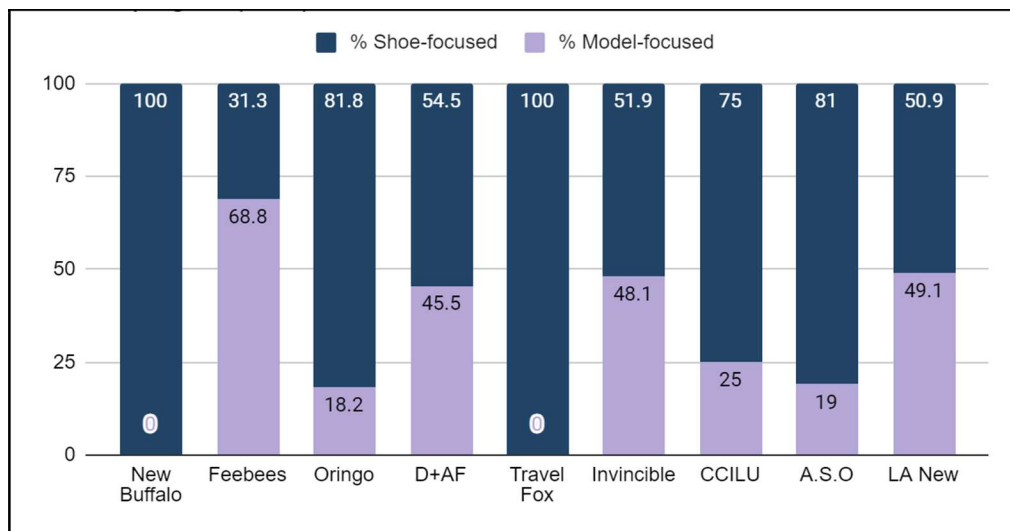


Figure E.2. Percentage of model and shoe-focused pictures on company homepages (n=9). The companies are in order left to right from least to most total capital. The yellow line highlights the 50% cutoff.

Given that Feebees strives to be a community-focused brand seeking to promote active and healthy lifestyles (see **Section 2.5**), this could be an explanation as to why Feebees includes more model and activity-focused promotional photos. A key philosophy that Feebees promotes is the incorporation of a healthy lifestyle. To promote that lifestyle, the frequent focus of the model could likely be Feebees trying to showcase the uses of their sneakers, rather than specific qualities.

Appendix F: Feebees Social Media Content Editor Interview Transcript

Note. Any lines labelled “[zh]” refers to speech originally said in Chinese and then later translated to English. Any lines labelled “[en]” refers to speech originally said in English.

Ben [en]: So how would you describe Feebees' presence on Facebook and LINE?

Interviewee [en]: Presence?

Jennifer [zh]: That's the first question.

Interviewee [en]: Oh, it's Jennifer.

Jennifer [zh]: Yes, how do you show Feebees on Facebook and Line?

Interviewee [zh]: My personal position? Or this? We usually release videos about brands and education, or videos about us wearing socks and doing activities.

Jennifer [en]: Okay, they usually send some...

Jennifer [zh]: you said

Interviewee [zh]: It's a kind of education. A kind of education.

Interviewee [en]: Barefoot training

Interviewee [zh]: (inaudible)

Jennifer [en]: So they will have some barefoot training videos and show it on Facebook and line. For like education. To share their, show their label.

Ben [en]: And then are Facebook and Line the most popular social media platforms? In Taiwan?

Interviewee [en]: In Taiwan, young people may maybe use Instagram. And 30 years old to 50 years old more tend to use Facebook. Under 20 years old, they like to use TikTok. Yeah.

Willa [en]: So that's similar to the US, except like Line.

Interviewee [en]: Okay. The first question I want to

Interviewee [zh]: I want to make up for it

Interviewee [en]: We post video live on Facebook, like Facebook training and other is

Interviewee [en]: like we wear sock shoes, Feebees socks shoes to maybe using, or running, maybe use running or like traveling to like like this kind of activity. Yeah. we will post this video and then let the audience know what these shoes can do.

Ben [en]: So which platforms, which social media platforms do you get the most interactions?

Interviewee [en]: Oh, on Facebook because our customers more, their age is from like 35 to 45 years old. So the Facebook is good for us.

Ben [en]: And then for example, with Instagram or any other platforms, have you done any research into expanding into that platform?

Interviewee [en]: We focus on Facebook, and Instagram and TikTok, is more like the other platforms that we post. We [give] the video more ways to... To spread. Yeah, to spread. But we focus on Facebook because our customer is... the age from 35 to 45, like I earlier said.

Ben [en]: And then what kind of posts do you get the most likes and views on?

Interviewee [zh]: Can you help me translate

Jennifer [zh]: This is about the post from Feebees's social media. Which type of post will have the most views, likes or comments?

Interviewee [en]: Recently we wear our shoes to challenges. We run 100 [kilometers], use these shoes and the process we recorded. And it is on Facebook it shows it's more...

Interviewee [zh]: (inaudible)

Jennifer [en]: it gets a better effect.

Interviewee [en]: Like this kind of record challenge is good. And education, like barefoot education is more, low efficiency, low effects.

Ben [en]: So the educational ones get less interactions?

Interviewee [en]: Yeah. I think because people don't want to be educated.

Interviewee [en]: And it's another kind of thinking, this barefoot is different from other shoes so I think it's the reason.

Ben [en]: So what about the popular posts do you think made them more popular?

Interviewee [en]: Popular?

Interviewee [en]: You mean the challenges?

Ben [en]: Yeah, like why did people like those kind of courses?

Interviewee [en]: I think it's the more natural way to let people feel we wear this choose to do something. It's the natural way. And the process is more emotional, like happy, like

Interviewee [zh]: Touching

Jennifer [en]: Moving.

Interviewee [en]: Yeah. moving. Like this emotion, it's good and it's natural. So I think it's the reason.

Ben [en]: And so do these kind of posts, do you see that it like maybe helps Feebees get more customers?

Interviewee [en]: Yeah, yeah, and this more customer will ask what is the shoes is, because the views are more higher. [And] many people [will] watch this video and they will ask [about] these shoes.

Ben [en]: Do they comment, like on the videos? On the posts?

Interviewee [en]: Yeah they will comment under the video.

Ben [en]: So yeah, that sort of goes into the next question, Do you get a lot of questions on Facebook or Line about the shoes?

Interviewee [en]: Can you say that again?

Ben [en]: For questions,

Jennifer [zh]: He asked if there are many questions about sports shoes on Facebook and LINE.

Interviewee [en]: Hmm. Can you more detail? Yeah, can you?

Ben [en]: Like, do people ask about if they're comfortable or do they ask if like how expensive they are or what kind of questions do they ask?

Interviewee [en]: Okay, you mean, ask the most, right? Okay. They will ask if I can wear these shoes without socks. Or can these shoes do what, like running like traveling.

Interviewee [en]: like this kind of situation.

Ben [en]: So what's your current strategy for teaching people about Feebees on social media platforms?

Interviewee [en]: What do you mean teaching?

Ben [en]: For like getting them to know about [Feebees].

Interviewee [en]: Oh, okay. We will wear these shoes and cooperate with some KOL or KLC. And we wear these shoes to like challeng 100 [kilometers]. This is to cooperate with the KOL. So this strategy is the recently we use. And we go to challenge something, and we wear these shoes. Like challenge 100 [kilometers]. And we, in the future, we will keep doing this. And we challenge other activities.

Willa [en]: Is running popular? In Taiwan?

Interviewee [en]: Running? I think it's, I think the people is

Interviewee [zh]: Quite a lot (inaudible)

Jennifer [en]: It's kind of popular.

Interviewee [en]: Oh yeah. It's kind of popular, running, and I think it's one of the most popular activity in Taiwan. I think.

Ben [en]: So do you have any strategy to make people want to buy Feebees?

Interviewee [en]: Yeah, we like we do education, and let them know what's the barefoot benefits. If they have health problems, they will remember us. And maybe they will buy our shoes because people in maybe 40 years old, they may have healthy problems. So yeah, this is one of the education. And the other is we wear this shoe to do like running, they will know What's the... what's it look like when they wear these shoes? Yeah, so they will know. Yeah, they will know it.

Ben [en]: So in order to sort of reach out to more people, are there any types of social media posts that you want to try that you haven't tried yet?

Interviewee [en]: Recently, we are testing many kinds of video because we want to know what customers like and what's the good posts for us? Because it's not suitable for everyone to do one kind of video... type. Yeah.

