



Term Project Part 2

Secondary Research

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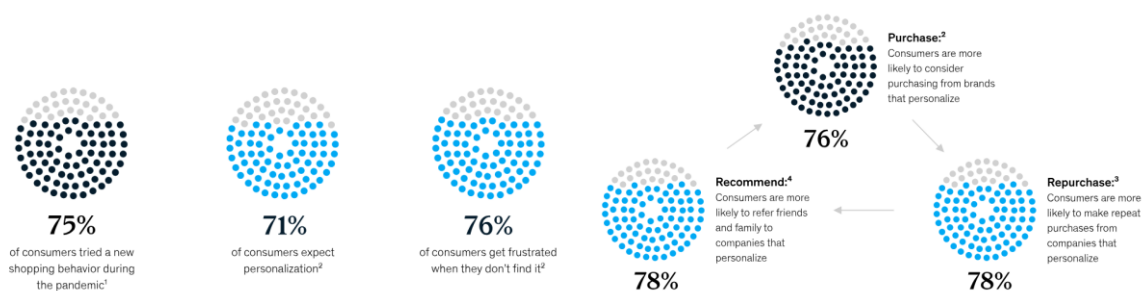
Client: UNIQLO

Project: Personal Style Consultant

Research Objective: As more and more brands provide personal style consultants, Uniqlo would like to investigate consumer interest in this service and the effective marketing strategies to offer personal style consultant services if needed.

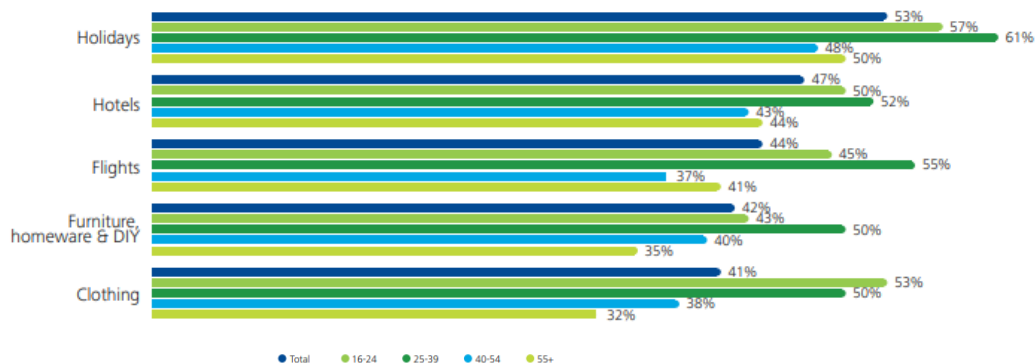
Q1. How familiar are consumers with personal style consultant services offered by clothing brands?

Determining exact familiarity for consumers has posed a challenge with exact data posing a research challenge, we found several indicators based on consumers' desire for personalization. A 2022 report from **McKinsey & Company** reports personalization as a significant value driver, "Seventy-one percent of consumers expect companies to deliver personalized interactions. And seventy-six percent get frustrated when this doesn't happen". This influence on buying behavior across the customer life cycle is illustrated.



Deloitte research shows that in some categories more than 50 percent of consumers expressed interest in purchasing customized products or services, particularly in the **clothing sector**. Not only would the majority of consumers be willing to pay more for a customized product or service, but they would also like to be actively involved.

Figure 3. Consumer interest in personalised products or services by categories and age groups



