Fall 2010

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| Levi’s Marketing Opportunity Group Project | Team Showcase |



**Table of Contents**

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| --- | --- |
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xi: ………………………………

Part I: ………………………………

Part II: ………………………………

Part III: ……………………………….

Part IV: ………………………………

Part V: ………………………………

Part VI: ………………………………

Table of Exhibits

Executive Summary

Introduction & Marketing Opportunity

Research and Design

Presentation & Analysis of Findings

Marketing Implications

Appendices

**Table of Exhibits**

**Exhibit 1- Questionnaire**…………………………………..

**Graph 1- Familiarity of Brand**…………………………..

**Graph 2- Brand Perception**……………………………….

**Graph 3- Frequency of Use**……………………………….

**Graph 4- Purchase Characteristics**……………………

**Graph 5- Gender**……………………………………………….

**Graph 6- Overall Perception of Levi’s**………………

**Table 1- True Religion Crosstabs**………………………

**Table 2- Lucky Brand Crosstabs**………………………..

**Table 3- Characteristic Assessments**…………………

**Table 4- Purchase Motivation**…………………………..

**Table 5- Length of Usage**………………………………….

**Table 6- Gender vs. Familiarity Crosstabs**…………

**Table 7- Likelihoods**………………………………………….

**Exhibit 2- Semantic Differential**……………………….

**Exhibit 3- Attribute Rating**………………………………..

**Exhibit 4- Focus Group Moderator’s Guide**………

**Exhibit 5- Focus Group Results**…………………………

**PAGE 31-32**

**PAGE 33**

**PAGE 33**

**PAGE 34**

**PAGE 34**

**PAGE 35**

**PAGE 35**

**PAGE 35-36**

**PAGE36-37**

**PAGE 37**

**PAGE 38**

**PAGE 38**

**PAGE 39**

**PAGE 39**

**PAGE 40**

**PAGE 40**

**PAGE 41-42**

**PAGE 42-43**

**Part I: Executive Summary**

As a group, our project team hypothesized that the best way to gauge the opinions of our target market regarding the Levi’s brand as currently constituted would be through surveys and focus groups. By sending out electronic surveys through the UIC Blackboard system and through email, our project team was able to reach out to our target market of class and fashion-conscious, 20-to-30 year old students at the University of Illinois-Chicago (UIC). Our project group decided to target this segment of the population due to the fashion-consciousness of the 20 to 30 year old age range, as well as the disposable income available to these individuals. This fashion-consciousness and need for social acceptance can be witnessed in the current fashion trends for this population segment that our project group was able to discover through secondary research.

Our survey results indicated that 32 of our 66 respondents had income that they would be willing to purchase a pair of “ideal” jeans that meet all of their expectations. Of these 66 respondents, 30 indicated they usually spend between $25 and $50 when purchasing a pair of jeans. Our project group determined that these two results—along with the other research results that follows in this report—helped support our hypothesis that targeting the class and fashion-conscious 20-to-30 year old population at UIC for our study was a sound decision.

These preliminary surveys helped our project team screen respondents, gather a somewhat random selection of responses, and avoid selecting a completely homogenous sample of respondents. Our team was able to garner 62 responses to our survey—a sample size with which our group was satisfied enough to assume results fairly representative of our target market. We accomplished our goal of assembling a heterogeneous sample by gathering responses from individuals who:

* Identified as either men or women
* Already liked the Levi’s brand, as well as those who disliked or were indifferent to the Levi’s brand
* Already considered Levi’s as a “trendy” brand, as well as those who did not hold consider Levi’s to be a “trendy” brand

The results from our survey were mostly in support of what our project group hoped to find. On average, our respondents held a positive perception of the Levi’s brand, viewed Levi’s as a “trendy” brand, and were generally satisfied with the brand and product delivered by Levi’s. The analysis completed by our project group focused on survey responses received from the sample of our target market, semantic differentials, and our focus group. While our surveys and semantic differential gave our project group quantitative information, our focus group gave us qualitative information with which we could work.

Our focus group involved the comparison of a pair of Levi’s jeans and a pair of True Religion jeans, which are widely considered by our survey respondents to be “trendy.” Since all tags and identifying marks on both jeans were concealed, this comparison was a blind comparison for focus group participants. Our focus group results came back generally in support of Levi’s—most respondents indicated that Levi’s was better in terms of fit, quality, comfort, and appearance. Of the 11 focus group participants, only one that indicated that the name brand would make a difference in his or her purchasing decisions.

The major implications derived from this study show the following:

* Levi’s is perceived as an above average brand
* The difference in lifestyles between current Levi’s owners and owners of other jean brands
* The Levi’s marketing campaign lacks effectiveness in the United States for our target market

Finally, the analysis of these three research findings led our project group to several conclusions regarding:

* Our current target market of class and fashion conscious, 20-to-30 year olds
* The marketing implications for Levi’s, including possible improvements of the Levi’s marketing strategy
* An analysis of currently successful strategies

**Part II: Introduction & Marketing Opportunity**

The objective of our project group is to reposition Levi’s jeans as a trendy line of clothing that will be targeted to a younger, more class and fashion-conscious group of consumers. From its creation, the Levi’s brand has represented durability, quickly becoming known as “the working man’s pants.” Originating in San Francisco during the Gold Rush of 1849, Jacob Davis and Levi Strauss patented the rivet, which was used to strengthen the pants of the workers who mined for gold. This first-rate durability has become a staple of Levi’s jeans, and has remained with Levi’s to this day—to a certain extent. Though Levi’s jeans are no longer considered strictly work pants, they are still seen as a durable, quality brand that is not as trendy as the products of their competitors. While Levi’s has made great strides to become more trendy, our project group would like to take advantage of their existing strengths and make further improvements to their marketing strategy and positioning, in order to reach out the class and fashion-conscious 20-to-30 year old demographic.

Although, from secondary research, we knew that Levi’s is perceived as high-quality and durable, our project group was interested in supplementing this pre-existing image with a new, trendy perception. We hypothesized that—by combining and promoting attributes such as durability, quality, and fashion—we would be able to reposition Levi’s as a trendy line of clothing by changing the popular perception of the brand from simply durability to a perception of style *and* substance. As previously mentioned, our project group was interested in the class and fashion-conscious 20-to-30 year-old target market who wear jeans for both everyday use, as well as fashion. While there is a wide distribution of jeans, differing in cuts, colors, quality, price and several other attributes, our project group will make several recommendations regarding how Levi’s can position itself as a trendy brand in order to capture this class and fashion conscious market segment.

While our project group has already specified that our over-arching goal is to target a market of class and fashion conscious individuals within the age range of 20–30, we decided that this large segment could be further stratified into smaller divisions by amount of income, specific levels of college education, and divisions of usage amount and reasons for usage. The initial decision to choose individuals in the 20-to-30 year age range was due to the prevalent consciousness of fashion trends, an apparent necessity to adhere to these trends, and the disposable income present with this age demographic. Using this as our first strata of segmentation, our project group was able to break the large 20-to-30 year old demographic into the more specific segments mentioned above. Our survey results—which will be further analyzed in the following pages—showed that our target market is willing to spend money on a quality pair of jeans, but also indicated that fashion and style is the most important attribute contributing to a purchase decision. Our project group was confident in working on the assumption that identifying a marketing strategy that exemplified Levi’s dedication to both quality and trendiness would be the most effective way to capture our target market and reposition Levi’s as a more fashionable brand. By establishing these working assumptions, which were later supported by our primary and secondary research data, our project group was able to clearly define our area of opportunity.

As a group, we were able to determine that our area of opportunity was to reposition the Levi’s brand as a trendier brand among younger consumers, as mentioned above. The targeted demographic of 20-to-30 year olds constitutes a large portion of class-conscious consumers looking to achieve social acceptance, as well as individuals with a fashion-sense developed through trendy clothes and a unique expression of their lifestyle.

