Understanding Your Target Audience

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Introduction

I will be surveying customers of a famous head scarves brand name called Vela Scarves. They are an Islamic, women-owned and operated company based in California, since 2010. Their focus is to provide timeless, high-quality scarves while promoting style, comfortability and sustainability. They sell scarves that are handmade and crafted within India. Many customers value the uniqueness of the designs and colors released which is what gained its popularity within the community. The owners of the company take great pride in that their designs are made within house and that they are ethically sourced while paying livable wages to its manufacturers in India.

Marketing and customer data collected allows easy segmentation, which is to divide your audience into specific groups based on similar needs/preferences to give a personalized experience. It also allows for adaptability in the long run to match your consumers' changes. Segmentation also helps create a great ROI since your efforts are focused and relevant to your audience. Creating a great relationship with consumers could help with spreading the word about your product. Word of mouth, especially through influences or people who are looked up to, can help you engage with your target audience better.

Vela Scarves can use these insights to improve the offered scarves, create new marketing campaigns on social media to reach new audiences, and take inspiration for new designs.

Questionnaire Design

Demographic data allows you to collect personal information. It allows you to assume preferences that might align with the audience. Customer behavior data allows you to understand purchasing habits, effectiveness of emails, and website interactions. It gives you insights into

how to engage with your audience. Customer motivations data or primary motivations by asking "what are you searching for within x product?". It could be out of convenience, value or status. All of these elements are important to cover in any survey to learn more about a customer.

The questionnaire is divided into 3 sections, the 1st section handles important demographic data of Vela Scarves' customers, the 2nd section learns more about the buying capability of the customers and what influences their purchases, and the 3rd section asks psychographic questions regarding the brand and scarves. The questions asked are:

1- How old are you? (demographic)

2- Where do you live? (demographic)

3- What's your race or ethnicity? (demographic)

4- What's your employment status? (demographic)

5- Why do you buy hijabs / scarves from Vela Scarves? (behavioral)

6- Where do you hear about new drops and restocks? (behavioral)

7- What kind of hijab / scarf do you usually buy? (behavioral)

8- How much do you usually spend on hijabs / scarves when there's a **new drop** or **restock**? (behavioral)

9- How often do you buy hijabs/scarves? (behavioral)

10- How satisfied are you with the designs or colors released? (behavioral)

11- How satisfied are you with the quality of hijabs / scarves? (behavioral)

12- How do you think Vela Scarves can improve their scarves? (psychographic)

13- What influences your decision when purchasing a new scarf? (psychographic)

14- Which of the following values is most important to you when choosing a hijab or scarf? (psychographic)

15- Why do you choose Vela Scarves over other brands? (psychographic)

The reason why the questions were extended a bit was to learn a bit more about the customers and get a more diverse and complete understanding of the brand from their point of view.

Survey Distribution

The survey was conducted through Google Forms for easy surveying. I decided to post the survey on the r/ Vela Scarves subreddit on www.reddit.com. The subreddit has a group of 400 people who are interested in the brand. Everyone talks about issues that they've faced with the product or just generally talks about the brand. After posting my survey, I was able to get 31 responses from customers who share a similar point of view. I was targeting customers between their 20s and 40s since they are who I see that interact and buy with the brand the most.

The reason why I chose to survey users there was due to easy access to the survey link and easy advertising. Instagram and Facebook require a business account to advertise the brand, and I do not have any personal friends or family that use the brand to advertise it either. Another reason why Reddit was chosen was because it promotes discussions organically and users tend to be more active and engaging on the platform than others.

Since Reddit is a new type of social media, most of my surveyors were in between the range that I set for my customers, and I will be using all 32 responses for analyzing the audience and their demands. The responses collected were very interesting and aligned with what I already knew from being an active participant in that same subreddit. If I were able to survey on other platforms like Instagram, I would've received an even more diverse dataset that would've been more insightful.

Data Analysis

- Age: From 32 survey respondents, I got mostly respondents in the age range of 20-40, with a few respondents under 18. None of the respondents were older than 40 years.
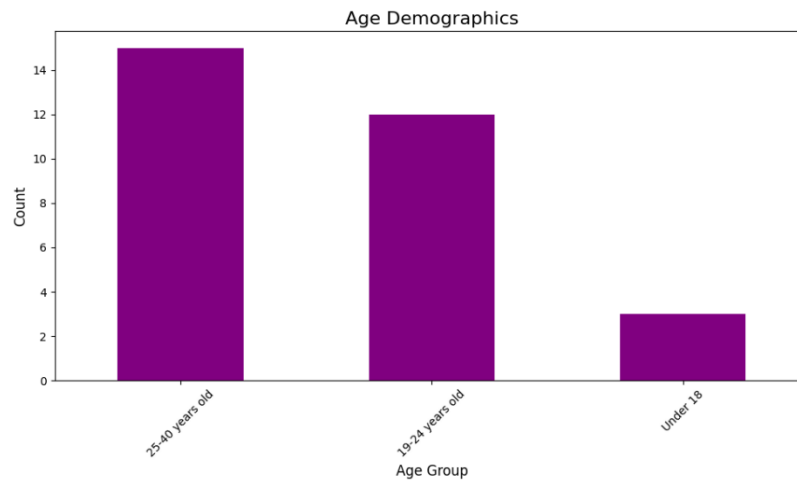

