

Global Lifestyle Monitor IV – Japan Report

Prepared for Cotton Council International

Prepared by Synovate

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Overall Background

Since 1998, Cotton Council International (CCI) has successfully conducted the “Eurostyle Monitor” and “Global Lifestyle Monitor,” which investigate a wide range of lifestyle issues related to clothing, shopping, and textiles. This research has been important in adding value and increasing understanding of consumer attitudes and behaviors to CCI members around the globe.

The research looks in detail at lifestyles, clothing purchasing habits, and clothing interest and attitudes. Analysis of the results helps CCI understand:

- ✓ The issues behind cotton product demand,
- ✓ What motivates consumers to choose cotton over synthetics, and
- ✓ The implications of these issues for CCI’s strategy in promoting US cotton.

In 2006, Synovate was again selected to conduct and coordinate the Global Lifestyle Monitor research for Cotton Council International.

Overall Methodology

Interviewing

Market	Methodology
Brazil	Face to face: Sao Paulo, Rio de Janeiro, Belo Horizonte, Recife, Porto Alegre
China	Telephone: Beijing, Guangzhou, Shanghai
Colombia	Face to face: Bogota, Cali, Barranquilla, Medellin
Germany	Telephone: national
Thailand	Face to face: Bangkok, Chiangmai, Chonburi, Hadyai, Korat
India	Face to face: Mumbai, Delhi, Bangalore, Kolkata, Chennai
Italy	Telephone: national
Japan	Telephone: Tokyo, Osaka
United Kingdom	Telephone: national

NOTE: Korea and Taiwan were not included in the scope of the survey in 2003 or 2006.
 Hong Kong is also not included in the scope in 2006.
 Thailand is being surveyed for the first time in 2006.



Methodology – Japan

Fieldwork in Japan was conducted by Synovate from February 24th to March 12th, 2006. A total of 500 respondents, from Tokyo and Osaka, were surveyed via telephone interviewing.

The key respondent qualification requirement is that they purchase their own clothing. In order to maintain data consistency with the study conducted in 2003, we also set soft quotas by gender, targeting 250 males and 250 females. All respondents fall within the 16-55 age range.

This summary of results highlights major changes between the Global Monitor I conducted in 1999, Global Monitor II conducted in 2001, Global Monitor III conducted in 2003, and Global Monitor IV currently conducted in 2006.

Store Examples Used During Interviewing:

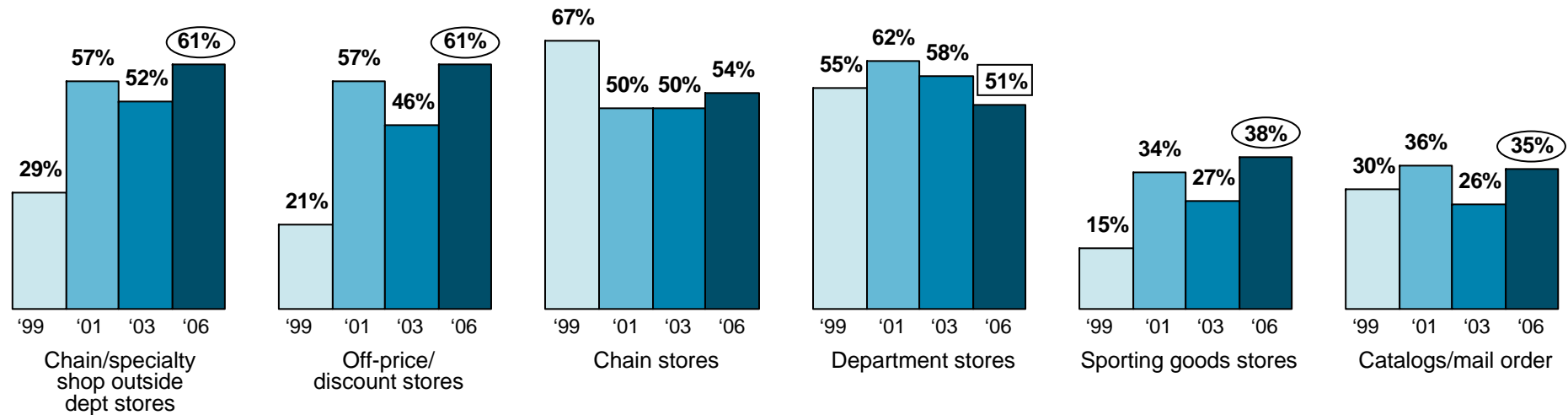
- Department stores (e.g., Takashimaya, Mitsukoshi, Daimaru, Seibu, Isetan, Hankyu etc.)
- Chain stores (e.g., Diei, Saty, Jasco, Ito-yokado, Seiyu etc.)
- Chain/Specialty shops outside of department stores (e.g., The Gap, Benetton, DKNY, CK, CHANEL, Yves Saint Laurant, Laura Ashley, Paul Smith, Paul Stuart, Takeo Kikuchi etc.)
- Off-price/Discount stores (e.g., UNIQLO Shimamura etc.),
- Sports/Sporting good stores (Paragon)
- Factory outlet stores (e.g., Tokyo Bey Side Mall)
- Catalogs/mail order (e.g., Senjyu-kai, L.L. Bean etc.)

Shopping and Fashion - Japan

Shopping and Fashion - Japan

Japanese consumers prefer to buy their clothes in chain/specialty stores and off-price/discount stores. There has been a marked increase in usage among several types of stores, such as sporting good stores and catalogs, in addition to chain/specialty stores and off-price/discount stores.

Stores And Places Used To Buy Clothes For Yourself

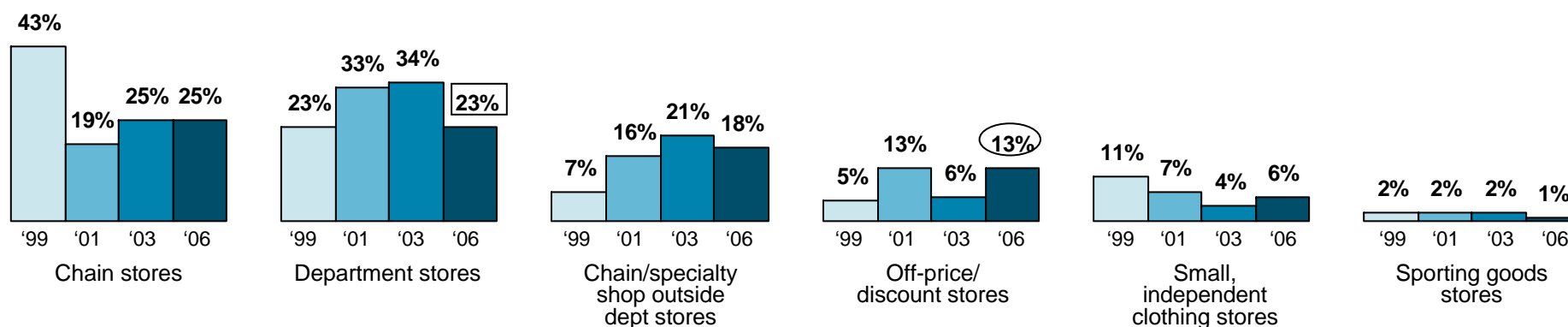


○ Significantly higher than GLM III at the 95% confidence level
 □ Significantly lower than GLM III at the 95% confidence level

Shopping and Fashion - Japan

Japanese consumers shop primarily at department and chain stores to purchase a majority of their clothes; however, there has been renewed usage of off-price discount stores since 2003. The usage of department stores has decreased significantly since 2003.

