

C. Cachette, The Empowered Lingerie Enthusiast

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Abstract

C. Cachette is a woman owned e-Commerce retail organization. This organization distributes and designs private label women's lingerie, bridal, swim, and activewear .

C. Cachette incorporated in 2016 with intentions to design private label clothing for the 21st century woman. Cachette began the Empowered Lingerie Enthusiast (ELE) movement for women. Empowerment is defined as coming from a position of disempowerment in order to be empowered, as the millennial generation has differing interpretations. In April 2019, Cachette surveyed fifty women ages 25 to 40. Three different types of surveys (online, face-to-face, and focus group) asked women to define empowerment. As part of a new strategy to put customers before the brand, Cachette evaluated customers' learning styles through these three surveys. Online surveys suggested a strong connection between lingerie preferences and learning styles. We found that our customers were primarily Kinesthetic and Visual learners.

Interactions with our customers, visual learners always said style and color was most important, while Kinesthetic learners always valued the fabric and material. From this, Cachette developed strategies to connect with each learning style. The understanding of Visual, Auditory, Kinesthetic and Tactile (VAKT) learning styles, Cachette has discovered "thick data" provides the everyday emotions and trends of consumers.

Keywords: empowerment, (VAK) learning system, visual, audible, kinesthetic, (VAKT) tactile, thick data, empowered lingerie enthusiast (ELE).

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Executive Summary

The development of C. Cachette's design and methodology begins at its fulfillment center in 2016, located in Wheeling, Illinois. The consumer's experience and interactions take priority when purchasing and receiving products.

The organization's research team decided that market surveys would give insight to our product development and branding obstacles. The organizations current product line offers a variety of unique designs featuring lingerie and wedding, swim and activewear , and shapewear. Working closely with vendors and manufacturers, Cachette launched their marketing program on Millennial women in the United States focusing on learning styles, visual, auditory, kinesthetic and Tactile (VAK) . The research started in April 2019, in Chicago, Illinois and Denver, Colorado. The research conducted online surveys, focus groups, observation and personal interviews, as the conclusion was surprising.

In the event, the organization plans to hire twenty independent ambassadors by 2021, transitioning Cachette into a direct - selling enterprise. Cachette is a niche market, and the organization's new product line plans to market and communicate a lifestyle, rather than just another product.

The Consumer

C. Cachette lingerie for the 21st - century woman, is a niche market. The Three key target groups are identified based on lingerie spending patterns from past research and analysis.

1. Women 22-60 years of age Millennials and Gen-X, with a household income of \$85,000, Plus.
2. Women 22 to 60 years of age, Millennials and Gen-X.
3. Brides 22 to 60 years of age, Millennials and Gen-X.

A behavioral component that the organization is targeting and is shared amongst all three groups is the coined term “ Empowered Lingerie Enthusiast (ELE)”.¹ An ELE woman is a woman who cares enough about her lingerie to want to shop for specialty items, and prefers an enterprise specializing in direct- selling , as there are a number of consumers in the United States that enjoy the social networking of this industry.

C. Cachette will strategically market to the Victoria’s Secret shopper with higher quality products and consumer knowledge. Lingerie for the woman of the 21st century is rapidly changing. To capture this unique moment of change, C. Cachette is prepared to carry the Empowered Lingerie

¹ (ELE) Empowered Lingerie Enthusiast , Coined terminology by C. Cachette, Lingerie Enthusiast of the 21st Century,

“Enthusiasts (ELE) into the 21st- century with an introduction to enrich and engage consumers emotions and feelings , known as ²thick data”, (Wright, 2017, p.3).

Empowerment

What does empowerment³ mean to women in the 21st - century? Our research asked fifty women their definition of empowerment. The majority in our focus groups answered that it was self-respect, confidence, and liberation, and sharing views with others. In society, women’s empowerment today is simply being yourself.

Cachette replaced big data findings with thick data revealing the consumers emotions of their everyday life. “Through thick data , Cachette determined that lingerie should be a fashion icon that symbolizes women empowerment; that signifies femininity and sexiness, that sends a signal of influence to women around the globe”. (Wright, 2017, p.2).

