

The Luxurious Research Team

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Executive Summary

We live in New York City, a city that is known for Fashion. Thousands and thousands of people come from all over the country, from all over the world to come to New York Fashion Week(NYFW), for all seasons. There are stores in Manhattan that most people can't even afford, but you still see them in those stores. There's a bunch of fabric/textile stores throughout the city, and it's because fashion is a big deal in New York City.

And what really is outstanding is not only the number of people that love and support but it's the different ages that love it, both male and female. But before I tell you the purpose of our research, what is fast fashion and high-end fashion? Fast fashion is what we usually tend to buy, it is what you see in your everyday store in the mall, the inexpensive clothing that mimics the high-end clothing and the latest trends. Produced by mass-market retailers, which means it's made with cheap fabric which leads to not lasting long or fulfill the purpose of the garment. But since the prices of these garments are affordable and look good in the store, people tend to not care about the actual quality of the item but the fact of having it. Now high-end fashion is a unique style and great quality clothing that is extremely expensive or moderately expensive.

We did two experience surveys, one for each fast fashion and high end, for the fast fashion we did H&M located in Cross County Mall, Yonkers and for high-end, we did Gucci at Westchester Mall.

The two workers of each store gave us great feedback, on how it is to work at those stores and the benefits. We believe that in the New York Marketplace high-end fashion is bought more than fast fashion. To come up with this hypothesis, we used our prior knowledge and observed what people wear or flaunt on social media and in the streets, who go to these stores, and who

actually buys and who just goes in and goes window shopping. People around our age care for the likes on Instagram and wearing flashy clothes and wearing designer apparel even though it's expensive, somehow they always get it. Whether it's sneakers, handbags, bags, pants, jeans, skirts, dresses, tops, shirts, jackets, coats, hoodies, umbrellas, socks, glasses and the list goes on and on and on. And we found that interesting, it's a specific age group that does it and if you add everything up it's a lot of money spent on designer apparel, but to justify our hypothesis we needed to do our research and surveys. Our target population is teenagers living with a parent(s) or guardian(s), young adults and middle-aged men/women. Our objective is to figure out which brands people mostly shop at and the amount of money spent on high-end and fast fashion, then compare the two to determine our hypothesis. Our project positions have been divided into three, project director, statistical writers and research analysts. Our surveys purpose is to collect data and study it and determine if our hypothesis was true or not, as said we believe in the New York market place high-end fashion is spent more than fast fashion.

Team Profiles

Kevin Zhang



Kevin is a senior at The New York City College of Technology. He studies business marketing and is expected to graduate next fall. He is 21 years old and was born and raised in midtown Manhattan, New York but is of the Asian American nationality. Kevin plans to pursue his associates in marketing here at New York City College of Technology and pursue his bachelor's at Baruch College and pursue his masters at Columbia University. Some of Kevin's hobbies are: working out, going to parties, riding around in his sport motorcycle, late-night car drives, streaming video games, photography, traveling, and hanging out with his friends.

Zara Akram

Zara is a senior at New York City College of Technology. She is majoring in Marketing Management and Sales. She is 21 years old. She was born and raised in Pakistan. She plans to pursue a career in marketing. After this degree, she plans to take a transfer to Brooklyn College

for her bachelor's degree in business management. She plans to open her own business one day. She likes to spend her time with her family. She enjoyed working on this project.

Arnora Balidemaj

Arnora is a senior at The City College of Technology. She studies the Business of Fashion and is expected to graduate next fall. She is 21 years old and was born and raised in the Bronx, New York but is of the Albanian nationality. Arnora plans to pursue a career in Human Resources and soon attend grad school once receiving her Bachelor's at City Tech. Arnora enjoyed her position as a research analyst at the Luxurious Research Team and was able to learn a great amount about marketing research.

Kaynait Zafar

Kaynait is majoring in associates/ bachelors degree in Business of Fashion at the New York City College of Technology. She is 23 years old and was born in Pakistan, but grew up in the Bronx, New York. She wants to pursue a career in Fashion Designing and in the hope of launching her brand one day. She loves to draw, cook, travel, and love to spend time with her family. She enjoys having her position as a research analyst and has learned a lot from marketing research with her amazing team members.

Muhammad Rao

Muhammad is majoring in Marketing Management and Sales at New York City College of Technology. He is 20 years old and was born and raised in Pakistan. He plans to pursue a

career in architecture. He enjoyed his position as Statistical Writer and has learned a lot about marketing research.

Astrid Marroquin



Astrid is majoring in the fashion business at New York City College of Technology, this is her second year. She is a 19-year-old Latina, born and raised in Queens, NY. She plans on being an entrepreneur/designer, opening her very own store with her designs is her dream and she is determined to make it come true. Besides designing and interest in the fashion industry, she does paintings such as portraits and abstract art and graffiti as a hobby. Astrid enjoyed working on this project with her teammates and learned a lot from her position and her team.

Responsibility of Each Team Member

Kevin- Project Director

- Is responsible for the overall project completion of the research project.

Zara- Project Director

- Is also responsible for the overall project completion of the research project.

Arnora- Research Analyst

- Is responsible for tabulating the final data results of the research project and creating the tables and figures.

Kaynait- Research Analyst

- Is also responsible for tabulating the final data results of the research project and creating the tables and figures.

Muhammad- Statistical Writer

- Is responsible for writing, editing and synthesizing the various components of the research project.