Stores and Places Used To Buy Most Of Your Clothes

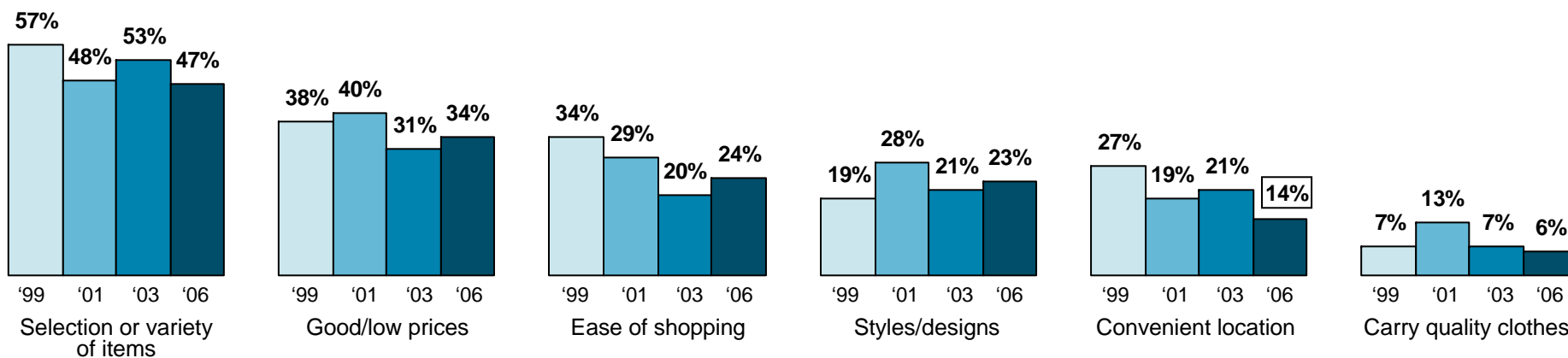


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Shopping and Fashion - Japan

The selection or variety of items available continues to be the main reason for liking a particular clothing store. Good/low prices is also a major consideration.

Clothing Store Attributes



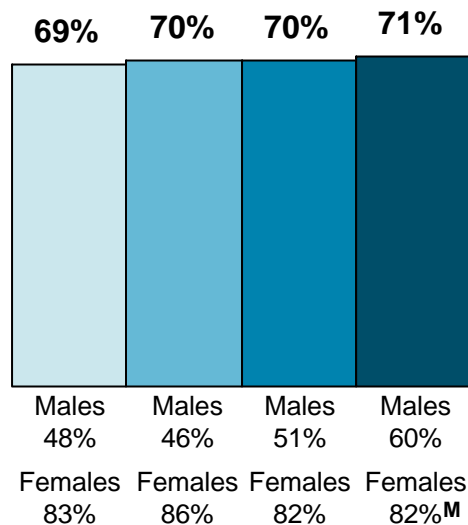
□ Significantly lower than GLM III at the 95% confidence level

Shopping and Fashion - Japan

Japanese consumer attitudes toward shopping have remained consistent over the past 7 years, with a majority reporting that they love/somewhat like clothes shopping. Women are much more likely to love clothes shopping than are men.

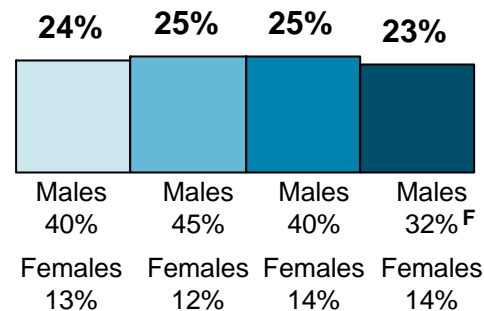
Love/Somewhat Like Clothes Shopping

1999 2001 2003 2006



Neither Like Nor Dislike

1999 2001 2003 2006



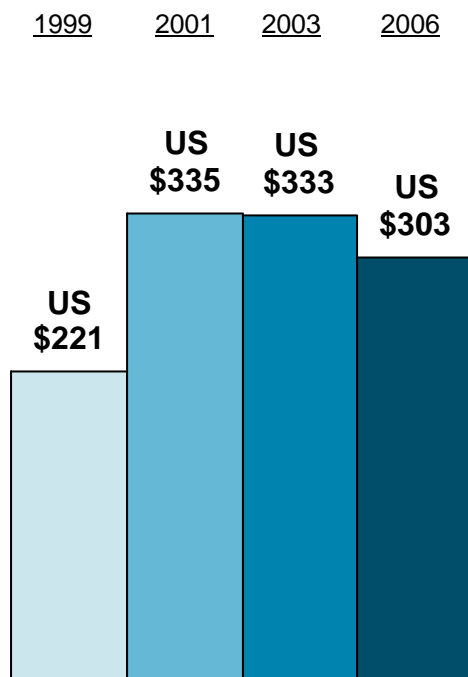
F Significantly greater than women at the 95% confidence level

M Significantly greater than men at the 95% confidence level

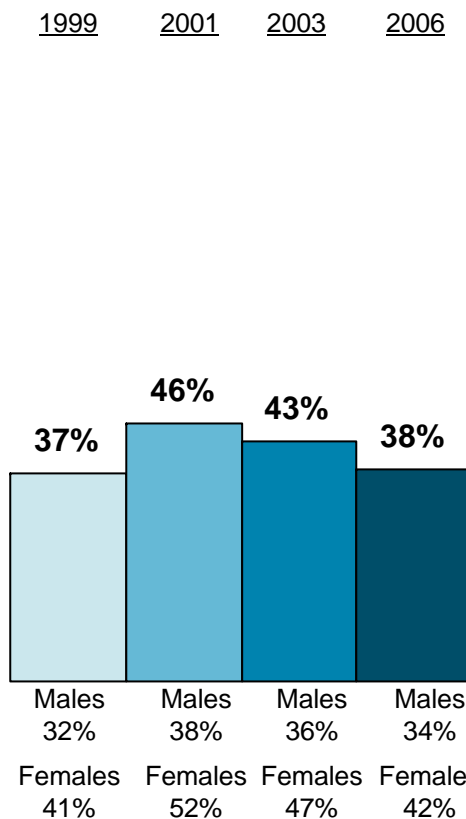
Shopping and Fashion - Japan

Among Japanese consumers, spending on clothing has slightly declined since 2003. At the same time, those shopping at least once a month has moderately declined as well.