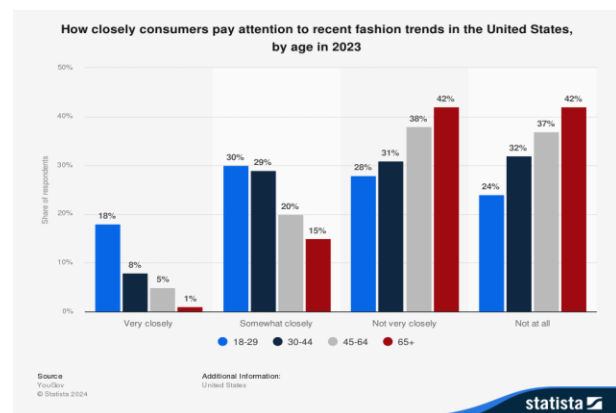
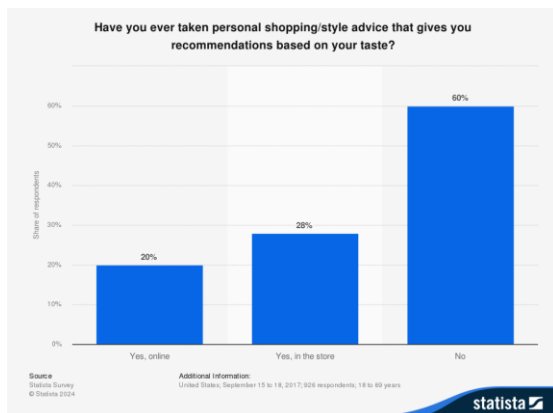
According to a **“Medium”** article, they highlight a report from IBISWorld stating the personal styling industry in the US grew by 6.2% from 2016 to 2021, with revenues reaching \$1.6 billion. We can interpret this growth as an indicator of growth for personal styling services as a whole, a possible indicator not only of uptake but also of consumers' familiarity.

An important factor for determining consumer familiarity in this digital age is the evident shift towards online services and the major rise in online subscription-based services. A major example of this is online personal styling services like Stitch Fix. Setting the stage for a major service, Stitch Fix reported to have 3.9 million active clients at the close of the fiscal year in 2021, this not only showcases the growing appeal of personalization but also where consumers are most familiar with using and willing to go for this service. There is still a significant portion of mass-market Uniqlo shoppers who may need to become more familiar with these offerings, we can leverage this gap by educating and

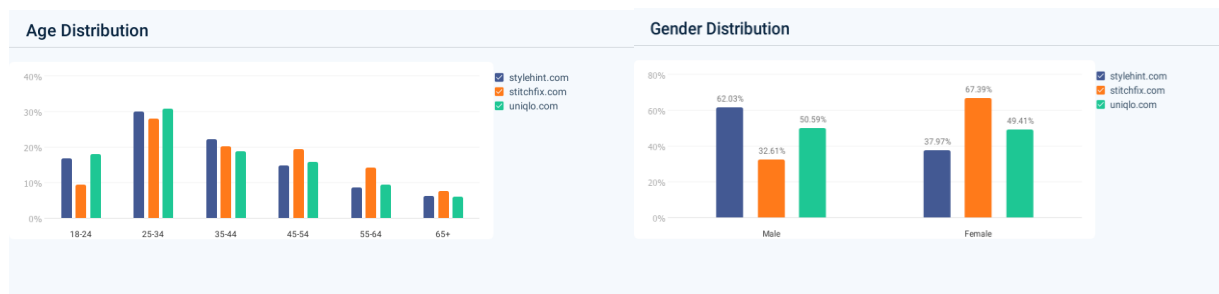
engaging their customer base through targeted marketing strategies focusing on affordability, convenience, and value.

Q2. Which consumer segments are most interested in utilizing Uniqlo's styling services?

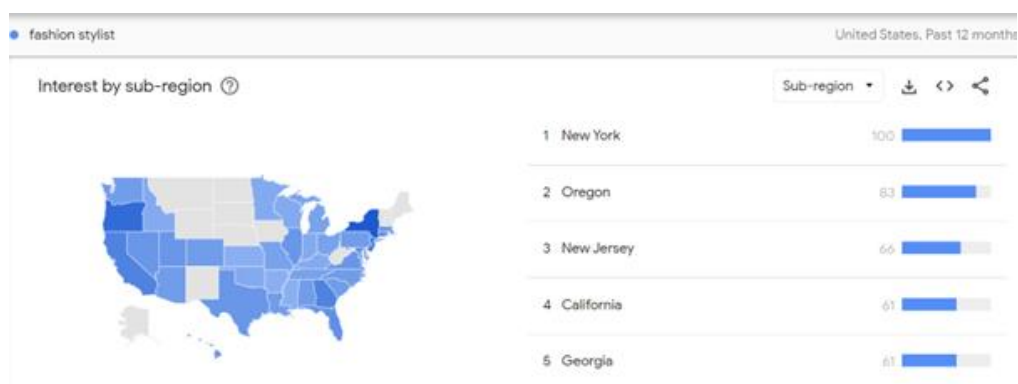
To assess the demand for Personal Stylist services in the U.S., we referred to two **Statista** studies. The first reveals that while 60% of people have never used personal shopping or style advice, 48% (online and in-store) have shown interest, signaling strong potential for online services like Uniqlo's. The second study shows that younger age groups, particularly 18-29 and 30-44, are the most fashion-conscious and closely follow trends.



