



Cotton Perception Study

Research Methodology

Objectives

Progressive Market Research conducted an online survey with consumers who purchased cotton based home products within the past 24 months.

Specific objectives include:

- Examine consumer familiarity with different types of cotton
- Gauge consumer perception in regards to Egyptian Cotton
- Determine how consumers associate specific types of cotton with characteristics such as quality and comfort

Methodology



Online survey,
approximately 10
minutes in length



Sample is
comprised of
consumers who
recently purchased
cotton based home
products

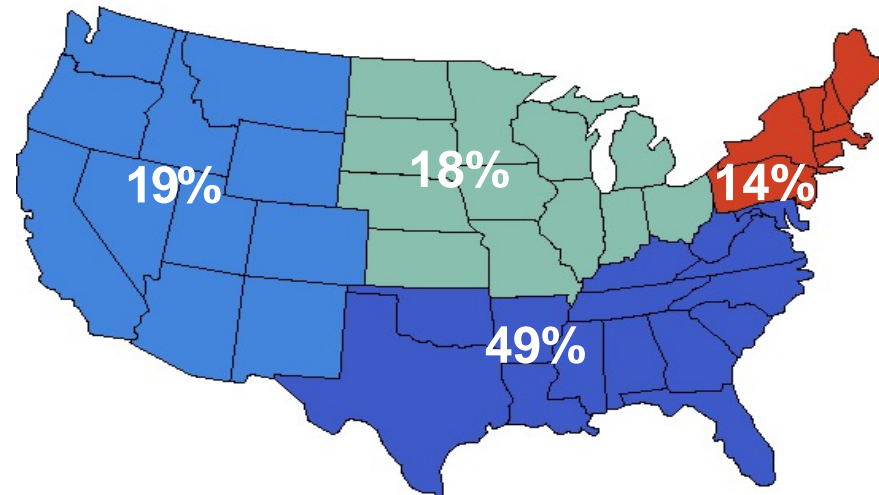


Data collection took
place in February
2018

Respondent Demographics

PBM conducted a 10-minute online questionnaire with consumers who recently purchased cotton based home products.

522 Total interviews were
collected in the US



Executive Summary

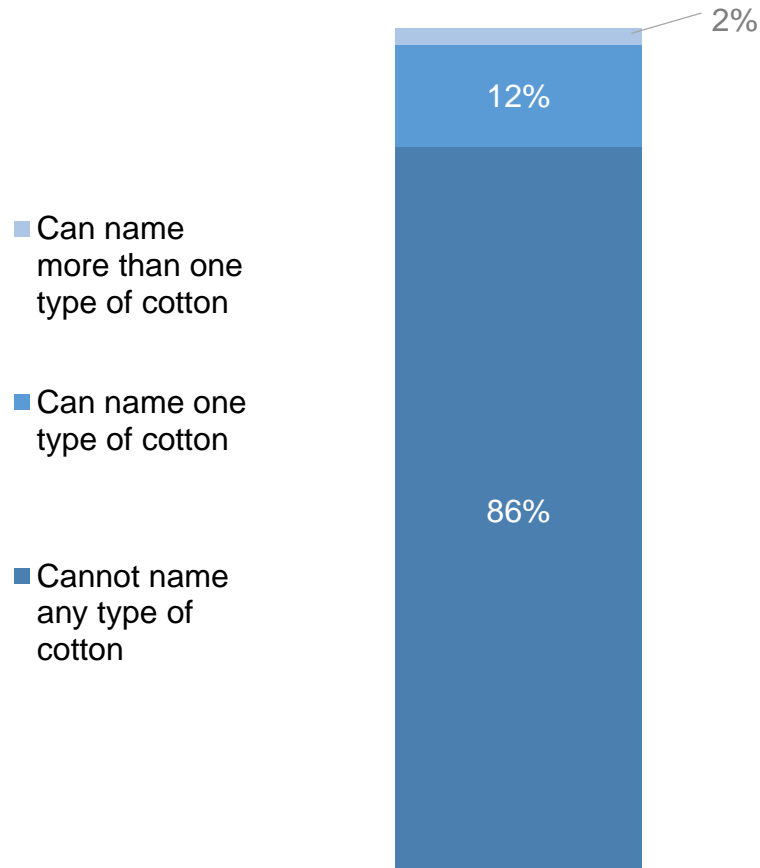
1	Cotton recognition	<ul style="list-style-type: none">• When asked to name different types of cotton, an overwhelming amount of consumers were unable to recall any type.• Even though only 14% of consumers could name at least one type of cotton, Egyptian was the top named followed by Pima.• Of consumers who named multiple types of cotton, more than six out of 10 preferred Egyptian cotton.
2	Important attributes	<ul style="list-style-type: none">• Softness and durability are the most desired qualities that consumers look for in home based cotton products.<ul style="list-style-type: none">• The same two qualities were also cited as the most important.• Similarly, when asked to rate the importance of listed qualities, more than 9 out of 10 consumers considered comfort, durability, and softness to be important.
3	Perceived quality	<ul style="list-style-type: none">• Egyptian cotton was overwhelmingly ranked in the top two by consumers in terms of quality. Pima and Turkish were second and third, but by a large margin. Sea Island cotton was ranked in the bottom two types by almost three-fourths of respondents.• Over one quarter of consumers say they would not pay a premium for any type of cotton. However, majority of consumers stated that they would pay a premium for Egyptian cotton.