Average Spent on Clothes In Past 3 Months



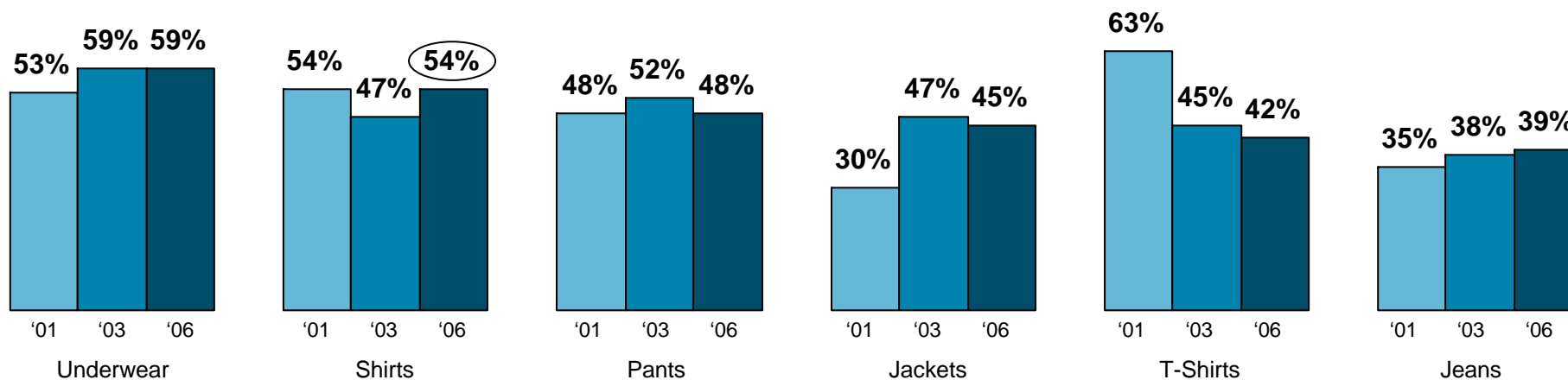
Buy Clothes At Least Once A Month



Shopping and Fashion - Japan

During the past 3 months, the majority of shoppers have purchased underwear (59%) and shirts (54%, up significantly from 47% in 2003).

Top Items Purchased In Past Three Months*



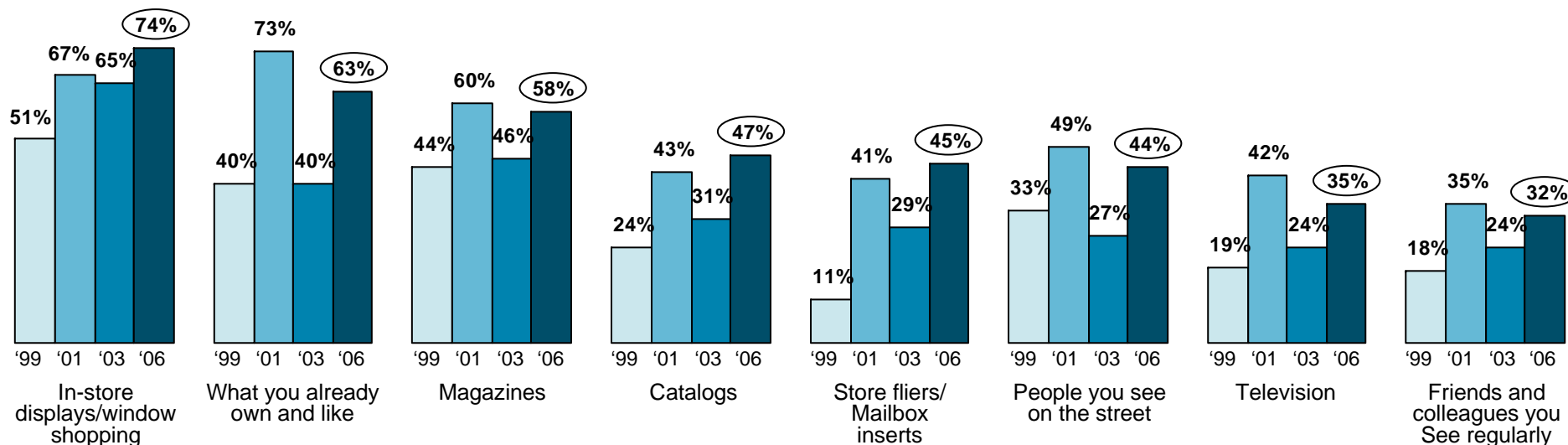
* Question not asked in GLM I - 1999

○ Significantly lower than GLM III at the 95% confidence level

Shopping and Fashion - Japan

Japanese shoppers get their ideas for clothes from an increasingly varied range of sources. In-store displays and what is already owned are cited as the most important inspirations and both have increased significantly since 2003.

