

The **best** Choice

Marketing Research, Inc.

PRESENTS:

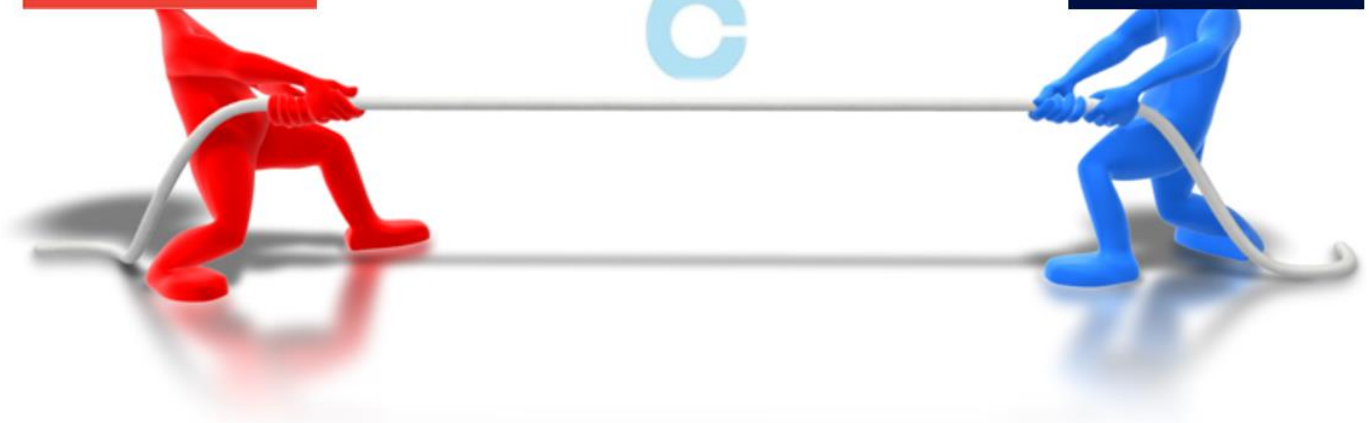


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I. Executive Summary

Five team members named Musarat Merchant (Project Director and Research Analyst), Alec Shoykhetman and Aaron Keith Gonzales (Statistical Writers), Christopher Alberto and Olivia Ireland (Research Analysts) from a market research firm called the B.C.M.R, Inc. (Best Choice Market Research) decided to conduct a competitive study between two popular clothing brands in today's clothing industry: Uniqlo and GAP. Half of them focused on analytical research while the other half took part including the role of statistical writing. However, everyone conducted exploratory research in order to find data that may correlate with the study in order to better understand the relationship between consumers, brands, and the perception of fabric quality and pricing. They began their research with "Exploratory Research" by gathering secondary research data about both the companies, Uniqlo and the GAP. By doing that they became familiar with the history and products of both clothing brands. Then the Project Director Musarat Merchant who also happens to work in the global flagship store of Uniqlo, 5th Ave, worked her connections and met their current Store Manager. However, when she met the Store Manager of Uniqlo, 5th Avenue named Dylan Register, he himself did not consider to be the candidate since he recently moved to the 5th Ave branch, therefore, he suggested Musarat to get the interview of the most knowledgeable person about the store named Numma who is the Assistant Store Manager and a specialist in the Women's department of Uniqlo, 5th ave - with 6 years of experience. Musarat successfully managed to get a detailed interview with Numma (see "Experience Survey").

After the completion of the "Experience Survey", The Best Choice Research Marketing Inc. team started working on generating the "Problem Definition". The team worked on the problem statement, research objectives, research questions, hypothesis and lastly the most essential part of their research - the "Questionnaire Construction". They chose key topics out of which they could create category-based questions, the key topics for questionnaire construction were as follows: Consumer buying patterns / behaviors / habits, Consumer preferences, Demographics / Classification, etc.

After that, our team started on “Planning the Research Design” in which we used different methods and conducted a survey to determine the market potential of both brands (Uniqlo and the GAP) among the consumers in the New York City Marketplace. The survey was very flexible to the users as it was an “online survey”. Another reason why the team decided to do an online survey was because of no paper wastage as the team cares about the trees and the life forms who depend on trees for their survival, so they created something “Eco - friendly”. Each team member was supposed to forward the survey to their ten friends or relatives, so that the five can all together get fifty completed questionnaires. But they ended up getting sixty completed questionnaires as some of the planned fifty respondents found our questionnaire pretty interesting, hence they also forwarded it to their friends. But we all know in research, “The more is always the merrier!”.

After that they did a detailed analysis of the responses they got on their twenty-six questions, the research analysts worked on creating the cross tabulation and basic tables and also figures that include bar graph charts and pie chart.

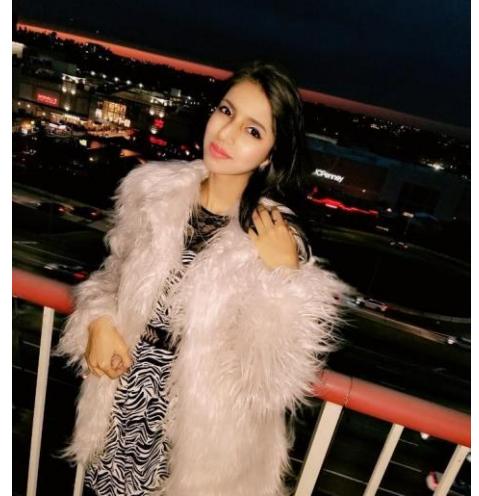
Finally, they came up with a conclusion based on their total research findings.

II. Team members

Musarat Merchant

Musarat is majoring in the Business and Technology of Fashion (A.S.) at the New York City College of Technology (NYCCT) and is expected to graduate in Spring 2019. After her graduation, she wishes to go to the Fashion Institute of Technology (FIT). As a Project Director and Research Analyst, she was responsible for the overall completion of the Research Project as well as responsible for tabulating final results of the research project by creating the tables and figures.

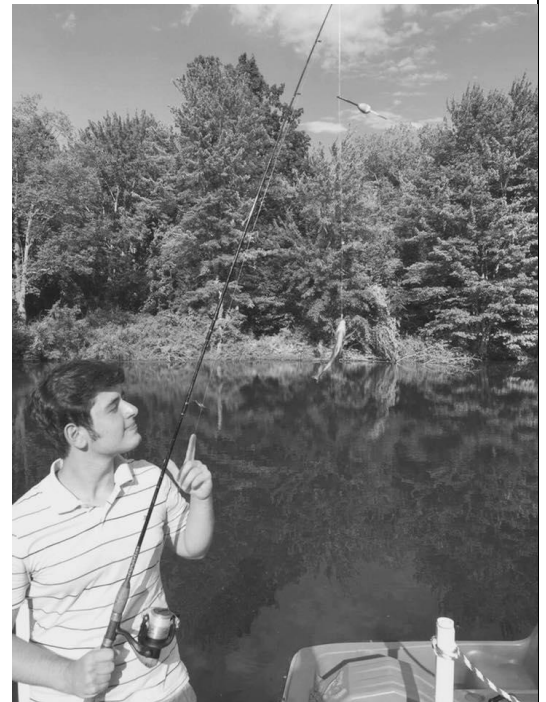
Project Director and Research Analyst



Alec Shoykhetman

Alec is 19 years old, and is from Queens, New York. This is his second Semester at City Tech college. His current major is marketing and sales. He wishes to pursue a career in Marketing, as this is something he was always fascinated with. He believes that it is very important in today's world, and that it will always be needed. Every business requires marketing in order to promote product and have good sales. Alec was one of the statistical writer's of this project. He was responsible for gathering information, and discussing the probabilities.