- Employment status: Most of the respondents were either unemployed, full-time or part-time employees with a few that were self-employed or contractors. This could also indicate that most of the customers are probably stay-at-home mothers or live with family, so they have another source of income or a sort of monthly allowance to spend on the products.
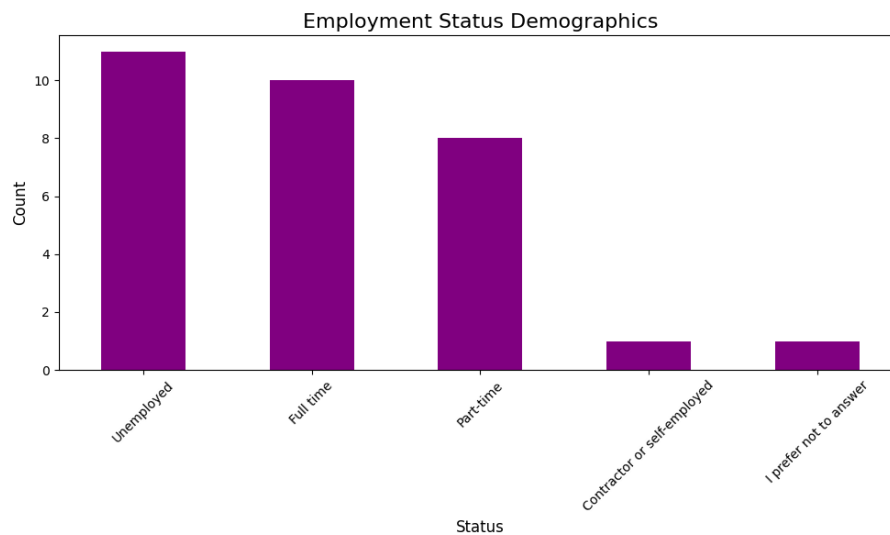
- Race or Ethnicity: Another interesting insight into the community that can be used in several ways. Since the community consists mostly of Arabs and Asians, the brand can focus on heritage products to those areas to gain more popularity amongst the community. This doesn't mean to fully ignore the other races that the community has but it gives a good segment of the market to touch into.
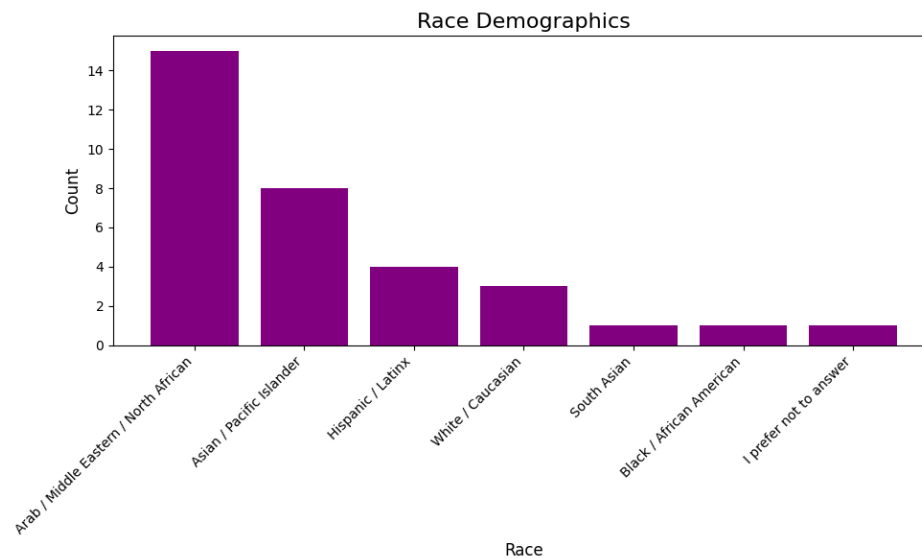

- Update Channels: Customers of Vela stay up to date via a variety of applications, most importantly, Instagram, TikTok, Email and Reddit. These channels can be used as the main way of leveraging customers and launching marketing campaigns.