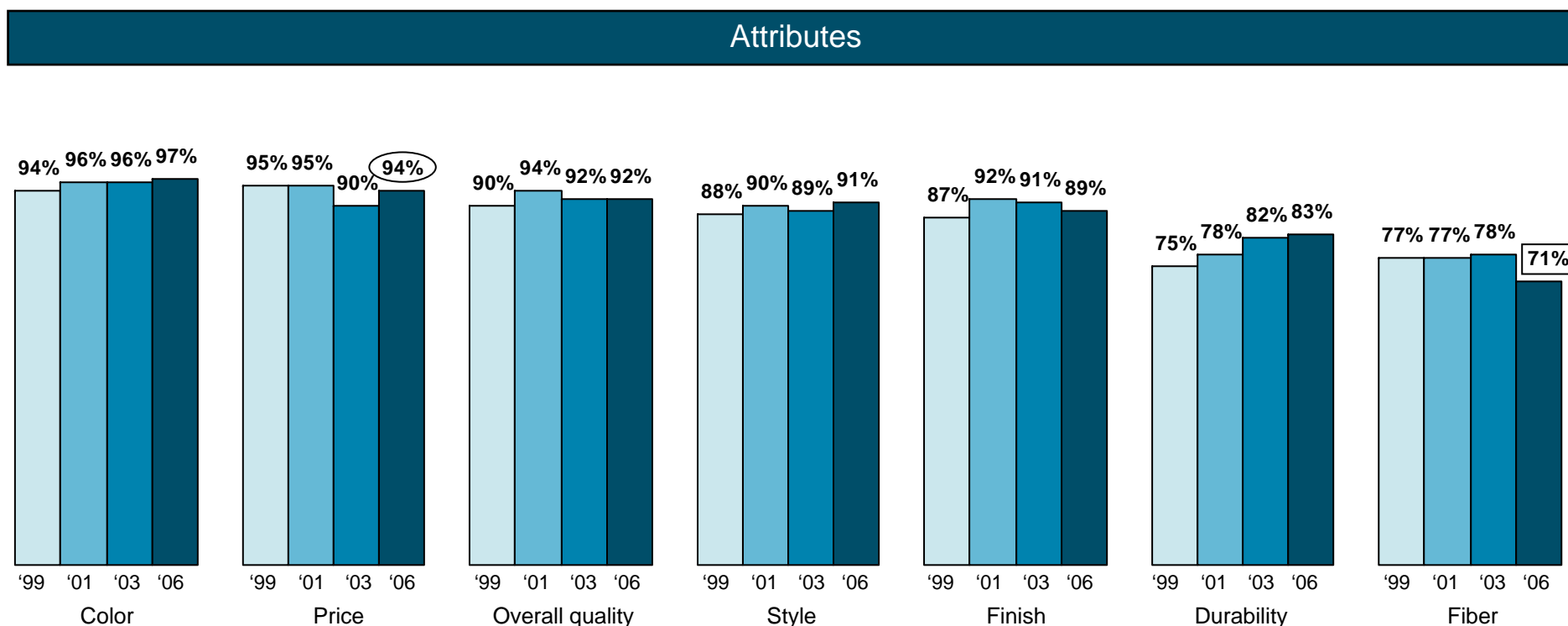
Place Where Consumers Get Ideas For Clothes



○ Significantly higher than GLM III at the 95% confidence level

Shopping and Fashion - Japan

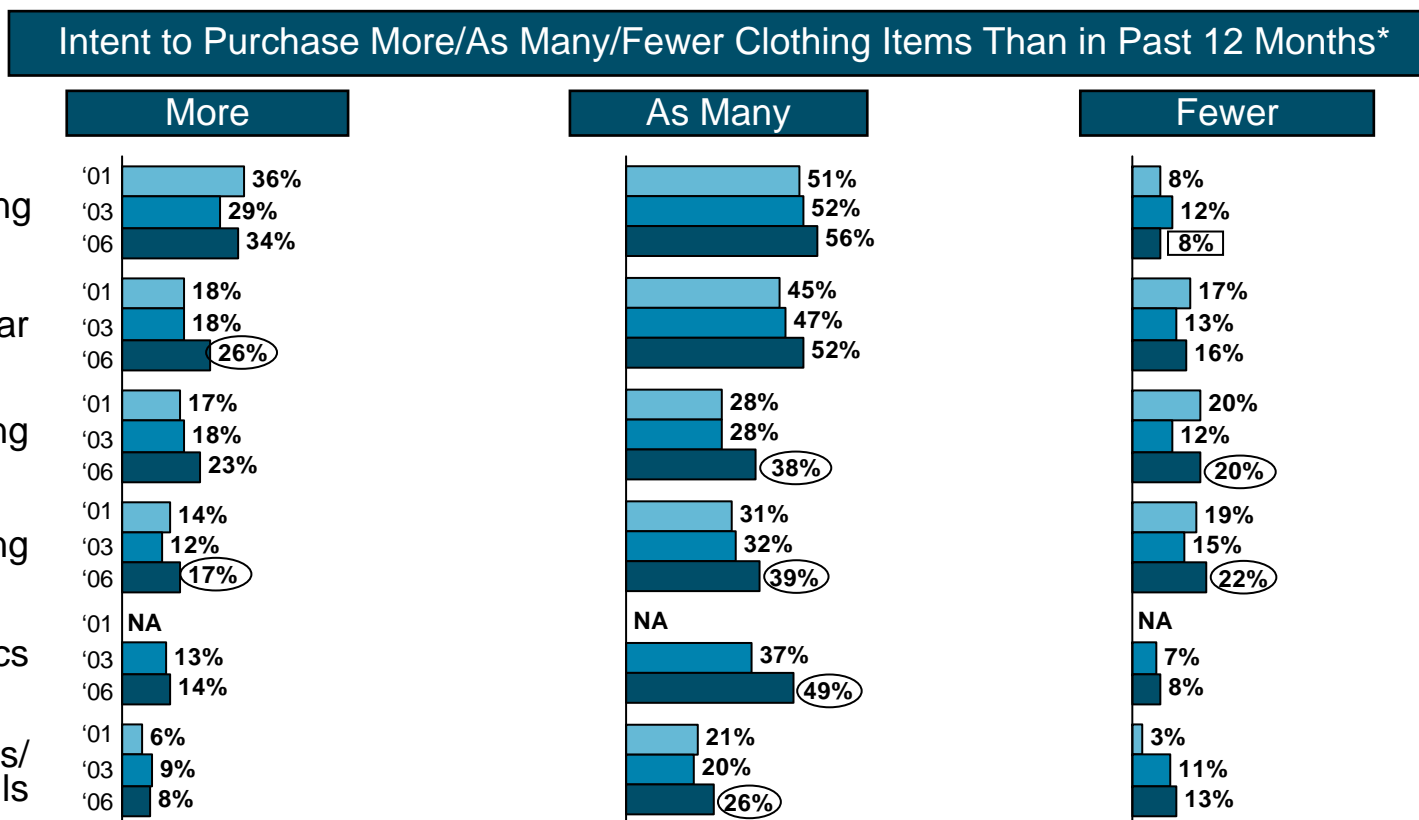
Those interviewed ranked many attributes high in importance, with more than 90% citing that color, price, overall quality and style are the most important pieces of information to know prior to purchasing clothing. The importance of fiber content decreased significantly from 78% in 2003 to 71% in 2006.



○ Significantly higher than GLM III at the 95% confidence level
 □ Significantly lower than GLM III at the 95% confidence level

Shopping and Fashion - Japan

Consistent with the trend of increased interest in shopping in specialty and sporting stores, shoppers are likely to buy more clothing, including denim/jeanswear and sports clothing, over the next 12 months.