Statistical Writer



Aaron Keith Gonzales

Aaron Keith Gonzales is a student in New York City College Of Technology who majors in Marketing and Sales. He wishes to pursue a career on the analytic side of marketing and is currently the Statistical Writer of The Best Choice Marketing Inc.

Statistical Writer



Olivia Ireland

Olivia is from Brooklyn, New York. She is 18 years old and she is in her second year in New York City College of Technology and her major is fashion marketing. She plans to get her bachelor before transferring to FIT College.

Research Analyst



Christopher Alberto

Christopher is from the Bronx, New York. He's 21 yrs old and he's about to finish his first year in the New York City College of Technology. His current major is Marketing and Sales. He plans on switching college once he's done with his associates; although he's not sure where he would like to apply afterwards.

Research Analyst



III. Problem Discovery and Definition:

(A) Exploratory Research

1. Secondary Research

Uniqlo and Gap are currently competitors in the clothing market today. They both sell a variety of clothing such as denim, shirts, outerwear and much more. Although they sell similar products, they both have competitive advantages in certain target markets. Both Uniqlo and Gap would be a family-oriented market ranging from parents to children.

Also, Uniqlo has been very successful with its special collaborations with celebrated designers from all over the world, in addition – Uniqlo has a unique line of items like graphic t - shirts and more designed by influential artists from all over the world, mainly New York based artists and a collaboration with the Museum of Modern Art under "SPRZ NY," which stands for "Surprise New York.", that specifically targets the young adults. Uniqlo is most known for its innovative products such as the *ULD's (Ultra-light Downs)*, *Heattech* and *Airism*.

Gap also has an advantage in experience since it was founded in 1969. Uniqlo is relatively new as it was founded in 2006. However, the age of the three companies does not necessarily mean it is upcoming as it is established and known by many. Gap has the advantage as well in America but Uniqlo has the advantage of Japan which is essential for distribution in Asia. The difficulties that we may have as a company are finding unbiased opinions because we are most likely going to ask peers of our age range about their opinions of Gap and Uniqlo. Another difficulty we may have is finding Uniqlo's quarterly earnings as there may be exchange rates we need to learn.

2. Experience Survey

On November 30th, 2018, Musarat , our Project Director, interviewed an Assistant Manager at UNIQLO 5th Avenue, “The Global Flagship Store” (the largest Uniqlo store in the entire United States).

Musarat (Interviewer): What is your name and what is your position at Uniqlo 5th Avenue?

Assistant Manager at UNIQLO 5th Avenue: My name is Numma and my position is as the Assistant Manager in the Women’s department at UNIQLO 5th Avenue.

Musarat (Interviewer): Okay, what exactly does the Assistant Manager do?

Assistant Manager at UNIQLO 5th Avenue: So the Assistant Manager is basically an assistant to the Store Manager, ummm...and then also making sure that everything is running properly also managing the business based on current sales, the current situation on customer traffic, handling staff, etc.

Musarat (Interviewer): How long have you been working in UNIQLO 5th Avenue?

Assistant Manager at UNIQLO 5th Avenue: I've been working here for 6 years!

Musarat (Interviewer): That’s a lot! This means that you are probably the most knowledgeable person here which makes you the perfect candidate to answer the rest of our research questions. So what age group do you see purchasing the most Uniqlo products?

Assistant Manager at UNIQLO 5th Avenue: I would say are probably like more of older people than a younger group of people or as we say teenagers. So older people because they prefer wearing basic things like classic knit styles, Heattech, Airism, Supima Cotton and rayon shirts. But we see that teenagers are looking for a more fancy or fashion forward outfits. The younger group buys more from our collaboration items designed by Alexander Wang, Joe KAWS, Inès de La Fressange, Andy Warhol, etc.

Musarat (Interviewer): What time of the day do most customers come in like, what are your peak hours?

Assistant Manager at UNIQLO 5th Avenue: I would say, we have 2 different types of peak hours: from 12 pm to 1:30 ish, are the rush hours. And then from about 2:30 pm to 6 to 7 pm are the money making hours!

Musarat (Interviewer): What are the 3 most popular Uniqlo products that you sell?

Assistant Manager at UNIQLO 5th Avenue: The most popular product as of now in the winter is our Heattech and then its our ULD's i.e. "Ultra - Light Down" packable jackets and coat, and then our Airism - for summer!

Musarat (Interviewer): What makes you say that Uniqlo is the best choice to buy "Life - Wear" from?

Assistant Manager at UNIQLO 5th Avenue: I would say that Uniqlo is the best choice to buy "Life - Wear", because you don't really have to like put too much effort into it and like when you come in here, there is always a variety of things, to look at a variety of colors. Their sizing is very flexible and it is just easy to wear, like it's not.... 'nothing complex'. You don't really have to think about it, some people just like that 'easy - lifestyle'.

Musarat (Interviewer): So, can you tell me an advantage that Uniqlo has over its competitors?

Assistant Manager at UNIQLO 5th Avenue: I would say, Uniqlo allows whoever works here, I mean its employees to like, ummm... have knowledge of all aspects of the business - so there is no limitation! Whether you plan to stay here forever or like you plan to stay here for a short time, you always gain something because there's always something to learn. You get the complete retail - experience. It's like a college within itself!

Musarat (Interviewer): And now, a disadvantage?

Assistant Manager at UNIQLO 5th Avenue: I guess at the moment the disadvantage is the way we're not as big of a company in the U.S. yet. So, we struggle in certain aspects of the business, so of course with time, but basically we're learning the best techniques to promote Uniqlo to drive more customer traffic into our stores.

Musarat (Interviewer): Thank you so much for you time! Numma, you've been a great help in our research!

(B) Problem Definition

Target Population: Uniqlo's and GAP's Target Population consists of the kind of people who are fashion forward, comfort seekers & givers, quality buyers, and low price point lovers.

1. Mothers/ fathers purchasing for their children (kids and even toddlers!)
2. Women of all ages
3. Middle aged men
4. The elderly (grandparents)
5. College Students
6. Consumers who are music enthusiasts interested in the genre of R&B, Rap, Rock, Techno/Dance

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 differences 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, the use of high-tech fabrics and affordable pricing.