Unaided recall

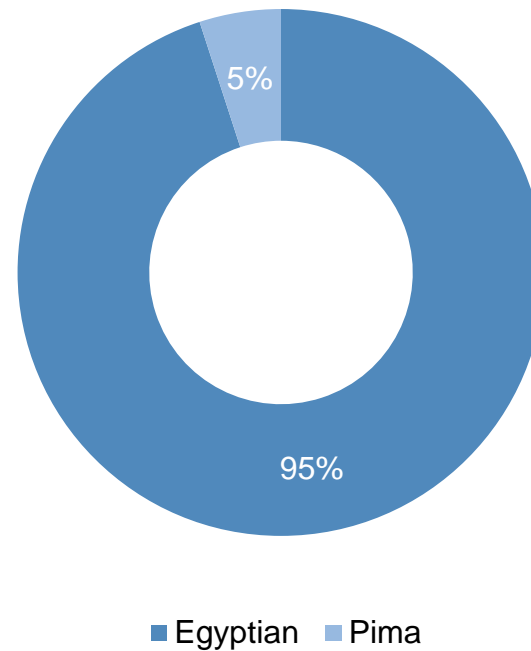
Cotton type unaided

The majority of consumers were unable to recall unaided cotton types. Of those who could, Egyptian cotton was the most prevalent and the most preferred.

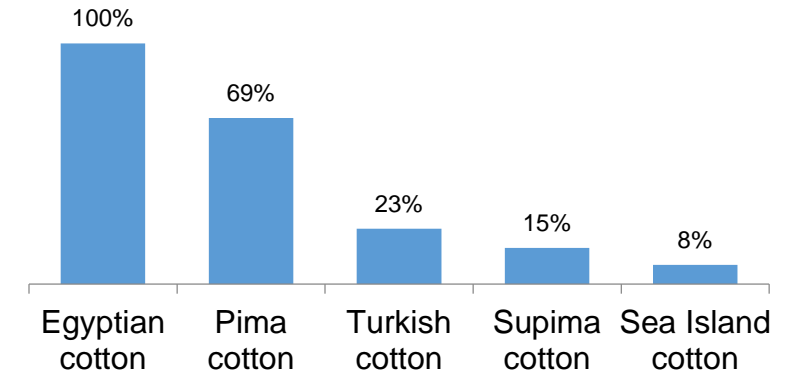
Consumers who:



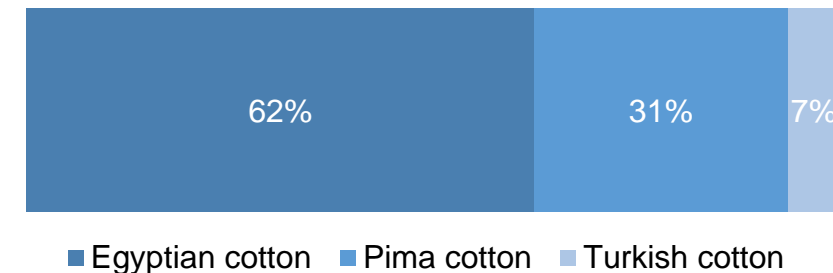
Of those who could name one type of cotton:



Of those who could name more than one type of cotton:



Preferred type to own

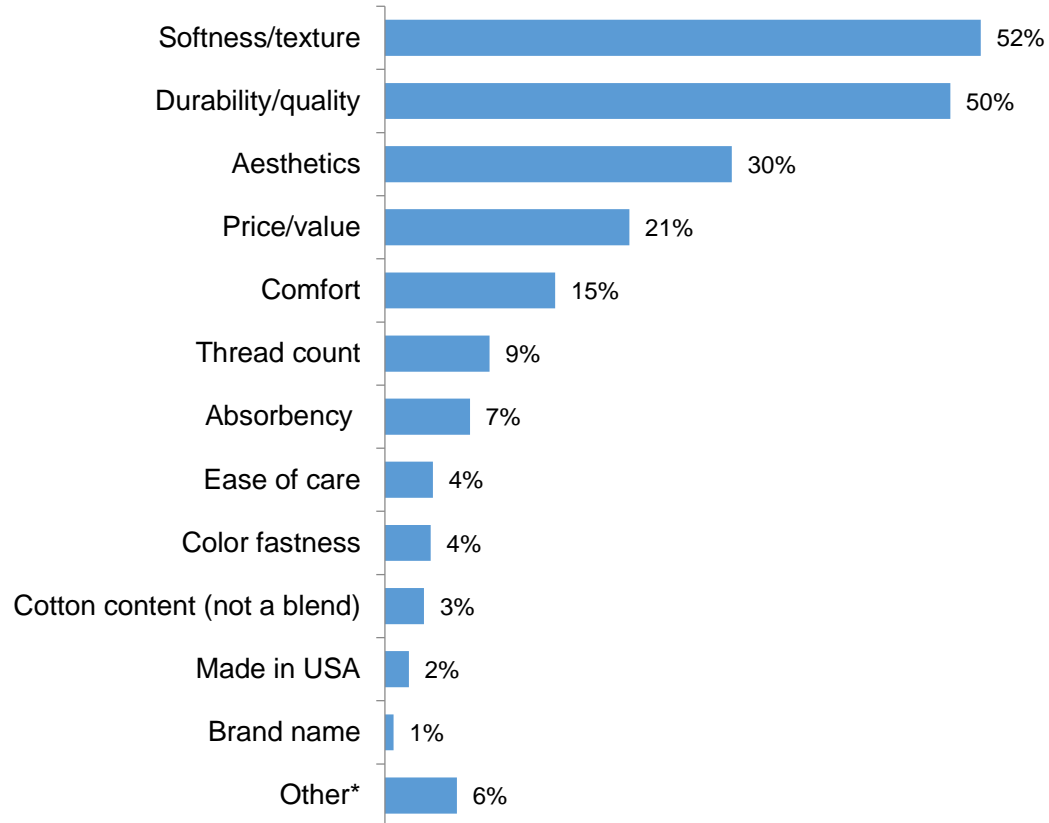


Q2. When thinking of different types of cotton textiles, which ones come to mind?
Q3. Of the types of cotton you mentioned, which one is your most preferred to own?