Astrid- Statistical Writer

- Is also responsible for writing, editing and synthesizing the various components of the research project.

Problem Discovery and Definition

Exploratory Research

Summary of Secondary Data:

Secondary data is data gathered from studies, surveys, or experiments that have been run by other people or for different research. Typically, a researcher will begin a project by working with secondary data. This allows time to formulate questions and gain an understanding of the issues being dealt with before the more costly and time-consuming operation of collecting primary data. Our team conducted a broad research study to find out what consumers prefer more fast fashion or high-end fashion. The collection of secondary data that we collected came from different websites and articles.

From what we have gathered it seems like people either spend a lot of money on clothes or as little as possible on cheap clothing. Cheap clothes may sound good, but they don't last very long due to low quality. Quality clothing, while more expensive, is inherently made better; therefore, lasting longer. From the high-end fabrics that last longer, to the stitching, clothes you spend more on are designed to last.

With fashion being a very subjective topic, many people come from different mediums of perspectives when figuring out what influences fashion. Many wealthier consumers may only look at Luxury Brands because they focus on the details, the relationships the brands build, and the exclusivity of the products. Whereas those who primarily shop at Fast Fashion brands mainly focus on the look of the clothing and the affordable prices. This makes fashion a very broad

topic, of what people prefer. Fast Fashion brands entice too many because they provide current fashion trends at remarkably discount prices compared to many Luxury retailers.

Experience Survey

Gucci

Location: Westchester Mall

Interviewee: **Jill**

Interviewer: What is your position here at Gucci? What does your job require you to do on a day to day basis?

Interviewee: A client services specialist. This position is basically a fancier way to say ‘sales associate.’ When people come in to shop and make a purchase, they are spending at least 800-1,000 dollars at one time. It is my job to help customers through the purchasing process by making recommendations and suggestions. Once a guest makes a purchase, they then become my “client.” It is my job to reach out to them once they have made a purchase when we have new shipments, releases and store events and make them feel comfortable enough to reach out to me when they are interested in making another purchase.

Interviewer: Would you say that Gucci is different than any other high-end stores? For instance, Louis Vuitton, Fendi, Chanel, etc.

Interviewee: To be completely honest, no. I actually started off working at Jimmy Choo years ago and the environment is the exact same. The main goal is to build a client base and sell because unless a person is very wealthy, it is hard to get them to buy a \$1500 + bag or shoes.

Interviewer: Can you give me some background history on Gucci?

Interviewee: Gucci is a luxury Italian name brand that is known for its handbags. It was founded by Guccio Gucci (hence where the brand name comes from, haha) in Florence in the 1900s.

Interviewer: Do you enjoy working at Gucci? What are some perks?

Interviewee: Yes I do enjoy working here. I have always been into designer brands myself and while I am studying in school, this is a flexible and enjoyable job. The perks are the great discount I get which I am not able to tell, but it is a generous amount. I am able to use my discount at other designer stores that are owned by the same company Gucci is owned by which is Kering. I also get health insurance and vacation time.

Interviewer: Have you ever worked as a sales associate at a more affordable store? How is it different and which do you prefer?

Interviewee: When I was in my early 20's, I worked at Forever 21. It is different in many aspects. At a store like F21, you're required to unload many packages of clothes, fold, rest, organizing, and clean up. It definitely required more physical work. Working there, I never approached customers unless they needed me. I was getting paid a flat rate, no commission, so whether someone bought something or did not, it did not affect my paycheck.

H&M

Location: Cross County Mall, Yonkers

Interviewee: **Amanda**

Interviewer: What is your position here at H&M? What is expected of you when you come into work?

Interviewee: I am a sales associate. Sometimes I am either on the floor, in the back, working the register or fitting room, depending on how I am scheduled. I am expected to perform each task the way I was trained to depending on what I am assigned for that day. I am expected to get right to work, especially on busy days like holidays, weekends or when we have sales and new items.

Interviewer: Would you say that H&M is different than any fast fashion stores? For instance, Forever 21, Zara, Garage, etc.

Interviewee: This is my first retail job so I cannot say much but I am assuming no. I have friends who do what I do but at other stores here at the mall and our work is pretty much the same. A lot of it is a lot of organizing the store, working the register and helping customers find what they need when we are busy and things get messy.

Interviewer: Can you give me some background history on H&M?

Interviewee: H&M is a fast-fashion Swedish brand that sells clothes for women, men, teenagers, and kids. We also sell underwear garments, shoes, bags and accessories along with clothes. H&M has stores in over 60 countries all over the world.

Interviewer: Do you enjoy working at H&M? What are some perks?

Interviewee: Working here is enjoyable. It is a friendly environment. I am also a fashion design student at FIT so being around clothes, shoes, and bags almost every day motivates and inspires me. The perks of working here are the discount, I get 25% off at any store and am able to share it with friends and family. I also work with many of my friends so it makes coming to work more enjoyable.

Problem Definition

Problem Definition is defined as the stage in which management seeks to identify a clear cut statement of the problem or opportunity. The process is as follows:

Problem Statement to understand the buying process and behaviors of men and women ages 18-40 and to determine which factors affect consumer's preference with their buying decision of high-end fashion such as quality, price, popularity, brand names or customer service among consumers in the NYC marketplace.

Research Objectives

1. To figure out which brands people purchase the most in the New York City Marketplace.
2. The total amount of money people spend on fashion in the New York City Marketplace.
3. Which brands do people dislike, stay away from, and least shop at in the New York City Marketplace.