Secondary Sources:

Gustafson, Krystina. “As Retailers Close Stores, the World's Third-Largest Apparel Player Takes Another Run at the US.” *CNBC*, CNBC, 29 Mar. 2017, Retrieved from: <https://www.cnbc.com/2017/03/29/as-retailers-close-stores-the-worlds-third-largest-apparel-player-takes-another-run-at-the-us.html>

Maheshwari, Sapna. “Why Uniqlo's Goal Of \$10 Billion In U.S. Sales By 2020 Isn't Going To Happen.” *BuzzFeed News*, BuzzFeed News, 27 Mar. 2014, Retrieved from: <https://www.buzzfeednews.com/article/sapna/why-uniqlos-goal-of-10-billion-in-us-sales-by-2020-isnt-goin>

Price comparison: Teddy Long coat by the GAP v/s Pile lined Fleece Long sleeve Tailored coat by Uniqlo.

<https://www.uniqlo.com/us/en/women-pile-lined-fleece-long-sleeve-tailored-coat-409447.html>

<https://www.gap.com/browse/product.do?cid=1119079&pcid=1119078&vid=1&pid=388322012>

IV. Planning the research design

A. 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 how much time consumers spend on a typical shopping trip for clothing, how our consumers prefer to shop for clothing the most - in store, online or both. About how much do our consumers spend on a typical shopping trip, what are the important factors that our consumers look for when purchasing clothing. We did a price comparison of similar products by Uniqlo and GAP and asked our consumers about how helpful was the price comparison between the two companies to them. Which company would they recommend to their friends and family, and also we asked for their demographic characteristics in the end. 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. We decided to #GoGreen by saving all the paper that would've been used in printing 60 questionnaires and used the up-to-date technology of Google Forms, instead. Thus, by creating our questionnaire completely online, we saved a lot of paper! But, since our questionnaire was online it would've been hard for us to monitor whether our respondents answered every single question on our questionnaire before hitting the "Submit" button. So, we came up with the solution of marking each and every question as (*) "Required" so that the respondents would not be able to hit the "Submit" button before they finished answering every single question in our questionnaire. In this way we made sure that we got (60 / 60) responses for each question - which made it fair and easier for us to tabulate the final results.

1. Survey

Our team piloted this survey to allow us to gather information pertaining to the popular clothing company in the New York City area. Communicating with the Assistant Store manager of Uniqlo, 5th avenue and our respondents through the feedback they gave us before submitting our questionnaire and our whole survey topic allowed for a more in - depth understanding of our problem statement, and proposed new topics related to our problem through a clearer perspective. We used 5 pretests. Our team learned about what motivates survey respondents and what is important to them. Respondents' perspectives are way different from the owners or employees. They show exactly what is going on in the minds of the consumers. The online questionnaire provides a quick and reliable source of information and is eco - friendly as well as cost - effective. The surveys offer an opportunity to discuss key topics with our target population, in ways that other forms of research cannot.

V. Selection of Sample Design

A. 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

VI. Collections of Data

A. Pretest

The Best Choice Marketing Research, Inc conducted a pretest in order to determine the validity and accuracy of the survey. A pretest is a sample survey questionnaire used on a handful of respondents to identify errors such as miswording, typos, or the amount of time it may take if it is time consuming. Our questionnaire consisted of twenty-six questions. Seventeen of which were constructed to determine fashion and shopping preferences. Nine of which were demographic questions. The respondents included in our pretest were a mixture of young men and women between the ages of eighteen to twenty-four years old. We inspected for respondents at places such as Starbucks, Retail stores, and our very own college, New York City College of Technology. We asked if they would donate some of their time to participate in our questionnaire to help identify several factors such as the effectiveness of our pretest, whether they prefer GAP or Uniqlo, and shopping predispositions.

Respondent #1

Respondent #1 is a Native American male between the ages of eighteen through twenty-four. He is from Queens, New York and is a full-time student. Our respondent spends five to six hours on a shopping trip but prefers to shop online. He thinks Gap is affordable and qualified compared to Uniqlo being overrated and overpriced.

Respondent #2

Respondent #2 is a Hispanic male between the ages of eighteen through twenty-four. He resides in Queens, New York and is a full-time student. Our respondent spends less than one hour on a shopping

trip but prefers to shop both online and in-stores. His general feelings about the 2 popular retailers are Gap being overpriced; in comparison to Uniqlo being affordable, overrated, and offering best quality.

Respondent #3

Respondent #3 is an Asian male between the ages of eighteen through twenty-four. He resides in New Jersey and is an employed part-time and is also a part-time student. Our respondent spends one to two hours on a shopping trip and prefers to shop online and in-stores. His feelings about the two popular clothing brands states that GAP is affordable; meanwhile Uniqlo is overpriced, affordable, overrated, and offers superior quality.

Respondent #4

Respondent #4 is a caucasian male between the ages of eighteen through twenty-four. He resides in Queens, New York and is an employed part-time. Our respondent spends less than an hour on a typical shopping trip but prefers to shop in-store. His feelings about the two popular clothing brands reflects on Gap being overpriced and overrated; meanwhile Uniqlo is affordable and offers superior quality.

Respondent #5

Respondent #5 is a caucasian female between the ages of eighteen through twenty-four. She resides in Queens, New York and is a full-time student. Our respondent spends less than an hour on a typical shopping trip and prefers to shop in-store. Her answers reflect that she feels as though GAP is affordable and offers superior quality; in contrast to Uniqlo being overpriced and overrated.

B. Main Study

After conducting our pretest, we analyzed the results of our pretest. We fixed several questions we felt were errors such as a few extra empty answer boxes, typos and words that were misplaced. As we did, we had gained insights about the type of people we should look for based on our first respondents. We scouted for the remaining respondents.

VII. Data Analysis

A. Editing

Editing is clearing the data file of impossible and inconsistent responses. We have given out sixty questionnaires to ensure that we had enough questionnaires without errors. There were some questions that did not apply to respondents so we added a “not applicable” answer option for when needed.

B. Coding

Coding is the process of assigning a code to something for the purpose of classification or identification. We tallied each answer to every question and calculated the percentage to get a better understanding of our Target Population.

C. Analysis

In question 1, we asked our subjects how much time they spend on average during typical shopping trip for clothes. The largest percentage 38.3 (23) of our respondents chose 1-2 hours, the second largest percentage is 28.3 (17) chose 3-4 hours the middle percentage 25% chose less than one hour. The second to smallest percentage 7% chose 3-4 hours and a smallest percentage 1.4% (1) of our

respondents choose 7 or more hours..

In question 2, we asked our subject how do they prefer to shop the most for clothes. The largest percentage 46.7 of our respondents chose both, the middle percentage is 38.3 chose in store, and smallest percentage 15 of our respondents chose online .

In question 3, we asked our subject how much they spend on average during typical shopping trip for clothes. The largest percentage 36.7% of our respondents chose \$100-199.99, the second largest percentage 30% chose less than \$100, and the middle percentage 25% chose \$200 to 299.99. The second to smallest percentage 7.1% chose \$300 to 399.99 and a smallest percentage 1.2% of our respondents choose \$400 or more.

