

Question:

Are name brands better/worth the money? What do people think? Why do they think that?

Hypothesis:

When testing students in grades 4 to 7, we think they will choose the name brand item more often because brands are often tied to popularity and the belief that a product is better.

Materials/Variables:

What did you use and which things stayed the same v.s which things changed.

-Paper with question (same)

-in the hall (noise level changed)

-amount of people (same 3 boys 3 girls)

Procedure:

Step by step of how you tested your question.

1 we questioned.

2 we looked over there questions

3 found out if what they said was true or false

4 we used that help answer our questions

Observations/Results:

Grade Six:

Melael- Would you rather name brand or knock offs? The name brand why? Because they are better!! Would you rather knock off crocs or name brand? The name brand. Why? Because the real product is better.

Daphne- Would you rather name brand crocs or knock off? Name brand crocs why? There way better, and they don't get you blisters.

Charlotte- Crocs or knock offs and why? Crocs, because they are more proper, and more compatible. Name brand or non name brand and why? Name brand because it's better and idk.

Zion- Would you rather name brand crocs or knockoffs? I would rather name brand crocs. Why? Because there real. Would you rather name brands or non name brands? why? I would rather name brands.

Angelo- Would you rather name brand crocs or knock offs?

Crocs Why? Because there real. Would you rather name brand or knock offs? I would rather have real.

Daniel- Would you rather name brand crocs or knock offs? I

dislike fake stuff Name brand or knock off and why? Real because I dislike fake stuff

Grade 4:

Paige- Would you rather fake crocs or name brand and why? Fake

because I do not care about real crocs. Would you rather fake or knock off why? Brand because if I want a specific thing I want to know the brand.

Sigonna- Would you rather fake crocs or name brand and why?

Real because they are real and who even wants knock offs? Would you rather name brand things or knock offs and why? Name brand because it is designer

Amaya- Fake crocs or real and why? Real crocs because they last

long Knock offs or designer and why? Real brand because they last long and look good

Kale- Fake or real crocs and why? Real because the quality is

much better and it is less likely to break and fall apart. Knock off

or name brand and why? It kind of depends but I think knock off is better.

Luke- Would you rather fake or real crocs and why? I would take the real stuff because I think they will not fall apart. Knock off or real and why? Well it will depend on the stuff.

Alex- Crocs or knock offs? Why? Crocs they have more quality and they dont fall apart easily like the knock off ones.

Fake or name brand stuff? Why? Not name brand a brand of stuff because you might become a celebrity overnight and you might get robbed.

Grade 5:

Isaiah- Would you rather name brands or knock offs? Why? Temu because it has a lot of fake stuff. Would you rather name brand crocs or knock offs? I would pick dollarama because its crocs are nice.

Eyob- Would you rather name brand crocs or knock offs? Why? I would rather brand because I'm real. Would you rather name brand or knock off? Why? I would rather brand because it's fancier.

Jonas (4)- Would you rather fake or name brand crocs? Why? I would rather fake. Knock off or name brand things? Why? I would rather name brand.

Stella- Would you rather have fake or real crocs? Why? I would rather have real ones because then they will last together. Knock off or name brand things? Why? I would prefer brand things so you wouldn't get ripped off it will also last longer.

Grade 7:

Malakhi- Would you rather name brand or knock offs? Why? Name brand because knock offs are worse and uglier. Would you rather name brand things or not name brand things? Why? Name because knock offs are worse and uglier.

Eliana- Would you rather crocs or knock offs? Why? I would rather wear nothing because I don't like crocs but I would maybe wear the white name brand ones because they look nicer. Would you rather name brands or knock offs? Why? I would rather wear the real ones because they look better than the knock offs but I still wouldn't buy them.

Tate- Would you rather name brand crocs or knock offs? Why? I do not care really as long as they have the same material and

design. Name brand companies aren't that good anyways. Would you rather name brand or non name brand things? Why? Name brand. Because some companies like nike produce good reliable stuff that looks and feels good reliable stuff that looks and feels great otherwise Gucci, Vittal are overpriced and unreliable.

Brooke- Would you rather crocs or knock offs? Why? Crocs because you can flex. Would you rather name brands or not? why? Knock offs because they're usually cheaper.

Tables/graphs: person counts as 2 for the 2 questions

Grade 4: real 8 fake 3 other 1(said name for one and said it depends for other.)

Grade 5: real 5 fake 3 other 0

Grade 6: real 8 fake 0 other 0

Grade 7: real 6 fake 1.5 other .5

Reflection:

Are they really better? What marketing tactics help them get customers?

Most people we questioned wanted real crocs, but why?

-One answer was because they don't give you blisters, but with research we found they both give you blisters.

-One person said "real because they last longer", real crocs, if you wear them frequently they will last 3-5 years. There are many cheap brands knocking off the look of the original Crocs beach clog, but they are not made from the same durable, odor reducing and comfortable patented Croslite material. So that is true. But you can buy 12 pairs of 5\$ crocs for the same price as 60\$ crocs .

-One thing you can do with crocs is flex, yes but if you wanted to you could flex about saving.

fake /not name brand

-one person said they would rather dollarama crocs because they are nice, most no name crocs are good. Online I've seen people review/say dollarama crocs are comfier and more flexible than crocs

Things in general

- *One person said "Real brand because they last long and look good" but that's not always the case. I know normal everyday things that look amazing and last, like belts, shoes, shirts, dresses, etc.*
- *Another person said "Name brand. Because some companies like Nike produce good reliable stuff that looks and feels good reliable stuff that looks and feels great otherwise Gucci, Vuitton are overpriced and unreliable."*

Nike has a 3/5 on quality and value 2.5/5 on service returns, and shipping.

Louis Vuitton has a rating of 1.8 75%=1/5 17%=5/5

Gucci 1.5/5

Crocs 5/5=87% 4/5=8% 3/5=2% 2/5=1% 1/5=2%

So I mean Nike is good better than Louis and Gucci but Crocs are by far the best rated.

What marketing tactics are used

Well first off celebrities wear their things so if you get a celebrity to partner with you it will help.

Gucci's items are luxurious and classic.

Louis Vuitton is established as luxurious; its items are known for using high quality materials and craftsmanship.

Nike is one of the best-known athletic footwear. It is known for its high-quality sneakers it has always been committed to promoting the development of sports shoe technology .Nike provides a variety of different types of sports shoes its designs are usually stylish and attractive,and it cooperates with many well-known athletes, celebrities and designers.

Crocs embrace their unique appeal, leveraging celebrity collaborations, and engaging with customers through social media, Crocs has managed to create a devoted following and expand their market reach.

Conclusion:

This information is useful because if you are starting a business or want to know how they became popular or, if your a buyer you can know if its worth it ,our research will tell you: bands like Louis Vuitton and Gucci get their popularity from looking luxurious and partnering or being worn by celebrities. While crocs embrace their unique appeal, leveraging celebrity collaborations, and engaging with customers through social media, Crocs has managed to create a devoted following and expand their market reach. Nike is known for its high-quality sneakers it has always been committed to promoting the development of sports shoe technology .Nike provides a

variety of different types of sports shoes its designs are usually stylish and attractive, and it cooperates with many well-known athletes, celebrities and designers. They seem very popular but when you look at their reviews you think wow. Nike 2.5 louis vuitton 1.8 gucci 1.5 before buying anything read reviews. People dont always look at the reviews, they just look at the marketing so they see what the name brands tell them. So are name brands worth the money no not always but with crocs yes .Crocs are worth it if you are going to use them a lot and there what you're looking for but if you don't care as much dollarama ones would work too.

Reflection: if we were to do it again I would question more people and give them more questions.