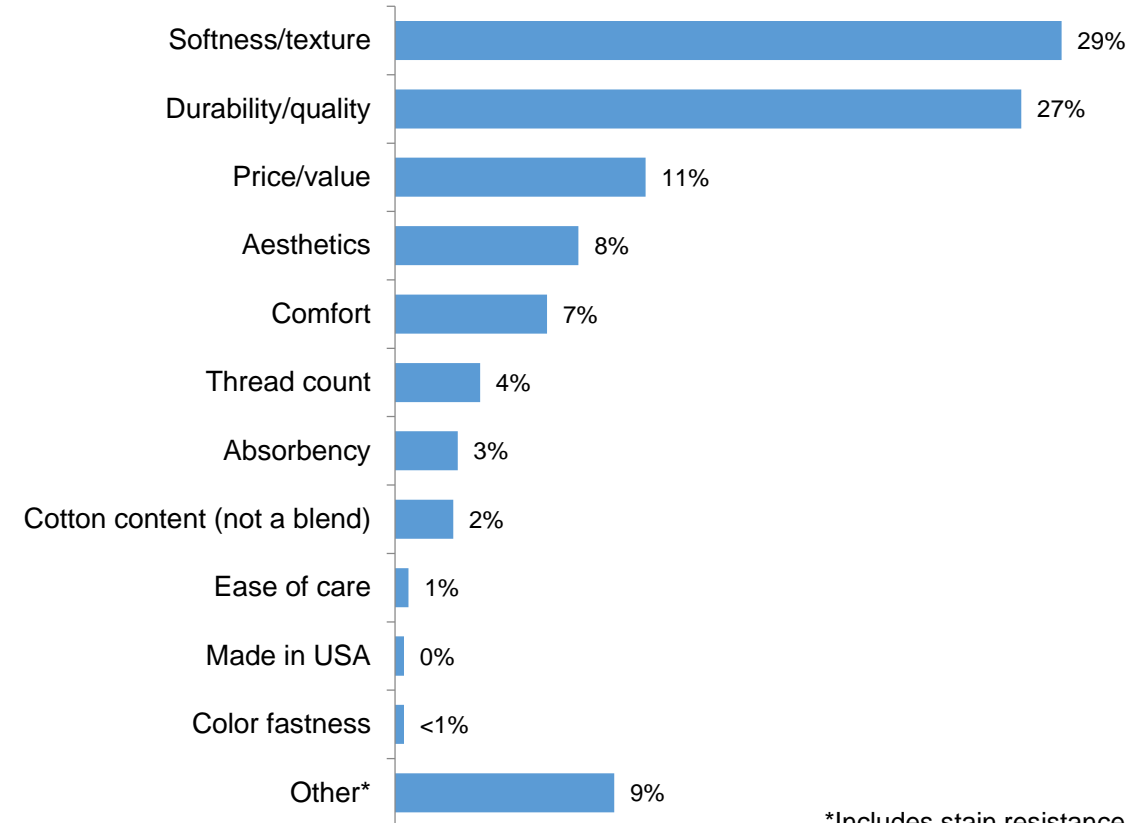
Quality preferences

Unaided, consumers say that they look for softness and durability in their cotton home products and rate those two qualities above others as the most important.

Qualities consumers look for



Most important quality



*Includes stain resistance and functionality

Q4. What qualities do you look for when purchasing cotton textile products for your home?

Q5. Of the qualities you mentioned, which one is the most important to you when purchasing cotton textile products for your home?

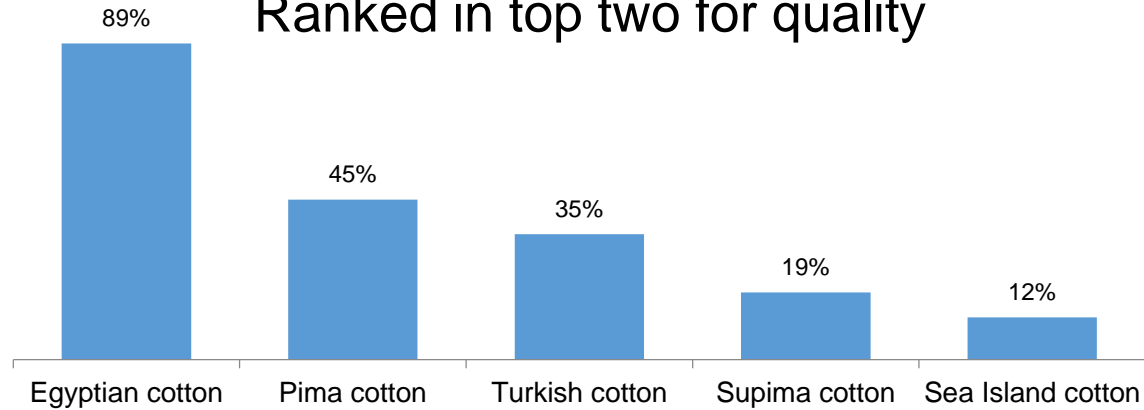
Aided recall



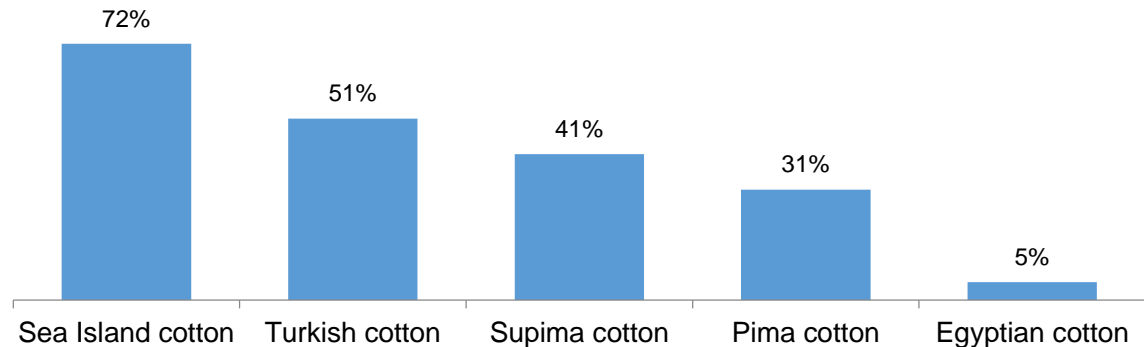
Cotton perceptions

Egyptian cotton is most associated with quality, and consumers are willing to pay a premium as a result. Sea Island cotton ranks at the bottom for both perceived quality and consumers who will pay a premium for it.