In question 4, we asked our subjects how much they usually spend for typical shopping trip for clothes. The largest percentage 46.7% of our respondents chose for jackets was under \$80.00, the second largest percentage 33.3% choose for jackets was less than \$80 to 99.99, and the middle percentage 20% chose for jackets was \$100 to 119.99. The second to smallest percentage 1.6% chose for jackets was \$120 to 139.99 and a smallest percentage 3.3% of our respondents chose for jackets was \$200 or more.

The largest percentage 78.3 % of our respondents chose for pants was under \$80.00, the second largest percentage 16.7% chose for pants was less than \$80 to 99.99, and the middle percentage 3.3% choose for pants was \$100 to 119.99. The second to smallest percentage 1.6% chose for pants was \$120 to 139.99 and a smallest percentage 3.3% of our respondents chose for pants was \$200 or more.

The largest percentage 91% of our respondents chose for tops was under \$80.00, the middle percentage 6.7% chose for tops was less than \$80 to 99.99, and the smallest percentage 1.6% of our respondents chose for jacket was \$100 to 119.99.

The largest percentage 80% of our respondents chose for accessories was under \$80.00, the second largest percentage 11.7% chose for accessories was less than \$80 to 99.99, and the second smallest

percentage 6.7% chose for accessories was \$100 to 119.99 and a smallest percentage 1.6% of our respondents chose for accessories was \$200 or more.

The largest percentage 86.7% of our respondents choose for under clothes was under \$80.00, the middle percentage 8.3% choose for under clothes was less than \$80 to 99.99, and the smallest percentage 5% of our respondents chooses for under clothes was \$100 to 199.99.

In question 5, we asked our respondents about how important are each of the following factors when purchasing clothing? For “Affordability” 44 respondents feel that it is “Very Important”, 25 respondents felt that it is “Important”, 18 respondents feel that it is “Somewhat Important”, and 18 respondents felt that it is “Not Important at all”. For “Comfort” 36 respondents felt that it is “Very Important”, 29 respondents feel that it is “Important”, 22 respondents felt that it is “Somewhat Important”, and 18 respondents felt that it is “Not Important at all”. For “Durability” 16 respondents felt that it is “Very Important”, 21 respondents felt that it is “Important”, 16 respondents felt that it is “Somewhat Important”, and 9 respondents felt that it is “Not Important at all”. For “Style of the product” 15 respondents felt that it is “Very Important”, 8 respondents felt that it is “Important”, 12 respondents felt that it is “Somewhat Important”, and 23 respondents felt that it is “Not Important at all”. Based on these results, we can say that the factor of “Affordability” is “Very Important” whereas, the “Style of the product” is “Not Important at all”.

In question 6, we asked our respondents how likely or unlikely they are to buy the same stylish outfit as they have seen on their favorite celebrity. From the total of 60 responders, more than Half, (51.7%) which is about 31 responders have chosen not likely. This was the most surprising, due to the fact that a majority of brands depend on celebrity advertisement for sales. The second largest was ‘Somewhat likely’ at 30% which was about 18 respondents. The next was Likely, which came in at 13.3%, which is 8 respondents. finally, the smallest percentage came in at 5%, (about 3 people) which was for “very likely.” In conclusion, we can see that Celebrities don't seem to influence the minds of

consumers as much as we originally have thought they would. To our surprise, the “Very Likely” was the lowest percentage, while the “Not likely at all” had the highest amount of votes.

In question 7, we asked our respondents if they ever look for inexpensive substitutes of trendy clothes and accessories that they might find in other stores. out of the 60 respondents, the biggest percentage was 38.3% which is about 34 respondents. This was for “Sometimes.” The next ones were “Rarely” and “Always” that surprisingly were both at 25% The last was “Never” which had the smallest percentage at 11.7%

In question 8, We showed a picture of two women’s coats, A long Teddy coat, and a Women’s Pile lined Fleece long sleeve tailored coat. Then we asked our respondents, based on the product specification provided, which coat to them, looked like it cost \$168. The coats show on the questionnaire were similar products from both Gap, and Uniqlo. Out of the 60 respondents that answered, 61.7% chose the long Teddy coat, (about 37 people) and 38.3% chose the Fleece long sleeve coat, (23 people).

In question 9, we continued by using the same pictures from question 8, but this time, asking which coat looked like it was worth the price of \$39.90. It was the same Fleece long sleeve coat, and the same Long teddy coat. From the 60 responses that we got, 55% of the responders voted the Women’s pile fleece coat looks like it fits the price tag the best, while 45% voted the Long teddy coat.

In question 10, We asked, “On a scale of 1 to 10, how likely are you to buy the long teddy coat by GAP for 168?” Here are the results from the bar graph. Out of the 60 respondents, the highest percentage was 53.3% (about 32 responders) that chose 1 out of 10. This was as we expected, because the price of the coat is expensive. Next, About 8.3% of respondents chose 2,3,4, and 5 as their choice. About 5 responders for each choice. 5% of the responders picked 6, (3 respondents) 3.3% chose 7 (2 respondents) 1.7% chose 8 (1 person) 0 chose 9 as their choice, and 2 respondents picked 10 as their choice, which was About 3.3%

In question 11, we asked our respondents how likely or unlikely were they to buy the Women's Pile Lined Fleece Long Sleeve Tailored Coat by Uniqlo for just \$39.90, on a scale from 1 to 10? Out of the total 60 respondents, 21 respondents which is about 35% chose 1, 2 respondents which is about 3.3% chose 2, 2 respondents which is about 3.3% chose 3, 1 respondent which is about 1.7% chose 4, 8 respondents which is about 13.3% chose 5, 7 respondents which is about 11.7% chose 6, 3 respondents which is about 5% chose 7, 4 respondents which is about 6.7% chose 8, 4 respondents which is about 6.7% chose 9. Lastly, 8 respondents which is about 13.3% chose 10. We are counting 1 as “Not Likely at all”. 2 - 4 as “Unlikely”. 5 - 6 as “Somewhat Likely”. 7 - 9 as “Likely” and 10 as “Very Likely”. Since the amount of respondents that chose “Not Likely at all + Unlikely” = 21 + 5 i.e. 26 which is less than the amount of respondents that chose “Somewhat Likely + Likely + Very Likely” = 15 + 11 + 8 i.e. 34, we can say that the majority of respondents (34 / 60) were likely to buy the Women's Pile Lined Fleece Long Sleeve Tailored Coat by Uniqlo for just \$39.90, on a scale from 1 to 10.

In question 12, we asked our respondents about what were their general feelings about the products of both the companies - Uniqlo and GAP, based on their answers to the previous questions. In terms of which brand “is overpriced” about 40 respondents felt that the GAP fits the characteristic, while only 29 respondents feel that Uniqlo fits the characteristic. In terms of which brand “is affordable” about 45 respondents feel that Uniqlo fits the characteristic, while only 24 respondents felt that GAP fits the characteristic. In terms of which brand “is overrated” about about 39 respondents felt that the GAP fits the characteristic, while only 27 respondents felt that Uniqlo fits the characteristic. In terms of which brand “offers superior quality” about 40 respondents felt that Uniqlo fits the characteristic, while only 33 respondents feel that GAP fits the characteristic. Hence, we can conclude that the majority of respondents feel that - the GAP “is overpriced” and “overrated” and Uniqlo “is affordable” and “offers superior quality”.