Ben [en]: And so is there anything that you plan on doing soon?

Interviewee [en]: In Feebees or...

Ben [en]: Yes, for Feebees.

Interviewee [en]: I want to... You mean right now?

Ben [en]: Yeah.

Interviewee [en]: Right now. I want to learn about more like marketing because my job is to edit and to take photos, but I want to know more about marketing. I think the marketing value is more than just to edit and just to... photographs, yeah. So I want to learn it in this year.

Ben [en]: But for talking about like the different kinds of posts that you were thinking of doing. Which kind of posts do you want to make in the near future?

Interviewee [en]: Okay, can you say that again, I don't understand.

Jennifer [zh]: He means that you are trying new things, trying to make a new series, right?

Interviewee [en]: You mean a new series?

Interviewee [en]: Yes. He wants to know what kind of series you want to try in the future.

Interviewee [en]: We are testing many videos like I already said. And you asked the type, right? And I think we test more, more type. It's not just limited on what type. Because we need to know what customer likes. So we need to test many, many, many kinds of types. Yeah, so this is our strategy this year, recently. It's not just limited on one type or just kind of type.

Ben [en]: Yeah. And then just our last question. Is there anything that we didn't ask you that you think that we should know about Feebees, like on social media, stuff like that?

Interviewee [en]: This brand or these shoes.

Ben [en]: Yeah, anything similar to the questions we've asked.

Interviewee [en]: I want to give some advice to have some foot problem, healthy, foot problems, people. If they have some foot problem like like toes or like their fingers like this.

Willa [en]: Oh, bunions?

Interviewee [en]: I don't know what it is in English. Like women wear the shoes.

Jennifer [en]: High heel.

Willa [en]: Like the, the (inaudible)

Interviewee [en]: You can try this barefoot or maybe it's not our brand, it's like a barefoot way to wear. You can make your boots more comfortable. They can try this way. So I just want to give some advice to them. And if they have this problem, they can wear these shoes or try this barefoot way. Yeah. Because many of our customers, because of this, barefoot or because of these shoes, that then have a comfortable and healthy life. Yeah, this is the last... I want to give some advice.

Ben [en]: I guess, what kind of things do you look for when to take pictures of?

Interviewee [en]: You mean, (inaudible)

Interviewee [zh]: Wait a minute he said (inaudible)

Jennifer [zh]: What kind of videos do you want to make?

Interviewee [zh]: They will go to a door later Can you ask if it's the part later?

Jennifer [en]: Did you ask if the later part you will go to one of the stores to take pictures?

Ben [en]: Oh, no, I was asking, like, I have another question. I was asking, when he like, since he does like the photography, what kind of things does he look for when he takes pictures?

Jennifer [zh]: He's asking you (inaudible)

Jennifer [en]: You mean for Feebees?

Jennifer [zh]: What kind of photos would you take for Feebees?

Interviewee [zh]: Do you want them to be in the picture? Do you want them to be in the picture?

Jennifer [zh]: He's asking you What do you usually do?

Interviewee [zh]: (inaudible)

Interviewee [en]: Like we usually shoot, we take some activity record or some like running guy wear our shoes and we take it. Yeah, it's kind of, in some activity. Yeah. And like this, you come here, I will take photos about that. Like this, yeah.

Ben [en]: I think that's all the questions we have.

Interviewee [en]: Okay, thank you.

Appendix G: Distributor Interview A Transcript

Note. Any lines labelled “[zh]” refers to speech originally said in Chinese and then later translated to English. Any lines labelled “[en]” refers to speech originally said in English.

Riley (Translator) [zh]: One question is, compared with other outdoor stores, are the prices in this store cheaper? Or will it be more expensive?

Interviewee [zh]: You mean compared to other stores?

Riley [zh]: Yes, compared to other stores.

Interviewee [zh]: I don't know if other stores sell Feebees, so I'm not sure what the price difference is. We sell a lot of shoes. Feebees is a new running shoe brand that came in last year. A new running shoe brand for us. So we don't just sell products from this brand. We sell a lot of things in the store. That's just a new brand in our store.

Riley [en]: So he wants to ask a question because your question is compared to other outdoor stores is your store affordable or expensive, and he says if you want to ask about Feebees compared to other brands.

Ben [en]: No, we just want to know his store compared to other stores, not compared to Feebees.

Riley [en]: Okay, so he said because they sell a lot of brands in this store, and he doesn't know about other stores. So he doesn't know how much it is.

Riley [en]: So you also want to ask how much is people spend on sneakers in their store?

Riley [zh]: Their second question is to ask how much the sneakers from your store cost.

Interviewee [zh]: Regardless of type?

Riley [en]: He said is only for sneakers or just only...

Ben [en]: Yeah, for sneakers.

Riley [zh]: Yeah, Sneakers only.

Interviewee [zh]: Feebees is currently the only sneaker brand among others. We had SKECHERS before, but that brand is no longer available. We also have Merrell, but these two brands are not in our stores now. The remaining brands are probably sandals and hiking boots.

Interviewee [zh]: So Feebees is the only one at the moment.

Riley [en]: How much does Feebees cost?

Interviewee [zh]: More than 2,000 to around 3,000

Riley [en]: They say if you want to ask about this they only sell Feebees brand of sneakers. They usually have before, they have a Sketchers, but they don't have right now.

Ben [en]: Can you say that again?

Riley [en]: They have two brands before, but they don't have it right now. They only buy Feebees, and Feebees is the only sneaker brand in the store.

Ben [en]: Okay.

Riley [en]: They only sell other shoes like sandal or shoes for you to hike in. And the sneakers sell the price around \$2,000 to \$3,000 Taiwan dollar.

Ben [en]: Okay. And is that what most people are willing to spend or want to spend?

Riley [en]: To Feebees to buy Feebees the brand of shoes?

Ben [en]: No, to buy shoes.

Willa [en]: Like is that a price range people feel okay paying for a pair of shoes or do they want... like, is that a good price? For shoes?

Riley [zh]: You just mentioned that Feebees' price is around 2,000 to 3,000. Is this price acceptable to consumers? Will everyone be willing to spend such money to buy a pair of sneakers?

Interviewee [zh]: In fact, because their products are not particularly expensive compared to other brands, in fact, consumers mainly choose their shoes. The price is not a hindrance. To be honest, the price is luckily it's not a big problem.

Riley [en]: So he said because the customer want to pay like around two thousand to three thousand to buy the sneaker but customer they won't think this is too expensive for them compared to other sneakers brand. It would be not really expensive for them to buy a sneaker. So, they will not really cared about the price about the sneakers.

Ben [en]: Who doesn't care about the price?

Riley [en]: No, they said no they compared to other stores Feebees the price of Feebees is not really expensive. So people will want to pay for this.

Ben [en]: So Feebees are cheaper than other shoes?

Riley [en]: Not really. He didn't say this like, cheaper. I think it's like kind of like the same.

Ben [en]: Okay.

Riley [en]: It's not really expensive, but it's not cheaper in Taiwan.

Ben [en]: Okay.

Riley [en]: So, uh...

Ben [en]: The next question?

Riley [en]: Okay, so...

Riley [zh]: Did you know of Feebees before selling it?

Interviewee [zh]: No, actually I only got to know it when the company wanted to introduce this product.

Riley [en]: Yes, what is your current impression of Feebees?

Interviewee [zh]: My impression of Feebees is... because it mainly focuses on socks and shoes, so it is more of a... lightweight product... it may be easier to wear than other running shoes. Take it off and...can be used as casual shoes for daily use

Riley [en]: So he said he doesn't know about the Feebees brand before, before he sell with Feebees. And he said the expression, like he know about Feebees is like, because Feebees is

famous for the socks and shoes. This yeah, the socks and the shoes. This is the texture, something like this. And they say...

Ben [en]: Like the sock shoes? Like the combination?

Riley [en]: Yes, yes. And he said, Feebees it's really easy to wear and also to take it off. And this is also good to use, good to wear this, people will want to wear this brand like for daily life . Okay, it's also like, it's really thin. It's not really heavy for people to wear this.

Ben [en]: It's thin?

Willa [en]: Lightweight on your foot.

Ben [en]: People like it because it's light? Is that what you're saying?

Riley [en]: Now people say, this is like, he knows about this. Not for him, for this. Yeah, so for like, so the impression, impression for him about Feebees is like, it's easy to wear and also easy to take it off. And of course for the daily life, and this like, really light thing. Okay, so.

