

Market Research Report for “Second Skin” Jeans

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Secondary Research

Despite being traditionally referred to as 'unfeminine', jeans have become highly fashionable items of clothing throughout the past couple of decades, so much so that a mere 2% of the women in Britain agree with the statement. Today, "Women have embraced jeans and they now have pride of place in the wardrobe, a position that shows no sign of changing." [1]

Already sold in high numbers, jeans sales are expected to grow considerably both for men and women's segments of the market, especially for the 15-24 age band; which is the highest spending group in the jeans market. Research by Mintel [1] reveals that in 2006 81 million pairs of jeans were sold in the UK alone – 32.2% more sales than in 2002. The same report estimates that by 2012 the women's jeans segment will see a 48% increase in value and a 47% increase in volume, while men's jeans sales are expected to go up by 33% in value and 38% in volume [see Figures 1, 2 and 3].

Even though men tend to buy more pairs of jeans than women according to the annual average, the latter are more interested in the style of jeans, whereas men buy jeans mainly for their practicality. Also, it is important to note that women tend to buy different pairs of jeans for different occasions, while most men usually wear the same pair of jeans for several occasions. Furthermore, market research shows that consumers have a tendency of moving towards "customisation and desire for unique products" [1]. Thus, consumers in general and women in particular are more and more attracted by the style and price of jeans rather than the actual brands. The new trends in jeans are about design innovation, yet there are no particular rules: "This season, where denim is concerned, anything goes." [2].

This was different when Levi's, for instance, started their advertising campaign in Britain. As John Hegarty; the co-founder of the London-based advertising agency BBH once said: "What was this brand all about? It was about an absolute dedication to a quality product [...] that exploded at a time when the teenager was born, when rebellion was born." [3] In fact, BBH used the human body in their Levi's ads for the very first time entirely to sell a product. As a result, within two years, sales were up by 800%. It is obvious then that sex sells, that people need to feel attractive in the clothes that they wear because this gives them confidence in themselves [3].

Quantitative Research

The information gathered from the quantitative research basically backs up the ideas initially thought of; most people wear jeans as a more casual, or a going out piece of clothing, they have a different uses for them, and different jeans to suit them different occasions [figure 8]. The majority of jeans were bought from high street shops, [figure 6] we will have to change our first ideas, as we were originally looking at selling in boutique stores.

Looking at figure 7, there is a continuous importance on certain aspects. Price style and comfort we will have to be highly considered throughout this project. The idea of reversible jeans is not as known as we had wished, as you can see from figure 9, only 25% have heard of them. However it did become evident the two most popular colours of jeans, [figure 10] which effectively will help in outlining the colours to be used on the jeans in the print advert. Figure 11 showed the response expected, most responded to the average, and played it safe, only a small portion preferred to stand out. This will affect the design ideas, and alterations will have to be made to try and keep more mainstream with the look and style.

Qualitative Research

Focus group: 12/11/09

Here are some observations for the focus group we held on the above date

The group consisted of eight women all aged 18-25. The group was led and mediated by Chris Thornton and Rares Stoica.

Various questions were asked first about the participant's lifestyle choices. We found that about 90% of the group socialised regularly with friends and/or family; choosing bars and clubs over traditional pubs.

The entire group made an effort to "dress up" when they were in these social situations. Jeans were a common fashion choice with the shape of jeans being the most important factor followed by price then brand. Brand was important to some of the group and brand loyalty came in to it. But shape was the defining purchasing factor.

Something that 100% of the group agreed upon was the idea that reversible jeans would have interesting patterned lining.

80% of the group had not heard of reversible jeans.

They saw the design factor more important than the practical applications of having essentially two pairs of jeans.

The group also wholly agreed that these jeans would be perfect for travel; especially for nights out and weekends away.

The group liked the name "second skin" 100%

95% of the group felt it was important to stand out and would be happy to be the only person wearing those jeans in a social situation.

Something that came up quite a bit was customization. 50% of the group felt that would be a good idea.

100% of the participants felt like they needed pockets on the jeans for practical use.

100% of the group did not like the advert campaign idea of the jeans getting wet and switching sides but liked the idea of seeing the jeans in a social situation.