In question 13, we asked our respondents to choose which of the retailers (Uniqlo and GAP) is the BEST based on the factors such as: the store atmosphere, store layout / design, product quality, variety of products, and customer service - in their opinion? In terms of which brand “has better store atmosphere” about 37 respondents feel that Uniqlo fits the characteristic, while only 31 respondents feel that GAP fits the characteristic. In terms of which brand “has better store layout / design” about 34 respondents felt that the GAP fits the characteristic, and also 34 respondents felt that Uniqlo fits the characteristic. In terms of which brand “has better product quality” about 40 respondents felt that Uniqlo fits the characteristic, while only 29 respondents felt that GAP fits the characteristic. In terms of which brand “has better variety of products” about 34 respondents felt that Uniqlo fits the characteristic, while 33 respondents feel that GAP fits the characteristic.

In terms of which brand “has better customer service” about 37 respondents felt that Uniqlo fits the characteristic, while only 33 respondents felt that GAP fits the characteristic. Hence, we can conclude that both Uniqlo and GAP excel in their factor of “store layout / design”. But, the majority of respondents felt that Uniqlo is also much better than GAP in the remaining factors such as: the store atmosphere, product quality, variety of products, and it's customer service!

In question 14, we asked our respondents how helpful was our price comparison between Uniqlo and the GAP products to them? About 19 respondents which is about 31.7% said that it was “Very Helpful”. About 14 respondents which is about 23.3% said that it was “Mostly Helpful”. About 21 respondents which is about 35% said that it was “Somewhat Helpful”. About 6 respondents which is only about 10% said that it was “Not Helpful at all”. Hence, we can conclude that the majority of the respondents (54 / 60) found our price comparison between similar products by Uniqlo and GAP as “Useful” and only (6 / 60) respondents found it “Not Helpful at all”.

In question 15, we asked our respondents whether they would recommend Uniqlo to their friends and family? About 18 respondents which is about 30% said “Definitely Yes”. About 34 respondents

which is about 56.7% said “Probably Yes”. About 7 respondents which is about 11.7% said “Probably No”. And only 1 respondent which is about 1.7% said “Definitely No”. Hence, we can conclude that only (8 / 60) respondents would not recommend Uniqlo to their friends and family. But, the rest (52 / 60) of the respondents would recommend Uniqlo to their friends and family.

In question 16 we asked, our respondents would you recommend The Gap to your friends and family. The respondents that answered with Definitely yes was 26.7%. The majority of respondents answered with Probably yes with 51.7% of the total respondents which is more than 30 respondents. There was 20% of the respondents who answered with Probably no. The last answer Definitely no, 1.6% of the respondents chose this answer. With 77.8% positive recommendations we can conclude that The Gap has solidified itself as a reputable clothing company.

In question 17, 70% of the respondents believed that The Gap was more well known by a majority of age groups, leaving 30% of the respondents believed Uniqlo was more known by majority of age groups. These statistics show how Uniqlo’s relative young age can hurt it’s familiarity with certain age groups.

In question 18, we asked about the age of our respondents. About 10% of our respondents were under 18, the majority of our respondents were 18-24 at 61.7% ,10 % of our respondents were 25-34, the least amount of our respondents were ages 35-44 and those over age 45 were 11.7%. With these results we can conclude that the majority of our respondents were young adolescents that ranged from generation Z and Millenials.

In question 19, we asked our respondents about their gender. About 58.3% were female, 38.3% were male and 3.4% of our respondents were either bisexual or Transgender. Although genders may not affect the outcome of our answers, it can definitely alter some answers regarding the woman clothing as some of the male demographic may not find the question suited for them.

In question 20, we asked our survey takers where they currently reside. About 50% of our respondents were currently living in Brooklyn New York, 38.3% of our respondents currently lives in Queens New York, 2.4% of our respondents lived in Manhattan, 3.7% of our respondents lived in The Bronx, 2.4% of our respondents lived in Staten Island and about 3.2% of our respondents resides outside of New York. With the majority of our respondents living in New York, we can state that because of New York having a vast amount of culture we can state that our respondents answers can vary based on the different lifestyles New York entails.

In question 21, we asked our respondents how many people reside in their household. A little more than fifty-eight percent (58.3%) of our respondents live with 4 or more residents in the household. Slightly more than twenty-six percent (26.3%) of the rest of our respondents live with 3 residents in the household.

In question 22, we asked our respondents about the amount of their annual household income. 48.3% of our respondents have an annual household income of \$50,000 or more. Five percent (5%) of our respondents have an annual household income that ranges from \$45,000 to \$49,999. Ten percent (10%) of our respondents have an annual household income that ranges from \$30,000 to \$34,999. Little more than sixteen Percent (16.7%) of our respondents have an annual household income of \$15,000 or less.

In question 23, we asked our respondents about their current marital status. Slightly more than eighty-three percent (83.3%) of our respondents chose single. Slightly more than eleven percent (11.7%) of our respondents chose married.

In question 24, we asked our respondents about their current employment status and to choose all that applies. Thirty-five percent (35%) of our respondents are employed full-time. Slightly more than twenty-three percent (23.3%) are our respondents are employed part-time. Thirty percent (30%) of our respondents are full-time students. Ten percent (10%) of our respondents are part-time students. twenty

percent (20%) of our respondents are unemployed. Slightly more than twenty-six percent (1.7%) of our respondents are self-employed.

In question 25, we asked our respondents about their highest level of education they have completed. Slightly more than twenty-six percent (26.7%) of our respondents have some high school experience. Twenty-five percent (25%) of our respondents have completed high school or GED. Slightly more than twenty-six percent (26.7%) of our respondents have college experience but no degree. Ten percent (10%) of our respondents have an associates degree. Ten percent (10%) of our respondents have a graduate degree such as a Master's, Doctorate, etc.vzzz

In question 26, we asked our respondents about their ethnicity. Slightly more than fifty-eight percent 58.3% of our respondents are African Americans. fifteenth percent (15%) of our respondents are Hispanics. Ten percent (10%) of our respondents are Asians/Pacific Islanders. Slightly more than eight percent 8.3% of the rest of our respondents are Caucasians.

Tables and Figures:

Table 1

“Amount of time spent on a typical shopping trip”

Number of hours	Number of respondents	Total
Less than 1 hour	15	25%
1 to 2 hours	23	38.3%
3 to 4 hours	17	28.3%
5 to 6 hours	4	6.7%
7 + hours	1	1.7%
Total	60	100%

N = 60

Question #1. On average, how much time do you spend on a typical shopping trip for clothing? (Please choose only one)

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

Table 2

“Amount of money spent on a typical shopping trip”

Dollars spent	Number of respondents	Total
Less than \$100	18	30%
\$100 to \$199.99	22	36.7%
\$200 to \$299.99	15	25%
\$300 to \$399.99	4	6.7%
\$400 or more	1	1.7%
Total	60	100%

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)*

Table 3

“Gender of the respondents ”

Gender	Number of respondents	Total
Female	35	58.3%
Male	23	28.3%
Transgender	1	1.7%
Bisexual	1	1.7%
Total	60	100%

N = 60

Question #19. What is your Gender?