Riley [zh]: Do the consumers know Feebees before entering this store?

Interviewee [zh]: Most of our customers don't know this brand. It attracts them because of the way it put on and taken off is easy. It is also light to pick up, that's why it attracts them. For those who already know the brand, they found out about the brand through the Internet and came directly to us. It is probably these two types of consumers who are consuming this brand.

Riley [en]: So he said, so most of people, like most of customers, they don't really know about Feebees before they come into the store. But the reason to want to buy the sneakers from Feebees is because the weight to wear this is really easy to wear, and also it's easy to just take it off. And also it's really a thing for them to weightless, it's not heavy. And so this is one type of people, one type of customer will want to buy Feebees. The second type of customer, because they saw something from the internet, so they would just come into the

Riley [zh]: What's the customer's impressions of Feebees, is it the same as those you just mentioned?

Interviewee [zh]: Are you referring to consumers who encounter this brand for the first time? Or consumers who already know this brand?

Riley [zh]: Let me ask them.

Riley [en]: So because I saw that the Chinese you get me is like It's like the one expression for the customer to Feebees. So he want to know the values by is that the first expression or just after you let the customer wear Feebees.

Willa [en]: Can you repeat that?

Ben [en]: I think she means, what do they associate with them via a first impression or after they wear them? So they're asking if it's beforehand or after they try them on. We would like to know both, if that's okay.

Riley [en]: Okay.

Riley [zh]: He wants to know both the first impressions and the reflections after wearing them.

Interviewee [zh]: In terms of first impression... I'm sorry, can you repeat the question?

Riley [zh]: I want to know consumers' first impressions of Feebee, and their impressions after wearing it. They all want to know.

Interviewee [zh]: In terms of first impression, the first impression is what I just mentioned. They feel very light and feels like wearing socks. This is the first impression. And for consumers who have used it, if they come back again If they repurchase, they will continue to feel that way. They may think that this pair of shoes can be worn daily and very light to wear to the gym or running along the riverside, so they will come back for another pair of shoes.

Riley [en]: So he said for the first impression, it will be like, he just answered, it's really easy to wear. The customer will think this is like, the way to wear the Feebees, the sneaker, it would just seem like to wear the socks. So it's really easy to wear. And so for the second type of people is like after they have tried Feebees, so they will want to like to try to wear the sneaker to go to the gym or just like to run maybe around the river or something like this.

Interviewee [zh]: I once met a customer who came to buy for the first time. After using it, he brought his family to buy more.

Riley [zh]: Are the upon reasons why he brought his family to buy it again?

Interviewee [zh]: He felt that his family could experience such comfort and convenience as him, so he asked his family to buy.

Riley [en]: So he say he... There's a customer that he met before. So the customer buy shoes, buy Feebees. And he also bring his family to come to the store to buy Feebees because the customer hope his family can enjoy the same feeling because he thinks the shoes of Feebees is really comfortable to wear. So, it's like number four.

Riley [zh]: They want to ask what kind of things or activities consumers might use for buying sneakers like Feebees?

Riley [en]: And what kind of sneakers would be needed for such an event?

Interviewee [en]: Uh...

Interviewee [zh]: Generally, we have customers who buy Feebees. I have never met anyone who runs a marathon. Usually, they are more likely light runners. They prefer to practice on their own at the riverside and they also hope it can be used for daily training. Some of them are not running. They just think this pair of shoes is quite comfortable to wear, so they choose to buy it.

Riley [zh]: So it's more likely used in daily life.

Interviewee [zh]: This is the usual case.

Riley [en]: So they say the customer he met, they wear Feebees for like daily life, so he didn't meet someone like who want to run a marathon, not this kind of customer for him he didn't met this kind of customer before and just for daily life and maybe just want to just run around the river like some people like this. So usually just like for daily life and just go to a gym.

Riley [en]: What they want to ask is, what types of clients would you recommend Feebees to?

Interviewee [zh]: Well... what types of customers... I think I might recommend it to... Middle-aged and elderly.

Riley [zh]: Mainly middle-aged and elderly people

Interviewee [zh]: Yes, because they would prefer that the shoes they buy are less heavy, lighter, and... more flexible or easier to put on and take off. So if you recommend it to this group of people, it is actually quite easy to succeed.

Riley [zh]: Oh. Got it.

Interviewee [zh]: Some people will be young people, but young people consider more. Because there are actually many choices for shoes worth more than 2,000 TWD, so this part depends on the situation.

Riley [zh]: So it's mainly middle-aged and elderly people.

Interviewee [zh]: Yes.

Interviewee [zh]: Because this kind of shoes is less troublesome for them, they are more convenient to wear and can do some sports.

Riley [zh]: And for young people, the biggest obstacle may be the price.

Interviewee [zh]: It should be said that they would rather look at the style because Feebees is a bit simpler for them and their designs have less styling. Young people may want more styling styles, so...

Riley [en]: Okay.

Interviewee [zh]: That's the case at the moment. That's because Feebees are lighter in color. Young people prefer black at the moment, but they haven't released a black, all-black one yet.

Riley [en]: So he said, because he said the people, people usually recommend Feebees to maybe middle-aged person or elderly. Then the reason because this kind of people, they hope the shoes will be not heavy, just maybe it's really thin, like light. And also it's easy to wear and also take it off. And just they can wear this to exercise and also for daily life. And he can wear this kind of sneaker in the leisure time. And so compared to the teenagers, people who maybe like 20 years old to 30 years old this kind of age. Because he said for this kind of age people, he will, they will more care about the appearance of the shoes and also the stylish. And they will have more choice to choose. For this brand, Feebees, like they don't have the color the young people will like, because they don't have the, he said, he think the young people will more like black, but Feebees didn't have this kind of color. And also the style of Feebees, this brand is kind of like more simple. It's not really stylish. So for young people, they will not, they will have more choice. So the more customer will be like a middle-aged person and elderly.

Ben [en]: Okay.

Riley [zh]: So... that's... for example, consumers are buying a pair of sneakers. What are their main reasons to make the decision?

Interviewee [zh]: What kind of shoes? sports shoes?

Riley [zh]: Just sneakers. Just What are customers' main reasons to make their decision?

Interviewee [zh]: The first thing must be the comfort of wearing it.

Riley [en]: Oh.

Interviewee [zh]: Then the second one...the color or appearance, and the third one may be whether it is practical or not. They may not only consider whether the sports association is suitable for sports specialization. They may consider if they can still wear it out of exercising.

Riley [en]: Oh.

Interviewee [zh]: Of course, for different age groups, the order of their choices will be different. If they are young people, they may first choose whether it is good-looking or not, whether the appearance meets their needs, and then comfort. If it is middle-aged or middle-aged people, they must first consider the comfort, then appearance, and then color. All of them will still pay attention to whether they like the color or not, and some people may also pay attention to whether it is well maintained and cleaned. Will it stink? Customers were concerned a lot about it, especially sneakers.

Riley [zh]: Got it

Interviewee [zh]: For example, if you are caught in the rain or have sweaty feet, will there be any odor left behind? This is an issue that customers will consider when buying shoes now.

Riley [en]: Okay, so...

Riley [zh]: It really relates to each [demographic], there is not a general reason for them to buy the product. For example, for young people, what I heard is that they care more about whether they look good. For comfort, middle-aged and elderly people may care about the comfort first, and then each age group will also care about the color. Everyone will decide whether they like the colors or not. That may be the case now, whether they are middle-aged or elderly or young

people. Even the elderly are equally concerned about functions such as being easy to clean, being exposed to rain, and being waterproof.

Riley [zh]: Okay, and they also care about if there is any odor after exercise.

Riley [en]: So they say so, (inaudible) were like two people for, maybe for the middle-aged person or an elderly person. They will care about like, when they wear the sneakers, they hope it would be really comfortable to wear. So this is the first, the decision-makers and the second one would be the colors. So he said the color would be, younger people will just care about the color, but for elderly people, they will just care more about, is this comfortable for one to wear? So for the young people, they would care about, is this is the stylish shoes to wear, like is the appearance look good? So the second one will be like, is this is comfortable to wear? So, so they were separate, there's two different people. And also, so he said, people also cared about, is the shoes is easy to clean or not. Maybe like, because this is sneakers. So, when they exercise, they don 't want the shoes to smell really stinky. So, so some people are also cared about the waterproof, the ability of waterproof. If the shoes can provide this kind of ability. It's waterproof just like, because in Taiwan it rains a lot. So people will want those shoes [to] be... after because like some shoes in Taiwan, we can, we can not, uh, feel like the running. Yeah. So, so he said, people will care about this kind of ability.