From an observational standpoint, fashion styles seem to be in a state of constant flux—this seems to hold true for jeans as well. Being a staple of American fashion and everyday life—as exhibited by our survey and focus group results—jeans have been a popular article of clothing that designers have constantly explored ways to make them different and more appealing.  This can be seen, again, through simple observation. For example, a few of the new fashions this fall for women’s jeans include: paneled denim; cropped 50’s styled jeans; skinny cargo jeans; straight slouch jean; jeans in dark colors, like brown and purple; and high waisted bell-bottom revamped 70’s style jeans.  For men, straight leg jeans continue to be more popular than skinny jeans, while ripped and vintage-style jeans are trending into fashion.

Our target market is very class and image conscious.  Today, it seems that there is more social need than ever to fit the “fashionable” mold, which is partially due to heavy media influence. TV shows like Gossip Girl, One Tree Hill, Project Runway, and America’s Next Top Model, are full of attractive young people who set the image standard for our target market. From this mass-exposure, clothing companies are able to penetrate the market, providing an endless amount of brands and styles. Levi’s can fulfill this perceived need for social acceptance by conveying an image of high fashion and stylishness.  Combined with Levi’s comparatively low price and high quality, our target market can afford fashionable products while still being able to obtain high quality at a low price.

Generation Y adults are classified between the ages of 19 and 28 years of age. Within this age group is our target market and, specifically, the college students with whom we chose to conduct our research. It has been noted that Generation Y responds to marketing much differently than other generations, such as the Baby Boomers (ages 44-64) and Generation X (31-43). It is necessary to market to Generation X differently because it is a generation with individuals who “do not like labels, are cynical, and do not want to be singled out and marketed to” (*Consumer Behavior 10e.p. 393 Schiffman et al.).* From this, one can draw that Generation X is considered as being against branding and, thus, would not be a fit target market in regards to the age and lifestyle of our marketing opportunity.

“[Generation Y] are most likely to be reached by placing messages in the places they frequent, such as online and cable TV” (*Consumer Behavior 10e.p. 392 Schiffman et al.).* This important response behavior of Generation Y allows marketers to distribute advertisements and promotions through specific mediums, knowing that brand-embracing Generation Y adults will more than likely respond to such marketing. Thus, one can theorize that Generation Y would be highly responsive to the marketing measures in the environments that they spend the most time. For example, if our target market frequents trendy places such as upscale bars and nightclubs, it would be a strategically sound decision to place jean advertisements near these areas since there is a high chance that our target market will see, respond, and be motivated to find out more about the Levi’s brand.

Since Levi’s is easily-accessible, available at brick-and-mortar locations—such as everyday stores like Kohl’s to premium stores like Macy’s—online, and even at stand-alone stores dedicated entirely to Levi’s products, Levi’s is a well-known and recognized brand. This pre-existing consumer knowledge of the Levi’s brand was advantageous to our project group since we did not have to establish a foundation for the brand. Rather, our challenge was to reposition the pre-existing perceptions of the brand from one end of the spectrum to another. More specifically, the challenge that existed here was changing the common perception of Levi’s as an “old-fashioned” brand, not necessarily known for their trendiness, to a perception of fashion and trendiness. Further, due to the relative low-price of Levi’s jeans, pricing bias was another challenging factor. Due to this low price compared to other jean brands, our project group hypothesized that the Levi’s brand would not be commonly perceived as a premium one. Our primary and secondary data did not fully support this hypothesis—research results unexpectedly showed that a portion of our sample viewed Levi’s as a premium brand. However, our project group still considered the process of making our target market understand that Levi’s products rival that of higher-end brands—regardless of price—to be a potential challenge. The last, significant, relevant strategic issue our project group encountered in this area was high competition. Due to the numerous denim brands available to consumers, Levi’s has no shortage of competition in the market our project group chose to target.

Through our research, our project group hoped to find information regarding:

* The percentage of people in our target market that already purchase Levi’s
* What attributes caused these individuals to purchase Levi’s and look favorably upon the brand
* How we can use the information gathered from this portion of our sample to improve Levi’s marketing strategy

By identifying the characteristics that were looked upon favorably, as well as the positive purchase influences, our project group hoped to determine which attributes should be highlighted in our proposed marketing strategy and repositioning of the Levi’s brand. Additionally, in our research, we hoped to find out—from the consumers who did not look upon the Levi’s brand favorably—what specifically consumers did not like about the Levi’s brand, and what could potentially be done to improve their perception and liking of the brand. By combining the already favorable aspects of Levi’s jean products and marketing strategy, and improving upon the shortcomings in both, our project group was able to form recommendations for a marketing strategy and repositioning of the Levi’s brand.

**Part III: Research Design**

**Selection of Research Sample**

Before selecting our research sample, in order to select the most effective and accurate sample for our research problem, we took into consideration our research objectives. Our task was to re-position Levi’s as a trendier line of clothing targeted towards younger consumers. In order to achieve this, our project group first needed to find out why was Levi’s was not perceived as “trendy” by our target market, in order to find a way to change that perception. This became our research objective: To understand our target market’s current perception about Levi’s and position it as a trendier brand.

Therefore, we made our research sample to be consistent with our target market. Through surveys, focus groups, and secondary research, our project group studied the attitudes and perceptions of college students regarding Levi’s. We realized that our target market classification was inclusive of college students who are usually between the ages of 20-to-30 years old, although with some, minimal, variation. This target market is both class and fashion-conscious and tends to seek social acceptance. Further, individuals in our target market fulfill their need for self-expression and social acceptance with a sophisticated sense of fashion and unique expression of lifestyle, thus explaining the flux of fashion styles and changes in trends mentioned previously.

Since our research sample represented class and fashion-conscious 20-to-30 year olds—our target market—our project group felt that this sample represented the general population of class and fashion-conscious 20-to-30 year olds fairly well. Among survey respondents and focus group participants there were individuals of ages between 18-to-32 years old. Specifically for our survey, our project group surveyed 66 students. 43 fell in the category of 18-to-22 years old, which represented 65% of our sample. 18 fell in the category of 23-to-27 years old, corresponding to 27% of our sample, while five fell in the 28-to 32-years old category, corresponding to 8% of our sample. Also 62% of our sample identified as “female” while 38% identified as “male,” with one non-response.

**Data Collection Procedures**

To conduct our research we utilized two different types of data collection methods: one focus group, and online surveys.

**-Focus Group:**

When we analyzed our research question, we knew that we needed to collect more information about two things:

* Levi’s current market
* Our new target market

In order to properly re-position Levi’s as a trendier brand of jeans for younger consumers, we first needed to understand the needs of our target market; thus, we decided to conduct a focus group. The objectives of our focus group were to generate qualitative results that could give us ideas about how we to re-market Levi’s jeans, and understand our target market’s needs, motives, perceptions, and attitudes about Levis. We, therefore, structured our focus group of the following manner.

For 30 minutes to 1 hour, our project group interviewed college students who volunteered to talk about jeans and their experiences with jeans. We initially asked them to introduce themselves and mention their favorite jeans brand. We then asked to participate in a free-association exercise, stating what they first thought after hearing the brand “Levi’s.” Since it was extremely important for us to observe the participant’s reactions and feelings towards the Levi’s product without the influence of a brand name, we designed a blind experiment. Our goal in this was to see how focus group participants felt about a pair of Levi’s jeans in comparison to a pair of True Religion jeans—which are generally considered to be very trendy—without the influence of the name brands. Therefore, we concealed any logos, labels, buttons, and other identifying marks of the two jeans and allowed participants to examine them thoroughly. We asked participants to rate both pairs of jeans in specific attributes and overall, and select the pair they liked the most. Since these ratings and decisions were made with no knowledge of the name brand, our results were free of the bias that favors, and is inherent with, higher priced, big-label brands. In addition to our objectives stated above, our project group wished to see if focus group participants were able to differentiate between the brands, based on quality and style alone. This allowed us to determine the sample group’s familiarity with Levi’s, and if they could give us recommendations regarding Levi’s strengths and weaknesses. The opinions we were able to obtain from the focus group allowed our project group form ideas about how Levi’s could improve on, in order to attract younger consumers, and reposition itself as a trendy brand.