Update Channels Used
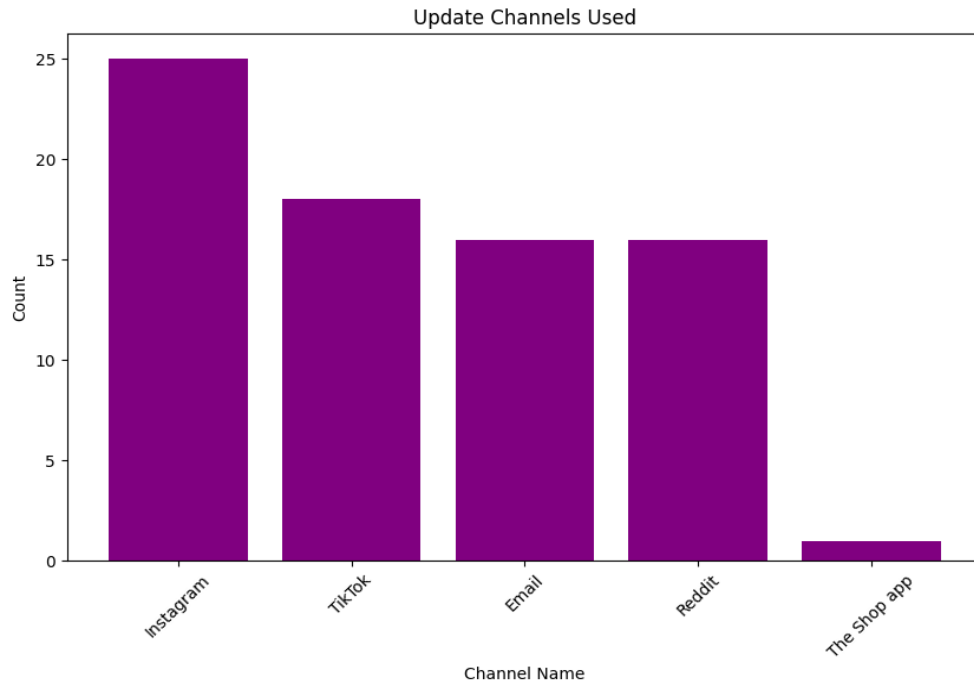
- Location: Most Vela's customers are from Northern America but there's a selection of customers located outside, in Europe, Africa and Australia and Oceania continents. Vela could use these as indicators to possible markets they can tap into by creating campaigns specifically for those regions.


Percentage of Customers by Continent
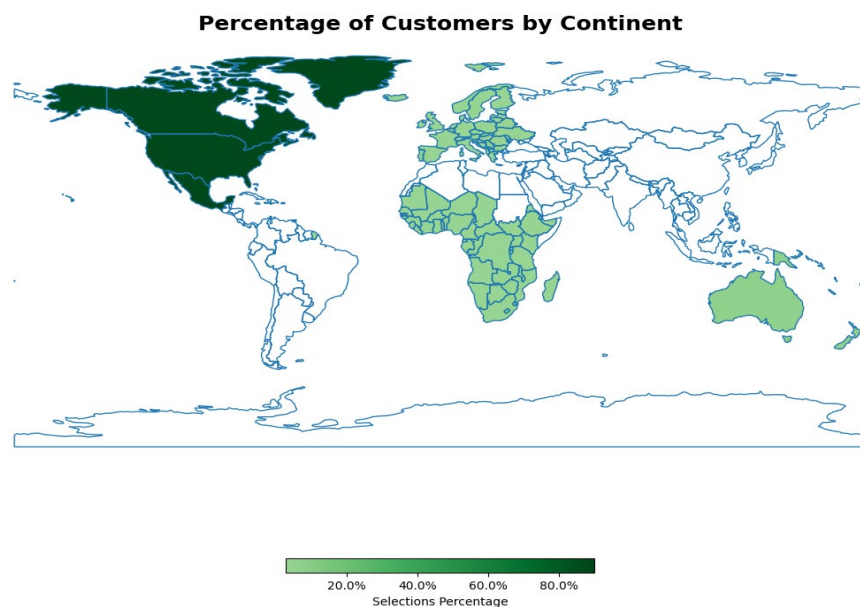
- Scarves Purchased: Most of Vela's customers enjoy their modal scarves in comparison to their chiffon and jersey materials. This could mean that Vela could improve their chiffon and jersey designs and products while focusing on their modals.
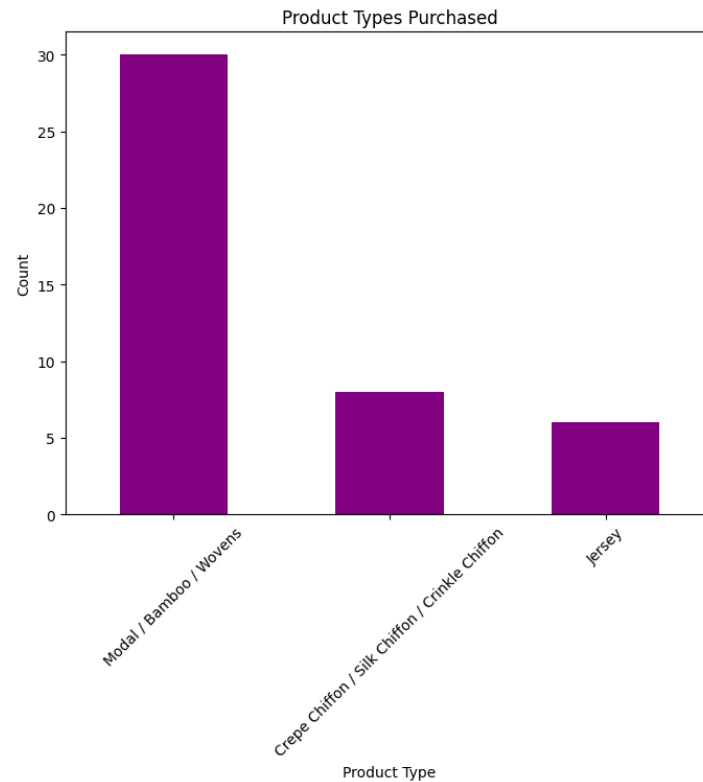
- Budget: Even though Vela's scarves are not that cheap in comparison to other brand names, many of their customers do not mind spending over $55 each time they buy from the brand. While a good number of customers also don't spend over $55, this could be an indication that Vela could benefit from making sales or lowering their prices on specific items due to their sizes or designs.