NA Not asked

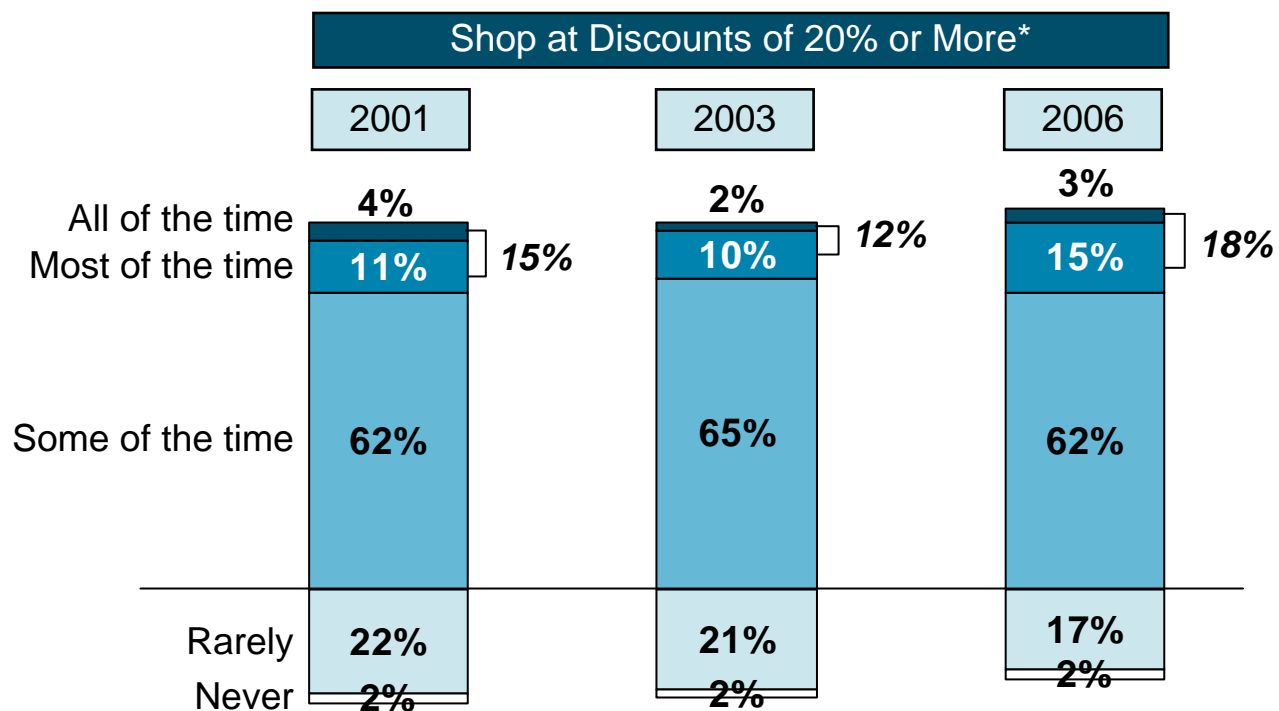
* Question not asked in GLM I - 1999

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Shopping and Fashion - Japan

The majority of respondents buy discount clothing some of the time, with 18% shopping at discounted prices most or all of the time.

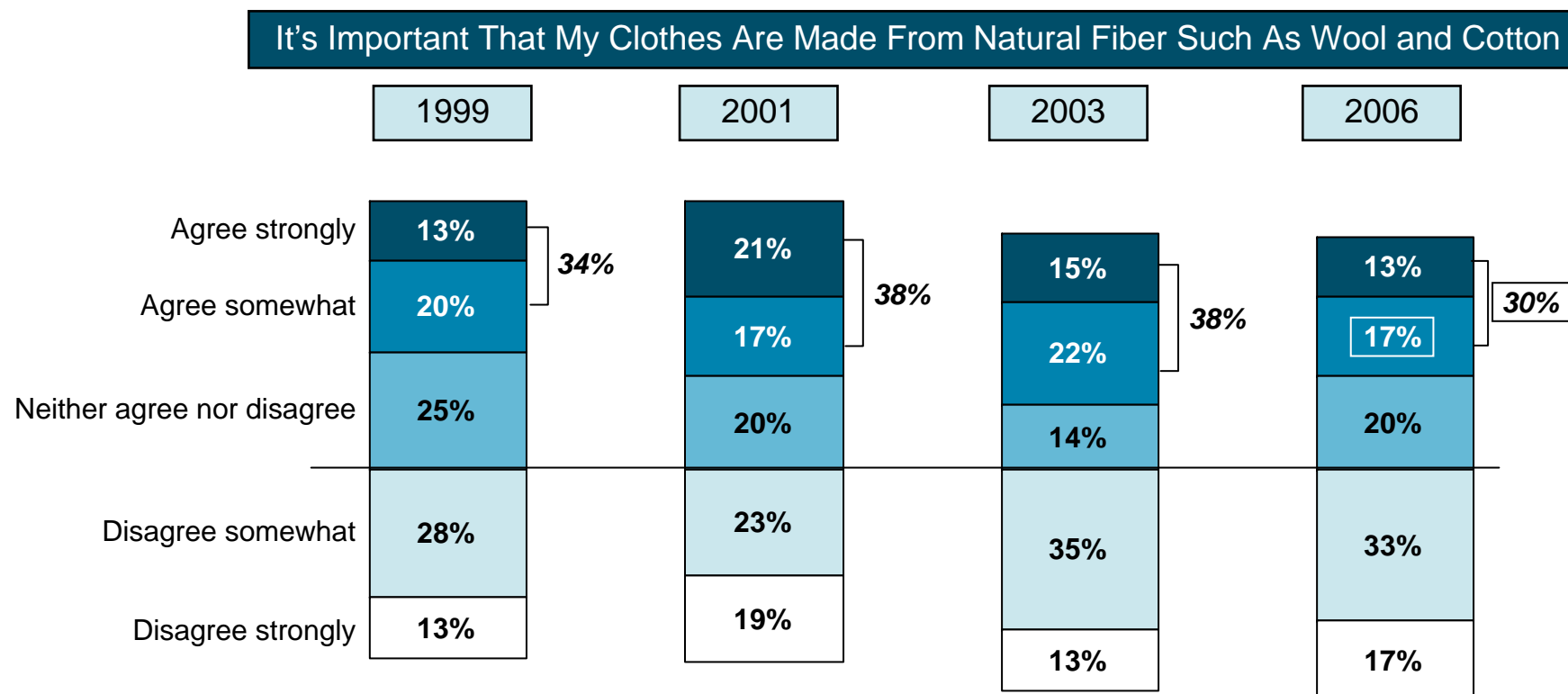


* Question not asked in GLM I - 1999

Quality and Fibers - Japan

Quality and Fibers - Japan

The importance of natural fibers has declined, with 30% agreeing that natural fibers are important in 2006 compared to 38% in 2003.