Ben [en]: Do you mean like if it's washable?

Riley [en]: Washable?

Willa [en]: Easy to clean.

Riley [en]: Easy to clean or no, so like...

Ben [en]: Like water[proof] means that water won't get in through the shoe.

Riley [en]: Yeah, it's like waterproof. Is this the correct word? Or water... right? Waterproof.

Riley [zh]: Do consumers know that Feebees is an environmentally friendly company?

Interviewee [zh]: No they don't.

Riley [zh]: Oh, they don't know? Will you introduce Feebees' environmental protection concept to customers during the process of selling shoes?

Interviewee [zh]: I think it depends on whether the interaction with the customer reaches the level of talking deeper. Usually when selling, the customer only chooses whether to buy this shoe based on how he feels wearing the shoe and whether the size is suitable. For products, for things like corporate culture and corporate philosophy, customers may only get to know the brand after they have a good impression of the brand after consumption. It is rare that they first understand the brand and then look at the products. Take this opportunity to take the initiative to talk to the guests about this part first.

Riley [en]: So he said, because we want to know, do the customer know about like Feebees is an eco-friendly company. He said they don't know about this. So we also asked him like, will you introduce this, idea, like concept to the customer? He said it's not, its need to like depends on his interaction with the people. Because like some people they only just cared about, I just want my shoes to be like, it's really easy to wear and the feeling to wear shoes and also the size. They don't really cared about the, is this a company is eco-friendly, like this idea, the brand awareness, they don't really, not brand awareness, I'm sorry. Just like they don't, the customer not really care about this. But he said, maybe after the customer, they wear th[ese] sneakers and they like Feebees, they will want to know more about this company.

Riley [zh]: We want to ask about the brand's sustainability and environmentally friendly policy. Will it have an impact on sales?

Interviewee [zh]: I think my own experience is that Taiwanese people are not very sensitive to this kind of thing. They don't care too much about it. They prefer the part of the company's external publicity, which has the effect of adding points to the brand impression. Consumers in Taiwan are actually not willing to use eco-friendly materials because they think they are not durable, so we do not particularly promote it.

Riley [en]: So let's say in Taiwan, so people were the customer in Taiwan, they don't really, they will not really cared about...

Willa [en]: eco-friendly?

Riley [en]: So the question we realized is that, I'm sorry, is that, does this has been availability or eco-friendliness of a brand have an effect on sales? He say it's not really to be on sales in Taiwan because I Taiwanese, they don't really care about this is eco-friendly, eco-friendly illness

or sustainability. But he also say. in Taiwan. People didn't like these kind of shoes. They don't like eco-friendly . Because people will think, oh, if the shoes are made are eco-friendly, it is easy to break.

Willa [en]: OK. So not like a high quality shoe, easily disposable.

Riley [en]: Yes. So for land, they want to sell the shoes. They will not really talk about this. Because the impression for Taiwanese people, they will think it's just easy to be broke.

Riley [zh]: They would want to ask do you any suggestions for environmentally friendly brands to improve their sales?

Interviewee [zh]: Suggestions for helping brands improve sales. I don't quite understand the question.

Riley [zh]: It's because you just said that it seems to have little impact whether the brand is environmentally friendly or sustainable.

Interviewee [zh]: no, they don't care.

Riley [zh]: So how will it affect your ability to sell this brand? As a service staff who sells shoes, do you think we can have any suggestions for improvement? To sell an environmentally friendly brand?

Interviewee [zh]: For an environmentally friendly brand... I think if people want to promote environmental protection, the best way is to make consumers more aware of environmental protection. I think in the Taiwanese market, you have to give back the benefits of environmental protection to consumers. For example, you can recycle their old shoes and give them a discount on new shoes. It won't work if you only advocate the product itself is environmentally friendly and will not harm nature. I think Taiwanese consumers are not aware of whether it's about creating odor or reducing carbon emissions, so they don't have any big feelings about it. They only care about whether the value of this pair of shoes is high or not. If it looks good or fits them.

Riley [en]: So, the question is that, [?] do you have any recommendation for the eco friendly brand to increase the sales? So he said like it's so the eco friendly brand in Taiwan, people will not really care about this . Like people will want to know, oh, if this is look good on me, is it like the stylish or is this like comfortable to wear? People are more care about like is like the good

shoes for me. But they will not really know about like this eco friendly labels kind of thing. And also, he wanted to mention the people in Taiwan we think this kind of shoes is easy to [break]. And he want to say, maybe this is like one of the thing he would think the company can do is that, we can tell the customer, we can recycle your... If the shoes you don't want, we can give it to the company and recycle it. And we provide like, if you give us the old one, and we can give you the discount. It would be like...

Willa [en]: Customer sends back shoes for... to switch out and then the company, Feebees, will send back a discount.

Riley [en]: Yeah, switch it out.

Ben [en]: I have one follow-up question. Do you think that they would also be encouraged to buy the shoe if you could send it back for repair?

Riley [en]: Could you like repeat again?

Willa [en]: So like, do you think customers would want to buy the shoe more if they could send it back to get repaired if it breaks?

Riley [zh]: They want to ask if a consumer has a problem with his shoes today , can he send them back to the company ? Will this affect consumers being more willing to buy them?

Interviewee [zh]: Do you mean free repair? If the repair is free, I think it will attract consumers. But I think it is easy for customers to forget this service . Generally, when we use products such as shoes, they may be old and aged or discolored or faded after using them for a certain period of time. Our first thought is that it is easier to replace them with new ones. I would like to take it back and repair them, but the proportion of customers is very small because Feebee's pricing is not very high, so generally speaking, if the shoes has been worn for two or three years, most of the customer will want to directly replace it with a new one. It may be more like a customer who has several pairs of shoes at the same time and loves this brand. He will know that there is such recycling and environmental protection. Only if they are familiar with the service and said that he could come to the store to propose it and then ask us to help them send the shoes back.

Riley [en]: So, he said he wanted to ask the question is that this is like free to repair or not. So he said if it is free, he thinks the customer will want to have this kind of thing to help them. But also

he mentioned about one thing. A lot of customers, they will forget about this kind of information if they didn't really [?] the information from Feebees. They will just forget it. Because also the price of Feebees is not really expensive in Taiwan. It is around 2000 to 3000 so people after two or three years, they will want to change to new shoes. So we are going to ask the last question or if you have any follow-up question you want to ask.

Ben [en]: Sorry, I'm just writing something down. Can you think of anything? I think we're good.

Riley [en]: The last question they want to ask you is, is there anything else that we might not have asked you about that you might want to tell us?

Interviewee [zh]: Product suggestions? Or is there any part that you want me to talk about?

Riley [zh]: let me ask them.

Riley [en]: So I asked him if there was anything else we didn't ask about but you want to tell us. And he said it's like you want to ask about the product, like he can give some kind of suggestion or other stuff, he wants to make sure what kind of thing you would want to listen.

Ben [en]: Just like if he has anything that he thinks would be helpful for us, that's like related to what we've been asking.

Riley [zh]: If you think there is anything you can do to help them make this project better, anything we have missed or haven't asked, you are welcome to tell us.

Interviewee [zh]: I think in the color bar, the richness of the colors can be better. I think consumers will like it more because the soles of the current shoes are all white. I think it's not that good-looking, so it won't attract customers to buy it. Many customers ask if they have black ones, they want all black.

Riley [zh]: Only the black soles?

Interviewee [zh]: They want both soles and body of the shoes to be all black, yes, yes, yes, yes. I think this may attract more young people to pay attention to this brand. The consumers are unclear about the differences. For consumers who do not know the brand, they will think they are similar, so they may not be able to distinguish the details. I would think it's possible that ...

Riley [zh]: What I am more curious about is the series. You just mentioned that...

Interviewee [zh]: There is a founding model, and the shoe product line will have some classifications. For example, there are shoes with a kick, a cool running model, which is actually for those who have not participated in these activities. As for the customer, they actually don't know what these differences are, so they should make the appearance of products and the distinction between the series more clear. A model every function should be usable, but in fact it has subdivisions, so the customer may not know how to choose the product in the end.

Riley [zh]: It just might be confusing for them.

Interviewee [zh]: Because they all look similar, it's not easy for customers to tell which one they want to buy. Because some brands have different series that look completely different. He can tell which one I want very well. But because their current products look quite similar except for the difference in the height of the socks.