Customer Spending Ranges
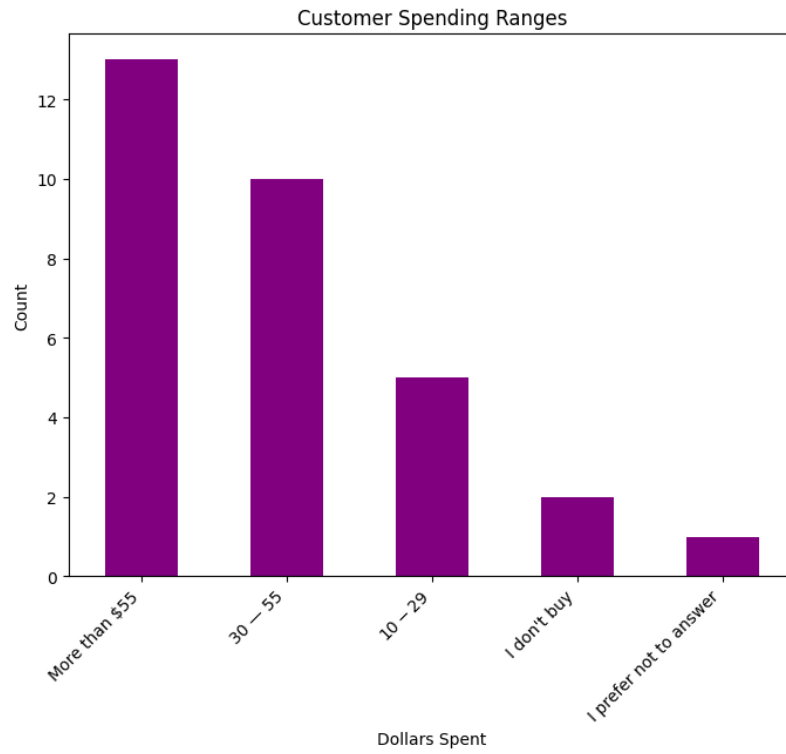
- Why Vela: This shows us the main reasons for support for Vela or the strong elements of the brand that customers enjoy. Many of the surveyors enjoy the designs created by Vela, following it the quality of the fabrics and the selection of them, how they are ethically made and that they like to support smaller Islamic businesses in the market.