Research Questions

1. Do consumers in the New York City prefer high-end fashion or fast fashion?
2. Would consumers in the New York City marketplace want to spend money on high-end fashion over fast fashion?
3. What would be the overall percentage of consumers in the New York City marketplace that prefer high-end fashion or fast fashion?

Hypotheses

1. In the New York marketplace, people would spend more money on fast fashion due to the fact that fast fashion is cheaper than high-end fashion and it will appeal more to our target

audience(ages 20-34) because in this age group people are starting their careers and becoming independent and have expenses that they would rather prioritize over buying clothes that would leave them in a position where they are unable to pay for those expenses. So fast fashion will appeal more to them since it is cheaper than high-end fashion.

2. In the New York marketplace, people will gravitate more towards high-end fashion because of its exclusivity and the higher level of status it represents. High-end fashion is also considered superior in quality than fast fashion. Due to these reasons, High-end fashion will appeal more to our target audience than fast fashion.

Questionnaire Construction

_____A questionnaire can be described as a printed form containing a set of questions, especially one addressed to a statistically significant number of subjects by way of gathering information. A questionnaire can either be descriptive or predictive. A questionnaire is an essential tool for problem-solving.

The way we constructed our questionnaire was we put all the demographic and classification questions at the end of our questionnaire. We also used and stayed with close-ended questions because they are much easier to tabulate than open-ended questions once the data has been collected. Our questionnaire has 25 questions and the reason being is because we didn't want it to be too long or too short so we kept it in between 20 and 30 questions. With the 25 questions in our questionnaire, we were able to gather all the information that we needed

for our project. We also reframed from using double-barrelled questions because it covers more than one topic and we want accurate and precise answers from our respondents. This leads us to refrain from asking bias questions as well because it can cause inaccurate results. Finally, we avoid making any assumptions while creating our questionnaire.

Planning the Research Design

Methodology

Methodology is defined as a set or system of methods, principles, and rules for regulating a particular area of study or activity. Methodology involved gathering data from the questionnaire survey in order to regulate an understanding of what consumers prefer as to the topic Fast Fashion versus High-End. Methodology addressed these following questions:

1. Do consumers in New York City prefer high-end fashion or fast fashion?
2. Would consumers in the New York City marketplace want to spend money on high-end fashion over fast fashion?
3. What would be the overall percentage of consumers in the New York City marketplace that prefer high-end fashion or fast fashion?

This task developed qualitative data such as questionnaires and expert interviews towards the subject. The survey was used to get consumer's preferences over fast fashion versus high-end fashion. we gave out fifty questionnaires to people who fit the target audience of our topic, ages 18-40. we also conducted an interview with two experts in the field of fashion to provide a more extent and accurate results.

Survey

A survey is defined as a data collection tool used to gather information about individuals. surveys are commonly used in market research to collect self-report data from study participants.

A survey may focus on factual information about individuals, or it might aim to collect the opinions of the survey takers.

There are three types of survey interviews that The Luxurious Research Team conducted which are structured, semi-structured, and unstructured.

- Structured survey interviews are one in which the questions asked are precisely decided in advance. When used as an interviewing method, the questions are asked exactly as they are written, in the same sequence, using the same style, for all interviews. Nonetheless, the structured questionnaire can sometimes be left a bit open for the interviewer to amend to suit a specific context.
- A semi-structured interview is a mix of unstructured and structured questionnaires. Some of the questions and their sequence are determined in advance, while others evolve as the interview proceeds.
- An unstructured survey interview is an instrument or guide used by an interviewer who asks questions about a particular topic or issue. Although a question guide is provided for the interviewer to direct the interview, the specific questions and the sequence in which they are asked are not precisely determined in advance.

The Luxurious Research Team has used these three types of survey interviews to determine whether consumers prefer Fast Fashion or High- end Fashion.

Selection of Sample Design

Target Population

The Luxurious Research Team did a study on whether or not consumers preferred High End or Fast Fashion. Our Target Population was consumers who would choose high-end fashion due to the quality, price, popularity and because of the brand names. Young adults between the ages of eighteen to forty, both male and female. On the other hand, there's a majority of people that would spend money on Fast Fashion due to the fact that it's cheaper than high-end Fashion. The target audience varies between the ages of twenty to thirty-four. In this age group, people are starting their careers and becoming independent and have the realization of the expenses. Overall, The Luxurious Research Team learned that consumers care about the brand names and the popularity it holds, with that information we see how High-end fashion will appeal more to our target audience than fast fashion.

Collection of Data

Pre- Test

The Luxurious research team had five respondents for the pre-test and were actually some students that were majoring in fashion and workers at retail stores. The respondents for the pre-test were ages between 18 and 24, two females and three males participants. It wasn't easy to approach and actually get respondents, we tried to give it out to some peers around the school and as soon as they heard survey and saw a couple of pages staples they were not interested or usually answered "sorry, I'm running late to class" or "sorry, I'm on my way to work I don't want to be late." Or simply "that's a lot of work, too many pages." And then there were some that actually gave it a glimpse and said "too many graphs, seems a lot for me to fill out." Then there were others that didn't even let us finish our question, they simply weren't interested in the topic. So obviously it wasn't as easy as we thought it was going to be, but that's because we were asking just about anybody, and we weren't asking our target population. We did take the people's opinions and statements that didn't want to fill out the survey into consideration and adjusted it, edited it and revised it to our final surveys so it was more appealing and very straight forward and less work for the respondents.