And 75 % said that they imagine they would see these jeans in high-street stores priced between £25-30.

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Conclusion

In conclusion; after completing secondary, qualitative and quantitative research; we have decided to market jeans. However, they are different to regular jeans as they are reversible; two different colours on either side that the consumer is able to design themselves. The name of our company will be “*Second Skin*” – as the jeans will be like a second skin to the consumer.

The reason for targeting this product exclusively at women is because this particular group is by and large more interested in the design of the jeans than men are. Further, the fact that *Second Skin*’s target audience is 18-25 females owes to the fact that this age group tends to be highly interested in the way they look in an educational/professional environment and elsewhere. Moreover, the sales of jeans are higher for younger consumers than they are for the older ones [1].

“*Second Skin*” is a new company that seeks to appeal to the female consumers by offering them the possibility to both look and feel good. The USP of the product is as follows:

Stylish reversible jeans that women can design themselves and wear both in places that require a rather formal outfit (i.e.: university, office) or a casual one (i.e.: social events).

Inspired by the marketing research, “*Second Skin*” jeans combine the stylish design with high quality denim in a wide range of colours and prints – all for an affordable price. Also, the practicality of this product is not to be overlooked; as became evident in the focus group; less luggage when travelling is extremely practical. Finally, the consumer will have the ability to design their jeans themselves- this was something that was brought up as an idea in the focus group and one we think would appeal to the individualists.

Bibliography

1. Mintel - http://academic.mintel.com/sinatra/oxygen_academic
2. Vogue Magazine 2009; Condé Nast Digital UK 2009
3. Curve 2009 - <https://curve.coventry.ac.uk/>

Appendices

Figure 1: Forecast of the total jeans market (Mintel)

	m	At current prices	At 2007 prices	Average price at current prices
	units	£m	£m	£
2002	61	1,143	1,044	18.74
2003	64	1,222	1,134	19.09
2004	71	1,320	1,260	18.59
2005	75	1,382	1,350	18.43
2006	81	1,450	1,436	17.90
2007	86	1,514	1,514	17.60
2008	91	1,606	1,643	17.65
2009	97	1,692	1,748	17.44
2010	105	1,830	1,891	17.43
2011	113	1,957	2,043	17.32
2012	121	2,082	2,110	17.21

Figure 2: Forecast of the men's jeans sector (Mintel)

	m	At current prices	At 2007 prices	Average price at current prices
	units	£m	£m	£
2002	29	598	546	20.62
2003	30	660	612	22.00

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2004	33	709	677	21.48
2005	35	750	733	21.43
2006	37	788	780	21.30
2007	40	827	827	20.68
2008	42	872	892	20.76
2009	44	915	946	20.80
2010	47	979	1012	20.83
2011	51	1040	1086	20.39
2012	55	1100	1115	20.00

Figure 3: Forecast of the women's jeans sector (Mintel)

	m	At current prices	At 2007 prices	Average price at current prices
	units	£m	£m	£
2002	24	448	409	18.67
2003	25	461	428	18.44
2004	27	505	482	18.70
2005	29	525	513	18.10
2006	32	551	545	17.22
2007	34	573	573	16.85
2008	37	615	629	16.62

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2009	40	654	676	16.35
2010	44	725	749	16.48
2011	47	787	822	16.74
2012	50	846	857	16.92

Figure 4: Questionnaire

Market Research for Jeans

A short questionnaire for market research for jeans

*1) Please confirm you are female
(If the answer is no, please do not continue)

Please Select
 Yes
 No

*2) Please confirm you are aged between 18 & 24
(If the answer is no, please do not continue)

Please Select
 Yes
 No

*3) How many pairs of jeans do you buy for yourself per year?

0
 1-3
 4-6
 More than 6

*4) Where do you buy your jeans?

Supermarket
 High street store
 Boutique
 Other (Please Specify):

*5) Please rate in order of preference from one to five, how important the following are to you when you buy jeans (one being the most important)

Price
 Quality
 Comfort
 Practicality
 Style

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*6) Where do you wear your jeans?

- Home
- Work
- Univeristy/College
- Social situation- day
- Social situation- night

Other (Please Specify):

*7) Have you ever heard of reversible jeans?