Individual Reasons for Support
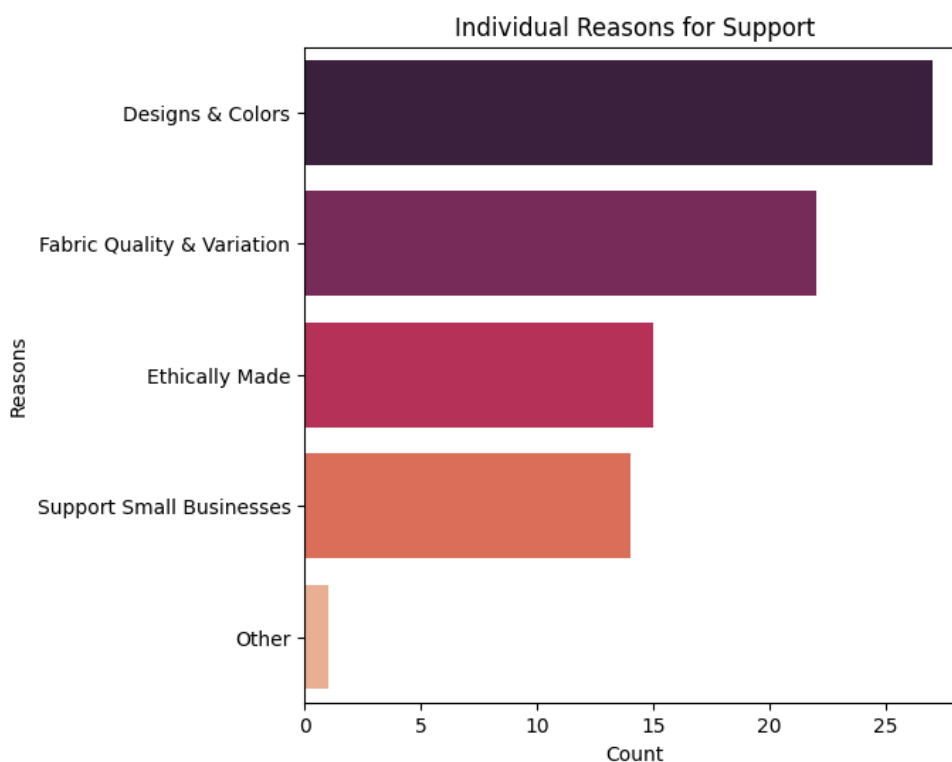
- Design & Colors Rates: Surveyors were asked on a scale of 1-5 how much would they give Vela for the scarves' design and color. Surprisingly, it didn't receive any 1 or 2 ratings and most of the ratings were 4. This indicates that Vela does a good job with their color and design selection and should continue with their creative ideas.

Satisfaction with Design & Color (1-5 Rating)
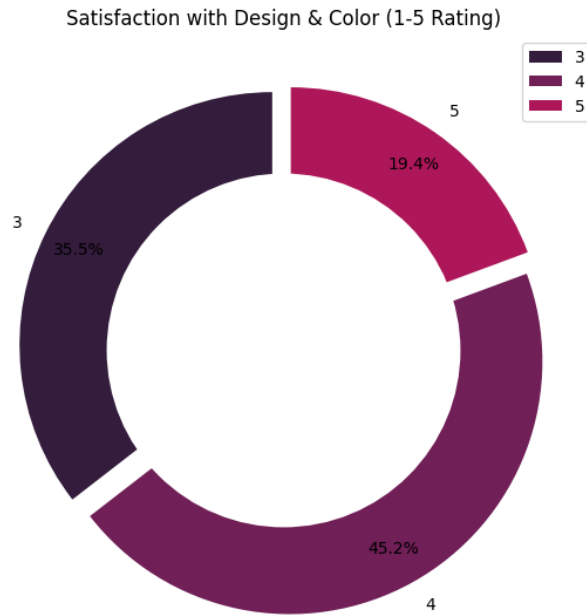
- Quality Rate: Unlike the design and color rates, the quality didn't get such a great rating. Most of the surveyors gave it a 3 on a scale of 5. This result is expected due to the recent degrade in quality that has been mentioned several times by usual customers.