Our five respondents for our pre-test came around because they were mainly interested in the topic, as stated before the respondents were either retail workers or fashion majors. Even so with five respondents, it allowed the Luxurious research team to collect and reflect the thoughts and answers of the respondents based on the questionnaire we gave them. Now we made sure for the final surveys that we would give it out to our target population instead of just anybody we see

in the hallways or street. That made a big difference because if we were to give it to just anybody and they actually filled it out most likely they would rush into answering the questions to get it over, which in the long run means they either lied on it or just out whatever and didn't even read question by question.

The respondents weren't really that curious about the questions, there were only two questions that were made out of the five, which were:

- "Why do you need to know how many people live in my household?"
- "Why do you need to know if I work or not?"

So by these two questions, it was more of curiosity about the personal and demographic questions. And when they asked we answered, in order to collect real good data we need the target market/population and the demographics. Our research is on spending money basically, and the difference between the amount spent on fast fashion and high end, so in order to get good data from our target population we need to know if you even have an income and how many people live with you, and more or less see if there's a lot of people like you. To calculate the lifestyles and behavior people have on this topic, and all the background information is important to get great data.

The Luxurious research team ended it off with a "Thank you for your time! We appreciate your time and effort!" As we checked our pre-test questionnaire surveys we received good and informative feedback and every question was answered.

Main Study

_____ Our main study was to hand out our questionnaire which consisted of 25 questions to 50 different people and have them fill it out. After they had filled it out we thanked them for their time and effort and collected the questionnaires from the respondents. The questionnaires played a big role in being able to complete our study, they gave us the answers to what we were researching.

Our target market was mostly millennials and generation x because we all know that most people from ages 18-40 are into fashion, especially high-end fashion. So when we handed the questionnaires out we handed them to people in college and universities. As well as generation x consumers walking in and out of high-end fashion stores such as Gucci. We also handed out some surveys to consumers walking out of fast-fashion stores such as Forever 21 and H&M and got their view and opinion on high-end fashion and fast-fashion.

We also tried our best to distribute these questionnaires evenly between males and females since we think that it may cause some bias in our experiment because we know that most women shop more than men. We also tried to balance out millennials and generation x so that the results that we get will be balanced and not leaning towards a specific gender or group. Ethnicity was another factor that we tried to keep a good balance of but it was extremely difficult.

Data Analysis

Editing

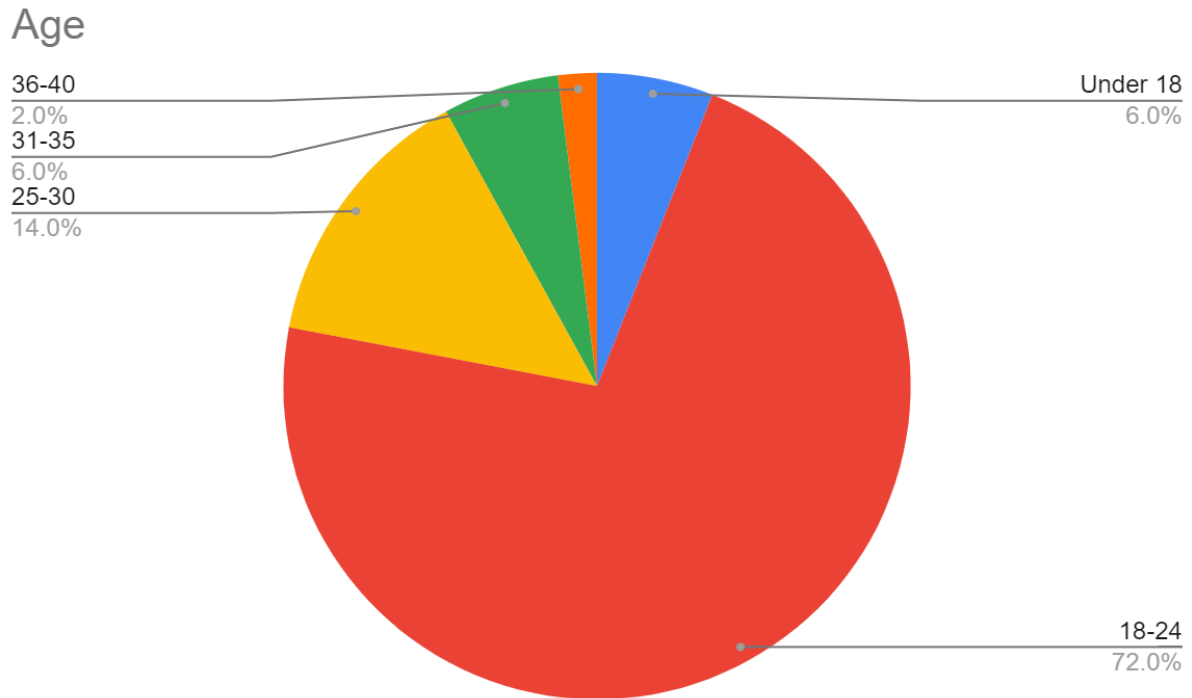
Editing is the process of selecting and preparing written material for the final draft/publication, by correcting and revising. The reasoning behind editing is simply to make sure the publication is correct and in order, make sure it's perfect actually. Whether it's, legibility, completeness, comprehensive, it's very important to make sure the data that was collected is ready for coding. The editing process is very important because it checks for errors, miscalculations from the data or the data itself were recorded wrong. We the Luxurious research team used this process with our questionnaire surveys, to make sure our respondents were able to read the questions and directions clearly and were able to understand each one.