-
-

*8) Which of the following colours would you consider wearing?

- Black
- Dark blue
- Green
- Red
- Light blue
- Grey
- White
- Animal print

Other (Please Specify):

*9) Mark on a scale of 1-6, how important it is for you to stand out? (6 being the most important)

- 1
- 2
- 3
- 4
- 5
- 6

10) Please select your ethnicity

- White- British
- White- Irish
- White- Other
- Black- African
- Black- Caribbean
- Black- Other
- Asian- Indian
- Asian- Pakistani
- Asian- Bangladesh
- Asian- Chinese
- Asian- Other
- Mixed- White and Black African
- Mixed- White and Black Caribbean
- Mixed- Other
- Other (Please Specify):

Figure 5: Question 1 – No. Of jeans bought for self per year

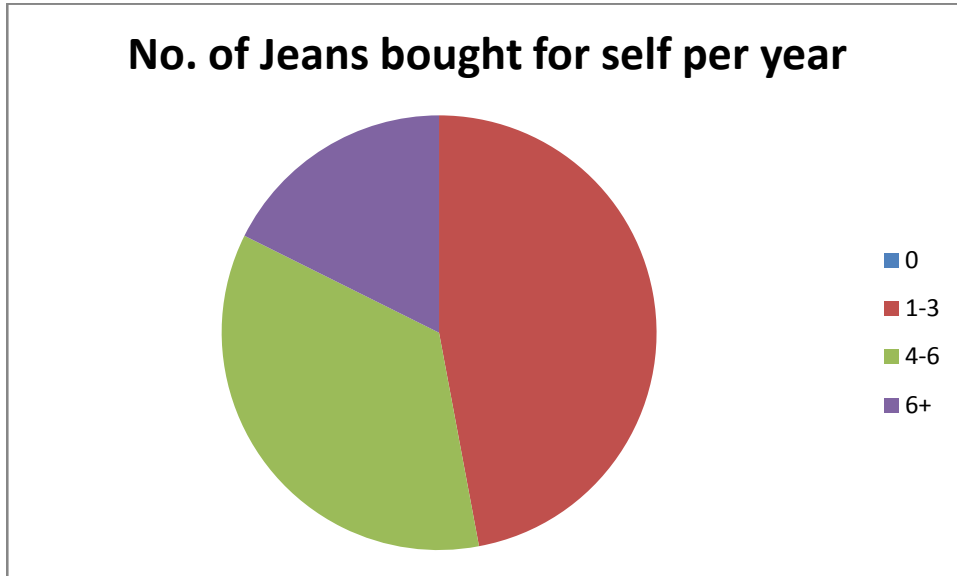


Figure 6: Question 2- Where jeans are bought

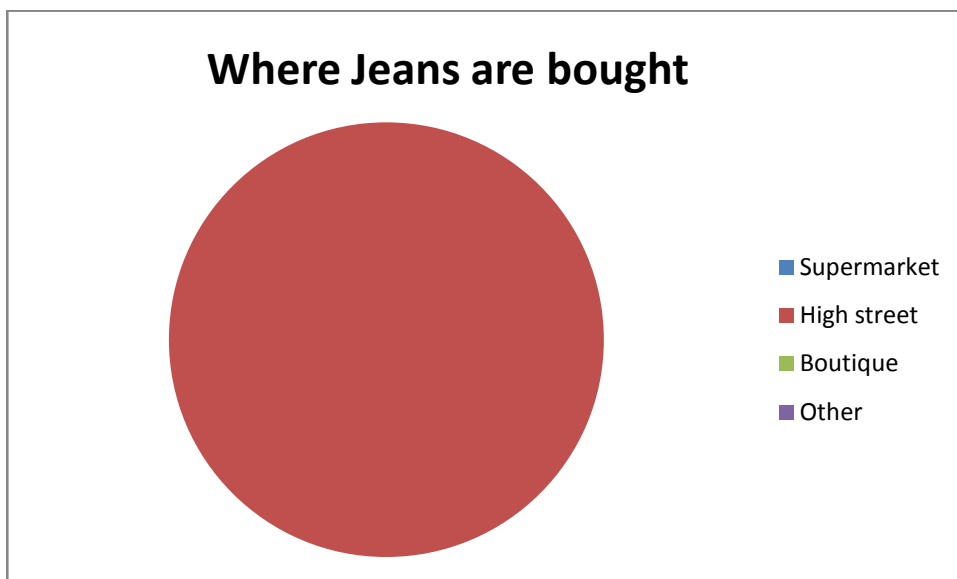


Figure 7: Question 5- Importance of functions of jeans

Please rate in order of preference from one to five, how important the following are to you when you buy jeans (one being the most important)

