

The Best Choice

Marketing Research, Inc.

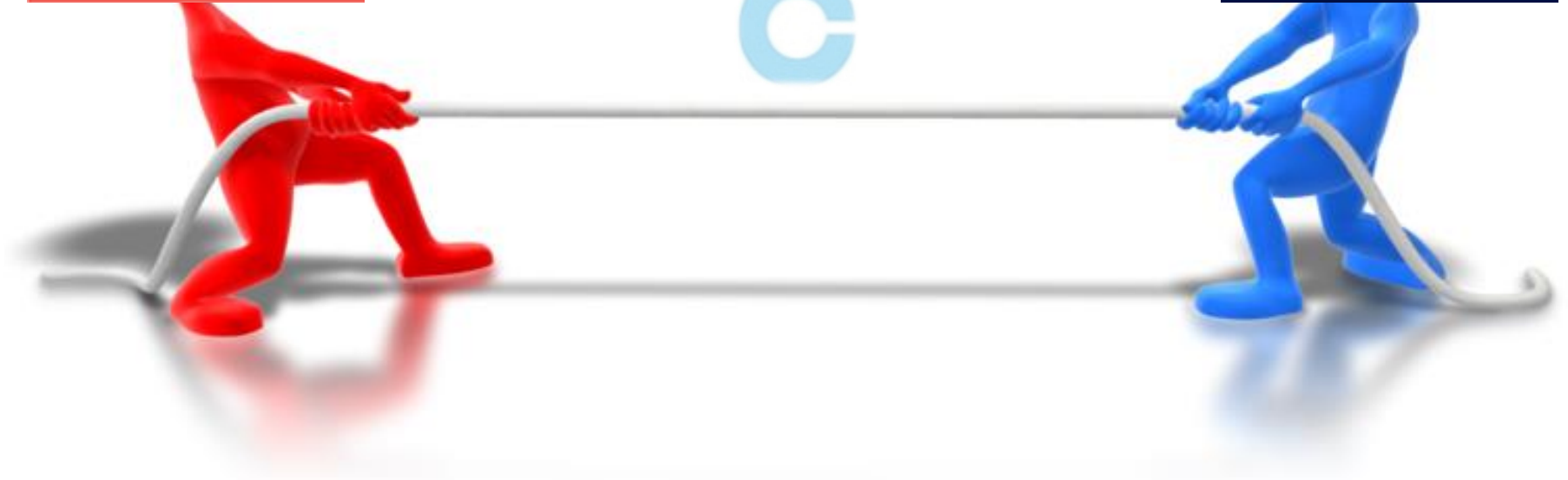


“In Confusion? We’re The Solution!”

PRESENTS:



V/S
6



Uniqlo vs Gap



Project Director and Research Analyst



Musarat Merchant

Aaron Keith Gonzales



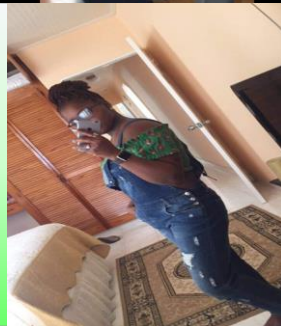
Statistical Writer

Alec Shoykhetman



Statistical Writer

Olivia Ireland



Research Analyst

Christopher Alberto



Research Analyst

PROBLEM STATEMENT:

To determine the market potential of both brands among the consumers in the New York City marketplace.



RESEARCH OBJECTIVES:

1. To determine that Uniqlo is more successful than the Gap among the consumers in the New York City marketplace.
2. To find out the reasons why is Uniqlo more successful than the Gap among the consumers in the New York City marketplace?
3. To discover whether the consumers in the New York City marketplace are willing to spend more money on a Gap product, even when there is a similar substitute of that product available in Uniqlo for an unbelievable inexpensive price
4. To determine the correlation between fabric and price quality between both brands

RESEARCH QUESTIONS:

1. Currently the third largest clothing retailer, is Uniqlo going to be the biggest clothier in the US by 2020?
2. Do price conscious consumers among the New York City marketplace prefer buying from Uniqlo after seeing the price difference between Gap and Uniqlo for the same product?
3. Are consumers in the New York City marketplace likely to buy Uniqlo products if they had their product knowledge earlier?