Lingerie can be used as a refuge for who you are on the inside, as it allows you to express who you really are no matter what brand or style of clothing you are wearing. It is noted that women have a variety of facets of emotions as lingerie styles lets us express all of that when we don’t want to project to the outside world.

² Thick Data is qualitative information providing the emotions of consumers.

³ Empowerment is a process of getting stronger, claiming one’s rights, and self-control.

Empowerment also has an impact on a woman's self-esteem⁴. For example, when taking time to adorn your body with luxe⁵ lingerie, it affirms your self-worth and boosts self-confidence. The analogy on self-confidence justifies feminine creativity. Do you really take yourself seriously when lounging around in PJ's all day?

It's been proven when you feel your best, you are at your best, and people willingly gravitate to you. The power of confidence in what you are wearing not only makes you feel good, but it attracts people with special qualities.

Sustainability

In the lingerie industry, research has provided information on sustainability and the importance and effects that it has on the consumer. Market research shows that sustainable lingerie⁶ only makes up 2.4 percent of all sustainable apparel and materials made from tencel, recycled lace and eco mesh. Market analysis also shows new trends and demands in fabric colors, size inclusivity and shapewear.

The Lingerie industry is taking deep considerations specifically on branding empowerment themes, size inclusivity and shapewear products. The industry is

⁴ Self-esteem is knowing one's worth, self respect.

⁵ Luxe is a sophisticated - higher end type of lingerie.

⁶ Sustainable Lingerie is made from natural organic materials.

promoting itself as “unique” in ways of profiling their products or services with “sustainability practices” in comparison “Corporate Social Responsibility (CSR) ⁷.”

Marketing Research

A quantitative analysis approach was used when determining such barriers as: 1) What information needs to be taught, 2) The look and feel of Empowerment, 3) Do you feel comfortable with yourself, and 4) The understanding of the sustainability of products.

The research methodology that was provided are as follows:

- Survey: One online survey was delivered to 2000 customers from Cachette’s database. Online survey was five open and closed questions. Online survey issued a complimentary offer to participants who completed the survey by expiration date. (See Exhibit A-1).
- Focus Groups - Two events, one in Northbrook, Illinois and the other in Denver, Colorado. Two focus groups of women allowed for conversational interaction between participants allowing for each of the group’s members to interact and influence each other during discussions.

⁷ Corporate Social Responsibility (CSR) is defined as a business model that is recognized for social accountability.

- **Personal Interviews:** Face-to-Face interviews were conducted on fifty millennial women that were identified by Demographics, age groups, and income. From this information
- pertinent data was prepared along with market facts that represent concepts on empowerment and the connection between lingerie and learning styles.

Product Innovation

The Cachette product brand and methodology begins at the corporate center in Wheeling, Illinois. C. Cachette's is guided by passion and loyalty and provides effective service and communications. In 2019, our products align with consumers learning and lifestyle practices. Women today are seeking personalized service, as trust and transparency is taken seriously. The company is in favor of developing a private label product-line that connects with Visual, Auditory, Kinesthetic (Tactile) learning styles.

Learning style models such as the VAK System⁸, (Visual, Auditory, Kinesthetic and Tactile) were first developed by psychologists in the 1920's. VAK learning styles suggests that most individuals are divided into one of three styles of learning. Through

⁸ VAK Learning System is identified as Visual , Auditory, Kinesthetic(Tactile) learning styles.

marketing and research and thick data, Cachette has recognized a possible link between how people learn and lingerie.

The VAK Learning System

Cachette introduces the VAK learning Styles connecting with the Empowerment of women of the millennial generation. Through observation and focus group's women identified empowerment and learning styles with lingerie.

The learning style approach captures the “thick data” of the consumer. The consumers learning styles are embedded in thick data revealing the emotions of the consumer's everyday lives. “The VAK Learning System uses three main sensory receivers, Visual, Auditory, and Kinesthetic that helps determine which learning style is dominant. “The learning style is also called VAKT (Visual, Auditory, Kinesthetic and Tactile) as learning sensories are used to receive and learn new information and experiences”, (The VAK Learning System (n.d.,p.1-2).