**-Online Survey:**

In order to collect quantitative date, we administered an online survey made through Qualtrics. As our sample consisted of UIC students, project group members sent out the survey via Blackboard to our fellow classmates in different courses. To answer the questionnaire, respondents simply had to click on the link. We chose this format since online surveys were easy to create and post, had fast turnaround and because the results were automatically compiled and stored in a computer data file. This made it convenient to analyze and interpret the results.

On the questionnaire, we wanted to assess people’s attitudes towards both Levi’s and other jeans in general. In addition, we wanted to collect information regarding a respondent’s demographics to see if their behaviors correlated with particular demographic characteristics. Therefore, we divided the questionnaire in three different parts. Each part contained questions regarding each of our objectives mentioned above.

The first section contained purely demographic questions. Here, respondents were asked about their gender, age and year in college, employment status, and annual income. With the exception of gender, all the other variables were measure in the ordinal, and on interval scales.

The second section contained questions aimed to measure respondent’s attitudes and behaviors on jeans in general. Our first question in this section was, “How often do you wear jeans?” We also asked, how much respondents generally spent in a pair of jeans, which were the most important characteristics or features they valued in jeans, what size of jeans they wear, where they tended to purchase jeans, and how much they were willing to pay for an “ideal” pair of jeans.

The third section aimed to assess respondent’s attitudes and perceptions towards the Levi’s brand. However, before we introduced the questions regarding Levi’s jeans, we asked a transition question that provided 10 of the most popular brands of jeans—including Levi’s—and participants were asked to determine how likely they were to buy each brand. The questions that followed inquired about respondent’s familiarity with Levi’s jeans, whether they owned Levi’s jeans, for what purposes they wore them, and whether they perceived Levi’s to be a premium, ok, or an inferior brand. In addition, we asked respondents to rate Levi’s jeans based on the following attributes: design, durability, quality, price, functionality and reliability. Finally, we inquired about their level of satisfaction with Levi’s jeans, how likely they were to recommend Levi’s jeans to someone else, and how likely they were to buy Levi’s jeans.

**Part IV: Presentation and Analysis of Findings**

Aside from demographics answers such as age, income, and gender for example, we were able to get answers to more in-depth questions regarding jeans usage, frequency of usage, familiarity with the brand, factors contributing to jeans purchase, brand perceptions, brand satisfaction, and even recommendations. This would help us to understand and learn more about Levi’s brand more in depth.

We had surveyed 66 people though an online survey service, Qualtris.com. All of the respondents are 20-30 years old, and in college. This age range fits in our target market, which is 20-30 years old who are fashion conscious. Our primary and secondary research explored the following:

1. **Levi’s is a Familiar Brand**

We found that Levi’s jeans are a brand that many people know and are familiar with. While it is a well-known brand, however, brand-awareness does not guarantee purchase. According to our survey results, while 100% of the respondents were familiar with Levi’s jeans, only 45% had bought or owned Levi’s. We would like to convert the other 55% of non-customers into regular purchasers through our recommendations (Shown in appendix Graph #1).

1. **Is Levi’s a Premium Brand?**

When displayed against nine other jean brands, Levi’s was voted most likely to be purchased. Other brands included American Eagle, Gap, Abercrombie & Fitch, Old Navy, Lucky Brand, Diesel, True Religion, Wrangler, and Lee. We feel that Levi’s is a premium brand, because it has been around since 1853. We thought that because Levi’s is a premium brand, we believed that a strong competitor would be the True Religion brand, which is also a premium brand. From our survey, results show that only 43% of respondents think Levi’s is a premium brand, while 46% feel that Levi’s is an OK brand, and 11% feel that is an inferior brand (Show in appendix Graph #2). With the majority of the respondents feeling that it’s an OK (average) brand, we also found that True Religion brand is a true Levi’s competitor. We performed a cross tabulation between likely/very likely Levi’s purchasers with likely/very likely purchasers of True Religion (Show in appendix Table #1). Results showed that only 8% of the respondents that would buy Levi’s would also buy True Religion, indicating that True Religion is not a direct competitor of Levi’s. According to our research, Levi’s main competitor is Lucky Brand, where 18% people who likely/very likely to purchase Levi’s cross tabulated with who likely/very likely to purchase Lucky Brand (Show in appendix Table #2). Although a small percent, it is larger than 8% in comparison to the True Religion brand. With this result we can infer that Lucky Brand is a more fitting competitor to Levi’s.

1. **Qualities Valued in Jeans**

All respondents claimed to wear jeans 2-3 times a month or more, with 40% of respondents wearing jeans daily (Shown in appendix Graph #3). 48% of respondents spend between $25 and $50 on a pair of jeans. In order of importance, respondents indicated that they look for the Style/Fashion of the jeans (40% of respondents), followed by price (24.5%), when shopping for jeans (Shown in appendix Graph #4). The characteristic that is least considered during jean shopping, however, is durability. This could be because jeans are such an easy product to purchase that, due to high availability and access, durability is not crucial unless they are for heavy-duty work such as construction.

While the survey showed that durability is the least considered attribute when buying jeans, 78% of the respondents think that Levi’s jeans have good/very good durability. However, 68% think that Levi’s have a good /very good design and price, which is favorable, since design and price are the most preferred characteristics when looking for jeans. We concluded that Levi’s had the characteristics of what people want when they buy jeans; however, only 48% of our responded saying the are likely/very likely to purchase Levi’s (Shown in appendix Table #3).

1. **Perception of Levi’s**

Everyone surveyed purchased, or would purchase, Levi’s jeans for almost any occasion and reason, ranging from Everyday Wear, Going Out, Best Fit/Best Cut, Work/School, Quality/Durability, Fashion, and even Brand Name. 78% of the responses suggested they used Levi’s as everyday wear, 57% used for school and work, 33% for going out, 43% because of its best fit/cut for body, while only 30% of the purchases of Levi’s were for fashion (Shown in appendix Table #4). When asked if Levi’s rated high in Dependability, High Quality, Durability, Functionality, and Suitable Price, the “Agree” category received the most votes. 68% of respondents said they have been using Levi’s jeans from anywhere between 6 months to over 3 years, suggesting that Levi’s jeans are either highly durable, very dependable, thus retaining loyal customers, or both. Other respondents indicated that they had been using Levi’s for less than six months or has never bought a pair (Shown in appendix Table #5). However, the results show that only 30% of purchases of Levi’s were for fashion, this shows that Levi’s is not seen as been stylish and fashionable brand.

Of the total surveyed participants, 62% were female, and 38% were male (Shown in appendix Graph #5). We did a cross tabulation between gender and “How familiar are you with Levi’s jeans?” The results show that more males are familiar and/or own Levi’s more than females. While 60% of males had bought Levi’s and owned several pairs, there were only 33% of the females who had done the same. (Shown in appendix Table #6). This indicates that Levi’s brand is purchased and better known by male consumer than female consumers.

Overall, the perception on Levi’s is relatively strong, with 86% of survey respondents being “Extremely Satisfied,” “Very Satisfied” or “Somewhat Satisfied” with Levi’s, followed by 18% being either “Very Unsatisfied” or “Unsatisfied” (Show in appendix Graph #6). We concluded that our respondents are satisfied with Levi’s overall quality, style, and design. The question to be answered however, was how to make people see Levi’s as a trendy brand for younger consumers, rather than a durable brand during the days of origination of Levi’s during the Gold Rush.