Interviewee [zh]: It's that part of his ankle where he has a higher one and a lower one. Visually speaking, it's easier to distinguish. But in fact, apart from this part, they don't know which other side has it. difference

Riley [zh]: Let me tell them these two points first.

Riley [en]: So the first thing he says is that the sole of the shoes is all white. And he didn't even like a (valid?) customer because all white so even... You heard it's easy to be black . It's easy to like... Dirty? I mean the sole of the shoes. So it's like all white. So a lot of customers will be... This is like too easy to become like another colors. and they don't like it. So also like a lot of customers also asking about, so will Feebees have the new, maybe they hope the sole of the shoe can be all black, can be black. And also they hope Feebees can have a new color, like black color. They don't have the black color of the shoes right now. He being like the color should be like the diversity is not really enough. So the second one is like, this like a lot of shoes in Feebees in this brand , but they look like really similar. So people will be really confused about like, so which one I should choose. Because maybe they will have like maybe original one and maybe... so that's separate like two different kind of the shoes. But for a customer they don 't know the difference. And it also look like similar to them. So the only thing they can look like really different is like, he said like it's in the ankle. It's like, he said like, I think it's here. The shoes are here. So here the, he said the ankle there is like some of shoes is like higher and some

of shoes are really lower. So this is a difference, the customer can like easier to get it the first time.

Ben [en]: Oh, like the heel height? The height of the back of the shoe?

Riley [en]: I think the heel, yeah, maybe I don't know the word in English, but he says it's like, it's like near the ankle. So this is the only thing the people, the customer will know the difference, but a lot of shoes they look really similar. So compared to other brands, he said, like, so other, so other brands is like look really different. So people can understand which one they want. So this is the two things he tell us.

Appendix H: Distributor Interview B Transcript

Note. Any lines labelled “[zh]” refers to speech originally said in Chinese and then later translated to English. Any lines labelled “[en]” refers to speech originally said in English.

Willa [en]: Compared to other outdoor stores, is your store affordable or is it seen as expensive?

Jennifer (Translator) [zh]: Compared with other stores, are your Feebees sneakers cheaper or more expensive?

Interviewee [zh]: It’s in the middle price range, I wouldn’t say it’s particularly cheap or expensive.

Jennifer [en]: It's in medium prices.

Roey [en]: How much do most people spend on shoes when they buy from the store?

Jennifer [zh]: So how much do most people spend on your sneakers?

Interviewee [zh]: Because the products in our store include hiking shoes, our hiking shoes cannot be considered complete sports shoes. A pair may cost more than 7,000 to 9,000 yuan.

Jennifer [en]: Their items is not include in running shoes is about... There also are hiking shoes, so the price can maybe, will be up to 7,000 to 8,000.

Roey [en]: And then in that, is Feebees seen as like an expensive shoe or a more affordable shoe?

Jennifer [zh]: Compared with other products in your store, are Feebees sneakers cheaper or more expensive?

Interviewee [zh]: It’s pretty cheap compared to others

Jennifer [en]: It's kind of cheap compared to others.

Roey [en]: And then did you know about Feebees before or after it was sold in the store?

Jennifer [zh]: Did you know the Feebees brand before selling it?

Interviewee [zh]: Yes.

Roey [en]: In that case, what do customers know of Feebees before, when they come into the store?

Jennifer [zh]: What do customers know about Feebees before they buy Feebees brand sneakers?

Interviewee [zh]: They know, many of the customers themselves come here after we started to sell Feebees shoes.

Jennifer [en]: Most of the people that come before, they know first, then they come to the store to find the Feebees shoes.

Roey [en]: When they know Feebees, what are they looking for in the shoe? Is it like, because it's recyclable? Is it because it's comfortable?

Jennifer [zh]: Why would they want to buy Feebees sneakers? Is it because they can be recycled? Or are they more comfortable to wear?

Interviewee [zh]: It should be more comfortable to wear, and then the sock-type shoes, which is very few shoes can do it, and then, many people who love running like this kind of barefoot running series. This kind of barefoot feeling.

Jennifer [en]: Oh, so the customer likes because it's comfortable and the type, the shoes type, like socks shoes is unique, and customers like the experience of barefoot to running.

Roey [en]: And then are they only buying Feebees for running? Or are they buying it for other activities?

Jennifer [zh]: They are for...

Jennifer [zh]: Are they buying Feebees sneakers for running? Or are they buying them for certain sports?

Interviewee [zh]: It should be for certain sports, not necessarily just for running, but some and some. I have met customers who wear more casual clothes.

Jennifer [en]: They are not only for running to buy these shoes. He said there are some people who buy Feebees shoes just for casual.

Roey [en]: The... Because it's like, either for running or casual, who does he recommend... What type of customers do you recommend Feebees to? Feebees shoes to?

Jennifer [zh]: What type of customers would you recommend Feebees shoes to? What type?

Interviewee [zh]: I will recommend the shoes to customers who want to run, because after all, we actually don't have any series of running shoes except for hiking shoes and sandals.

Jennifer [en]: If in their store, they will recommend Feebees shoes for the customer who want to run, because in their store, they don't... And they have hiking shoes and other shoes, but they didn't have shoes specific for running.

Roey [en]: Okay, so there's no differences in age. It's not like you recommend Feebees to one age group and not to the other. It's just for anyone who wants to run.

Jennifer [zh]: Wouldn't you recommend them because by their age group? Would you recommend Feebees shoes just because they want to run? Or would you recommend Feebees running shoes to people of other age groups?

Interviewee [zh]: I would also recommend it. I'm just saying that if you have any special needs, most of them can be exercise, running or some sports like the gym.

Jennifer [en]: Yeah, they also recommend different ages customers to buy Feebees shoes for running. Unless they have different requirements.

Roey [en]: Is it mainly the older people who will buy Feebees or is it the younger people?

Jennifer [zh]: Do older customers usually buy Feebees sneakers, or do younger customers also buy them?

Interviewee [zh]: More towards younger people.

Jennifer [en]: A younger customer, who buy.

Roey [en]: So for the younger people, are they just looking for the comfort or is like the style or is there any other reasons why they buy Feebees other than like running, I guess.

Jennifer [zh]: In addition to running, do those young customers have other reasons for buying Feebee? Is it their appearance? Or is it comfort?

Interviewee [zh]: Both comfort and appearance are good. Some customers may even have worn them before.

Jennifer [en]: They are also will consider the reason for like comfortable and the types and even some younger customer will have already buy one Feebees shoes.

Roey [en]: And just so we have it, is there younger people like younger than 35? Just like how...

Jennifer [en]: So you mean the ages?

Roey [en]: Yeah, yeah. Between the ages.

Jennifer [zh]: Are those young customers under 35 years old?

Interviewee [zh]: Actually, almost 35 years old, around 30 years old is right, I wouldn't say particularly young.

Jennifer [en]: It's for the younger customer. They come out with ages from 30 to 35, is their younger customer.

Willa [en]: What is... I think we went through this issue, like what aspect of the shoe do people like decide to buy?

Roey [en]: Other than the comfort and stuff like that. Are these shoes...

Jennifer [en]: Okay, okay, okay.

Roey [en]: Just, when they buy the shoes what is the most important feature of the shoe for like the the running shoes? Like why do they buy it here and not go to a different store? With more running [shoes].

Jennifer [zh]: So why do those customers want to buy running shoes in your store instead of going to other stores?

Interviewee [zh]: Are you talking about buying Feebees or other brands?

Jennifer [zh]: Other brands of running shoes. You seem to have mentioned that there seems to be no running shoe brand here, right?

Interviewee [zh]: Because the main reason is that Feebees' concept is that you don't need to wear socks, and it is very comfortable and easy to wear, so they did not choose other brands, but chose Especially choose Feebees, then come here and buy like this

Jennifer [zh]: So it's because of the special nature of socks and shoes

Interviewee [zh]: Yes

Jennifer [en]: So he said it's because the specific of the Feebees socks shoes type. So they decided to buy running shoes like Feebees in this store.

Roey [en]: So if a customer has never heard of Feebees before, would they not likely buy Feebees, would not come to the store for running shoes then?

Jennifer [en]: Uh, did you said, uh, can you repeat again? Sorry?

Roey [en]: Hmm?

Jennifer [en]: Can you repeat it again?

Roey [en]: So if a customer doesn't know about Feebees or doesn't want Feebees to begin with, like they...

Willa [en]: They're looking for these shoes...

Roey [en]: They're just looking for a shoe, not a Feebees shoe. Will they not come here for a running shoe then?