HYPOTHESIS:

Uniqlo – a modern Japanese clothing brand is far more successful than the traditional GAP, in the New York City marketplace because its consumers like their innovative clothing designs and the use of high-tech fabrics.

METHODOLOGY:

- The research design is the base of our study conducted to determine that Uniqlo is more successful than the GAP among the consumers in the New York City marketplace.
- In our study, questionnaires were used to find out customer preference, buying behavior, consumer demographics / classifications.
<https://docs.google.com/forms/d/13LYEznRVOY1tvqEmmDla36o1QCJwnpPJe3L2i6dlezc/edit>
- Besides this, we conducted an experience survey with the Assistant Manager at Uniqlo 5th Avenue, so that we can gather maximum information, even from their employees and get to know their perspective about the company they work in.

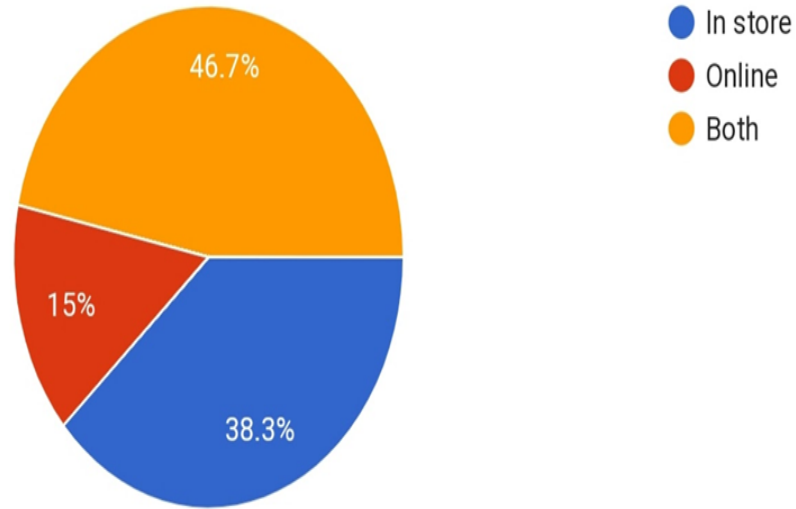
TARGET POPULATION:

- Our target population consists of many different types of people. Everyone is bound to purchase a clothing item from a big name brand at some point in their life.

Individuals in our Target Market are likely to be:

- College students
- Residents in urban communities
- Residents with mid/high income
- Music Enthusiasts who enjoy the genre of Hip Hop, Rap, R&B, Rock, Electro/Dance
- Fashion Enthusiasts

Figure: 1



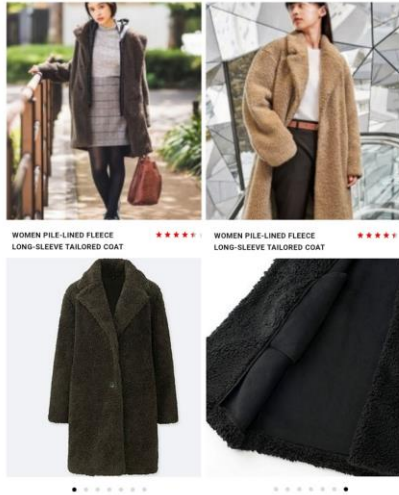
Shopping Preferences

Question #2. How do you prefer to shop for clothing the most? (Please choose only one)

Source: *The Best Choice Marketing Research Inc. 2018 (Study of Consumer Preferences of Clothing brands)*

PRICE COMPARISON:

- Women's Pile Lined Fleece Long Sleeve Tailored Coat



DESCRIPTION

A light, warm boa fleece coat in a modern, oversized tailored cut.
Two-piece sleeve construction for a more contoured look.