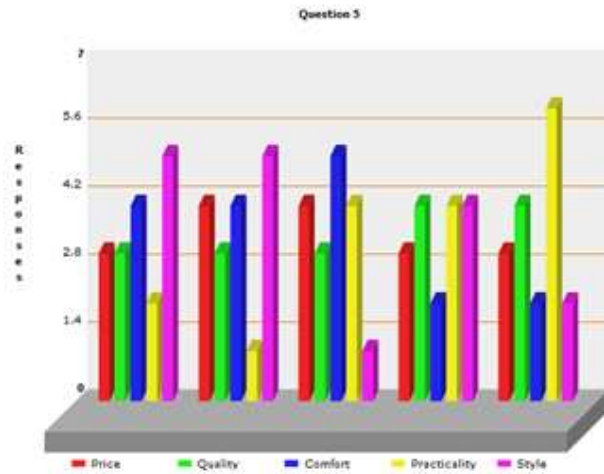


Figure 8: Question 6- Where jeans are worn

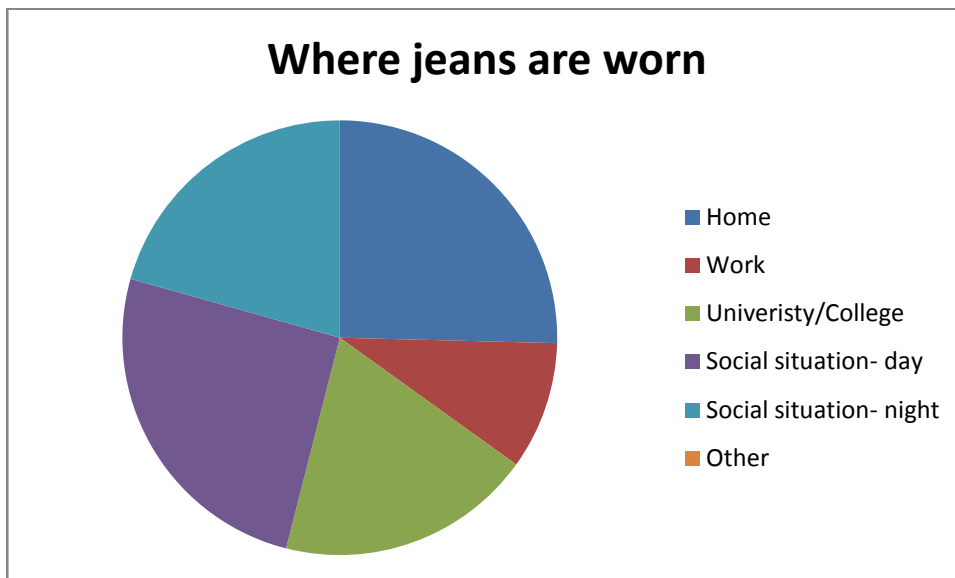


Figure 9: Question 7 – Knowledge of reversible jeans