Jennifer [en]: (inaudible) running shoes?

Roey [en]: Um, so if a customer doesn't already know that they want to buy Feebees shoes, then, um, will they, are there just no customers for Feebees then? Like, is there no other people who buy Feebees shoes?

Jennifer [en]: They don't know Feebees and buy Feebees?

Roey [en]: Yeah, customers that already know they want Feebees are going to come here to buy Feebees. But what if a customer doesn't know about Feebees?

Jennifer [en]: And then they will go to this store?

Roey [en]: Like will they still come here?

Jennifer [en]: Still come here? Okay. You want to ask why or?

Willa [en]: I think...

Roey [en]: Will,

Jennifer [en]: Will? Oh.

Willa [en]: If they haven't heard of Feebees would they still buy Feebees at this store?

Jennifer [zh]: They don't know... They didn't know the Feebees brand before this. Will they still come to this store to shop?

Interviewee [zh]: Even if we have some scattered customers, we will also recommend them. If they need it, we will recommend them shoes and let them try them on. The feeling is different between wearing Feebees shoes and other brands of shoes, so I would still recommend it to other customers.

Interviewee [zh]: But if they just come here to find shoes, then if they don't know this, they may not necessarily come to us specifically. If we are selling hiking shoes or sandals, we can sell Feebee's shoes by the way or ask him to try them on and introduce them. But if you say that he doesn't have these shoes and has to come here specially, then...

Jennifer [en]: They learned if the customer would not, if they don't know Feebees, they will not come to this store to buy running shoes. But they also will recommend others like hiking shoes for customer. When they recommend, when the customer want to buy running hiking shoes or other shoes, they will also recommend Feebees shoes for them.

Roey [en]: So then in that case, do customers know that Feebees is like an eco-friendly company?

Jennifer [zh]: They asked, do those customers know that Feebees is an environmentally friendly company?

Interviewee [zh]: Not everyone knows

Interviewee [zh]: If he has ever worn it or known this brand, then they may know it, but not all of them will know it.

Jennifer [en]: Not all of them will know it, but if they've heard it before, they will know it.

Roey [en]: Okay. And then do you introduce Feebees as an eco-friendly company when you, when you talk about Feebees to the customers?

Jennifer [zh]: When you introduce Feebees shoes to customers, will you introduce Feebees as an environmentally friendly company?

Interviewee [zh]: Yes, that's because it's not just Feebees or other brands that have more environmentally friendly series, our company will actually focus on the environmentally friendly shoes.

Jennifer [en]: Their company kind of take it as important things so that the customer know.

Roey [en]: So in more general, do you think that like making the eco-friendly part, an important part of the company, good or bad on sales?

Jennifer [zh]: The sustainability of this brand is not just Feebees. Do you think the brand's sustainability or environmental policy will have an impact on sales?

Interviewee [zh]: What was that?

Jennifer [zh]: Some brands claim to be sustainable or environmentally friendly. Will these policies have any impact on the sales of shoes?

Interviewee [zh]: As far as customers are concerned, it's just one more gimmick or one more concept. But in fact, many customers don't really care that much. But our company is more concerned about ourselves because many of our company's brands are also environmentally friendly.

Jennifer [en]: For a customer, I think that won't be a selling point for them to buy shoes. But for their companies, I think eco-friendly is an important thing. So they will keep promoted to customer.

Roey [en]: Do you have any recommendations on how companies can make customers think that eco-friendly is more important?

Jennifer [zh]: Do you have any suggestions for environmentally friendly brands to improve sales? That is, how to increase environmental awareness

Jennifer [zh]: Promote it to customers to make them pay more attention?

Interviewee [zh]: The company will do some subsidized activities every year when it purchases products from some of our company's environmentally friendly brands.

Interviewee [zh]: Sponsor some manufacturers or groups etc.

Jennifer [en]: Their companies will sponsor or attend several this kind of, will hold this kind of activities to support eco-friendly label and will sponsor this kind of label every year.

Roey [en]: And then more than just having a label, companies like Feebees have the recyclable program, or they're coming up with a repair program, how would you recommend customers get more involved in programs like that? Or like sustainable, eco-friendly programs like that?

Jennifer [en]: Uh, can you repeat this again? Sorry.

Roey [en]: More than just getting like the eco-friendly label for the customers, companies like Feebees, they depend on the customers to be sustainable a little bit through like a recycling program or a repair program. So does he have any recommendations specifically towards that to get customers to care more and like join those programs?

Jennifer [zh]: I would like to ask if your company has any suggestions for these environmentally friendly brands

Jennifer [zh]: The suggestions that could make consumers pay more attention to environmental protection

Interviewee [zh]: This question is a bit more difficult.

Interviewee [zh]: Because this is done by many groups or many people, I can't do too much on behalf of the company.

Interviewee [zh]: That's the way it is. I can't do this on behalf of the company.

Interviewee [zh]: I can only say, try to promote the issue of environmental protection as much as possible because our company has many environmentally friendly brands one after another. However, there are many foreign environmentally friendly brands.

Interviewee [zh]: In fact, many of them have been closed within a few years.

Jennifer [en]: He said he can't say any advice for other labels like Feebees because he can't represent their companies. He also said that there are some Taiwanese labels that have been closed, recently.

Willa [en]: Um, are there any sneakers specific stores that aren't company stores? Just kind of like, um, like this kind of store, but just sneakers in Taiwan.

Jennifer [en]: Sneaker... can you say that again please?

Willa [en]: Thanks. Yeah, are there stores like this, but instead of hiking gear, it's just sneakers, in Taiwan?

Jennifer [en]: Did you mean that, are there others?

Willa [en]: It's just for hiking and outdoor gear, but are there stores that are just for selling all types of sneakers from different brands?

Jennifer [en]: Uh.

Jennifer [zh]: Is there a store in Taiwan that only sells sneakers?

Jennifer [zh]: Like the store doesn't sell other sports accessories.

Interviewee [zh]: That only sell shoes?

Jennifer [zh]: Different brands of sneakers

Interviewee [zh]: Very few. Usually, if you have a brand store like Nike or ADIDAS, you have a better chance. But they also sell their own accessories. Very few only sell shoes.

Jennifer [en]: In Taiwan, he said in Taiwan there are stores to only sell sneakers. Like, maybe, he said maybe, Adidas or Nike, these labels could only sell sneakers in their brand's stores, but most of the shoe stores also sell some other gears, not only sneakers.

Roey [en]: There's no sneaker only store that sells many different brands of sneakers.

Jennifer [en]: Yeah.

Roey [en]: And then lastly, is there anything else that we didn't ask about, but you would want to tell us? like related to..

Jennifer [en]: related to...

Roey [en]: Like related to what we talked about.

Jennifer [zh]: Is there anything else they haven't asked? Is there anything you want to add or tell them about the questions just asked?

Interviewee [zh]: There is nothing special that I want to say because the Feebees brand is quite new in our company, so when we held events before, there were indeed a lot of visitors. I'm looking for a founder with him, but he's been doing well lately, so I still don't have a lot of advice I can give.

Jennifer [en]: He said Feebees is kind of a new label for their company. So he said there are customers, there are more customers who go to their store to buy Feebees shoes before, but now it's kind of less and less.

Roey [en]: I think that's it then? Thank you for your time.

Appendix I: Distributor Interview C Transcript

Note. Any lines labelled “[zh]” refers to speech originally said in Chinese and then later translated to English. Any lines labelled “[en]” refers to speech originally said in English.

Willa [en]: So, should we start with the first question? Also, a quick introduction, I'm Willa,

Brian [en]: I'm Brian.

Willa [en]: And then this is our translator, Jennifer.

Brian [en]: Our first question is who shops at your store?

Jennifer (*Translator*) [en]: Sorry.

Brian [en]: Our first question is, who shops at your store?

Willa [en]: I think you have the questions on Line that Ben sent earlier today.

Jennifer [en]: So, is it the first question?

Willa [en]: Yeah.

Jennifer [zh]: The first question is, compared with other stores, are your products cheaper or more expensive?

Interviewee [zh]: All our products are actually sold at the same price

Interviewee [zh]: Yes, it's the same price

Jennifer [zh]: Like other stores

Interviewee [zh]: Are you talking about shoes? And other stores? Or do you mean our own shoes and other dealers? You are asking about shoes in our store, is it cheap or expensive? Is that the problem? Because I don't really understand

Jennifer [en]: Willa, is the question is for the comparison for another sellers or compared to their other items.