The Visual Learning Style

“A Visual learner⁹ needs to see body language and facial expressions to understand the content that is being used. Visual learners tend to prefer sitting in the front , and may

⁹ Visual Learner is a dominant learning style that an individual learns best through what they see.

think in pictures and learn best from a visual display that include diagrams, illustrated textbooks, videos, flipcharts, and interactive whiteboards”. (The VAK Learning System (n.d.,p.1-2).

Cachette offers the Visual learner an online eCommerce site that includes videos, and illustrations of various products, colors, and images that is this learning style can adapt to.

The Auditory Learning Style

“The Auditory Learner¹⁰ absorbs information through verbal discussion, talking things through and listening to what others say. . Auditory learners interpret the underlying meanings of speech through listening to the tone of voice, pitch, and speed. Written content may have little meaning, until it is heard”. (The VAK Learning System (n.d.,p.1-2).

Cachette offers the Auditory learner an eCommerce site that offers videos, chat, and a blog for the interaction of communications. Cachette also has a direct customer service line where voice communications can be directed to a fashion concierge.

¹⁰ Auditory Learners learn best while they are actively listening.

The Kinesthetic Learning Style

“The Kinesthetic learner¹¹ learn best through moving, doing, and touching. This learning style is a hands-on approach, as this dominant learning style exploring the physical world around them. Kinesthetic learners may find it hard to sit for long periods of time and may become distracted by their need for activity and exploration. The Kinesthetic learner needs to take frequent breaks, and needs to work in a standing position”, (The VAK Learning System (n.d.,p.1-2).

Cachette offers the Kinesthetic learner many options which help this consumer identify products. An option that would attract a consumer with this dominant sensor is Cachette’s mobile app, as the site provides easy to read tag-lines, and can continue to move, while they view, and seek products.

Research

“This research is based on the methodology known as Andragogy¹², a method and practice of teaching adult learners and adult education. Malcolm Shepherd Knowles (1913-1997) was an American educator well known for the use of the term Andragogy as commonly referred to adult education. According to Malcolm Knowles, Andragogy is the art and science of adult learning”, (Knowles, 2017.)

¹¹ Kinesthetic Learners learn best while they are physically active, as this type of learning style is defined as “natural doers”.

¹² Andragogy the method and practice of teaching adult learners; adult education.

The market research focuses on Malcolm Knowles' Four Principles of Andragogy. Knowles suggests that these four principles of adult learning should be considered by educators when teaching adults. "The first principle describes adults as being self-directed, since adults should have a say in the content and process of their learning. Second, adults have a collection of experience to draw from; their learning should focus on what they have gained from the past learning experiences. Next, since adults are looking for practical learning, content should focus on issues related to their work or personal lives. Lastly, learning should be centered on critical thinking instead of memorizing content", (Knowles, 2017).

"Andragogy has been criticized over the years, as Knowles' assumptions have not been proven. Many researchers have implied that the self-directed approach to adult learning by Knowles relates to in many settings. For example, this approach is applicable to on-line learning where students receive less supervision and direction from teachers in an online environment" (Knowles, 2017).

Cachette's focus group exercised the approach of andragogy learning through actively engaging adult learners. For example, a focus group speaking on a Socratic method that exhibited a clear dialogue, debate and critical thinking amongst participants.

Self-directed adult learning will be framed according to Visual, Auditory, Kinesthetic (Tactile)¹³ adult learners in a training manual and online video presented on the enterprises' website.

The research conducted by Cachette was a quantitative¹⁴ analysis approach indicating 1). information that 80% of women are not fitting their bodies correctly when wearing lingerie, 2). empowerment is clear and known by millennials, and 3). the Empowerment amongst millennial women is powerful.. The research methodology below provides:

- **Personal Interviews:** Face-to-Face Interviews that took place in three different locations in Lake County, IL Michael Thomas Hair Salons, Buffalo Grove, IL, Zsa Zsa in Lincolnshire, IL, and Mario Tricocci, in Vernon Hills, IL. Approximately 25 women were interviewed and were asked 5 open and closed questions. (Exhibit A-1)
- **Online Surveys** ran for two consecutive weeks on Facebook and Constant Contact. The survey (Exhibit A) was posted on Cachette's Facebook Home Page. The survey was sent out to 1,300 clients of Cachette with an open rate¹⁵ of 8%. This survey has 20 completed responses. (Exhibits A1, A2, A3).