Coding

Coding is a process of taking the information gathered in the fieldwork process. The information that is gathered in the fieldwork is open-ended responses. Then these open-ended questions are categorized into groups. Once they are in categories they can be analyzed in the same way as multiple response questions. Coding in market research is a valuable process and necessary for reporting. It allows respondents to express their thoughts and opinions through their own words. In addition to the rich and insightful open-ended responses, coding allows you to quantify the feedback into charts and graphs for your report.

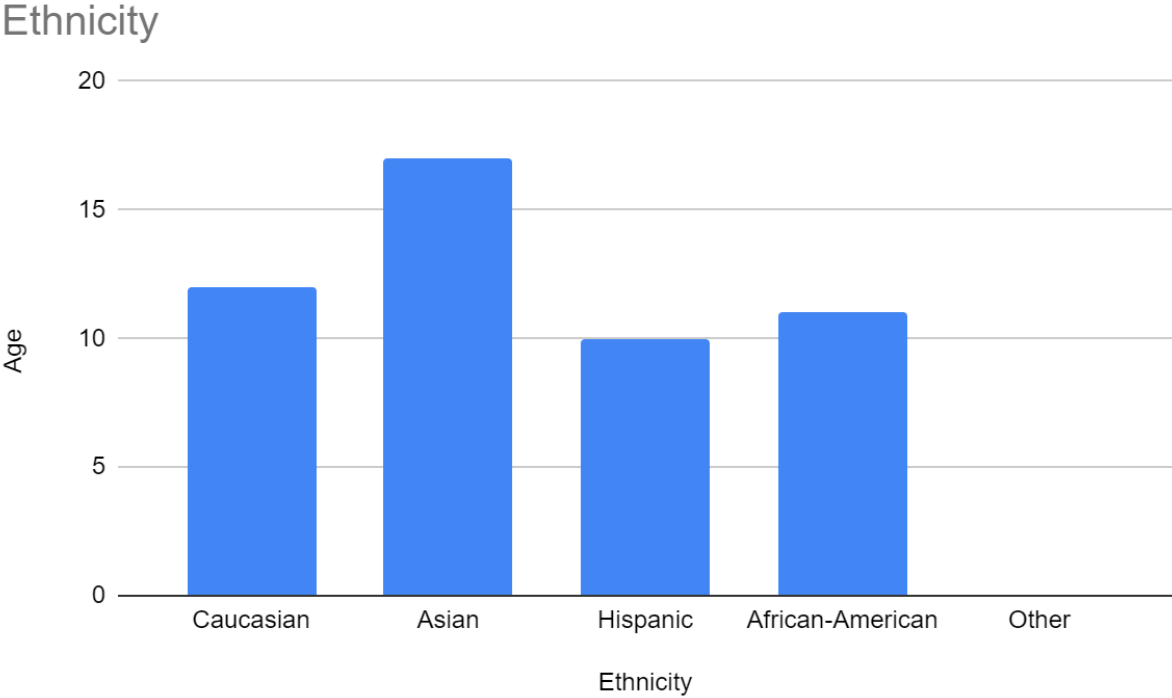
Analysis & Tables and Figures:

17. What is your age?



In this pie chart, you can see that 6% of our respondents are under the age of 18. 72% of our respondents are between ages 18 to 24. 14% of the respondents are between 25 and 30. 6% of the respondents are between 31 and 35. And 2% are between 36 and 40.

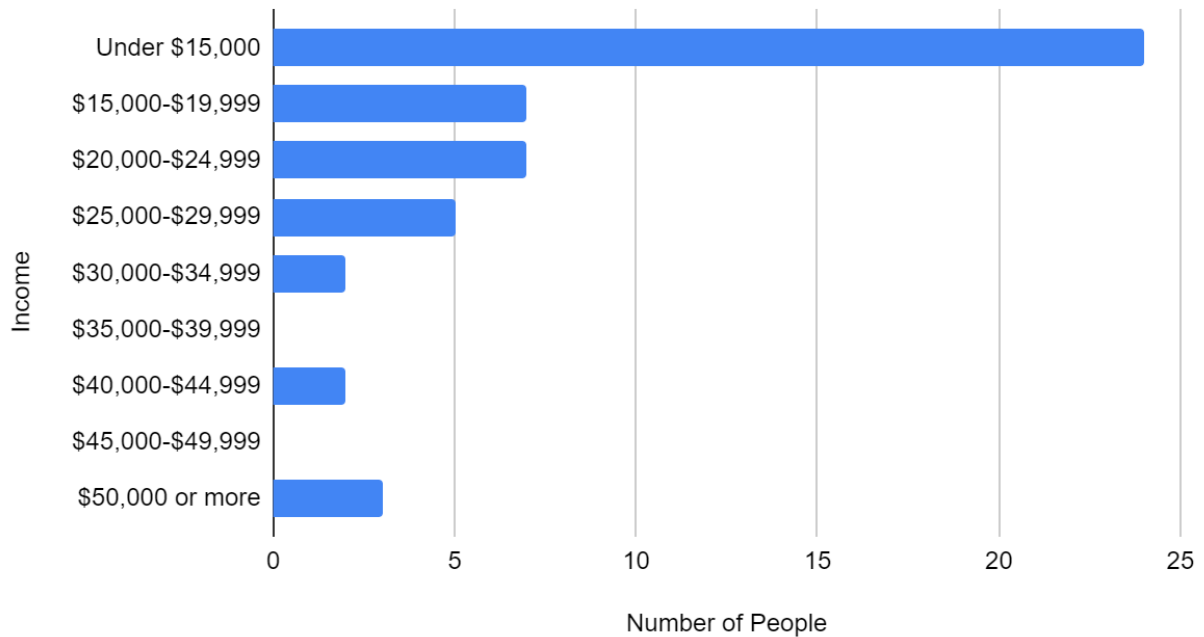
18. What is your Ethnic Background?