Willa [en]: So you'd like to clarify the question?

Brian [en]: Yes.

Willa [en]: We changed some questions around.

Willa [en]: So the first question is asking, these are for the distributor stores. But we're asking like, in comparison to like other sneakers stores, where does the price range of your stores.

Willa [en]: Like is that normal, high, expensive?

Jennifer [zh]: He means comparing with other brands of shoes

Interviewee [en]: Thank you.

Interviewee [zh]: Compared with other shoe brands, our shoes are mid-priced. I think they are in the middle price range.

Interviewee [en]: That's okay.

Jennifer [zh]: Then I can ask you the approximate price of your sneakers.

Interviewee [zh]: In terms of our price, the average price should be 2800, and because its size is like 20 to 22 centimeters, it is a child's size, so it is 2100. So there should be two prices, that is, we only have prices ranging from 2100 to about 2800.

Jennifer [zh]: Got it

Jennifer [en]: She said she thinks that their items are at the middle prices compared to others, their price is \$2800.

Willa [en]: Okay, so our first question was, like, are your shoes considered to be like more expensive or less expensive compared to like other sneakers stores.

Interjector [en]: Okay.

Brian [en]: (Inaudible)

Willa [zh]: I'll talk about it later.

Interviewee [zh]: He asked you about the price.

Interjector [zh]: Compared with other shoes, do you think they are more expensive or cheaper?

Interviewee [zh]: My answer to the question just now is, I said our shoes should be considered mid-priced, and then he just asked, how much does our shoes cost? money?

Interjector [en]: She says she thinks the price of Feebees is middle range.

Brian [en]: So, how much do most people spend on sneakers [at] your store?

Willa [en]: Some of these questions were for the distributor.

Interjector [en]: (Inaudible) because we're on sale for Feebees, but I still can ask for you.

Brian [en]: Thank you.

Interjector [zh]: How much do consumers usually spend on Feebees shoes?

Interviewee [zh]: When he came in, he wanted to buy shoes. How much did they cost? It was about two thousand eighty to three thousand.

Interjector [en]: \$2,890 to \$3,020.

Brian [en]: Thank you.

Interjector [en]: It's only one price, Feebees.

Brian [en]: Do customers know of Feebees before they come into your store? Do customers know about the Feebees brand or company before they go into the store?

Interjector [en]: Uh huh.

Interjector [zh]: Even the people who come to our place already know about us in advance, or do they not know about us in advance?

Interviewee [zh]: A small number of employees know about us, but most of the employees

Interjector [zh]: Not an employee, but a guest

Interviewee [zh]: Oh, yes, guest...

Interviewee [zh]: About 70%. People just came here directly. They knew what we wrote. 30% passed by.

Interjector [en]: 70% of customers who come here, before, they knew. The third is new. Can I see the questions?

Willa [en]: Yeah.

Brian [en]: So 70% know of the company when they come in.

Interjector [en]: 30% is new.

Willa [en]: So they just |UNINTELLIGIBLE| |UNINTELLIGIBLE| |UNINTELLIGIBLE| |UNINTELLIGIBLE| |UNINTELLIGIBLE|

Brian [en]: 30% just discovered Feebees. The other 70% already knew.

Willa [en]: When people come to your store, like, known customers, what do they know the brand for?

Brian [en]: What attributes do they associate with the brand and the product?

Jennifer [zh]: What is the impression that generally customers have on the Feebees brand? What do they personally know about the brand?

Interviewee [zh]: When they see it, they usually think of it as running only. Most of them are related to sports. And most of them are also the founders, because he has a lot of information on our Feebees, whether it is knowledge or shoes, so many people know our products because of him.

Jennifer [en]: Okay, so the customer [who] knew Feebees also come up with like sports or running shoes. And most of them know Feebees through their founders. I think that...

Jennifer [zh]: I would like to ask if the founder attended many related activities?

Interviewee [zh]: No, he has a lot of posts on YouTube about sports-related things, whether it's like, I don't know if you can translate it, like we are the human body itself. Some motor nerves and so on. Whether it is educational or related to shoes, he will actually share it, and he will also do a lot of physical and online sharing, so many people know about our shoes because of this.

Jennifer [en]: Okay, so their founder are post several videos to introduce something about how bodies healthy and some numerous system about sports. So many, some people are watching or watch his video and know Feebees the label.

Willa [en]: So then, oh, wait, for the, so that's how most people find the company, through YouTube? Or like that's where all their information comes [from]?

Jennifer [zh]: Most people know the Feebees from YouTube, right?

Interviewee [zh]: Well, it has a proportion. I will say the proportion, it is half and half. Half of it is because it is, because our shoes have won some international awards and then won some awards. Some people know our brand because of the awards and then, and some people know it because of the exhibition. People know our brands in many different ways.

Jennifer [en]: So she said the customers knew Feebees is health[y] for [you] is because the founder, the YouTube videos and others are through some... they get some rewards in international[ly] and they have some exhibitions, and they know the labels in several, like, just what I said before.

Willa [en]: What activities do the like, do customers come in for like, how do they use these sneakers? Like what activities do they do?

Jennifer [zh]: He said what kinds of activities do the customers that buy the Feebees sneakers usually do?

Interviewee [zh]: If customers who don't know our brand come in, most of them just want a pair of comfortable shoes.

Interviewee [zh]: That's partly, it's all about sports, and there's also a section where you can translate it. Their feet all look like they have thumb valgus situation, we helped them find the pain point, so they came to buy our shoes because of this pain point. There are more people in these three parts.

Jennifer [en]: So if the customer didn't know the label before, they just walk into the shoe store, walk into Feebees shoe store, they usually just want to find running shoes, if they don't know the label's meaning. But if they know the meaning for Feebees, they usually want to find sports shoes. And they know Feebees label, so they can. And there are some people who buy Feebees

sports shoes just because their shoes have some healthy questions. And Feebees can try to find what can their shoes [do, to] help their bodies to adjust.

Willa [en]: What sports do people come in [for]? Like you said, like one to five sport use. What are those sports?

Jennifer [zh]: What kind of sports require Feebees sneakers?

Interviewee [zh]: The first one is running, and the second one is if they talk about running and then do indoor things like skipping, and then some indoor aerobics sports, and then there are those that do training like Taekwondo, which is training type, and there are many parts like brisk walking, and these four are the most common.

Jennifer [en]: There are four main kind of exercise they will use Feebees shoes. One is running, and like jump rope, and something [where] they need training like taekwondo, and some I think jogging, running, walking fast.

Brian [en]: What are the deciding factors when customers buy sneakers?

Jennifer [en]: Is it the question five? Okay.

Jennifer [zh]: He said which type of customers do you recommend Feebees to?

Interviewee [zh]: Our shoes are... I will look at the customer's needs first and then I won't directly recommend which shoes to him as soon as he comes because most of them will come in first and tell us what problems they encountered and then I will introduce suitable shoes based on their needs. This is usually the case.

Jennifer [en]: So she said she will ask the require[ments] of [the] customer because when the customer come[s] into their store, they will tell her what [they] require.

Willa [en]: What's like the selling point that people like the most about the speakers?

Jennifer [en]: Selling point?

Willa [en]: Like, what factor is most important to the people buying Feebees shoes.

Jennifer [en]: Uh.

Jennifer [zh]: What are the customers' deciding factors when buying sneakers?

Interviewee [zh]: Once you put it on, as soon as you put it on, sometimes I don't even need to explain it and just look at their expressions. So after they put it on, I will guide them to experience it. Our interior is a place where they can experience shoes. In fact, most of them, as long as they are willing to wear them, the transaction rate is very high.

Jennifer [zh]: Yes

Jennifer [en]: So she said when the customer wear their shoes, and she will [know] whether the customer will like it or not from their face and their feelings. So mostly, when a customer wear[s] their shoes, they'll usually like to buy it. And the sellers also will provide customers to wear their shoes to experience some place in their store to let them to try.

Jennifer [en]: wear their shoes, like walk some...

Willa [en]: Like test the shoes and sort of...

Jennifer [en]: Yeah, yeah, yeah.

Willa [en]: Because people can try the shoes on in the store, do you get a very mix of customers, like college students to senior citizens?

Jennifer [en]: or Maximin, did you say Maximin?

Willa [en]: Uh, no, I am asking like what age groups come into the store to buy shoes.

Jennifer [en]: Oh.

Jennifer [zh]: They asked about the age group that would come to Feebees to buy shoes?