1. **Interesting Finding**

An interesting discovery was made with the questions regarding Recommending and Purchasing Levi’s for others. Although most respondents (41%) said they would “Definitely” buy Levi’s jeans for Personal Use, most respondents said they probably would *not* purchase Levi’s for others *nor* would they recommend a friend to buy a pair (Shown in appendix Table #7). This result seemed quite baffling, since most respondents considered Levi’s either an OK or Premium brand. We concluded that, because Levi’s is seen as being durable and not for its style and design, consumers did not want to give someone else a gift that they would not think would be trendy. If we could get Levi’s to be perceived as a trendier brand, it would open up Levi’s to a different market, where people would want to buy Levi’s as gifts for special or holiday season.

1. **Focus Group Analysis**

As part of the market research to position Levi’s as a trendier brand, a focus group was held in order to get a better understanding of the perception of Levi’s in the jeans market. The focus group was conducted with seven individuals from UIC campus, and was moderated by three group members. During the focus group, participants were asked a number of questions relating to their preferences and habits of jean purchasing, as well as a blind test between Levi’s and a competitor, and lastly, they were exposed to two advertisements from Levi’s.

Participants of the Focus group were asked several questions regarding jean usage, brand familiarity, and more detailed questions about why they bought Levi’s and how is their satisfaction with the purchase. We asked the individuals first, “What is their Favorite Brand of Jeans?” We asked this question for a two-fold answer; to begin to get an idea of where Levis’ really stood in the marketplace in the eyes of consumers, and who are the competitors. To no surprise, Levi’s was a common brand amongst the individuals along with brands like, Bullhead, Wrangler, and 7 for All Mankind. Additionally, we asked, “What comes to mind when you think of Levi’s?” Respondents stated adjectives like, “Red Tab”, “Good Fit”, and “Urban”. By answering this question, it gave us an insight as to what is unique to the brand of Levi’s and what sort of stimulus or heuristic the brand already has. Our second set of questions was geared toward obtaining a result of who the participants think is the target market of Levi’s and what age group would wear the products. Similarly, our projections of the target market were in-line with the focus group individual’s responses. Agreeing that the targeted market is indeed from age 20-30, a person who is stylish, and follows fashion trends. Lastly, we asked the participants a direct question of, “Who do you think are the competitors of Levi’s Jeans?” Not basing answers on price, the responses were Urban Outfitters, Forever 21, and True Religion. This information told us that True Religion was not the sole competitor when it came to fashion, style, colors, and varieties in jeans for both males and females. Following the brief question-and-answer portion of the focus group, we asked participants about two pairs of jeans, each had their brand identities concealed.

In the Blind Test, we displayed four pairs of jeans, two males, and two females. Labeling the Levi’s jeans “Pair B” and True Religion jeans “Pair A”. Unfortunately, the responses amongst the seven participants were varied enough that the responses gathered are rather difficult to quantify. We did learn from this sample test, that females thought that Levi’s “overall are better”, and the “material was better”, while True Religion was “softer”, or “disliked due to the wash/style.” For the males jeans, the results were even more skewed. Because the results were so mixed for both brands, we understand that Levi’s is competitive with other “trendy” brand jeans in terms of their styles, washes, and colors. Furthermore, six out of seven respondents said a name brand is not important when purchasing jeans. Again, this supported our idea that the target market is image conscious.

To get an even better understanding of what it was that would help define and reposition Levi’s as a “trendier brand”, we had to analyze their advertising methods. With that, we showed the individuals two print advertisements of Levi’s. These advertisements can be found in the appendix. The first advertisement of a male figure with his shirt off, who appears to be high up on an iron bridge, was perceived as a consensus as “Trying too Hard”, and “Over the Top.” As a result, we interpreted this as a faulty ad, as this is not the image that consumers or people who wear the jeans see. The second advertisement is an attempt of brand personification, or replicating consumers’ perception of the jeans with human-like characteristics. The setting appears to be a subway train car, and a pair of jeans sitting as though there is a person in them when, in actuality, no one is in the jeans. The responses were more positive towards this advertisement with, “More eye catching,” “Makes you notice the jeans more,” and “more relatable.” From these reactions we were able to conclude that Levi’s is rather inconsistent with their advertising because some of the advertisements are either unlike the target market individual, or tend to be more relevant to the intended market to make Levi’s more trendy.

1. **Conclusion to Analysis of Findings**

Levi’s is indeed aligned to the correct target market of 20-30 year olds who are class and fashion-conscious. Although they have successfully produced a product that serves the style and fashion trend-catchers, Levi’s has not been successful in reaching out to this market. The advertising messages and images, as well as mediums, often don’t correlate to the lifestyle of a person aged 20-30 years.

1. **Limitations**

While conducting our marketing research, we encountered a few constraints. Our sample was made up of entirely UIC students, many of whom are in many of the same class as us, which minimized randomization of our sample. The majority of survey participants are seniors in college, because more of us in the project are seniors, further reducing randomization. With these factors taken into account, our survey results cannot be definitely counted for the entire population, although they serve as a solid foundation given the constraints of this project. Time was also a factor in collecting our survey responses, for which we accounted by distributing electronic surveys, limiting our respondents to only those who have Internet access, which caused a small sample size. Further, after distributing our survey, we noticed that it could have been improved, since some questions were confusing to the survey takers. Finally, since we did not have a budget, we had limited ways of attracting many people to attend our focus group. This contributed to a small sample size and as a result, which is not as accurate for the complete population sample size. To have a true understanding of actual perceptions of the jeans themselves when conducting the blind test, we feel it would have been better to offer more styles of each brand as well as offer more brands from them to choose. Due to financial constraints, we were limited with $500.00 worth of male and female jeans combined.

1. **What we would do differently if we started our research again?**

* Distribute questionnaire earlier—obtain more responses
* Include more questions about media exposure and opinions of Levi’s advertising
* Modify scales on demographics section (specifically age) to capture our target market more specifically
* Complete earlier focus group to get more people
  + Include more jeans for comparison of style, color and feel for better results
* Show a few more advertisements, in addition to two print ads.
  + Perhaps television advertisements, via Youtube.com

Our project group feels as though these potential changes could give us a better understanding about how to help Levi’s reposition the brand as a trendier line of product.

**Part V: Marketing Implications**

Overall, from our survey responses, semantic differential analysis, and focus group, our project group found that our sample generally considered Levi’s an above-average brand, while some considered it to be a premium brand. While being simply above-average is not optimal for a brand’s image, it is a good foundation upon which a brand can build.

**Survey Results**

After asking survey takers for their perception of the Levi’s brand itself, our project group found the following:

* 46% of respondents felt that Levi’s is an “OK” (above-average) brand
* 42% of respondents felt that Levi’s is a premium brand

Our project group also addressed current Levi’s jeans owners regarding four attributes, while asking for ratings in each category. Respondents rated the following four attributes as “Good,” rather than “Very Bad”, “Bad”, “Neutral”, and “Very Good”:

* Design
* Durability
* Quality
* Price

When asked for their opinions concerning the following four attributes, survey takers generally agreed that Levi’s rated high in:

* Dependability
* Overall Quality
* Durability
* Functionality
* Reasonable Price

Overall, 80.4% of respondents were either “Extremely Satisfied”, “Very Satisfied”, or “Somewhat Satisfied” with Levi’s product. The percentages correlate with the perception of Levi’s as a “good,” “above-average,” and “satisfactory” brand. Select survey free-responses also stated Levi’s “already has a good image” and Levi’s is “an American classic. I don’t think anything is wrong with the current image.” This, again, supports the idea that Levi’s has a pre-existing consumer base from which they can build and improve, and that the brand is touted as a quality brand. As marketers, our project group determined that it was necessary to use this base to its fullest advantage, while also taking full advantage of the above attributes that rated highly among survey respondents. We also realized that, in order to reposition Levi’s as a trendier brand, we would have to build upon the existing foundation and create a perception of trendiness that does not seem to be currently prevalent for our target market.