_____ This bar graph shows how many of our respondents are a certain ethnicity. 12 were Caucasian, 17 were Asian, 10 were Hispanic, 11 were African-American, and none were other.

21. What is your Annual Income?

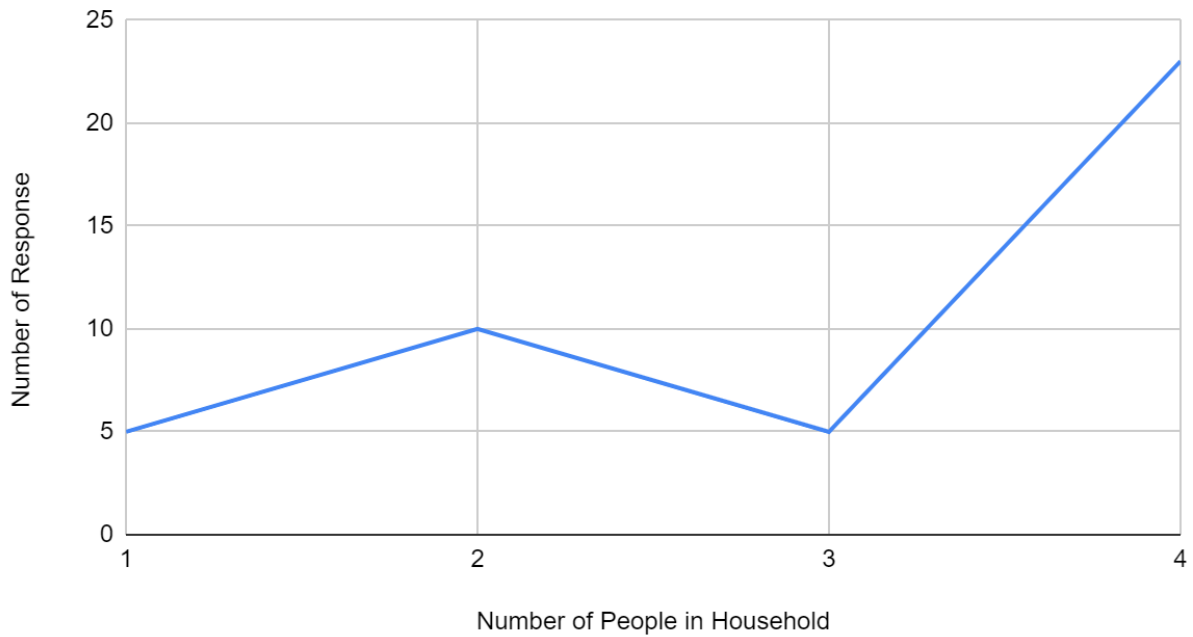
Total Annual Income



_____ This bar graph it shows the total income of the 50 respondents. 24 of the 50 had an annual income of below \$15,000. 7 of the 50 had an annual income of between \$15,000 and \$19,999. 7 of the 50 had an annual income of between \$20,000 and \$24,999. 5 of the 50 had an annual income of between \$25,000 and \$29,999. 2 of the 50 had an annual income of between \$30,000 and \$34,999. 0 of the 50 had an annual income of between \$35,000 and \$39,999. 2 of the 50 had an annual income of between \$40,000 and \$44,999. 0 of the 50 had an annual income of between \$45,000 and \$49,999. And 3 of the 50 had an annual income of \$50,000 or more.