¹³ Tactile learner is hands-on who prefers to touch, move, build or draw what you learn.

¹⁴ Quantitative is information that is measured by the quantity of something, rather than the quality.

¹⁵ Open Rate is defined "Email Marketing by Industry, the average **open rate** for all industries was 21.73% and the average click-through rate was 3.57%. The industries demonstrating the highest **open rates** and click-through **rates** were Legal Services and Nonprofits" (What's the Average Response Rate, 2018).

- Two Focus Groups were conducted, one in Northbrook, IL and other in Denver, CO. The focus group in Northbrook had a total of seven participants, however, three participants cancelled and this did not support the meaning of Cachette's research. The focus group in Denver, Colorado had six participants. This session lasted for one hour as this was held at an associate's home. The outcome was successful as this led to open conversations with a group of millennial consumers, (Exhibit A) and Focus Group video (Exhibit B1).
- A Training and development presentation was developed for women. This presentation introduces consumers to Cachette, while effectively learning how to take body measurements correctly. This presentation was developed to capture an audience of adult learners and provide proper assistance through online learning (Exhibit B2).

Results

The marketing research details thirty-one women surveyed in April and May of 2019.

The research was conducted between April 23, 2019 and ended on May 10, 2019.

Carrie Goldstein, prepared and coordinated all market research, i.e, online survey, focus groups, and personal interviews. Research determined Learning Styles and Lingerie do

have mutuality. The data emphasized Visual and Kinesthetic learners are more attracted to online purchasing than Auditory learners. During the research, Visual and Kinesthetic learners completed the survey and took advantage of the incentive where these learners were identified by their dominant learning style captured from their completed surveys. However, what attracts these adult learners to products is concluded on their commanding learning style.

The online survey was the first piece of research that was outlined and promoted. This online survey consisted of five open and closed questions. These questions also provided multiple choice answers, and allowed the participants to make additional comments (Exhibit A). The survey went to 1,300 clients that were registered with Cachette. First, the organization sent a greeting email to each client asking for their participation. The survey took no more than one minute to complete. This survey was timed and was put through a pilot test before sending. Cachette also offered an incentive to each participant that completed the survey. The survey incentive was 30% off any purchase. After completing the survey, participants would receive an automated promo-code sent to them directly via email with a note of "Thanks" for taking our survey. This online survey ran for 1.5 weeks. Out of 1,300 sent emails, we had an open rate of 8%. However, our total rate of completion on the survey response was twenty participants. If more time was allocated to the online research, the turn out rate would have been much higher. The processing time to conduct several online

surveys and get significant results needs adequate time. The responses that we did receive were positive, and the online surveys that were completed suggested that twelve participants were Visual learners, eight participants were Kinesthetic learners, and two were Auditory learners. The end-results of the total number of responses that were delivered on average was 20% , as an open rate of 8% was below average¹⁶. The online responses received from the online survey were positive results. (See Exhibit A-1).

During the week of April 22, 2019 through April 29, 2019, face-to-face interviews were also coordinated. Cachette started out by going to Hawthorne Mall in Vernon Hills, IL to orchestrate face- to- face interviews with consumers. Cachette contacted Hawthorne Mall's business offices and spoke to the Leasing Manager of the shopping mall. The Mall's policy was not to have consumers approached for any reasons by outside vendors. Cachette was not granted an opportunity to interview customers in the retail setting of their choice.

Our second option to complete this survey required venturing to three Hair Salons that offered a variety of services. The first salon was Mario Tricocci, located in Vernon Hills, IL. Face-to-Face interviews were conducted for 1.5 hours. The survey questions that were used for the face-to-face interviews were the same as the online survey.

¹⁶ Average is the "mean" that your use to, where adding up the numbers and dividing the number by the numbers.