MATERIALS

Face: 100% Polyester/ Back: 100% Polyester
Machine wash cold
Imported

- By Uniqlo, for \$ 39.90 only

- Long Teddy Coat



Long Teddy Coat

product details

- Soft, fuzzy faux-fur sherpa outer. Full satin lining.
- Long sleeves.
- Oversized notch lapel collar.
- Snap-button front.
- Side slant pockets at hips.
- #388322

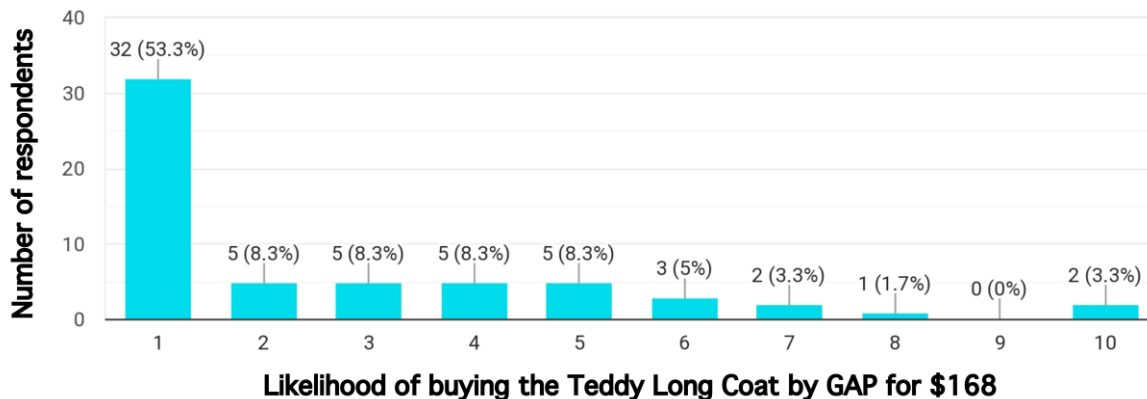
fabric & care

- 100% Polyester
- Dry clean.
- Imported.

- By GAP, for \$168

Figure: 3

**Question “Likelihood of buying the Teddy Long Coat
by GAP for \$168”**



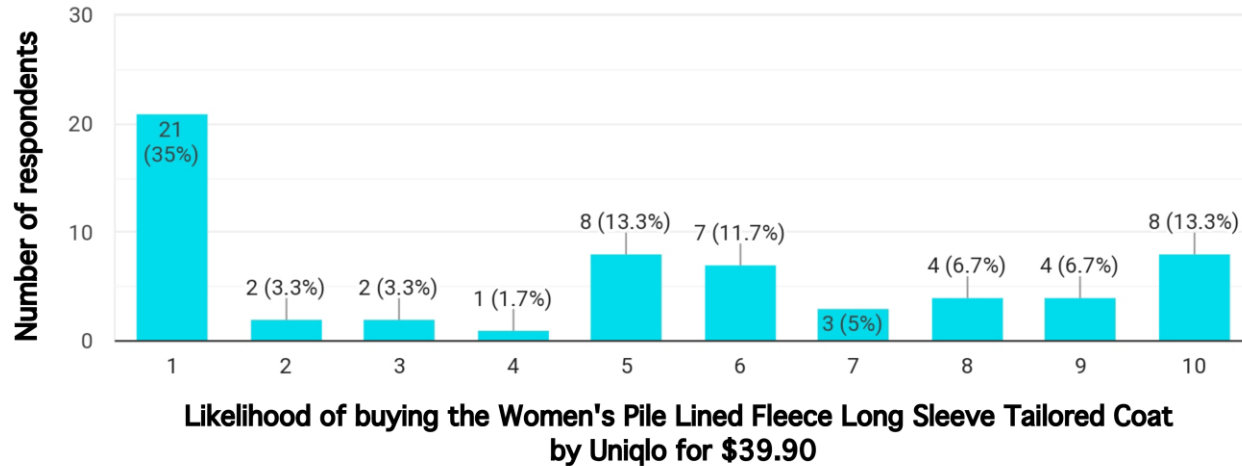
(Note: The respondents knew about the price and descriptions of the product but, were unaware of its brand).