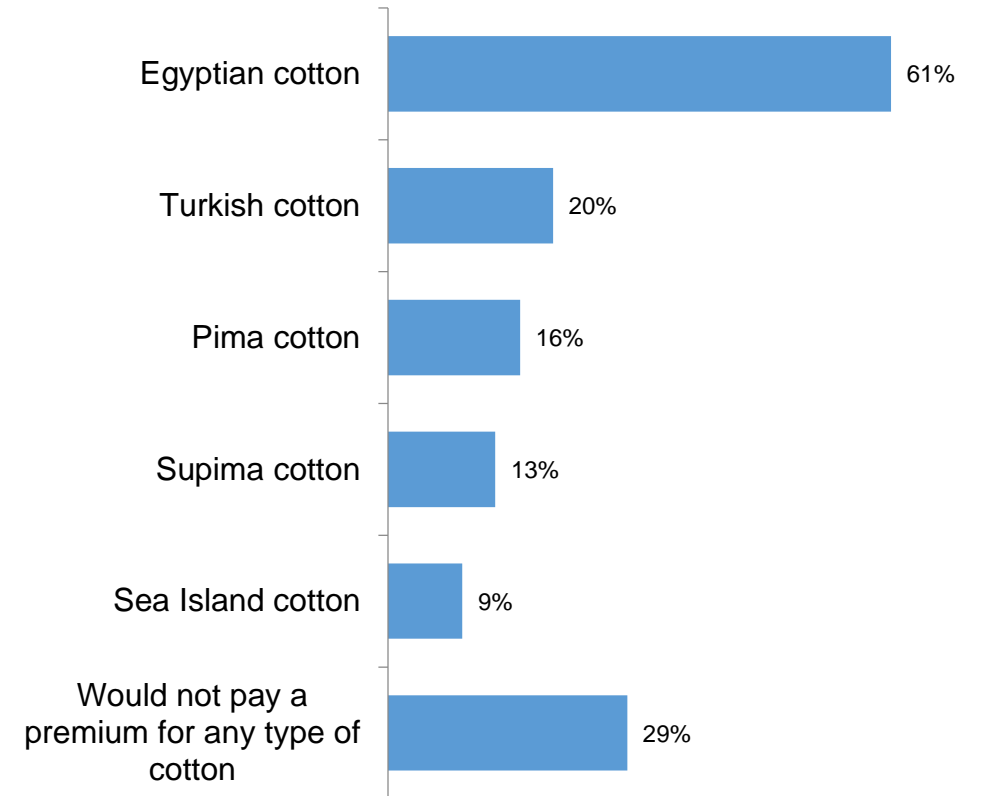
Ranked in top two for quality



Ranked in bottom two for quality



Type of cotton willing to pay a premium for



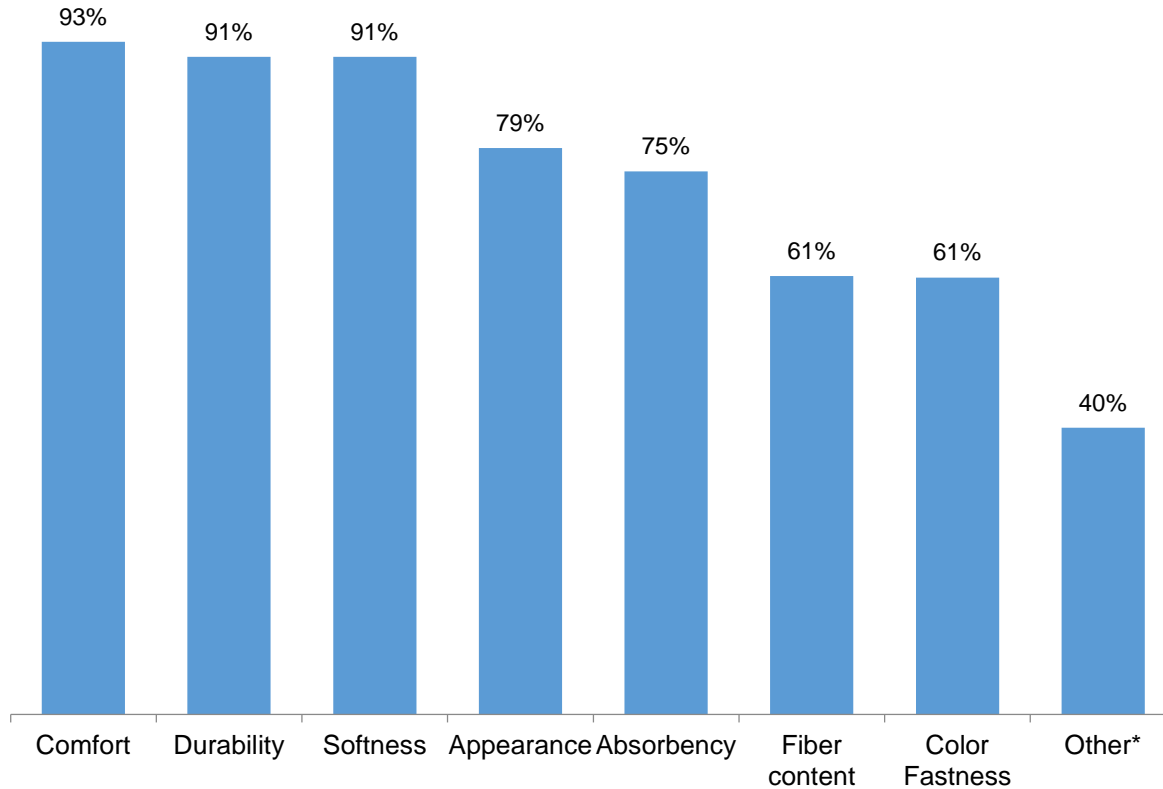
Q6. Please rank the different types of cotton in order of what you consider highest to lowest of quality.