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

Basic Table: 4

“Number of people in household”

Number of members in a household	Number of respondents	Total
One	3	5%
Two	5	8.3%
Three	17	28.3%
Four or more	35	58.3%
Total	60	100%

N = 60

21. How many people live in your household?

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

Basic Table: 5

“Marital Status of the respondents ”

Marital Status	Number of respondents	Total
Single	50	83.3%
Married	7	11.7%
Divorced	0	0%
Widowed	1	1.7%
Separated	2	3.3%
T	60	100%

N = 60

23. What is your current Marital Status?

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

Table 6

“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)*

Table 7

“Employment Status of the respondents”

Recommend Uniqlo	Total	Brooklyn	New Jersey	Pennsylvania	Manhattan	Queens	Male	Female	Other
Definitely Yes	19/60	9/32	0/1	1/2	0/2	9/23	7/23	12/35	0/2
		28.1%	0%	50%	0%	39.1%	30.4%	34.3%	0%
Probably Yes	33/60	22/32	1/1	1/2	2/2	7/23	9/23	23/35	1/2
		68.7%	100%	50%	100%	30.4%	39.1%	65.7%	50%
Probably No	7/60	1/32	0/1	0/2	0/2	6/23	7/23	0/35	0/2
		3.1%	0%	0%	0%	26%	30.4%	%	%
Definitely No	1/60	0/32	0/1	0/2	0/2	1/23	0/23	0/35	1/2
		0%	0%	0%	0%	4.3%	0%	0%	50%
Total	60	32	1	2	2	23	23	35	2

Question #15. Would you recommend Uniqlo to your friends and family?

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

Table 8**“Inexpensive Substitutes”**

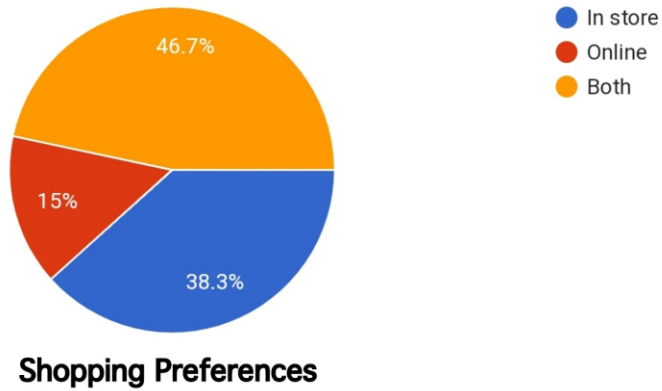
Inexpensive Substitutes	Total	Male	Female	Other	Single	Married	Separated	Widow
Always	15/60	4/23	10/35	1/2	11/50	2/7	1/2	1
	25%	17.4 %	28%	50%	22%	28.6%	50%	100%
Sometimes	23/60	9/23	14/35	0/2	21/50	1/7	1/2	0/1
	38.3%	39.1 %	40%	0%	42%	14.3%	50%	0%
Rarely	15/60	5/23	9/35	1/2	12/50	3/7	0/2	0/1
	25%	21.77 %	25.7%	50%	24%	42.9%	0%	0%
Never	7/60	5/23	2/35	0/2	6/50	1/7	0/2	0/1
	11.7%	21.7 %	5.7%	0%	12%	14.3%	0%	0%
Total	60	23	35	2	50	7	2	1

Question #7. Do you ever look for inexpensive substitutes of trendy clothes and accessories?

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

Figure 1

“Shopping Preferences”

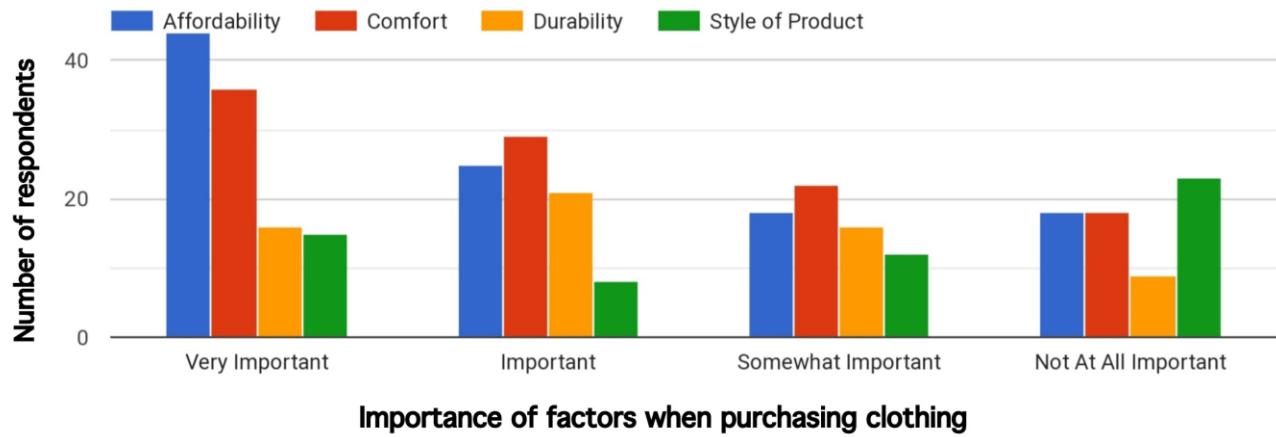


Question #2. How do you prefer to shop for clothing the most? (Please choose only one)

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

Figure 2

“Importance of factors when purchasing clothing”

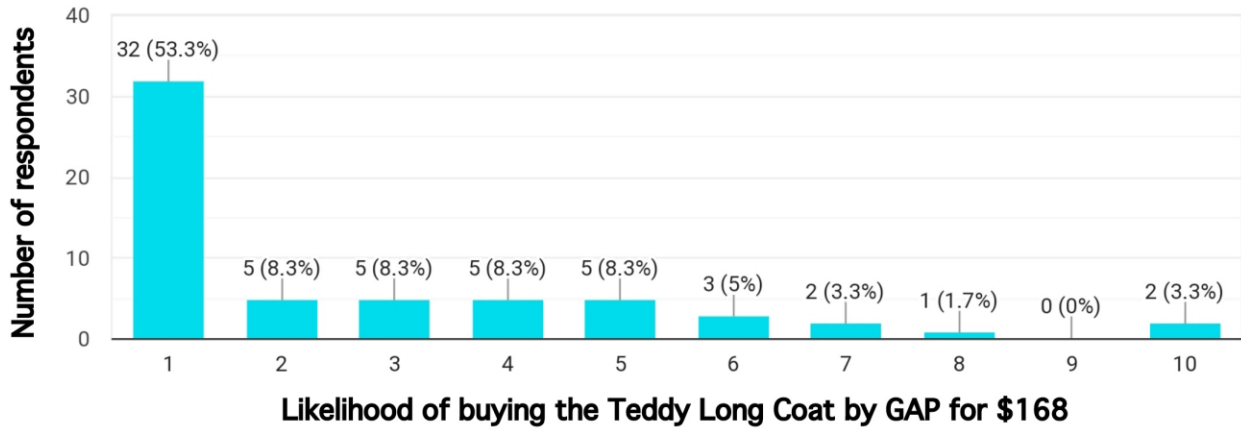


Question #5. How important are each of the following factors when purchasing clothing? (Please respond to each factor listed below)