This aligns with SimilarWeb data, suggesting that Uniqlo should target this demographic for their Personal Stylist service. Building on this, we analyzed **SimilarWeb** data to refine the target demographics for Uniqlo's Personal Shopper service by comparing it with Stitchfix and StyleHint. The 25-44 age range stands out as the primary audience, though Uniqlo's appeal to both younger (18-24) and older (45-54) groups suggests potential for broader outreach.



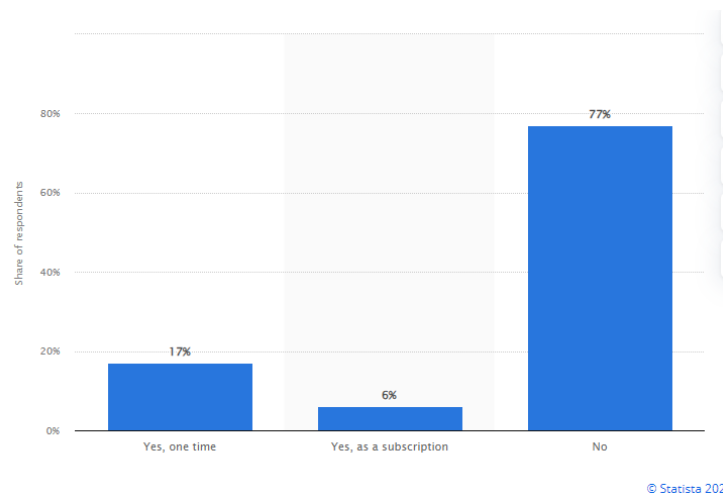
While Stitchfix skews towards women, Uniqlo's balanced gender split allows it to target both genders effectively. To complement this analysis, we turned to **Google Trends** to identify U.S. regions with the highest demand for fashion stylist services in the past 12 months. The data shows that Uniqlo's Personal Shopper service could thrive in fashion-conscious areas such as New York and California.



Additionally, emerging interest in states like Oregon, New Jersey, and Georgia presents further opportunities for expansion. In conclusion, Uniqlo's Personal Stylist service should focus on the **25-44 age group**, while also tapping into the 18-24 and 45-54 segments. Target **both men and women**, tailoring services to their preferences for convenience and trend-based styling. Prioritize urban areas like **New York and California**, where fashion-conscious consumers are prevalent, and offer in-store services for those who prefer personal interactions.

Q3. What price range would consumers be most open to with the introduction of this new personal styling service offering? How would Uniqlo compare to the pricing strategies used by its competitors? -Nutdanai

According to a consumer goods survey published on [Statista](#) in 2017 answering the survey question “Are you willing to pay for personal shopping/style advice?” with 926 respondents aged between 18 to 60. 77 percent of those who were asked stated they are not willing to pay for personal shopping or stylist. Considering Uniqlo’s consumer demographics who expect cheap clothing when compare to luxury retailers such as blooming dale, the new personal styling service should be complimentary for Uniqlo customers.