Q7. Which types of cotton would you pay a premium for?

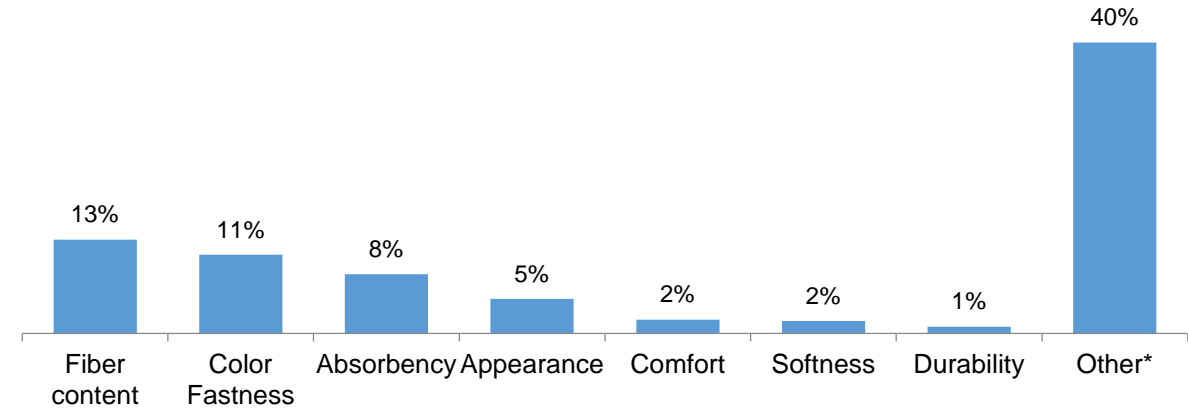
Importance of product benefits

Comfort, durability, and softness are the product benefits that consumers indicated are the most important to them. Fiber content and color fastness are not as highly prioritized.