22. How many people live in your household? (Including yourself)

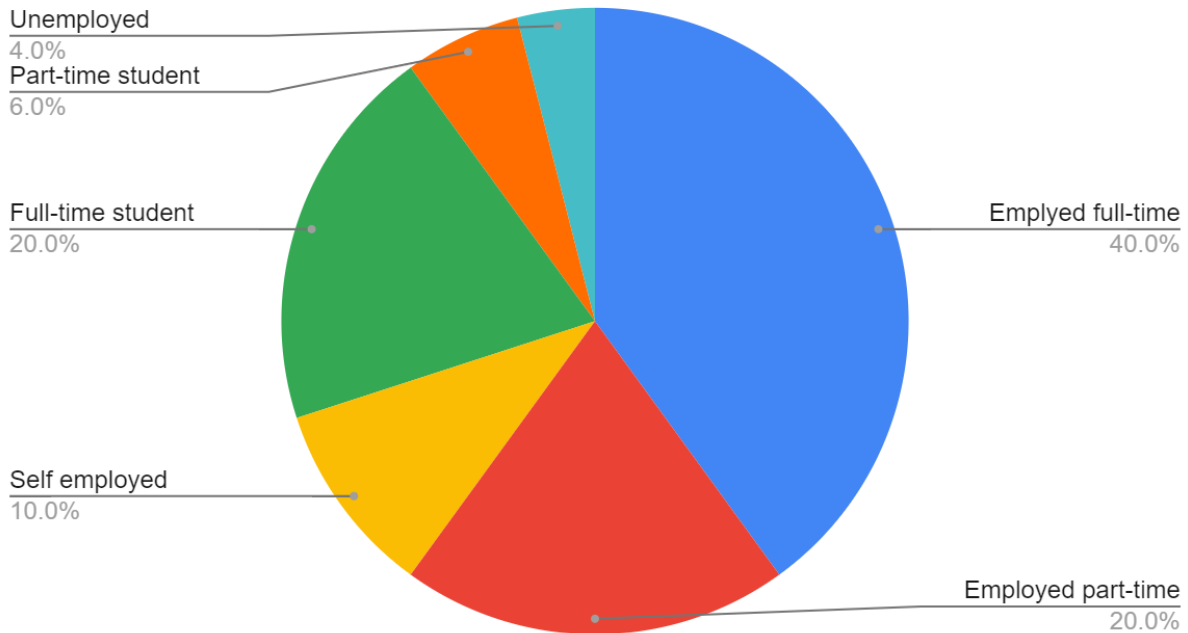
Household Size



This line graph shows those household size from the 50 respondents. 5 of the 50 lives alone. 10 of the 50 lives with one other person. 5 of the 50 lives with 2 others. 23 of the 50 lives with 3 others. And 7 of the 50 lives with 4 or more other people.

23. What is your current Employment Status?

Employment Status



This pie chart shows the employment status of the 50 respondents. 40% of the 50 respondents were full-time, 20% were part-time, 10% were self-employed, 20% were full-time students, 6% were part-time students, and 4% were unemployed.

Calculations of median and mean for 17. What is your age? 3. On average, approximately, how much do you usually spend on fashion items whenever you go shopping? (Please choose only one) 22. How many people live in your household? (Including yourself) 23. What is your current Employment Status? (Please choose all that apply), please see exhibits.

Conclusion/Recommendation

_____In conclusion, we have learned a lot about our consumers in the New York City Marketplace. Our numbers and research have confirmed that people prefer shopping for high-end designers rather than fast fashion. According to our research, about 73% of the 50 respondents prefer high-end over fast-fashion. When it comes to affordability, it all depends on your income; however, if income wasn't a factor all respondents would choose high-end fashion over fast-fashion due to brand name, durability, fitting in with others, great style, and other reasons that they may have.

Our recommendation would be to purchase high-end fashion over fast-fashion because they're a lot more durable than fast-fashion. It's the same for anything else, for example, a high-end car such as a BMW compared to a Honda. The BMW costs about double if not more than the Honda because it's more durable, it's made with better material, it is also built better than a Honda. And it goes the same for everything else that we buy such as watches (Rolex compared to other low-end watches), or rings (emerald rings, diamond rings, gold, etc.) and so much more. We can also say the same about iPhones. It's only a few hundred dollars between iPhone XS and iPhone XS Max; however, the iPhone XS Max is better than the iPhone XS so you would want to invest that extra few hundred dollars and buy the better one. But of course, all of this comes down to if you can afford it or not. But even if you can't we suggest saving until you can afford it.

Questionnaire

We, The Luxurious Research Team are conducting an important survey among people like you in the New York City area who buy fashionable clothing. Your responses are essential to our research and will be kept strictly confidential. We appreciate your time and honesty, thank you for your participation!

1. How often do you go shopping for clothes?

- Once a week or more
- Once every 2 to 3 weeks
- Once a month
- Once every 2 to 3 months
- Once every 4 to 5 months
- Once every 6 months or less

2. Which of the following motivates you the most to buy clothing fashion? (Please choose all that apply)

- Magazine Ads
- TV Ads
- Internet
- Billboards
- Friends
- The Media
- Other (Please Specify) _____

3. On average, approximately, how much money do you usually spend on fashion items whenever you go shopping? (Please choose only one)

- Under \$50
- \$51-\$100
- \$101-\$200
- \$201-\$300
- \$301-\$400
- \$401-\$500
- More than \$500

4. What was the most amount of money that you have ever spent on an article of clothing?

- Under \$50
- \$51-\$100
- \$101-\$200
- \$201-\$300
- \$301-\$400
- \$401-\$500
- More than \$500

5. When it comes to fashion what colors do you prefer the most? (Please choose your top 3 most preferred colors by numbering them 1,2, and 3 with 1 being your most preferred color).

- White
- Black
- Blue
- Red
- Yellow
- Pink
- Brown
- Beige
- Other (Please Specify)_____

7. Which of the following types of clothing/accessories do you spend the most money on?

(Please select your top 3 choices by numbering them 1, 2, and 3 with 1 being your 1st choice)

- Bags/handbags/purses ____
- Hats/beanies/durags/scarfs ____
- Hoodies/jackets ____
- Shirts/bottoms ____
- Sneakers ____
- Sunglasses/jewelry/watches ____
- Other(Please Specify) _____

8. When it comes to clothing, which of the following best describes your style? (Please choose only one)

- Streetwear/casual
- Formal
- Classy/fancy
- Mix matched (I just put on whatever I see first)
- Other (Please Specify) _____