Interviewee [zh]: In terms of age group, from about 45 to 55 years old at most

Jennifer [en]: Mostly is 50 to...

Jennifer [zh]: 45 to 50, right?

Interviewee [zh]: 55 most

Jennifer [zh]: 45 to 55

Jennifer [en]: 45 to 55. Age.

Willa [en]: Do customers know that Feebees can be recycled?

Jennifer [zh]: Do customers know that Feebees shoes can be recycled?

Interviewee [zh]: Some customers know, but most customers don't.

Jennifer [en]: Some people know and most of them didn't know.

Brian [en]: Okay.

Willa [en]: But like, do you tell, like once the customer buys a pair of shoes, do you tell them about their recycle program?

Jennifer [zh]: If customers buy them, will you tell them that these shoes can be recycled?

Interviewee [zh]: Yes, every time my customers come in, whether during their conversation or during the fitting process, I will tell them that our shoes can be recycled. After hearing this, they were actually very surprised, but they all asked one question, which is what kind of recycling they thought...

Interviewee [zh]: What they thought was that they always thought that environmentally friendly materials are those that will corrode if left for a long time. So for this part, I may have to explain to them what they think about the shoes after I explain it. The impression will be very good

Jennifer [en]: She said when the customer came into their shoes store and the sellers will, when they're talking with the customer, they will always, they'll usually tell them their shoes is recyclable. And [when] most of their customer hear that they will be very surprised and the customer would also think that the recyclable shoes will be corrosion easily, corrosion easily. So the sales will need to explain it for them.

Willa [en]: Explain. Can you repeat that?

Jennifer [en]: Yeah, so some customer heard that their shoes can be recycled and they also think that their shoes will be corroded easily. I don't know. Yeah, so their salesman will need to explain this question.

Willa [en]: What do you mean by explaining, like explain our question or explain the customer's questions?

Jennifer [en]: Oh.

Jennifer [zh]: Is it true that they said it will corrode easily? Or how do you explain to him whether it will corrode?

Interviewee [zh]: Because the environmentally friendly material that most people think of is that it can be kept for a long time. If it has not been worn for a long time, it will naturally start to wear. Maybe the upper and sole of the shoe will start to slowly separate, and then they will begin to corrode like the environmentally friendly materials. And because of the shoes on my wall here, I specially put them in a row. We have shoes that have been put there for three years. I just let the guests After doing a comparison, I want to let them know, because what Taiwanese people think of as environmentally friendly is the kind that can be recycled, the kind that is stored for a long time, and it will be the whole, the whole... You should be able to understand Taiwanese? "Embrittlement", I don't know how to explain it

Jennifer [zh]: Got it

Jennifer [en]: So she said Taiwanese people mostly know about recycl[ing]. It's like if you buy something is recyclable and the things will be corrodes when they're [used] for like three years or five years. But their Feebees shoes isn't that. So the salesperson will put the items that has been introduced for three years and put on their wall and compare to the new shoes. So that let them know that their shoes will not be corroded.

Willa [en]: Do you notice if, like, do you think promoting eco, or like sustainability, the recycling program, like changes if people are going to buy or not buy your sneakers?

Brian [en]: How does introducing the environmental friendliness effect purchases basically?

Jennifer [en]: So you're saying that is the recyclable proposal is the main, I will change customers mind to buy the, okay.

Jennifer [zh]: Will customers change their minds about buying or not buying after they know Feebees' environmental philosophy?

Interviewee [zh]: In fact, most of them are the first ones to come in. They rarely buy the shoes because of environmental issues and environmental factors. But when they have completed the deal, I will still tell them that our shoes are environmentally friendly and can be recycled. As I just said, for our brand, I think the price is a plus for the impression of the brand. Then a few

people come to buy my shoes because He has done something environmentally friendly, but not much

Jennifer [en]: So most of the customer didn't know that. But the salesperson will keep telling them their shoes is recyclable. And [when] most of them hear that will have a better [imp]ression for the Feebees. But rarely, there's not a lot of customers who buying these Feebees shoes is for recyclable.

Willa [en]: When you tell people that the shoes are recyclable, do you say you have to send them back to the store or do customers think it means you throw them in the recycling bin ?

Jennifer [en]: Are you asking a question?

Willa [en]: Yeah, do customers think the recyclable shoes means to put them in the recycling bin?

Brian [en]: Like the locally collected recycling bins or do they know that the shoes have to be, or are they told no, the shoes have to be returned to the store to be reprocessed .

Jennifer [en]: Okay.

Jennifer [zh]: He asked if customers know that if they want to recycle the shoes, they have to take the shoes back to your store?

Interviewee [zh]: You said that customers know that recycling is to get their shoes back. Do they know this?

Jennifer [zh]: Yes

Interviewee [zh]: The customers who know this, they just know this, but the customers who don't know, I will tell them about our shoes after I tell him [the shoes can be recycled]. If they wear them, they can clean the bottom and bring it to our store, and then their shoes can be recycled. I will mention this by the way, and I will convey this information to let them know.

Jennifer [en]: She said, the customer, if they know, they will do that. And if they didn't know, and the salesperson will also tell them and to remind them if they like these shoes, but they want to throw it out. They can wash their the back of the shoes and clean it. And after clean it, they can return the shoes to the store.

Willa [en]: Okay. Is there anything else we didn't ask that you think would be helpful information for us, like information we should know.

Jennifer [zh]: They are wondering if there is anything they haven't asked about but you would like to tell them or think there is something they know that would be helpful to them. ?

Interviewee [zh]: I would like to ask that their agenda this time is mainly about environmental protection, right?

Jennifer [en]: She asked that, is your project, are meant for the recycling?

Willa [en]: Our project is looking at how like Feebees could expand their, like, customers, like outreach.

Brian [en]: Get more customers. Our objective is to get them more customers while keeping the sustainability involved.

Jennifer [zh]: Their theme is that they want to know how Feebees can expand your customer base and still maintain your philosophy during this process.

Interviewee [zh]: Because I always thought that all the topics they asked this time were related to environmental protection, because most of the things they asked me were about environmental protection.

Interviewee [zh]: If I am talking about environmental protection, I think we still need to communicate with customers all the time on environmental issues in Taiwan, because I think if you tell them that you can get about 300-500 [NTD] in shopping credits after cleaning the shoes, I think the customers still think that they can just throw the shoes away when they are dirty, which is, the shopping credit is not very attractive to them. But most of the customers are friendly to this kind of stuff, but in fact not many of them are actually brought to us for recycling. They are all buying shoes from Feebees, but if the shoes are dirty, they just throw them away and then buy them again.

Interviewee [zh]: I think this is what I want to share with them.

Jennifer [en]: She said she thought these interviews are for about their recyclable proposal because the following questions are mostly about their recycling ideas. She want[s] to share that..

most of the Taiwanese people [are] friendly to the recycling issues and Feebees want[s] to promote it, but most of Taiwanese people are often, if the shoes are broken, they will throw it away, they didn't recycle it or give the shoes back to the store after cleaning. So they think they need to work harder to let Taiwanese people know about recycling ideas. That's the things they want to share with you.

Appendix J: Moodboard Image References



(1) Sheta, D. (2020, July 26). *Fluffy clouds on bright blue sky* [Photograph].

Pexels. <https://www.pexels.com/photo/fluffy-clouds-on-bright-blue-sky-5119995/>

(2) Oixxo. (n.d.). *Summer park alley with trees and sunbeams going through the leaves cozy and picturesque place to relax and take a walk Solitude atmosphere stock photography* [Photograph]. Freepik. https://www.freepik.com/premium-photo/summer-park-alley-with-trees-sunbeams-going-through-leaves-cozy-picturesque-place-relax-take-walk-solitude-atmosphere-stock-photography_28500844.htm

- (3) Shoewash Supreme. (2023, December 20). [Photograph of someone's shoes while walking in a park]. Shoewash Supreme. <https://shoewash.ca/6-essential-tips-to-prevent-sneaker-creases/>
- (4) Lee, A. (2022, May 22). *Wuliaojian knife ridge hike in Taiwan* [Photograph]. Flickr. <https://www.flickr.com/photos/taiwan-hikes/52092171521>
- (5) Tourist Japan. (n.d.). [Photograph of crowded street in Harajuku]. Tourist Japan. <https://www.touristjapan.com/harajuku/>
- (6) Liou, J. (2021, January 20). *Keelung river* [Photograph]. AllTrails. <https://www.alltrails.com/trail/taiwan/taipei-city/shezi-island-bicycle-path>