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

Figure 3

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



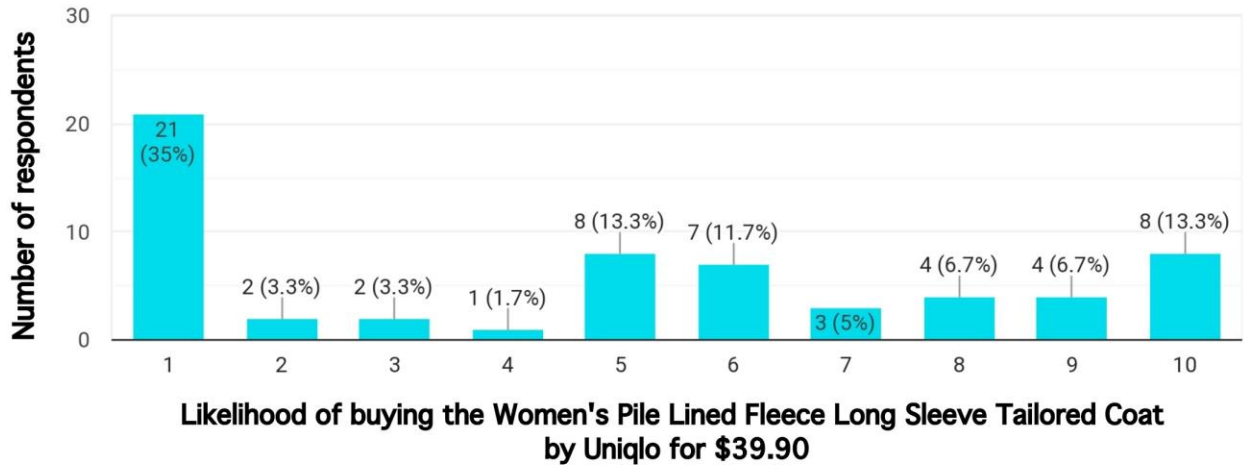
(Note: The respondents knew about the price and descriptions of the product but, were unaware of its brand).

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”

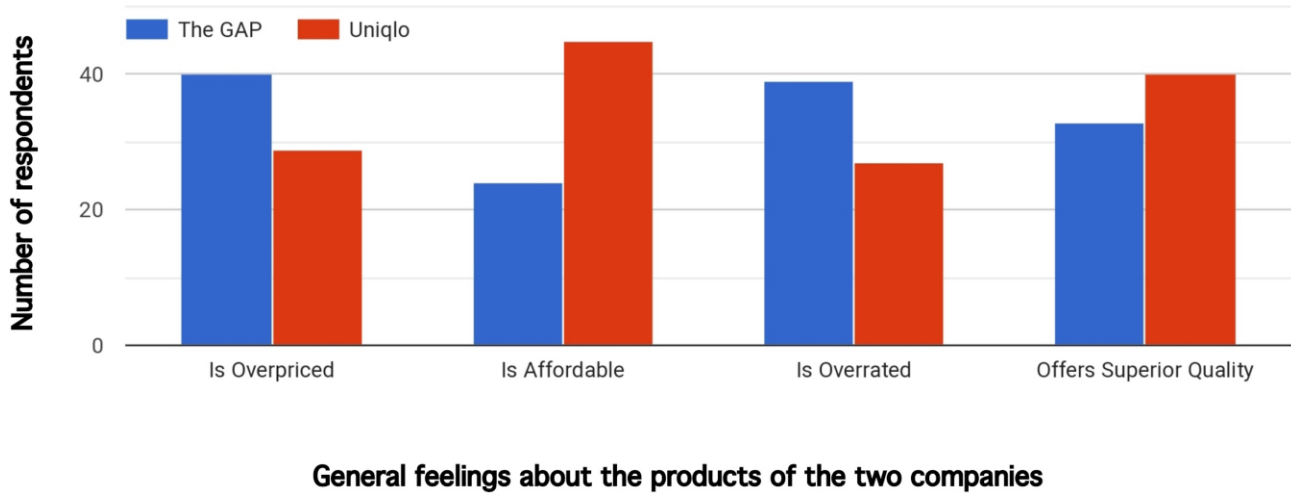


Question #11. On a scale from 1 to 10, how likely or unlikely are you to buy the Women's Pile Lined Fleece Long Sleeve Tailored Coat by Uniqlo for just \$39.90?

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

Figure 5

“General feelings about the products of the two companies”

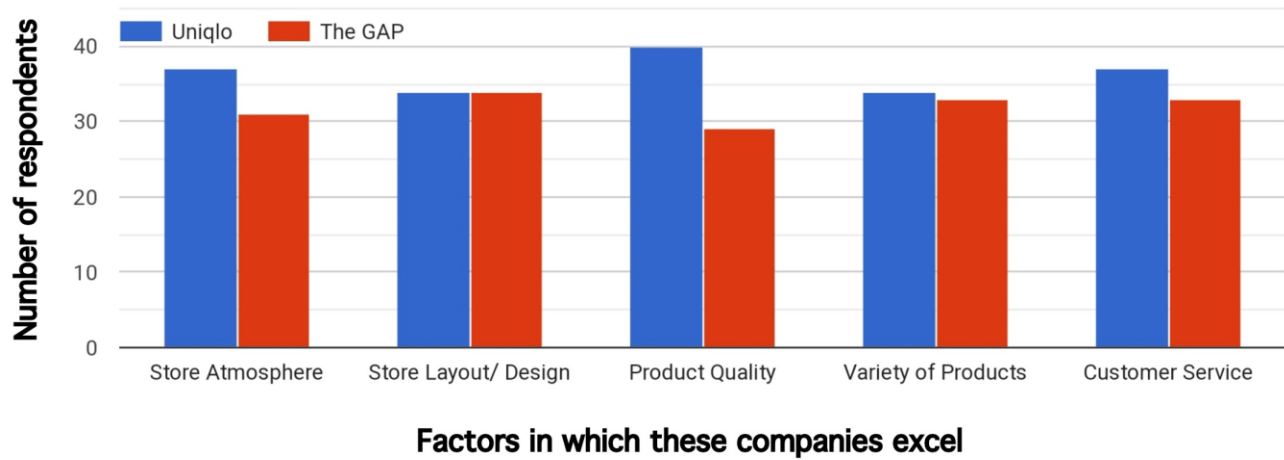


Question #12. Based on your answers to the above questions, what are your general feelings about the products of the two companies listed below? (Please choose only one retailer for each characteristic listed below).