9. Where do you usually purchase your apparel from the most? (Please choose only one)

- Department Store
- Actual Brand Store
- Online
- Vintage Shop
- Thrift Shop
- Other (Please Specify)_____

10. How Likely and Unlikely is it that you will shop at each of the following stores? (Please respond to each store listed below)

	Very Likely	Likely	Somewhat Likely	Unlikely
Adidas				
Calvin Klein				
Chanel				
Fashion Nova				
Forever 21				
Gucci				
H&M				
Nike				
Superdry				
Urban Outfitters				

11. How much time do you usually spend shopping Online? (Please choose only one)

- 0-10 min
- 11-20 min
- 21-30 min
- 31-40 min
- 41-50 min
- 51-60 min
- More than 60 minutes

12. How much time do you usually spend shopping In-stores? (Please choose only one)

- 0-10 min
- 11-20 min
- 21-30 min
- 31-40 min
- 41-50 min
- 51-60 min
- More than 60 minute

13. How important are each of the following factors when purchasing clothing/fashions? (Please respond to each factor listed below)

Factors	Very Important	Important	Somewhat Important	Not Important At All
Brand Names				
Quality				
Price				
Designs				
Promotions				
Discounts				
Seasons				
Colors				
Textures				
Workmanship				

14. How much more money do you usually spend on clothing/fashion during major Holidays such as Thanksgiving or Christmas?

- Less than \$300
- \$300-\$499
- \$500-\$699
- \$700-\$999
- \$1,000 or more

15. Which situation best describes your In-store shopping preference? (Please choose only one)

- I like to shop alone.
- I like to shop with my friends.
- I like to shop with my family.
- I like to shop with my sibling(s).
- I don't like shopping In-store.

16. How do you feel about each of the following statements listed below (Please respond to each statement listed)

Statements	Strongly Agree	Agree	Disagree	Strongly Disagree
I tend to purchase clothing more out of necessity than impulse.				
Fashion is meaningful to me.				

Fashion reflects who I am.				
Fashion is expensive.				
I tend to search and buy when I see someone wearing something that I like.				
Fashion is overrated.				
I tend to return or get an exchange when there's something wrong with clothing such as not fitting right or uncomfortable.				
I tend to spend more on clothing when there's a sale going on.				
I prefer online shopping over in-store shopping.				

The following are personal questions to be used for statistical purposes only. Your answers to these questions will be kept strictly confidential.

17. What is your Age?

- Under 18
- 18-24
- 25-30
- 31-35
- 36-40
- 41-45
- 46-50
- 51-55
- 56 or older

18. What is your Ethnic Background? (Please choose only one)

- Caucasian
- Asian
- Hispanic
- African-American
- Other (Please Specify)_____

19. What is your current Marital Status? (Please choose only one)

- Not married
- Married
- Divorced
- Separated

20. What is your current Occupational Status? (Please choose only one)

- Professional
- Executive
- Managerial
- Administrative
- Sales
- Technical
- Labor
- Secretarial
- Clerical
- Other (Please Specify)_____

21. What is your Annual Income?

- Under \$15,000
- \$15,000-\$19,999
- \$20,000-\$24,999
- \$25,000-\$29,999
- \$30,000-\$34,999
- \$35,000-\$39,999
- \$40,000-\$44,999
- \$45,000-\$49,999
- \$50,000 or more

22. How many people live in your household? (Including yourself)

- 1
- 2
- 3
- 4
- 5 or more

23. What is your current Employment Status? (Please choose all that apply)

- Employed full-time
- Employed part-time
- Self-employed
- Full-time student
- Part-time student
- Unemployed
- Retired

24. Where do you currently Reside?

- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island
- Other (Please Specify)_____

25. What is your highest level of education completed?

- Some High School or less
- High School Diploma
- Some College/University
- College Diploma
- Some Graduate School
- Graduate School

Please feel free to use this space provided below for any additional comments about this interesting and exciting topic.

Thank you for your time! We appreciate your time and effort!

Exhibits

17. What is your age?

Age	Amount	Cumulative Frequency
<18	3	3
18-24	36	39
25-30	7	46
31-35	3	49
36-40	1	50
Total	50	-

$$\text{Median} = L + \left(\frac{n/2 - f}{C} \right) C$$

$$L = 18$$

$$N = 50$$

$$F = 3$$

$$f(m) = 36$$

$$C = 6$$

$$\text{Median} = 21.7$$

Round up=22. About 22 years old.

3. On average, approximately, how much do you usually spend on fashion items whenever you go shopping? (Please choose only one)

x	y	Cumulative Frequency
Under \$50	8	8
\$51-\$100	22	30
\$101-\$200	5	35
\$201-\$300	6	41
\$310-\$400	5	46
\$401-\$500	4	50
More than \$500	0	50
Total	50	-

$$\text{Median} = L + \left(\frac{n/2 - f}{C} \right) C$$

$$L = 50.5$$

$$N = 50$$

$$F = 8$$

$$f(m) = 30$$

$$C = 50$$

$$\text{Median} = \$78.80$$

22. How many people live in your household? (Including yourself)

x	f	f(x)
1	5	5
2	10	20
3	5	15
4	23	92
5	7	35
Total	50	167

Mean=3.34

Round down. About 3 people per household.

23. What is your current Employment Status? (Please choose all that apply)

x	f	f(x)
1	20	20
2	10	20
3	5	15
4	10	40
5	3	15
6	2	12
7	0	0
Total	50	122

Mean=2.44