In the second part of this question, we will be focusing on [Uniqlo and H&M](#) as its [competitors](#). Uniqlo’s focus is to provide its consumers with high-quality, basic, timeless pieces of clothing based on Japanese values for its customers to enjoy regardless of their demographics. For example, Uniqlo’s focus on its winter jacket line focuses on functionality advertised as Japanese technology that offers similar warmth to a down

jacket at a special offer of \$69.99 compared to the H&M puffer down jacket at \$239. This is one of many examples of Uniqlo's focus on functionality and simplicity while keeping the price low to maintain attractive pricing for its consumers. On top of offering quality clothing at reasonable prices, Uniqlo uses bundle strategy and sales to offer its customers discounts if they buy more than one of the items from the same category or to get rid of leftover inventories from past seasons. Uniqlo's focus is on building customer loyalty through its reward program that offers exclusive coupons and discounts to its consumers. One of its competitor H&M, offers a different perspective when it comes to their pricing strategy. H&M offers its consumers trendy clothing styles and accessories while focusing on affordability and quality. The thing that differentiates H&M from Uniqlo is the ability to offer its customers free shipping for online orders, and higher tier clothing for customers who are looking for premium quality products and professional attire at competitive prices. For example, H&M offers blazers and suits category for those who need professional attire. Blazer jackets can be purchased at H&M for \$80 which is priced competitively compared to similar-tier fast fashion retailers that offer similar products. While these two companies target the same consumer demographic, each focuses on its core value to provide what it thinks is best for its company and its consumers. Uniqlo focuses on functionality and affordability, and H&M focuses on up-to-date fashion, affordability, and pleasing those who want to spend a little more on premium products. If we are talking about the Western market, these prices may be reasonable and affordable but when talking about the Asian market where there is a flood of clothes on the local market for a quarter of Uniqlo and H&M prices, the two companies are considered to be high-end products. Uniqlo's new strategy of introducing stylists to its consumer's privilege

will help Uniqlo stand out among its competitors who sell clothes for similar pricing but do not offer styling services to its consumers.

Q4. What specific aspects of personal styling (e.g., outfit coordination, body type analysis, trend advice appeal most to consumers?

In the U.S., several aspects of personal styling are particularly appealing to consumers, with personalization standing out as a major factor. Services offering personalized outfit coordination based on individual preferences, body type, and past purchases are highly sought after. [According to research by Epsilon](#), 80% of U.S. consumers are more inclined to make a purchase when brands provide personalized recommendations, making tailored outfit coordination especially appealing. Moreover, [Rehook's blog post](#) titled *"2023 Consumer Behavior Forecast: Personalization Takes Center Stage"* highlights the importance of body type-based recommendations. Consumers appreciate advice that enhances their confidence and fits their unique body shapes, which increases engagement and loyalty. [Data from MRI Simmons Insight](#) adds further evidence to these trends. It shows that 35.95% of U.S. consumers aged 18-24 enjoy mixing and matching high-end and low-end fashion pieces, reflecting a keen interest in outfit coordination. This group is also highly experimental, with 42.18% of them expressing a strong interest in trying new clothing styles. Personal expression remains a priority for many, with 31.68% of the 18-24 demographic valuing the opportunity to make unique fashion statements.