During this time, the age group was a mixture of Millennials¹⁷, 22-37 years of age, and Gen -X¹⁸ generations, 38-53 years of age. This research project started at 11:00 AM and closed at 12:45 pm CST. This specific location totaled eight women that were interviewed. The face-to-face interviewing technique produced the best results. How participants answered the questions gave evidence to their learning styles. For example, a visual learner would often say, “I can see that,” and an auditory learner might say, “that rings a bell” (How To Accommodate Different Learning Styles, UMass Dartmouth, 2019). Participants were much more personable, and their body language coordinated with their responses. In this particular group of women there were three Auditory, three Kinesthetic, and two Visual learners.

Our next location was Zsa Zsa Hair Salon in Lincolnshire, Illinois. This salon has a high rating on Yelp for their European clientele and services. All of the Interviewees at this location were 45 years of age and over . A two- hour window was designated, from 10:00am to 12:00pm, and interviewed a total of nine women. Of the nine women, two were Auditory, five Visual, and two were Kinesthetic learners. While

interviewing the participants, many were interested in learning styles as opposed to questions concerning Empowerment and Lingerie.

¹⁷ Millennial Generation are individuals born between 1981-1996, 22-37 years of age.

¹⁸ Gen-X Generation are individuals born between 1965-1980, 38-54 years of age.

Finally, our last location was Michael Thomas Hair Salon in Buffalo Grove, Illinois. This was a key location for reaching a variety of age groups. This location, which we visited on a Thursday at 1:00 pm (CST) central standard time, was busy and customers waited for services. Twelve women were interviewed at this particular location. Most of the candidates were between 26 to 43 years of age, a combination of Millennials and Gen-X. The survey suggested that the most popular learning styles were Kinesthetic and Visual. Participants also suggested multiple learning styles. Four participants stated they were both Visual and Kinesthetic, and Auditory and Visual. This data is rare, considering that most of our candidates answered with one learning style. The end results were six Visual and five Kinesthetic learners, with one case of combined Auditory and Visual learning styles. Research suggests that it is common for individuals to have multiple learning styles. “A recent posting on Kansas State University’s Division of Biology website concluded that the Kinesthetic learner uses all senses to take in the information in the studio classroom” (Toppo, 2019).

The Focus Group surveying method took an incredible amount of time due to preparation and scheduling. The coordination of scheduling candidates for the focus groups took at least three weeks. With the time frame given, we decided to contact two market research organizations to assist in placing candidates for the Cachette focus group studies. The firms that were contacted had the tools that were needed, and

charges for food and drinks, facilitator, media transcripts, videotaping services, survey questions, and a payment allowance for all participants were running between \$3,000 and \$5,000 per event. The Coordinators for this survey identified that each event needs a two-week window for preparation and confirmation from candidates. At this point, the company decided to coordinate focus group sessions on our own.

The first focus group was scheduled for Sunday, May 5th in Northbrook, Illinois, (Exhibit A2). The Facebook solicitation brought new connections to the site, and seven participants residing in the Chicagoland area responded with interest. The seven participants agreed to a dollar amount of \$50 (per participant), along with food, drinks, and gifts branded by Cachette. The participants also were asked to sign an agreement. This agreement stated that Cachette owns the rights to the video and can be used on Social Media sites, a website, etc. A large conference room at Berkshire Hathaway's Real Estate Office in Northbrook, Illinois was scheduled. As a licensed Agent, Berkshire holds my license, and the offices and technology are free of charge. All of the technology was made available through Berkshire Hathaway.

Friday, May 3, 2019, three out of the seven Focus Group participants cancelled. Four participants did attend, as the mean was not present. This event went for 40 minutes as

\$200 was spent from the budgetary allowance. Let the record show that focus group one was not videotaped and no agreements were signed.

I had an associate in Denver, Colorado that I reached out to regarding my dilemma on getting participants to show for focus group market research. On Thursday, May 9, 2018, a focus group for Cachette took place. There was a total of eight candidates that RSVPed to attend, though two participants cancelled. With six participants attending, the research would be able to achieve the results. Having the event held at an associate's home made it more personalized and kept participants engaged. Dinner started promptly at 7:00 pm and by 7:30PM (MST) mountain standard time, the focus group session began (Exhibit B1). This session, with a group of Millennials 25 to 27 years of age, lasted one hour; each participant received a \$50 Amazon gift card, along with a \$30 gift card from Cachette. Results included Visual and Kinesthetic learners, with no Auditory learners present. Empowerment and self-confidence were highlighted topics of conversation. This group of consumers stated that lingerie is important to them, and are attracted to colors, fabrics and styles that Cachette presents on the website.