Question #10. On a scale from 1 to 10, how likely or unlikely are you to buy the Long Teddy Coat by The GAP for \$168?

Source: *The Best Choice Marketing Research Inc. 2018 (Study of Consumer Preferences of Clothing brands)*

Figure: 4

“Likelihood of buying the Women’s Pile Lined Fleece Long Sleeve Tailored Coat by Uniqlo for \$39.90”



Question #11. On a scale from 1 to 10, how likely or unlikely are you to buy the Women's Pile Lined Fleece Long Sleeve Tailored Coat by Uniqlo for just \$39.90?

Source: *The Best Choice Marketing Research Inc. 2018 (Study of Consumer Preferences of Clothing brands)*

Basic Table: 2

“Amount of money spent on a typical shopping trip”

Dollars spent	Number of respondents
Less than \$100	18
\$100 to \$199.99	22
\$200 to \$299.99	15
\$300 to \$399.99	4
\$400 or more	1

N = 60

Question #3. About how much do you spend on a typical shopping trip?

Source: *The Best Choice Marketing Research Inc. 2018 (Study of Consumer Preferences of Clothing brands)*

Cross Tabulation Table #1

“Celebrity Influence”

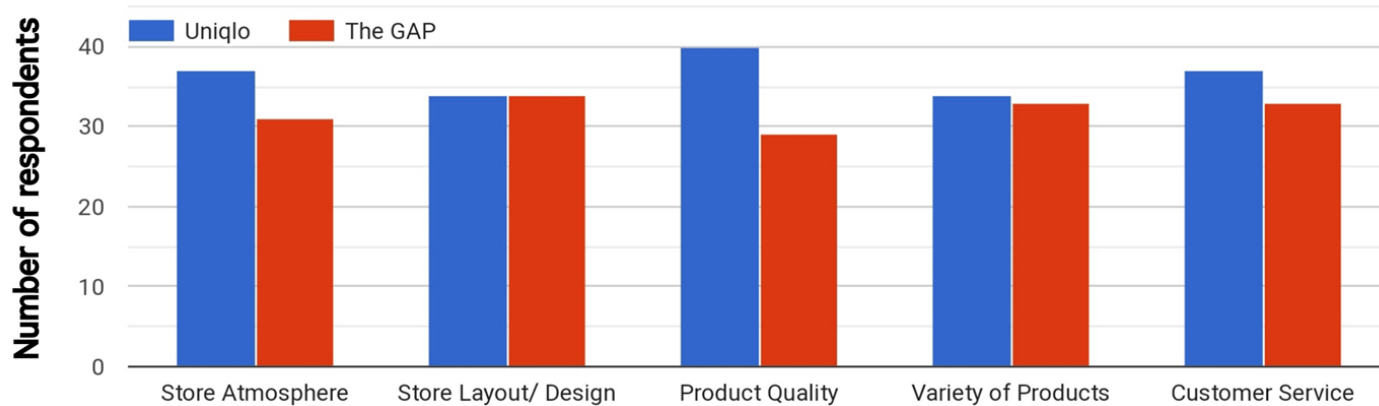
Celebrity Influence	Respondents	Under 18	18 - 24	25 - 34	35 - 44	45 +	Male	Female	other
Very Likely	3/60 5%	1/6 16.7%	3/37 8.1%	0/6 0%	0/4 0%	1/7 15%	0/23 0%	2/35 5.7%	1/2 50%
Likely	8/60 13.3%	0/6 0%	8/37 21.6%	0/6 0%	0/4 0%	0/7	5/23 21.7%	3/35 8.5%	0/2 0%
Somewhat Likely	18/30 30%	3/6 50%	15/37 40.5%	0/6 0%	0/4 0%	0/7	7/23 30.4%	11/35 31%	0/2 0%
Not Likely	31/60 30%	2/6 33.3%	11/37 29.7%	6/6	4/4	6/7 85%	11/23 47.8%	19/35 54%	1/2 50%
Total	60	6	37	6	4	7	23	35	2