Satisfaction with Quality of Scarves(1-5 Rating)
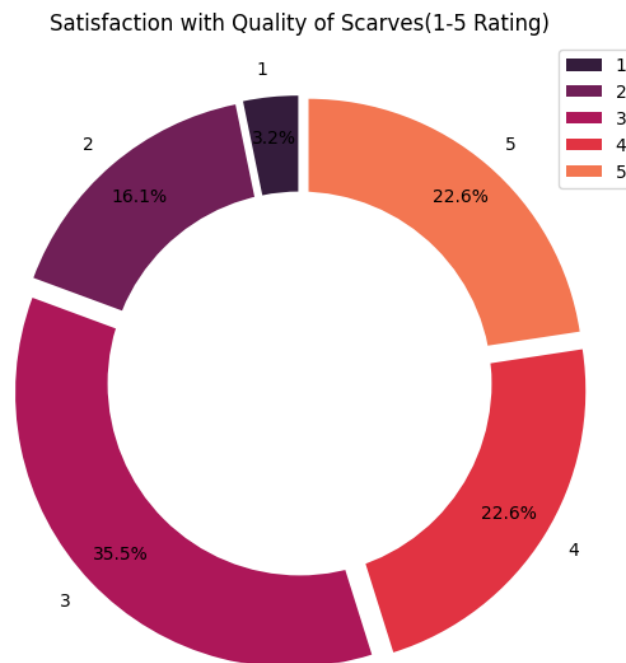
- Brand Loyalty: After analyzing why do customers choose Vela over other scarves that exist in the market, it can be reassured that the design, quality and uniqueness of the scarves are what the customers are seeking. Others also love the scarves for what they st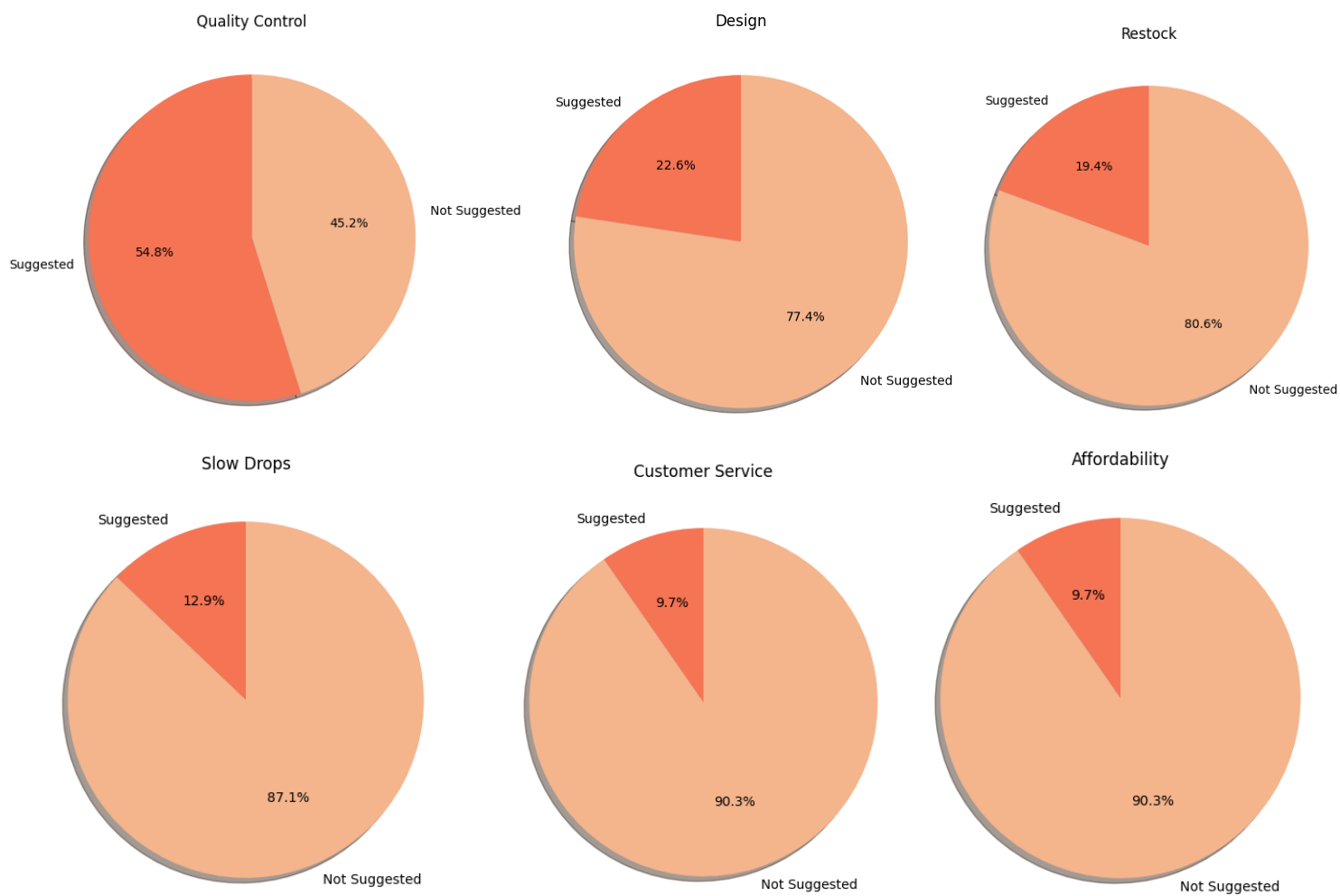and and how they resonate with the brand's identity while being comfortable and practical. Also, a good proportion of the surveyors responded that they do not only shop at Vela but also enjoy other brands. This could be a potential segment for Vela to target by learning more about their preferences and how they can improve their product.