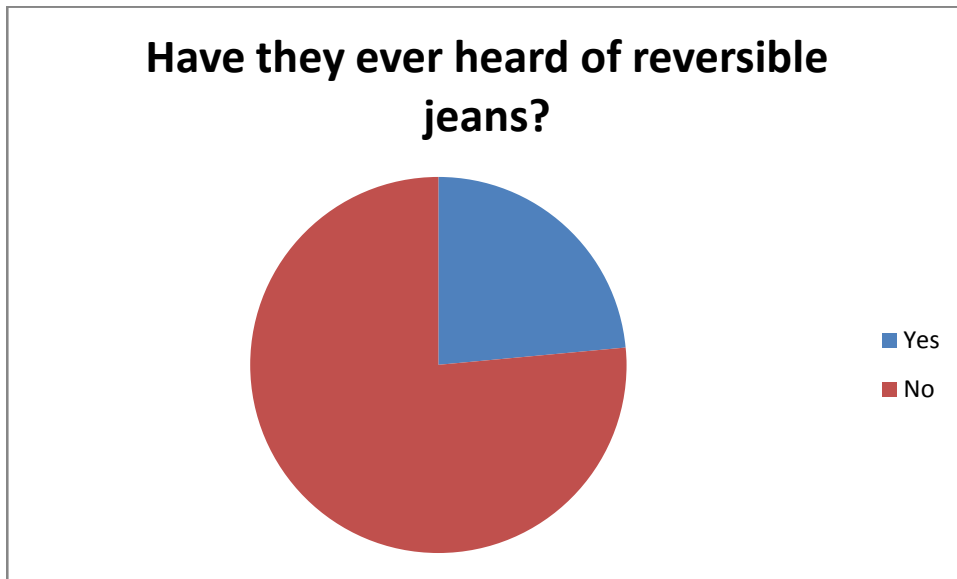


Figure 10: Question 8 – Colours they would consider wearing

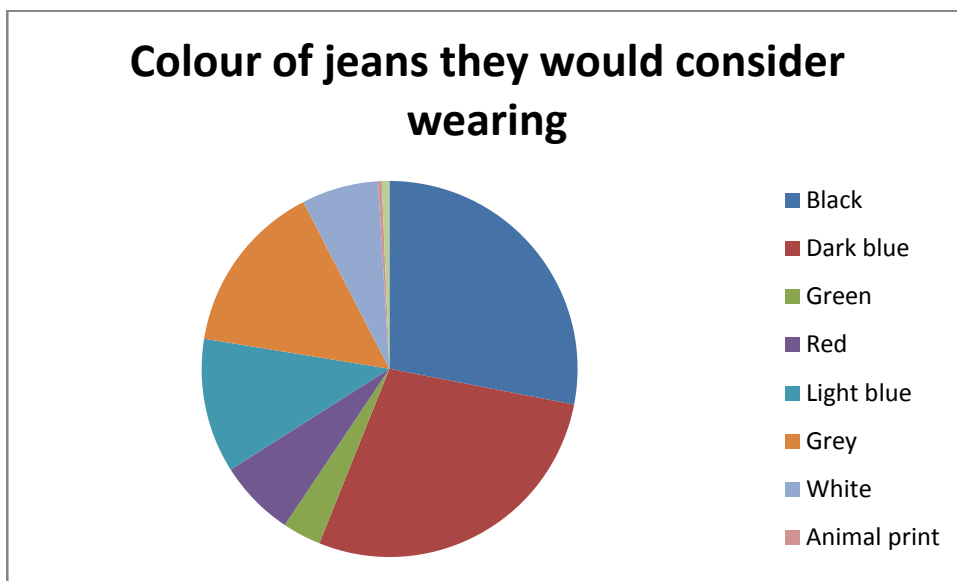


Figure 11: Question 9 – Importance of standing out