**Semantic Differential**

In the semantic differential constructed by our project group, a rating of 3.0 was considered “Average” and/or “Neutral.” As an average of all responses, the Levi’s brand received a rating of at least a 3.5 or higher in every attribute except “Uniqueness.” This attribute rated at an average of 2.85, the only rating to fall below the 3.0 average. The “Attractiveness” attribute received the highest average rating, at 4.36. This finding may suggest that the Levi’s brand is appealing to the respondents and could, potentially, come across as high fashion or stylish with our target market.

These ratings per attribute imply an above- average performance for the Levi’s brand. Spatially, the average values for nearly every attribute fall towards the right-side of the semantic differential chart—the positive attribute side. Again, these findings go towards supporting the overall, pre-existing, positive perception of Levi’s, and the potential for growth and brand repositioning.

**Focus Group**

During the focus group, our group was able to collect the following opinions and comments from participants:

* Levi’s provides good denim products at an affordable price
* Levi’s provides wide selection in terms of styles, fits, colors, quality, and other such attributes
* This wide selection helps maintain a variety of products offered, making the Levi’s brand more attractive to current and potential consumers

Further, while participating in a blind comparison of Levi’s and the “high-scale,” competing product offered by True Religion, respondents stated that Levi’s had the better overall material, design, color, and quality. Our project group concealed all tags, labels, and other identifying markings to ensure this comparison was truly a blind experiment. At the conclusion of the focus group session, participants came to the consensus that Levi’s has updated their image greatly in the last decade.

**Lifestyle and Usage**

The second focus of our research involves the lifestyle of our target market and the usage of jeans. For this focus of our research, our project group specifically focused on the differences between owners and non-owners of Levi’s jeans. We wanted to try specifically to determine what drove consumers to either purchase or not purchase Levi’s jeans, and which attributes played the biggest role in the decision process. Our survey responses implied that 20 to 30 year-olds who are class-conscious individuals purchase or would purchase Levi’s jeans for almost any occasion and purpose, ranging from “everyday wear”, to “work and school,” and “going out (socially).” Survey respondents also cited that Levi’s, in some instances, provided the “best fit or cut for one’s body,” “high quality and durability,” “fashion and style,” and “brand name” as reasons supporting their decision to purchase Levi’s jeans. These responses suggest that Levi’s jeans are a very versatile brand with much to offer, providing our target market with many reasons to purchase them.

According to survey results, “everyday wear” and “work and school” ranked as the most popular reasons as to why survey respondents purchased, or would purchase, Levi’s jeans, with a set of focus group participants describing Levi’s jeans as “comfortable for everyday use.” This implies that our target market considers Levi’s more as a daily-usage jean brand, rather than jeans for a trendier occasion or reason, such as “going out (socially)” and “fashion.” “Going out (socially)” and “fashion” ranked lowest of the reasons as to why people purchased, or would purchase, Levi’s jeans. From these results, it can be ultimately assumed that, although Levi’s is generally perceived as a good, comfortable, and versatile brand of jeans for everyday use, it is not the top choice for the trendier lifestyle of our target market.

Further supporting Levi’s already established perception as a high-durability product, 68% of survey respondents stated that they have been using Levi’s jeans between 6 months to over 3 years. This suggests that Levi’s jeans are either highly durable—withstanding the wear and tear of hundreds of usages—or are perceived to be dependable, thus retaining loyal customers. However, considering that “durability” was the top ranking characteristic of Levi’s jeans, there may be a high correlation and cyclical relationship between these two theories. The semantic differential shows that the “quality” and “reliability” attributes received respective rankings of 3.7 and 4.07. Also, focus group participants concluded that, due to the long existence of the brand and personal experiences with Levi’s jeans, Levi’s has established a strong brand reputation for durability. This furthers the implication that Levi’s touts above-average durability, as consumers realize that Levi’s produces a high-quality product that will readily serve its purpose and provide benefits to the consumer.

However, it is interesting to note that, “durability” is the lowest valued characteristic when our target market shops for jeans in general, in comparison to the other tested attributes of overall quality, dependability, functionality, and reasonable pricing. This implies that, while Levi’s jeans are considered durable, durability is not a significant factor in the decision making process for our target market when shopping for jeans. This implication raised slight concern for our project group, since it seemed as though one of Levi’s building blocks—durability—did not have a big impact on the purchase decision. However, since our research indicated that the Levi’s consumer—rather than the non-Levi’s consumer—seemed to highly value durability, our project group hypothesized that durability could be combined with attributes of fashion and style, and an affordable price to create a value-added effect for the consumer. Rather than purchasing a product to serve solely as a fashion statement, or to be durable enough to last a long period, we theorized that Levi’s could offer style *and* substance—offering both fashion and durability, achieving its goal of becoming a trendy brand, while maintaining its original claim to fame.

Throughsecondaryresearch, our group was able to find that ourproposal to sell the combination of durability and trendiness has actually been a tactic used by Levi’s in recent years. Over the past few years, a successful, urban brand has evolved, implying that a long-standing, classic, American brand is still strong in a very competitive fashion industry. In thewords of one focus group participant, “They [Levi’s] used to look a lot more like Wranglers, but now, have a trendy, urban image.”

**Improvement of Advertising**

Since our project group had hypothesized that existing Levi’s characteristics, such as durability, could be maintained while improving fashion-related characteristics, we determined that the third implication of our research dealt with the improvement of advertising for the Levi’s brand. Based on 24 open-ended responses in the online survey, nine responses acknowledged that Levi’s needs a stronger and more effective advertising campaign.

One respondent claimed: “I am not very familiar with the brand in the first place,” while another asked “Do they even have skinnies [a specific fit of jeans]?” These responses suggest that, while the brand itself is a classic American brand and internationally known, Levi’s needs to improve and expand its marketing and advertising strategies and approaches. While the company does indeed produce trendy products such as skinny jeans, Levi’s needs to focus on reaching out to the class-conscious, fashion-wary, 20-to-30 year old demographic—a younger generation looking for trendiness—and informing them about such products. While the marketing opportunity examined by our project group is very much available for Levi’s to take advantage of, there are a number of ways they can go about this. Survey respondents and focus group participants suggested that revamping the brand with celebrity endorsements and adding racial and cultural diversity to their advertisements, while continuously improving on styles and fits could be a strong starting point. Examples for improving styles and fits included coming up with more colors, washes, sizes, and designs, and promoting them with the improved marketing campaign described above. Companies in the past have experienced success with celebrity endorsements, such as Calvin Klein jeans being endorsed by Calvin Klein and Brooke Shields, Lee’s Wrangler line being endorsed by Brett Favre, and True Religion by Jessica Simpson, Ashley Tisdale, and Mary J. Blige. While Levi’s experienced success in the 1980s and 1990s with endorsements from celebrities like Brad Pitt, Levi’s has not made a concerted effort to continue this or expand its marketing and advertising.

While Levi’s already offers a wide selection of their jeans, from ripped pant legs, to faded washes, to zippered pockets, to even corduroys, there is not a strong enough marketing and advertising campaign to easily draw in consumers who are not already loyal to the Levi’s brand. From our results, focus group participants, who were previous or current owners of Levi’s jeans, were well aware of most varieties of Levi’s jeans. As mentioned in the first implication, the focus group participants considered Levi’s as a brand with a good selection and a variety that should be emphasized. Thus, results from the semantic differential showing that Levi’s received the second highest score in ”selection,” receiving an average score of 4.18 out of 5, did not surprise our project group. While Levi’s clearly has strong customer loyalty and retention, it is important that they expand their marketing techniques to reach new potential consumers. Our project group has found evidence to suggest that Levi’s has begun down a path of better educating its potential consumers with a new product and advertising campaign, called CurveID which is targeted towards women of different body shapes. Levi’s latest venture in the female jeans market, CurveID, was born after extensive research and experimenting around the globe. Curve-ID is a type of Levi’s jeans for women, made with the female body shape in mind, ratherthan size. CurveID focuses on the shape of a woman’s body curves, whether they have “slight,” “demi,” or “bold” curves. In select stores, Levi’s emphasizes a proper fitting and stylish pair of jeans that the women of today are seeking. Unfortunately, based on our research, not enough females know about this new CurveID campaign; therefore, we suggest that Levi’s creates more commercials regarding this revolutionary pair of near-tailored and customized jeans, especially since women account for nearly 85% of all purchases in the U.S. ([www.she-conomy.com](http://www.she-conomy.com) and www.trendsight.com).