Designs

Reason 54.8%
Not Reason 45.2%

Quality

Reason 38.7%
Not Reason 61.3%

Uniqueness & Exclusivity

Reason 25.8%
Not Reason 74.2%

Other Hijab Brands

Reason 22.6%
Not Reason 77.4%

Brand Identity & Values

Reason 19.4%
Not Reason 80.6%

Comfort & Practicality

Reason 9.7%
Not Reason 90.3%
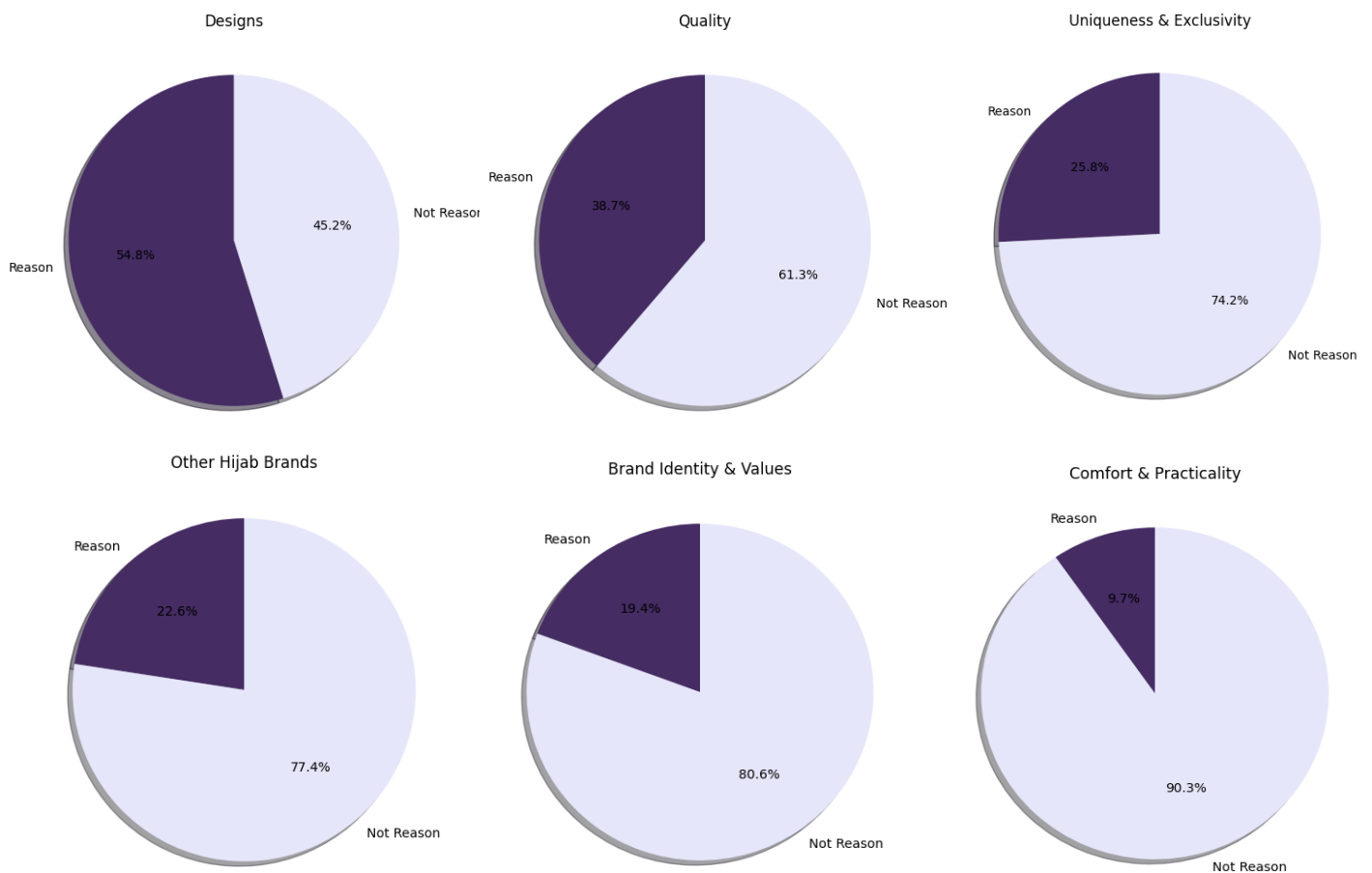
- Customer Suggestions: A great way for Vela to learn and improve their brand is by listening to their customers' feedback. From the data collected, it seems like there have been issues with quality control, designs not being up to expectations and the lack of stocks for the demanded items. Also, customers have expressed frustration with customer service and how the scarves are on the pricier end for smaller sizes.