Indicated important or very important



Indicated unimportant or not at all important



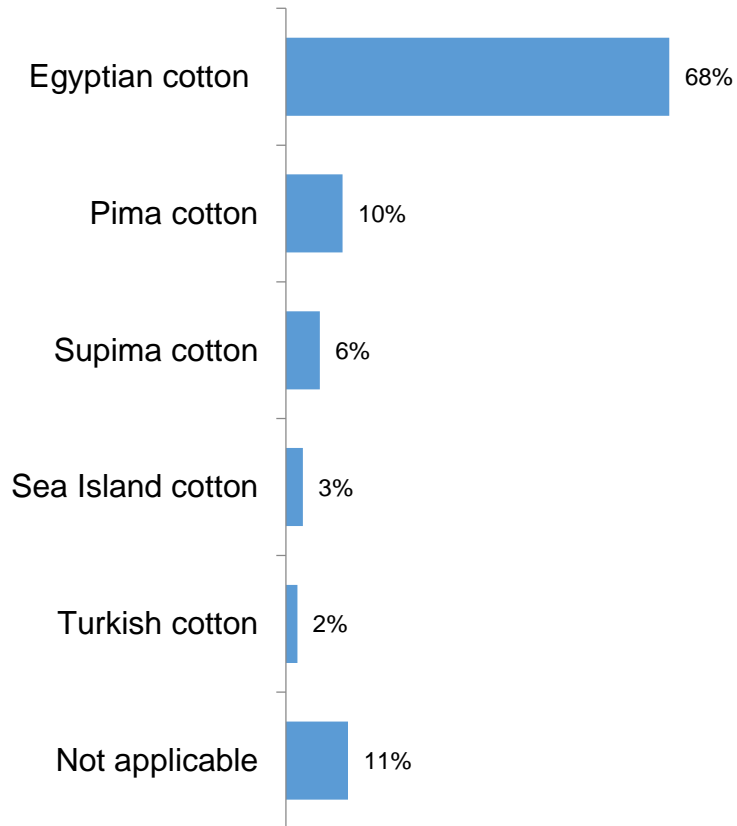
*Includes brand name, color, and price

Q1. What product benefits are important to you when buying home textile products? Please rate each attribute on a scale from 1-5 where 1 equals not at all important and 5 equals very important.

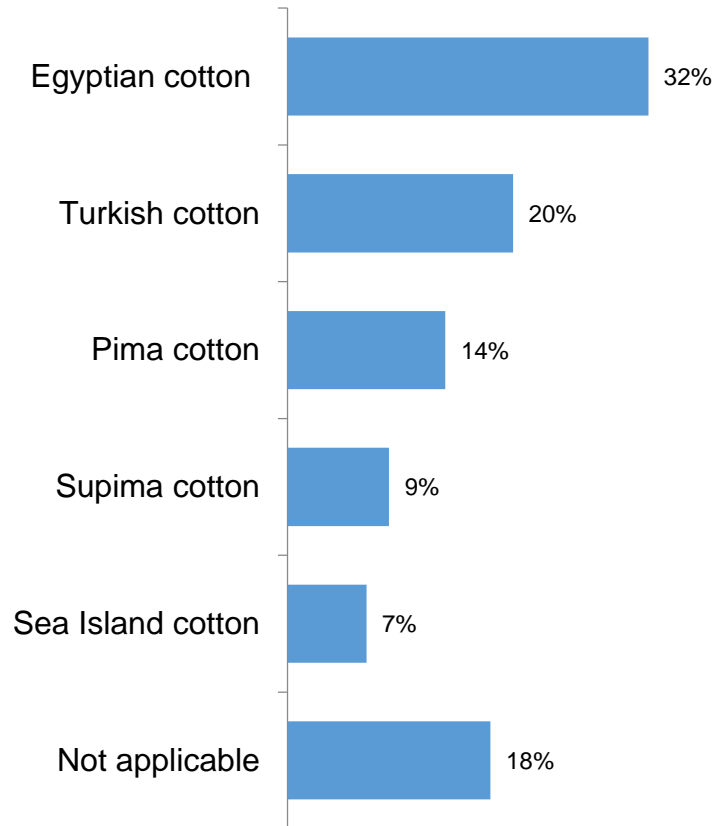
Cotton preference by product

Regardless of product, Egyptian cotton is the most preferred choice. For towels, Turkish cotton comes in second.