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

Figure 6

“Factors in which both 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)*

VII. Conclusion

As we said before, Uniqlo and Gap are currently competitors in the clothing market today. After finishing our research, conducting our surveys, getting our secondary data, and reviewing the results, we were surprised to see that Uniqlo had been favored by many of the respondents in the survey. Many of the questions we asked were related to whether the respondent favored GAP or Uniqlo. The majority of respondents felt that GAP “is overpriced” and “overrated” while Uniqlo “is affordable” and “offers superior quality”. Uniqlo is relatively new, as it was founded in 2006. Gap has been around since 1969. Our First thoughts were that GAP would have the the popular vote, but the survey said otherwise. From affordability to comfortability, and to which company our respondents would recommend to family and friends.

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”. And what we discovered was that the consumers were more likely to purchase Women’s Pile Lined Fleece Long Sleeve Tailored Coat by Uniqlo for \$39.90 than the Teddy Long Coat by GAP for \$ 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 of 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”.

VIII. The B.C.M.R Inc Questionnaire

The Best Choice

Marketing Research, Inc.



“In Confusion? We’re The Solution!”



“In Confusion? We’re The Solution!”

We are currently conducting an important survey on clothing purchasers like you in the New York City Area. We are determined to find out what consumers are looking for when choosing a clothing brand. This is a survey on two worldwide leading clothing brands – Uniqlo and the GAP. Your responses are very important to our research and will be kept strictly confidential. We would appreciate that you answer all questions honestly and to the best of your ability.

Thank You!

1. On average how much time do you spend shopping? (Please choose only one)

- ½ to 1 hour
- 1 to 2 hours
- 3 to 4 hours
- 5 to 6 hours
- 7 + hours

2. How to you prefer to shop? (Please choose only one)

- In store
- Online
- Both

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

- Under \$99
- \$100 to \$199
- \$200 to \$299
- \$300 to \$399
- Other (be specific) _____

4. How much do you usually spend on buying a winter jacket?

- Under \$ 60.00
- \$ 60.00 to \$ 79.99
- \$ 80.00 to \$ 99.99
- \$ 80.00 to \$ 99.99
- \$ 100.00 to \$ 119.99

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

Factors	Very Important	Important	Somewhat Important	Not Important At All
Affordability				
Comfort				
Durability				
Style of Product				

6. If you see your favorite celebrity wearing a stylish outfit, how likely or unlikely are you to buy the same outfit? (Note: the outfit is super expensive!)

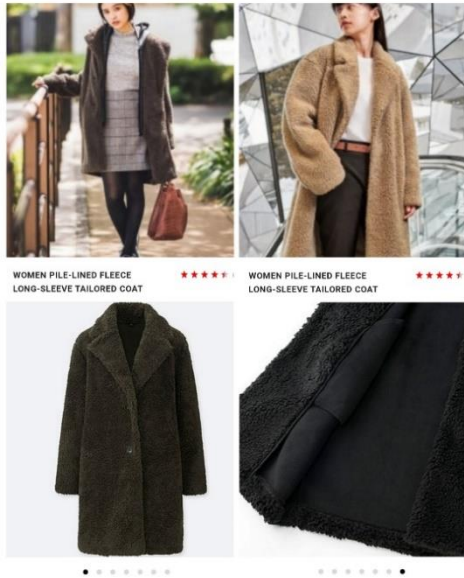
- Very likely
- Likely
- Somewhat likely
- Not likely at all

7. Do you ever look for inexpensive substitutes of trendy clothes and accessories?

- Always
- Sometimes
- Rarely
- Never

8. One of the jackets down below costs \$ 168. Based on their product specifications, which of these jackets cost \$ 168? (Note: these jackets are "similar" products from the GAP and Uniqlo, please choose only one)

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

“OR”

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

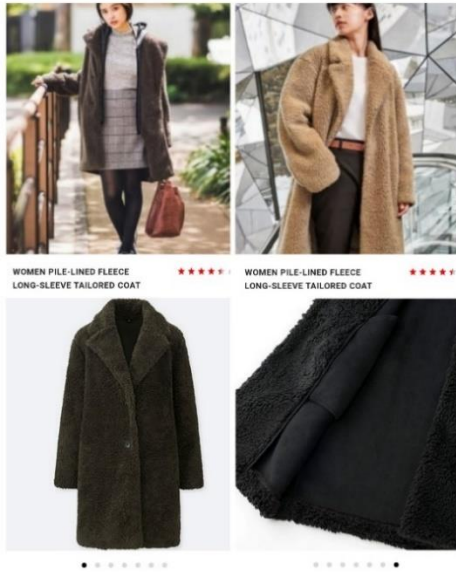
fabric & care -

- 100% Polyester
- Dry clean.
- Imported.

Long Teddy Coat

9. One of the jackets down below costs \$ 39.90 only. Based on their product specifications, which of these jackets cost \$39.90? (Note: these jackets are "similar" products from the GAP and Uniqlo, please choose only one)

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

“OR”

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.

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?

1 2 3 4 5 6 7 8 9 10

Unlikely Likely

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 just for \$39.90?

1 2 3 4 5 6 7 8 9 10

Unlikely Likely

12. Based on your answers for the questions above, how do you feel about the products of the two companies listed below? (Please respond to each retailer listed)

Characteristic	Uniqlo	The GAP
Is Overpriced		
Is Affordable		
Is Overrated		
Offers Superior Quality		

13. How helpful was this price comparison between Uniqlo and the GAP products to you?

- Very Helpful
- Helpful
- Somewhat Helpful
- Not helpful at all

14. Would you recommend Uniqlo to your friends and family?

- Yes
- No
- Maybe
- Definitely

15. Would you recommend The GAP to your friends and family?

- Yes
- No
- Maybe
- Definitely

16. In your opinion which one of these clothing retailers is known by a majority of age groups?

- Uniqlo
- The GAP

17. What is your Age?

Under 18

18 – 24

25 – 34

35 – 44

45 +

18. What is your sex?

Female

Male

Other (Please specify) _____

19. Where do you reside currently?

Brooklyn

Queens

Manhattan

The Bronx

Staten Island

20. How many people live in your household?

One

Two

Three

Four+

21. What is your annual household income?

\$30,000-\$34,999

\$35,000-\$39,999

\$40,000-\$44,999

\$45,000 +

22. What is your marital status?

Single

Married

Divorced

Widowed

Separated

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

Employed Full – Time

Employed Part – Time

Full – Time Student

Part – Time Student

Unemployed

Self – Employed

Retired

24. What is the highest level of education you have completed?

- Some High School
- High School/GED
- Some College, no degree
- Associates degree
- Bachelor's degree
- Graduate degree (Masters, Doctorate, etc.)

25. What is your Ethnicity?

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