Quality Control

Suggested: 54.8%
Not Suggested: 45.2%

Design

Suggested: 22.6%
Not Suggested: 77.4%

Restock

Suggested: 19.4%
Not Suggested: 80.6%

Slow Drops

Suggested: 12.9%
Not Suggested: 87.1%

Customer Service

Suggested: 9.7%
Not Suggested: 90.3%

Affordability

Suggested: 9.7%
Not Suggested: 90.3%

<u>Audience Profile</u>

By looking at the demographics, it can be said that Vela's target audience are those between the ages of 20s-40s, who are active online, into trends and stay fashionable while supporting companies that share similar values of modesty and ethical production with them. These customers spread all around the world, but they mostly concentrate in North America. This means that they appreciate the uniqueness of Vela's designs and lightweight nature of the scarves, to the point that they don't mind ordering internationally for the product.

Vela could tap into other market segments like scarves for more mature women who have specific needs, like practicality and comfort over design, or target those who enjoy other materials besides modal by expanding their range and designs. They could also target those who live outside the borders of North America by providing easy access to the product in other countries. Another audience they can target are those with a lower income; by changing the prices they have on scarves of different sizes instead of charging one price for small, standard, double and square sizes.

Possible personas could be older women who live in Europe and have a hard time finding scarves with trendy prints on jersey fabric. Vela could produce printed jersey scarves that have prints that work with the nature of the fabric while being practical at the same time. They could also create shipping centers in Europe to handle the selling of their scarves overseas, offering lowering shipping prices to further promote the brand. Another possible persona could be young girls who are looking into becoming more fashionable. Vela can work on promoting their scarves via influencers who fit into their aesthetic and showcase a variety of styles for girls to take inspiration from.

If Vela taps into markets that haven't been touched by other competitors, they could grow their brand more by tailoring their products to different audience segments and demographics. If they also engage with their current demographic, they can ensure that their brand has the continuing opportunity to thrive.

Marketing Implications

The insights gathered from the survey can help Vela create KPIs for their brand. KPIs are essential for any brand that wants to be more successful by being able to measure their goals. If Vela wants to increase their sales, especially overseas, they can track Conversion Rates, after creating marketing campaigns online for foreign countries. By knowing the percentage of website visitors who buy after engaging with their campaigns, Vela can determine success rates of their campaigns and generate more revenue. This can be tracked via website traffic tools like Google Analytics or e-commerce platforms that are connected to their social media marketing campaigns.

Another useful KPI to help with their marketing campaigns is to know their Social Media Engagement Rate. By knowing which social media outlets engage the most activity, they can create marketing campaigns on those sites to hopefully track more customers that they want to target. Vela can take advantage of the business analytics available to them by being a business account on social media platforms like Instagram and Facebook, and analyzing what others say about the brand online.

If Vela wants to improve their customer satisfaction with their product, especially since they have been getting a lot of complaints about their product, they can use CSAT KPIs to learn more about their product's weaknesses and work on them. Customers will greatly that the brand

taking in feedback and working to improve their product. CSAT can be tracked via hosting e-commerce sites and using survey tools to collect the information for you.

Tracking how often the brand is mentioned on social media is also a great way for Vela to know how their influences engage their audience and create a great ROI for themselves. This could require a bit more of advanced analytics by analyzing mentions on social media platforms, but it will be a great insight into how the brand is performing.

Lastly, Vela could use product performance KPIs like return rates, and product sell-through rates to know which items didn't have as much success as others and learn what sells fasts when new drops happen and what customers like. These types of KPIs are manually calculated from the stock uploaded and returned to the website but do provide great insights into the products themselves.

By learning more about each of the categories that were brought up in the survey and tracking these KPIs, Vela can further improve their brand and tap into new markets when the time is right for them.

Conclusion

This assignment taught me how to think about survey questions to help improve a product and seek out information from consumers. Data isn't as easy to plan out, collect and organize for analysis but it is worth the time and effort put into it since it can tell you a lot about a business.

I chose Vela since I am part of their targeted audience, who absolutely love their product, and I personally relate to the brand. Since I am one of their community active members, I can attest that my analysis of other customers is close to what I see online. It was interesting to learn more about Vela's audience and what potential they hold in the future for other target audiences.

Resources

Survey Link: https://forms.gle/jtBXKnuA94aDiUFaA

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