Conclusion

The research conducted by Cachette was done to achieve a unique consumer online presence. Using thick data combined with evidence from big data, the interpretation of learning styles was connected to Cachette's online eCommerce site.

Our research concluded through online surveys, personal interviews, and focus groups, that learning styles and lingerie have a blended mix of common ground. Our research suggests a person's learning style can be multiple, as we identified one participant with multiple learning styles. Multiple learning traits are not rare, and often common, as the Kinesthetic learner may use all three learning styles (Neuromyth or Helpful Model, 2019) .

“Thick data offered by the ethnologist Tricia Wang, was introduced as an underestimated dimension, especially on behavior and user experience analytics”, (What are Thick Data?, 2017). The user experience that Cachette has identified during this research found that the consumer preferences are driven from their everyday emotional lives.

Cachette's research techniques, when applied to the VAK Learning Style System, have helped the organization understand what the consumer's emotional needs are, as the quantitative data does not provide the necessary insight as thick data provides.

The research concludes that lingerie is personal, and by using the methodology of thick data, the organization will continue to stay beyond from competitors.

Appendix

April 19, 2019 Greetings email, Online Survey (Exhibit A).

April 24, 2019: Facebook Advertisement: Focus Group 1 (Exhibit A1).

April 24, 2019: Facebook Advertisement: Focus Group 2 (Exhibit A2).


April 24, 2019: Facebook Advertisement for Online Survey (Exhibit A3).

Advertisement 2- Coupon Offer for You (Exhibit B).

May 5, 2019 – Focus Group , Northbrook, Illinois , (No recording).

May 9, 2019- Focus Group, Denver, Colorado, (Exhibit B1, see website).

Online Survey: Exhibit A1

 CACHETTE

Cachette Lingerie Customer Survey

*Required Question(s)

* 1. What is your definition of "Empowerment"?

50 characters left.

* 2. What is your Learning Style?

☐ Visual Learner

☐ Audible Learner

☐ Kinesthetic Learner

☐ Other

Survey Constant Contact Advertisement: (Exhibit A1)

*** 3. Does Lingerie make you feel "Self Confident" ?**

☐ YES

☐ NO

☐ Other

Comment:

500 characters left.

*** 4. When selecting Lingerie what appeals to you the most?**

☐ Color

☐ Style


☐ Material or Fabric

☐ Pricing


☐ Brand


☐ Other

Survey Constant Contact Advertisement: (Exhibit A1)

 **Cachette Lingerie** added an event.
April 24 at 12:55 PM · 🌐

This is a sponsored Focus Group working with participants asking questions with preference to Lingerie Style, as Cachette brings in new products for customers.



SUN, MAY 5
Empowered Lingerie Enthusiast Focus Group
Northbrook, IL
 Hailey and Sherrie

✓ Going ▼

Facebook Advertisement: Focus Group 1 (Exhibit A2)

**Cachette Lingerie** added an event.

April 27 at 3:00 PM · 🌐

Focus group for the 21st century woman asking views on today's lingerie



SUN, MAY 5

Cachette Lingerie Focus Group ★ Interested

1143 Church St, Northbrook, IL 60062-3601,...

15
People Reached

0
Engagements

Boost Unavailable


 Like


 Comment

 ▼


Facebook Advertisement: Focus Group 1 (Exhibit B)

Posts

**Cachette Lingerie**...

Published by Social Share by Constant Contact [?] · April 30 at 2:30 AM · 

Just for Awesome People we Like...





CAMPAIGNLP.CONSTANTCONTACT.COM
Coupon Offer For You
25%off from Cachette Lingerie


36
People Reached


0
Engagements

Boost Post

 Like

 Comment

 Share

 ▾

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