Question #6. If you see your favorite celebrity wearing a stylish outfit, how likely or unlikely are you to buy the same outfit?

Source: *The Best Choice Marketing Research Inc. 2018 (Study of Consumer Preferences of Clothing brands)*

Figure: 6

“Factors in which both companies excel”



Factors in which these companies excel

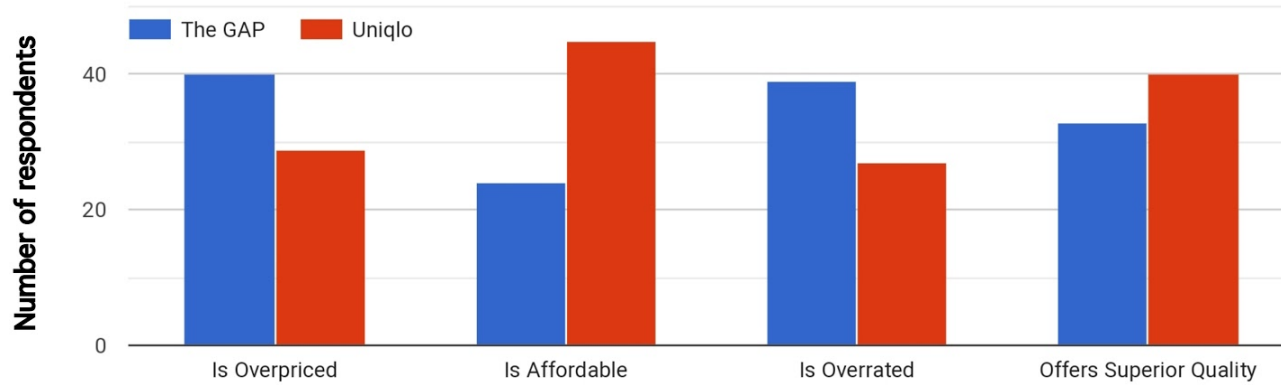
Question #13. In your opinion, which of the following retailers is the BEST based on each factor listed below?

(Please choose only one retailer for each factor listed)

Source: *The Best Choice Marketing Research Inc. 2018 (Study of Consumer Preferences of Clothing brands)*

Figure: 5

“General feelings about the products of the two companies”



General feelings about the products of the two companies

Question #12. Based on your answers to the above questions, what are your general feelings about the products of the two companies listed below? (Please choose only one retailer for each characteristic listed below).

Source: *The Best Choice Marketing Research Inc. 2018 (Study of Consumer Preferences of Clothing brands)*

CONCLUSION:

- One of our research objectives was” To discover whether the consumers in the New York City marketplace are willing to spend more money on a Gap product, even when there is a similar substitute of that product available in Uniqlo for an unbelievable inexpensive price”. We discovered was that the consumers we more likely to purchase a Uniqlo product for \$39.90 than the GAP product \$ 168.
- One of our research questions was, “Do price conscious consumers among the New York City marketplace prefer buying from Uniqlo after seeing the price difference between Gap and Uniqlo for the same product?” And the answer is undoubtedly, “Yes!”.
- Due to all these strong reasons we can finally conclude our hypothesis that, “Uniqlo – a modern Japanese clothing brand is far more successful than the traditional GAP, in the New York City marketplace because its consumers like their innovative clothing designs, the use of high-tech fabrics and affordable pricing”.

Thank you
for your cooperation!