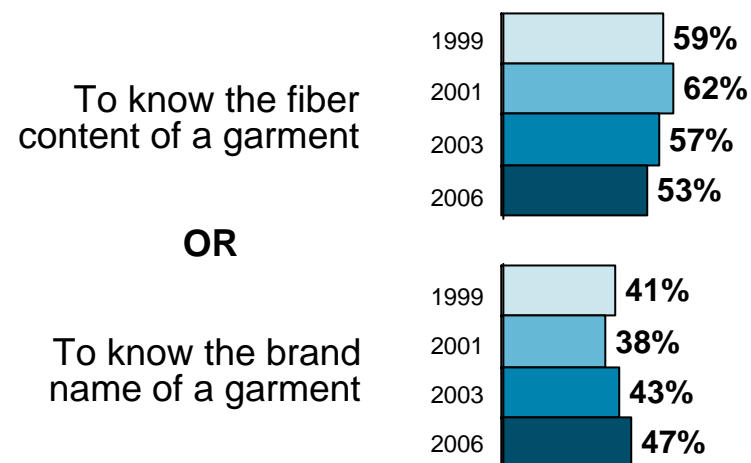
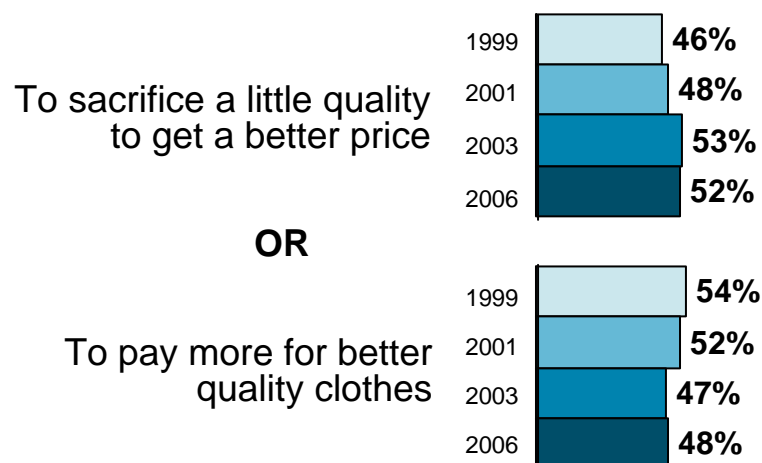


☐ Significantly lower than GLM III at the 95% confidence level

Quality and Fibers - Japan

Opinions regarding quality and price have not changed since 2003; however, there has been an increasing preference to know the brand name of a garment rather than the fiber content of a garment.

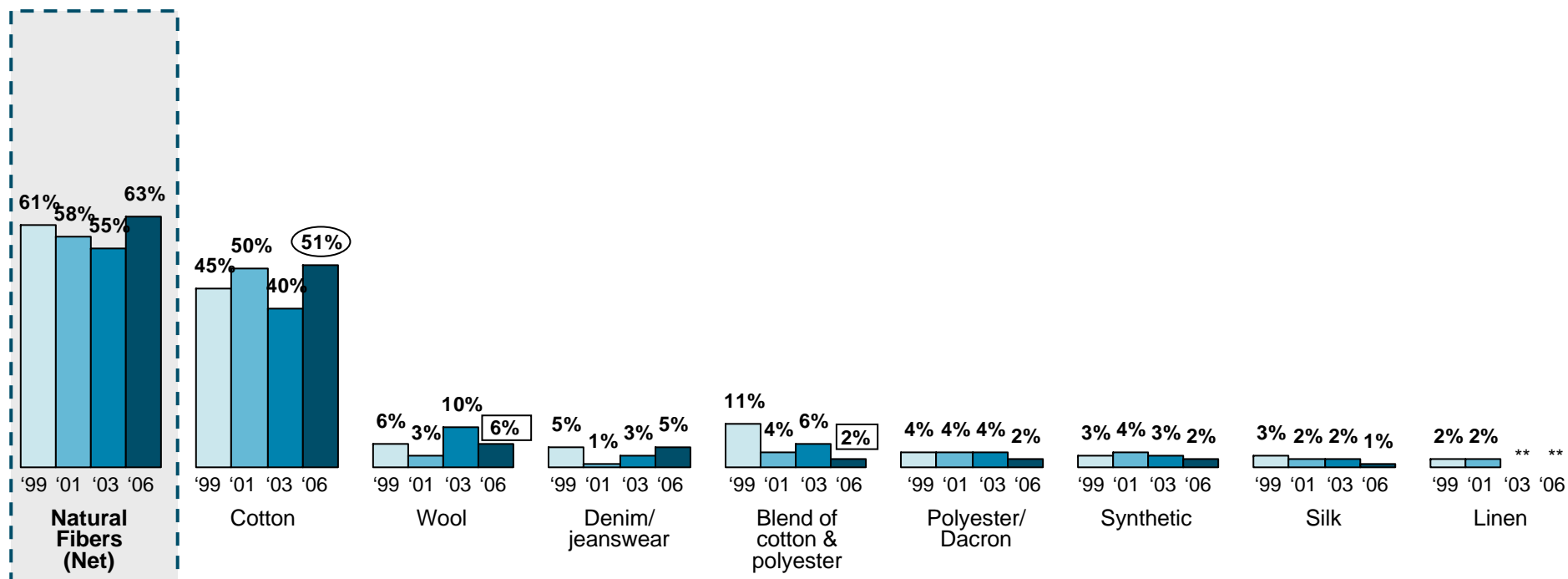
Preferences



Quality and Fibers - Japan

Half of respondents (51%) feel that cotton is best suited for today's fashions, up from 40% in 2003. No other fibers register above 10% but, overall, natural fibers are still considered best suited for today's fashions.