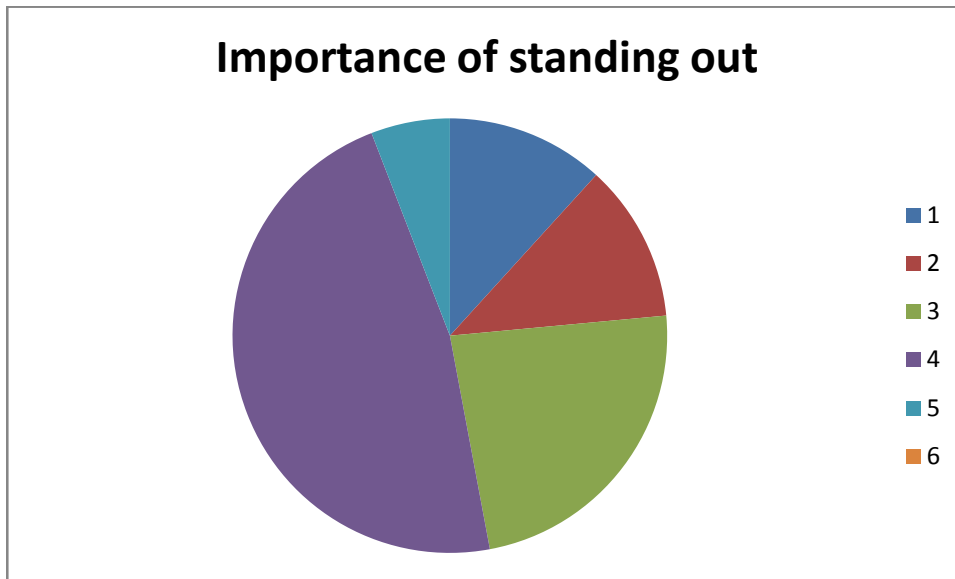


Figure 12: Question 10 – Ethnicity of those who responded

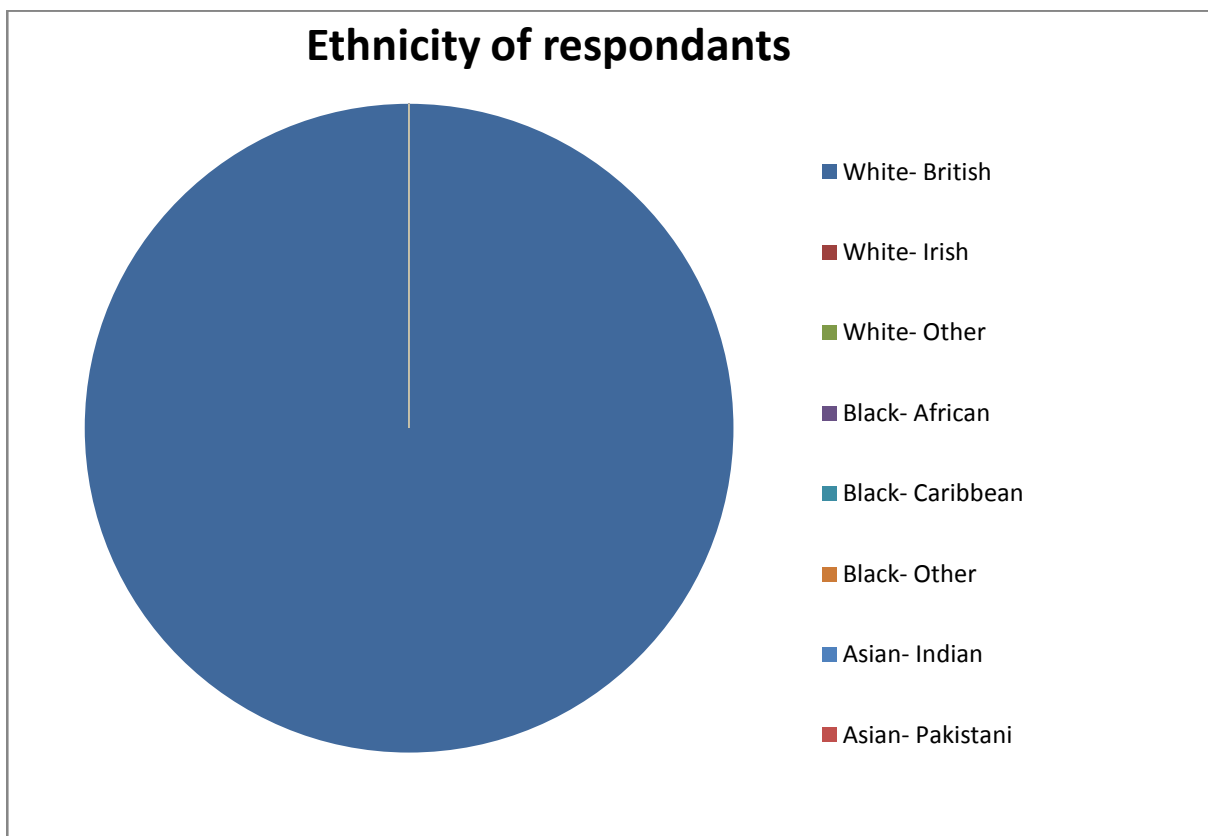


Figure 13: Results of questions in focus group