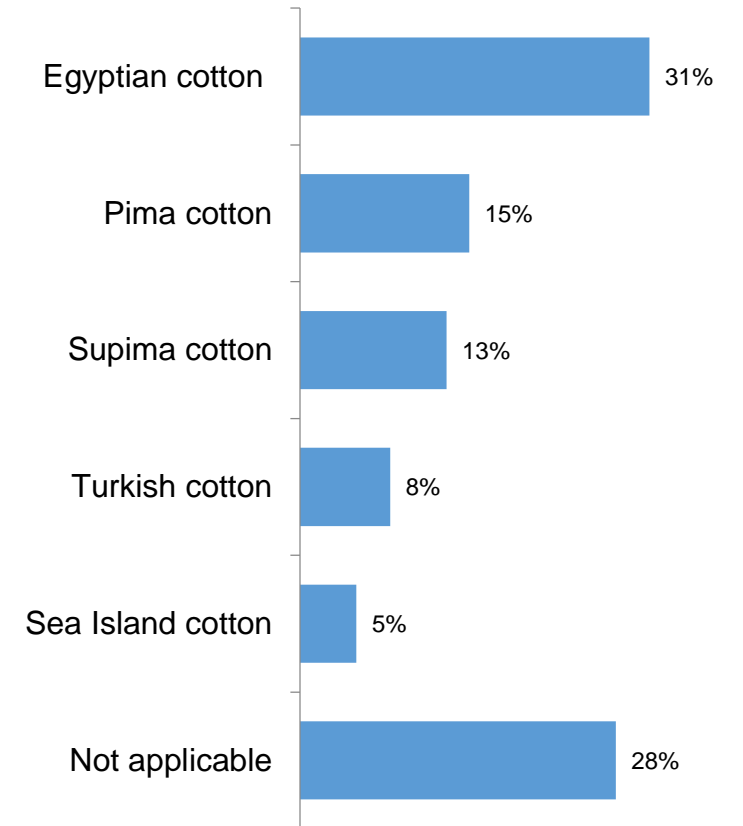
Bed sheeting



Towels



Throw blanket



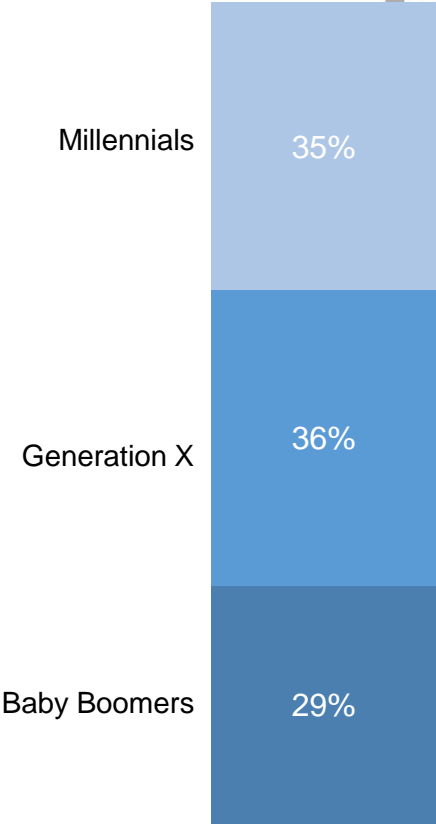
Q8. Which type of cotton do you prefer to purchase for each of the following cotton textile products for your home?

Demographics

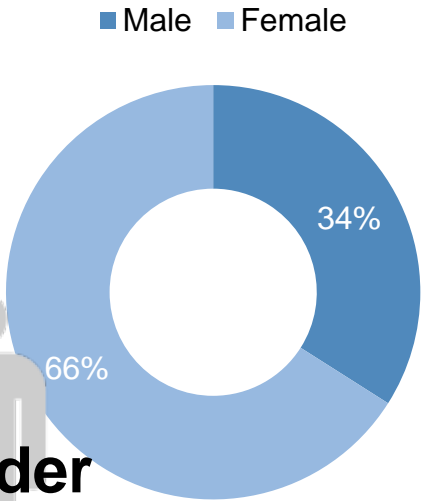
The image features a soft, out-of-focus background of a window with white curtains, through which natural light is visible. In the foreground, a white, quilted blanket is draped across the bottom half of the frame, adding a sense of comfort and domesticity to the scene.

Respondent Profile

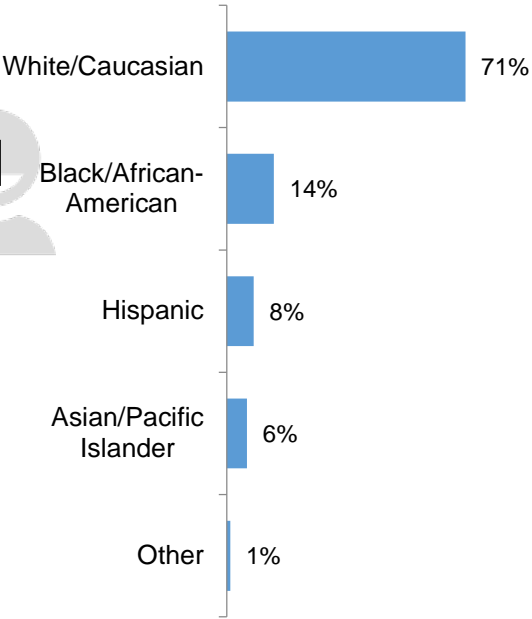
Generation



Gender

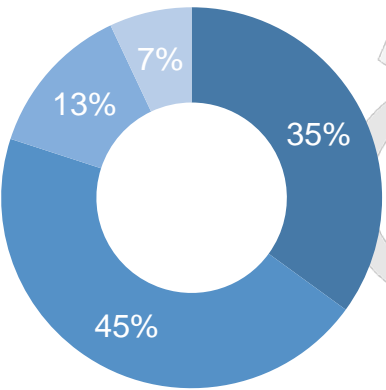


Race and Ethnicity



Marital Status

- Single, never married
- Married
- Separated/Divorced/Widowed
- Domestic Partnership



Respondent Profile