Fiber Best Suited For Today's Fashions



** Less than 0.5%

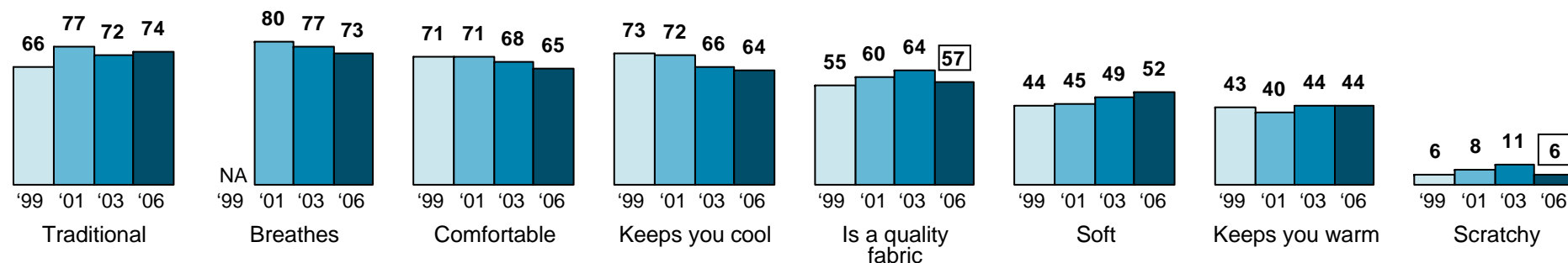
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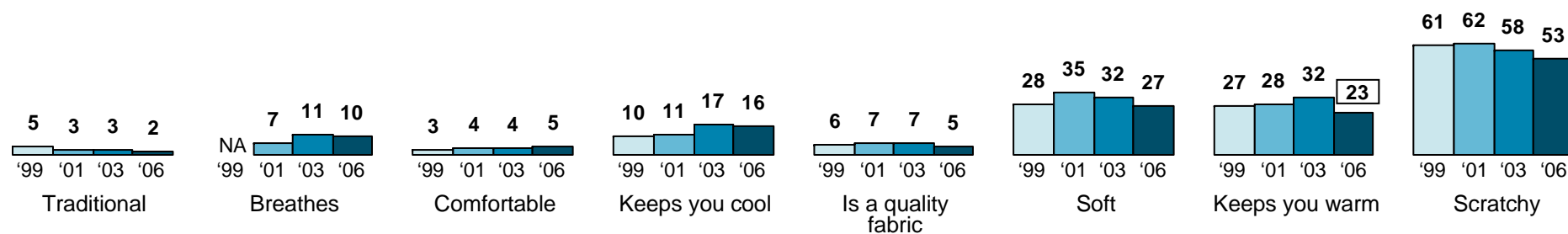
Quality and Fibers - Japan

In comparison to polyester, cotton is ranked significantly higher in many important attributes.

Attributes Describing Cotton %



Attributes Describing Polyester %



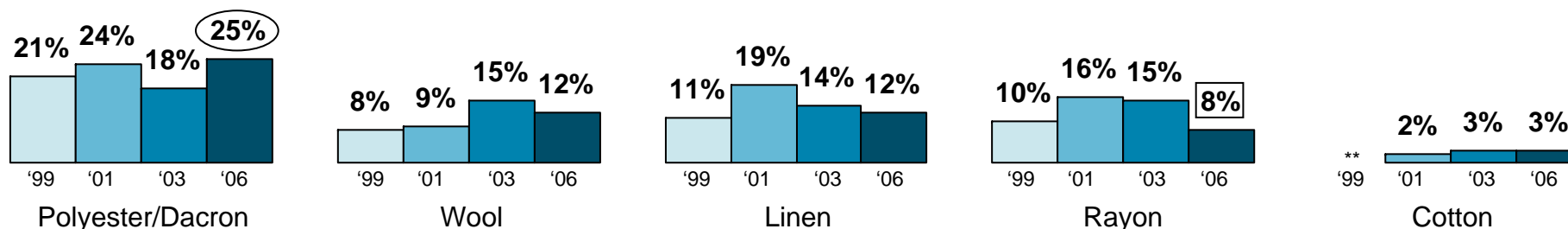
NA Not asked

□ Significantly lower than GLM III at the 95% confidence level

Quality and Fibers - Japan

Approximately 1-in-4 Japanese shoppers will avoid polyester/dacron when purchasing clothes, up from 18% in 2003. Consistent with 2003 results, 3% say they avoid cotton.

Fiber Avoided When Purchasing Clothing
(Among Those Who Said They Avoid Particular Fibers)



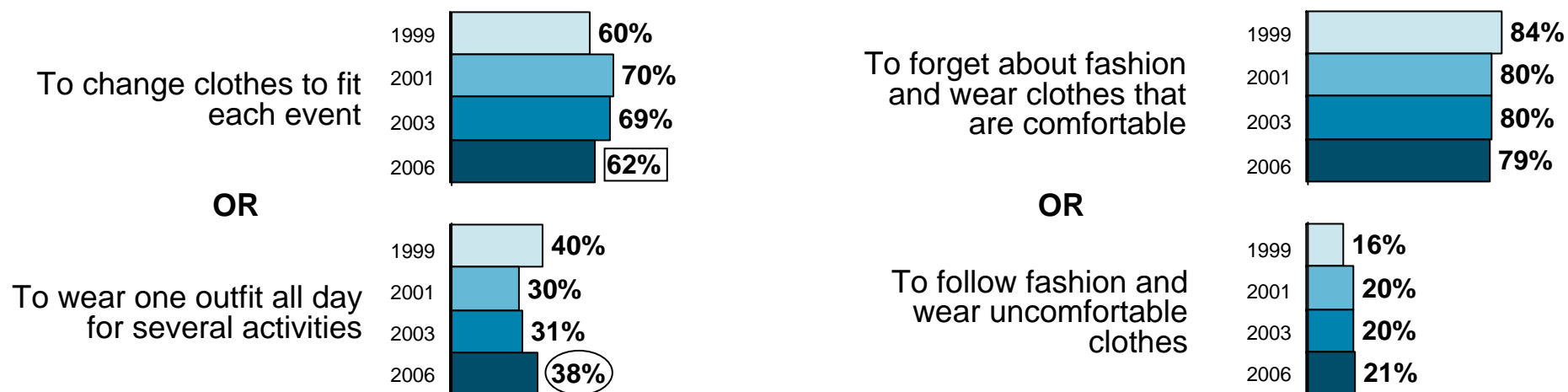
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Casual Dressing - Japan

Casual Dressing - Japan

The majority of shoppers prefer to change clothes to fit each event; however, those who prefer to wear one outfit increased significantly in 2006. There is no change in Japanese consumer preference for comfort versus fashion.

Preferences



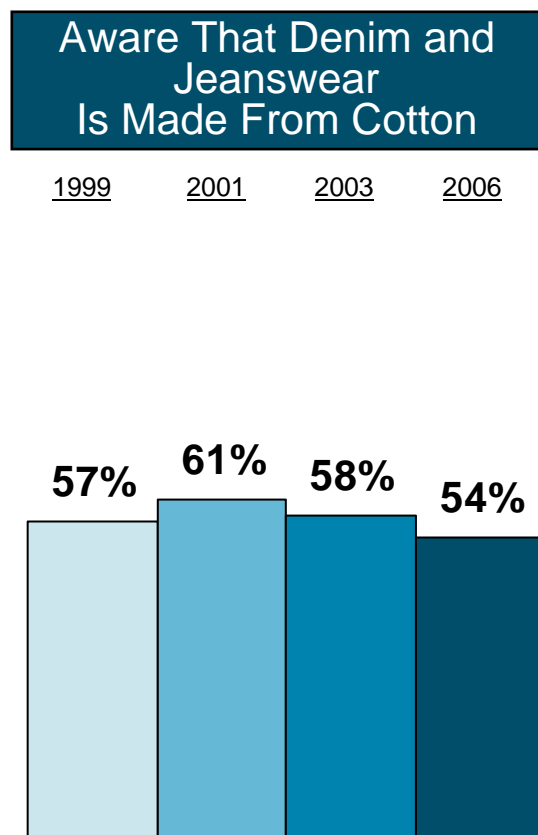
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Denim & Stretch - Japan