Though this is a good start, Levi’s must continue down this path by creating more product lines like CurveID, and improving their marketing of such ideas and products. Our survey responses, semantic differential analysis, and focus group results strengthen the implication that, although they offer a wide assortment of jeans, Levi’s needs to advertise their jean selection and product lines more effectively reach our proposed target market to, ultimately, promote and educate these consumers on their variety of jeans styles and of the brand.

**Proposed Strategy**

The end goal of our proposed strategy is to help Levi’s create a more effective advertising campaign across the United States for our target market of 20 to 30 year-olds who are class-conscious and fashion-conscious. With our proposed strategy, we hope that creating a more effective advertising campaign will:

1. Educate Consumers
2. Attract our Target Market
3. Promote the Levi’s brand
4. Obtain New Customers and Retain Old Customers

**Educate Consumers**

By creating a more effective advertising campaign, Levi’s will be able to better educate consumers throughout the country about the extensive variety of its jeans. Levi’s already offers a very wide selection of jeans in the United States, ranging from styles, fits, sizes, cuts, colors, fabrics, washes, and designs. It is now upon Levi’s to make sure that potential consumers are aware of these products by educating their target markets about them. We chose the words “educating *consumers*” here rather than “educating *customers*” because consumers still have not purchased jeans, they are still in the buyer decision process including searching for product information and evaluating alternatives. The process of educating consumers can be achieved through informative advertising campaigns regarding products and lines like the 500 Series of jeans, CurveID and others. By promoting the typical Levi’s durability, along with the trendiness of their products, Levi’s can show their potential consumers that they are very capable of producing goods on the level of higher-end brands like True Religion for a fraction of the cost.

**Attract our Target Market**

By creating a more effective advertising campaign that educates potential consumers, Levi’s will be able to attract a larger share of our target market. With the right amount of product information via advertising channels, class and fashion-conscious 20-to-30 year olds will be more aware of what Levi’s jeans have to offer to them. Also, our project group feels that, if the following three recommendations are followed, Levi’s will be able to further attract our target market and succeed in better reaching the class and fashion-conscious, 20-to-30 year old demographic:

* Utilize celebrity endorsements, specifically from those who resonate with the target market our project group has previously described. Examples include: Emma Watson (Actress, “Harry Potter”), Ryan Reynolds (Voted 2010’s “Sexiest Man Alive”), Olivia Wilde (Actress, “House,” Voted 2009’s “Sexiest Woman Alive”), and Bruno Mars (Popular Pop/R&B Artist)
* Utilize a more racially and culturally diverse ad campaign, reaching out to minority groups, such as urban youth and individuals of ethnic backgrounds. This can help re-establish Levi’s as an All-American brand with a patriotic appeal to the diversity of our nation. The focus must remain on the 20-to-30 year old, class and fashion-conscious segment of this racial demographic, however
* Utilize social media, such as Facebook, MySpace, and Twitter to advertise new and/or improved clothing lines, upcoming promotions and educate consumers about existing and upcoming products. This can also be a medium from which Levi’s can collect feedback from its consumers regarding strengths, weaknesses, and opportunities for improvement

**Promote the Levi’s Brand**

By creating a more effective advertising campaign through the previously stated means, Levi’s will be able to promote their brand and brand image. Through strategic advertisement placement, advertisement content, celebrity endorsements, and promotions such as discounts, Levi’s can emphasize the features of its products and benefits for our target market. Using these methods to promote the brand to our target market as a trendy one will help Levi’s reposition itself for our marketing opportunity.

**-Advertisement Placement**

Advertisement placement is highly important for attracting our target market. Levi’s can potentially place billboards and advertisements in select commercial districts, such as in Chicago. Effective locations for such ads and billboards could be on Michigan Avenue, near the Levi’s store location, and State Street near Macy’s, a Levi’s jeans retailer. The Wicker Park neighborhood along Milwaukee Avenue also provides great opportunity due to the many young, fashion conscious people, thriving fashion commerce, and close proximity of a Levi’s store as well. The Lincoln Park neighborhood, made up of a similar demographic serves as a resource similar to the Wicker Park neighborhood. These locations always have a large portion of 20-to-30 year olds who have disposable income and are interested in purchasing trendy, clothes.

Levi’s can also consider mimicking Absolut Vodka’s advertising campaign with select Chicago bus stops. By commissioning an advertising company and with the City of Chicago’s approval, Absolut was granted permission to decorate select Downtown bus stops with Absolut Vodka themes and colors. The benches were transformed into trendy chairs, and an upscale and fun theme was added to the bus stop. At the same time, posters of Absolut Vodka plaster the bus stop. Levi’s can take a similar approach by perhaps placing some of its jeans in glass cases that be displayed inside bus stops and train stations, allowing consumers to enjoy a more interactive experience where they can see the jeans, front and back view, up close while going about their daily routine.

These glass cases, displaying the jeans, can also be placed near places where trendy consumers go to socialize, such as bars and nightclubs. Bars and nightclubs encompass not only trendy people with disposable income, but individuals who are 21 and over and definitely fall within our target market’s age groups. While people are waiting in line to get inside a nightclub or bar, their attention can be drawn to a nearby advertisement for Levi’s jeans. While these are just a few of numerous possibilities, the goal for our group is to increase product exposure and educate our target market about the jeans near areas that these trendy people spend time. A final possibility considered by our group involves marketing near college campuses to reach a large number of 20-to-30 year old potential consumers. Again, bus stops and train stations near college campuses and dormitories are strategic locations to make young consumers more aware of Levi’s offerings.

**-Advertising Content**

The content of Levi’s advertisements requires improvement in order to attract a larger portion of our target market. Levi’s needs to place emphasis in their advertisements on the scenarios and lifestyle of a trendy 20 to 30 year-old who wears jeans. Billboards should depict the lifestyle of the product’s user so that the user can relate to using the product or can be triggered to purchase a product that portrays a lifestyle or usage of their own. Suggested advertisements should portray 20-to-30 year olds wearing Levi’s jeans at locations such as new and modern restaurants, parties, nightclubs, and bars. Aside from location, advertisements need to depict people socializing at events, having fun with others, feeling comfortable and “laid back”, and looking “trendy.” By creating an ad campaign that connects Levi’s jeans and “hip,” “trendy” activities, the hope is that the Levi’s brand will inch closer towards being considered “trendy” itself.

**Obtain New Customers and Retain Existing Customers**

By creating a more effective advertising campaign, Levi’s will be able to better retain its customers. Through customer retention, Levi’s is creating brand loyalty amongst new and old customers alike. For Levi’s, customer loyalty and customer satisfaction have helped establish and maintain a global reputation over one hundred years, helping it stay competitive in the market for most of the past century. Customer loyalty, customer satisfaction, and customer lifetime-value are crucial for a brand like Levi’s, and this is what will determine the amount of Levi’s success in the market.

**Part VI: Appendices**

**Exhibit 1 – Questionnaire**

1. What Is Your Gender?

2. How Old Are You?

3. What Year in College Are You?

4. Do You Work?

(Full-Time, Part-Time, Unemployed)

5. What Is Your Annual Income?

(Below $20k; $20k-$29k; $30k-$39k; $40k-$49k; $50k+)

6. How Often Do You Wear Jeans?

(Daily; Once/Week Or More; 2-3 Times/Month;

Once/Month; Every 2-3 Months; 2-3 Times/Year)

7. How Much Do You Usually Spend On A Pair?

(<$25; $25-$50; $51-$75; $76-$100; $100+)

1. Please Rank From 1 to 5, The Characteristics That You Value More When Shopping For Jeans, 1 Being The Most Important Feature And 5 The Least Important Feature.

(Price; Comfort; Fashion/Style; Durability; Quality)

1. Where Do You Usually Purchase Your Jeans? Check All That Apply.

(Department Stores, Boutiques, Specialty Retailers,

Discount Retailers, Off-Price Retailers; Online)

10. How Much Would You Be Willing To Pay For An Ideal Pair Of Jeans That Met All Your Expectations?

(up to $50; $51-$100; $101+)

11. What Size Of Jeans Do You Wear?

(Open Ended)

12. When Shopping For Jeans, How Likely Are You To Purchase The Following Brands?

(American Eagle, Gap, Abercrombie & Fitch, Old Navy,

Lucky Brand, Diesel, True Religion, Wrangler, and Lee)

13. How Familiar Are You With Levi’s Jeans?

(Heard Of But Not Bought; Bought Once;

Bought Couple Times; Own Several Pairs)

14. What Is Your Perception Of Levi’s?

(Premium Brand; OK Brand; Inferior Brand)

15. If You Own At Least A Pair Of Levi’s Jeans, Please Assess Each Of The Following Characteristics.

(Design, Durability, Quality, Price)

16. If Your Purchase Levi’s Jeans, For What Purpose Do You Buy Them?

(Everyday Wear; Going Out; Best Fit/Cut For Body;

Quality/Durability; Work/School; Fashion; Brand Name)

17. Please Mark The Extent To Which You Agree Or Disagree With The Following Statements: Levi’s Jeans Are-

(Dependable; High Quality; Durable; Functional; Well-Priced)

18. How Long Have You Used Levi’s Jeans Before?

(<1 Month; 1-6 Months; 1-3 Years; 3 Years+; Never)

19. Overall, How Satisfied Are You With Levi’s Jeans?

(Very Unsatisfied; Unsatisfied, Somewhat Satisfied;

Very Satisfied; Extremely Satisfied)

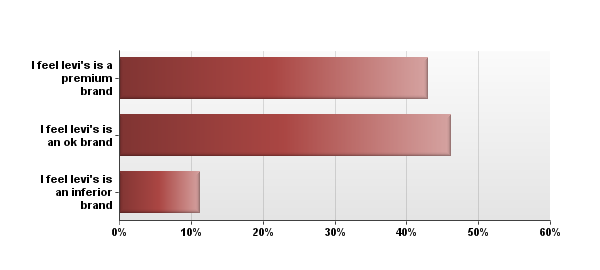
20. How Likely Would You Be To Do The Following Things:

(Buy Levi’s For Personal Use; Buy For Others; Recommend To Others)

21. What Recommendations Would Your Offer For Improving Levi’s Jeans’ Overall Image?

22. Are You Interested In Joining Our Focus Group? If Yes, Please Write Your Contact Info.

**Graph 1 – Familiarity of Brand**

**Graph 2 – Brand Perception**

What is your perception of Levi’s?

**Graph 3 – Frequency of Use**

**Graph 4 – Purchase Characteristics**

**Graph 5 - Gender**

**Graph 6 – Overall Perceptions of Levi’s**



**Table 1 – True Religion Crosstabs**

| **When shopping for jeans, How likely are you to purchase the following brands?-Levi's \* When shopping for jeans, How likely are you to purchase the following brands?-True Religion Cross tabulation** | | | | |
| --- | --- | --- | --- | --- |
|  | | True Religion | | |
| Not at all likely | Not likely | Neutral |
| Levi's | Not at all likely | 7 | 0 | 1 |
| Not likely | 3 | 4 | 1 |
| Neutral | 5 | 2 | 3 |
| Likely | 4 | 4 | 4 |
| Very Likely | 6 | 1 | 3 |
| Total | | 25 | 11 | 12 |

**Table 1 (cont.) – True Religion Crosstabs**

| **When shopping for jeans, How likely are you to purchase the following brands?-Levi's \* When shopping for jeans, How likely are you to purchase the following brands?-True Religion Cross tabulation** | | | | |
| --- | --- | --- | --- | --- |
|  | | True Religion | | Total |
| Likely | Very Likely |
| Levi's | Not at all likely | 1 | 1 | 10 |
| Not likely | 2 | 0 | 10 |
| Neutral | 2 | 0 | 12 |
| Likely | 2 | 0 | 14 |
| Very Likely | 5 | 1 | 16 |
| Total | | 12 | 2 | 62 |

**Table 2 – Lucky Brand Crosstabs**

| **When shopping for jeans, How likely are you to purchase the following brands?-Levi's \* When shopping for jeans, How likely are you to purchase the following brands?-Lucky Brand Cross tabulation** | | | | |
| --- | --- | --- | --- | --- |
|  | | Lucky Brand | | |
| Not at all likely | Not likely | Neutral |
| Levi's | Not at all likely | 7 | 0 | 1 |
| Not likely | 0 | 5 | 1 |
| Neutral | 3 | 1 | 6 |
| Likely | 3 | 3 | 3 |
| Very Likely | 9 | 0 | 1 |
| Total | | 22 | 9 | 12 |

**Table 2 (continued) – Lucky Brand Crosstabs**

| **When shopping for jeans, How likely are you to purchase the following brands?-Levi's \* When shopping for jeans, How likely are you to purchase the following brands?-Lucky Brand Crosstabulation** | | | | |
| --- | --- | --- | --- | --- |
|  | | When shopping for jeans, How likely are you to purchase the following brands?-Lucky Brand | | Total |
| Likely | Very Likely |
| When shopping for jeans, How likely are you to purchase the following brands?-Levi's | Not at all likely | 1 | 1 | 10 |
| Not likely | 3 | 0 | 9 |
| Neutral | 1 | 1 | 12 |
| Likely | 2 | 3 | 14 |
| Very Likely | 6 | 0 | 16 |
| Total | | 13 | 5 | 61 |

**Table 3 – Characteristic assessment**

If you own at least a pair of Levi's jeans please assess each of the following characteristics

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| # | Question | Very Bad | Bad | Neither Bad nor good | Good | Very Good | Responses | Mean |
| 1 | Design | 4% | 11% | 21% | 45% | 19% | 47 | 4 |
| 2 | Durability | 6% | 0% | 15% | 51% | 28% | 47 | 4 |
| 3 | Quality | 4% | 0% | 21% | 51% | 23% | 47 | 4 |
| 4 | Price | 9% | 0% | 28% | 43% | 21% | 47 | 4 |

**Table 4 – Purchase Motivation**

If you purchase Levi's Jeans, for what purpose do you buy them? Check all that apply

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Answer | |  |  | | --- | --- | |  |  | | Response | % |
| 1 | Everyday wear | |  |  | | --- | --- | |  |  | | 36 | 78% |
| 2 | Going Out | |  |  | | --- | --- | |  |  | | 15 | 33% |
| 3 | Best Fit / Cut for body | |  |  | | --- | --- | |  |  | | 20 | 43% |
| 4 | Quality/Durability | |  |  | | --- | --- | |  |  | | 18 | 39% |
| 5 | Work / School | |  |  | | --- | --- | |  |  | | 26 | 57% |
| 6 | Fashion | |  |  | | --- | --- | |  |  | | 14 | 30% |
| 7 | Brand Name | |  |  | | --- | --- | |  |  | | 14 | 30% |