Denim & Stretch - Japan

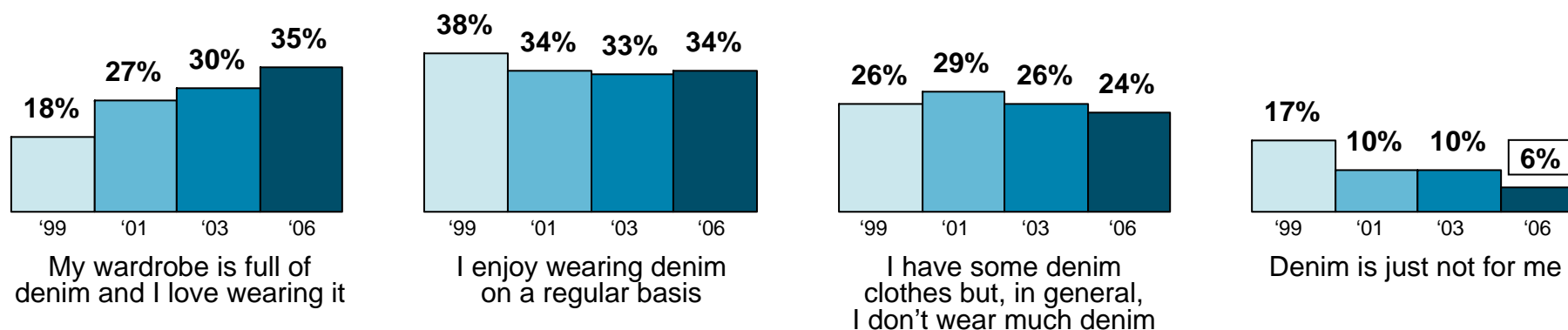
Only a little more than half (54%) of respondents understand that denim and jeanswear is made of cotton, down slightly from 2003 (58%).



Denim & Stretch - Japan

Over the past 3 waves, there has been a steady increase in those whose wardrobes are full of denim and love wearing it. Similarly, the percentage of Japanese consumers who say that denim just isn't for them has dropped from 17% in 1999 to 6% in 2006.

Attitudes Towards Denim/Jeans wear

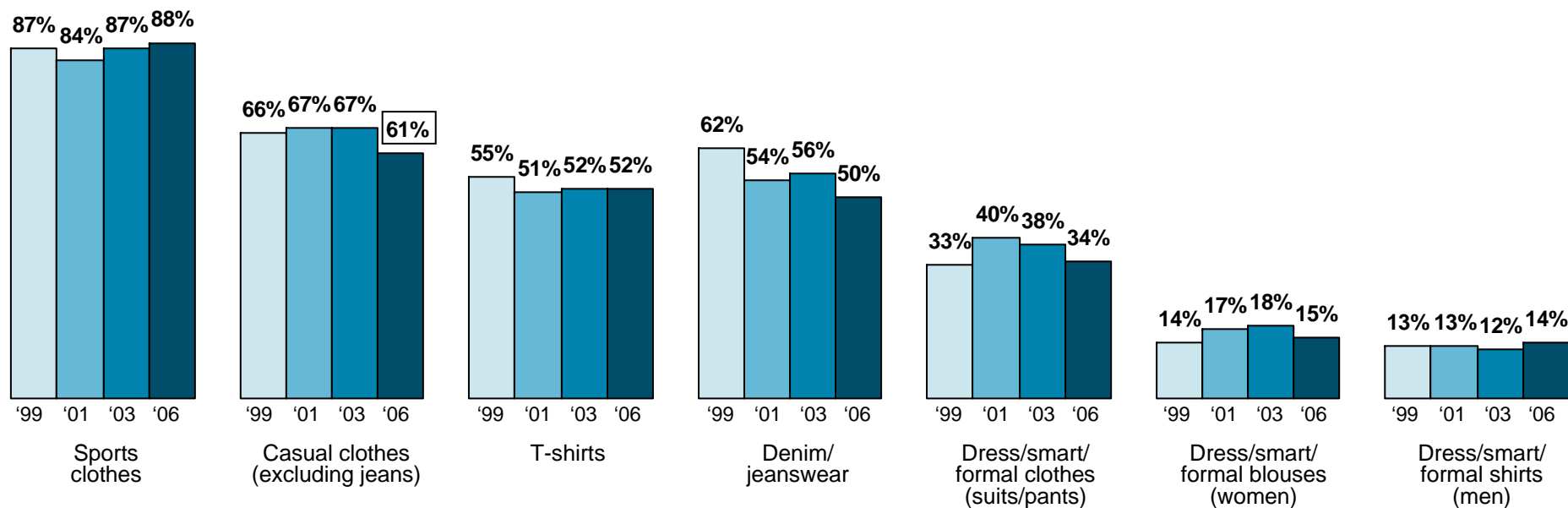


□ Significantly lower than GLM III at the 95% confidence level

Denim & Stretch - Japan

The presence of stretch and elastic fabric is considered to be important in sports clothes. It has declining importance in casual clothes and a slight decline in denim/jeans wear.

Think It's Important To Have *Stretch* or *Elastic Fabric* In Certain Types of Clothing



□ Significantly lower than GLM III at the 95% confidence level

Recommendations - Japan



Recommendations - Japan

In Japan, purchase intent for casual clothing, jeans, and sports clothing is on the increase, and use of denim has trended up over the past 7 years. Japanese consumers tend to spend quite a bit on clothing, though discount clothes shopping has increased in prevalence. Additionally, Japanese consumers overwhelmingly prefer to forget about fashion and wear clothes that are comfortable. Given these circumstances, it is recommended that focus be geared toward casual clothing purchases and marketing to continue the upward trend in denim usage.

- Consumers pay attention to in-store displays and look to them for inspiration for clothing purchases. Using these to highlight positive attributes of cotton clothing could help boost cotton as a fabric of choice. Other key sources of inspiration are magazines and catalogs.
- There is an increase in usage of specialty stores and discount stores, which are also likely to carry and promote casual clothing. Awareness of availability of cotton products in these outlets can be beneficial.
- The importance of fiber content to Japanese consumers has slipped over the past few years. A campaign stressing the reasons why fiber content is important should be considered, highlighting the association of cotton to positive clothing attributes and reinforcing the high-quality nature of cotton clothing.