**Table 5 – Length of Usage**

How long have you used Levi's jeans for?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| # | Answer | |  |  | | --- | --- | |  |  | | Response | % |
| 1 | LESS THAN 1 MONTH | |  |  | | --- | --- | |  |  | | 2 | 4% |
| 2 | 1 TO 6 MONTHS | |  |  | | --- | --- | |  |  | | 1 | 2% |
| 3 | 6 MONTHS TO 1 YEAR | |  |  | | --- | --- | |  |  | | 8 | 15% |
| 4 | 1 TO 3 YEARS | |  |  | | --- | --- | |  |  | | 19 | 35% |
| 5 | OVER 3 YEARS | |  |  | | --- | --- | |  |  | | 11 | 20% |
| 6 | NEVER USED | |  |  | | --- | --- | |  |  | | 14 | 25% |
|  | Total |  | 55 | 100% |

**Table 6 – Gender vs. Familiarity Crosstabs**

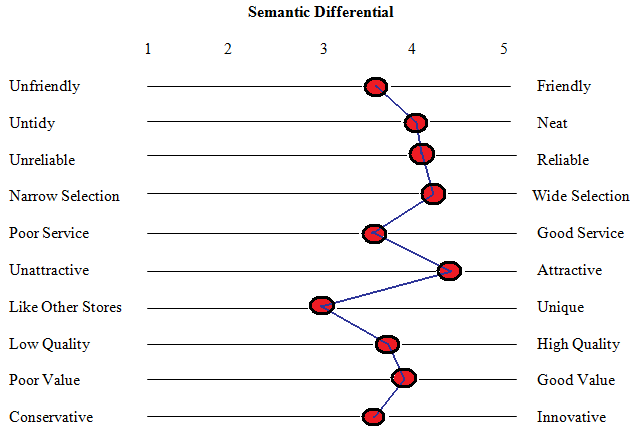
| **What is your gender? \* How familiar are you with Levi's jeans? Crosstabulation** | | | | |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | How familiar are you with Levi's jeans? | | | | |
| I have heard of the brand but have not bought | I have bought Levi's jeans once | I have bought Levi's jeans a couple times | I own several pairs of Levi's jeans | Total |
| gender | Male | 9 | 1 | 5 | 10 | 25 |
| Female | 17 | 9 | 10 | 3 | 39 |
| Total | | 26 | 10 | 15 | 13 | 64 |

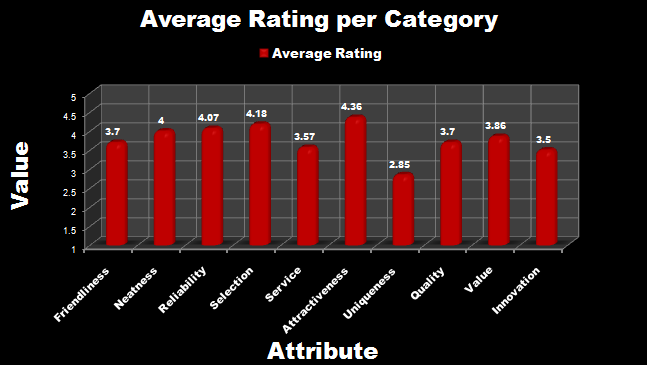
**Table 7 – Likelihoods**

How likely would you be to do the following things:

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| # | Question | Definitely | Probably | Might or Might Not | Probably Not | Definitely Not | Responses | Mean |
| 1 | Buy Levi's jeans for personal use | 40% | 21% | 16% | 22% | 2% | 58 | 2 |
| 2 | Buy Levi's jeans for someone else | 16% | 14% | 32% | 33% | 5% | 57 | 3 |
| 3 | Recomend a friend to buy Levi's jeans | 21% | 29% | 16% | 31% | 3% | 58 | 3 |

**Exhibit 2 – Semantic Differential**

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**Exhibit 3 – Attribute Rating**

**Exhibit 4 - Focus groups Moderator’s Guide**

**Welcome Participants**

Hello, and welcome to our focus group. We appreciate your willingness to take the time to join our discussion. I’m \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and I will be your moderator. We will be recording and taking notes throughout this discussion. We are all students in the Marketing 461 Consumer Behavior class.

**Ground Rules**

We will meet for 30 min to 1 hour; during this time we will ask you several questions. Everything that is said is confidential; the results will be presented to our class without any names being disclosed. There are no right and wrong answers, only opinions.

**Opening Question**

1. Let’s go around the room, introduce yourselves, and tell us your favorite Jean Brand if any.

**Key Question**

1. What comes to mind when you think about Levi’s Brand?

Possible Prompts Question: What do you associate Levi’s to be?

Which age group do you think would wear Levi’s?

Who do you think Levi’s is targeting?

1. Do you own any Levi’s Jean? Already covered in questionnaire

Possible Prompts Question: Why did you buy Levi’s?

Do you like them?

1. What is different between Levi’s Jean and your other jeans?
2. Who do you think is Levi’s competitor? Why?
3. **Pass around 2 pairs of jeans:** one is Levi’s and the other is True Religion (the brand/logo are covered). Compare the 2 jeans, discuss pros and cons. Which one would you buy? Why?
4. Does the name of the brand make a difference in your purchasing decisions?
5. **Show jeans brands to participants-** Did anyone tell the difference? How?

**Ending Question**

1. Is there anything else you would like to add or think would be helpful for us to know?

**After the Focus Group:**

Thank you for participating in our discussion today. Your responses will be used for our final paper and presentation in Repositioning Levi’s as a trendier line of clothes targeted to younger consumers.

**Exhibit 5 - Focus Group Results**

1. Favorite brand of jeans
   1. Levi’s, Wrangler, Bullhead, 7 For All Mankind

2. What comes to mind when you think about Levi’s Brand?

* 1. good fit, Red Tab, nice store on Milwaukee, urban,

3. Which age group do you think would wear Levis?

a. 30’s, 18-27, 25-30

4. Who do you think Levis is targeting?

a. Our age group

5. Do you own Levi’s

a. 6 out of 7 people do

6. Why did you buy Levi’s?

a. stylish, on sale and fit nice, 3 people said because they were on sale, impulse purchase

7. How do you like them?

a. most like one preferred his Wranglers, last a long time, one didn’t like because they didn’t fit her body type correctly so she made shorts out of them

8. What is different from Levis Jean and your other Jeans?

a. wide variety, good fit, style options, colors

9. Who do you think is Levi’s competitor?

a. Urban Outfitters, Forever 21, True Religion (all based on style not so much price)

10 **Pass out 2 jeans (one is Levi and True Religion and cover the brand/logo.)** Compare these 2 jeans, pros and cons. TR were pair “A” and Levis were pair “B”

Female Jeans

a. B felt better but is more bland

a. Didn’t like A because of wash

a. B was better overall

a. material was better on B

a. Liked A better, had better quality and was softer

Male Jeans - Levi’s were pair A TR was pair B

a. Design and color on A was better

a. Liked B better because of the color and zippers

a. Didn’t like either but B was better quality

a. A was better color and quality

a. B was better for style and A was better material

a. B was better denim but A was better detail

11. Does the name of the brand make a difference in your purchasing decisions?

a. all said no except one, TR better name and would buy for name

12. Comments, criticisms, and recommendations for Levi’s?

a. Levi’s has a good selection so keep the variety and push that

a. Stretch fit tends to stretch too much to work on that

a. has bad ads but good variety

a. needs better ads

a. they have good denim at good prices but could maybe increase the quality

**Responses to ads shown**

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**Response: Over the top, and trying too hard Response: much better than first ad, more eye catching, makes you notice jeans better, more relatable**

Overall comments about Levi’s recent advertising: they have updated their image greatly in the last decade. They used to look a lot more like Wranglers but now have a trendy, urban image.