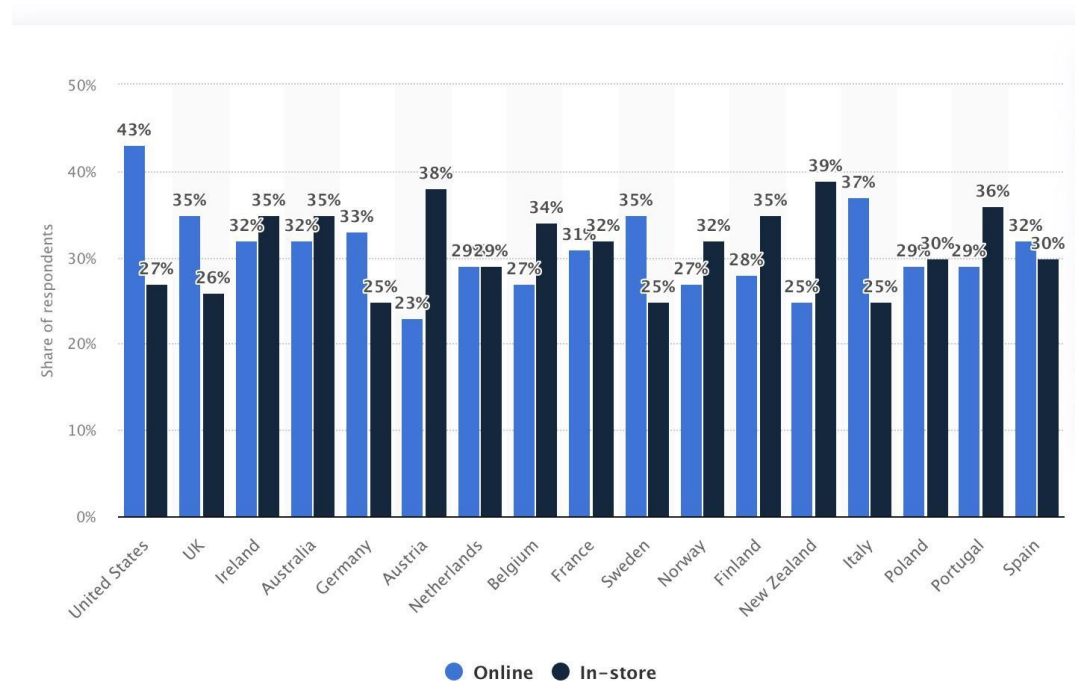
		Study Universe	Respondent: Age Summary_18-24	Respondent: Age Summary_25-34	Respondent: Age Summary_35-44	Respondent: Age Summary_45-54
Fashion & Style Attitudes: Being able to customize an item makes me more willing to purchase it.	Unweighted	23,337	2,883	5,307	4,541	3,388
	Weighted (000)	1,12,728	15,233	22,009	19,546	16,662
	Vertical(%)	44.34%	52.14%	48.28%	46.71%	41.76%
	Horizontal(%)	100.00%	13.51%	19.52%	17.34%	14.78%
	Index	⇒ 100	↑ 118	⇒ 109	⇒ 105	⇒ 94
Fashion & Style Attitudes: I consider my fashion style to be trendy.	Unweighted	13,645	2,142	3,593	2,800	1,895
	Weighted (000)	64,059	10,930	14,690	11,649	9,326
	Vertical(%)	25.20%	37.41%	32.22%	27.84%	23.37%
	Horizontal(%)	100.00%	17.06%	22.93%	18.18%	14.56%
	Index	⇒ 100	↑ 148	↑ 128	⇒ 110	⇒ 93
Fashion & Style Attitudes: I love to mix and match high and low end designers when putting together an outfit.	Unweighted	16,055	2,290	3,931	3,278	2,418
	Weighted (000)	74,974	11,822	15,924	13,261	11,834
	Vertical(%)	29.49%	40.47%	34.93%	31.69%	29.66%
	Horizontal(%)	100.00%	15.77%	21.24%	17.69%	15.78%
	Index	⇒ 100	↑ 137	↑ 118	⇒ 107	⇒ 101

Together, these findings illustrate that U.S. consumers, especially younger generations, prioritize styling experiences that combine personalized advice, trend awareness, and opportunities for self-expression.

Q5. Do customers prefer personal style consultations in-store, online, or through a hybrid model, and what drives these preferences?

The [Uniqlo website](#) itself offers personalized style tips through its Uniqlo IQ chatbot and its [StyleHint app](#). StyleHint was created to help customers discover new ways to style their clothes, along with purchasing and uploading new pieces. It has 1+ Million downloads on the app store. The app offers multiple features such as personalized Recommendations which correlate with customers' personal tastes and fashion sense. The app also has the option to share your style, where they have the option to upload, share, and receive feedback on their styles. The app also provides direct links to products that can be purchased at Uniqlo. Individuals can follow other users, leave comments on their styles, and curate their feeds of inspiration and tips.

According to an [article written by Endear](#): "How to Use a Personal Styling Program to Increase Brand Loyalty, " customers' efficiency and rate of success increase over time once a stylist begins working with them. A customer will be less inclined to start over with a stylist at another company or, worse, be forced to shop alone if she has greater faith in your styling staff. Many brands offer these services already such as H&M and Anthropologie. Having a personal styling program benefits both customers and brands. Fitting and Sensory Factor fashion industry, in-person shopping is crucial. A [survey by McKinsey & Company](#) discovered that 55% of customers prefer shopping in-store for apparel because they want to try things on before buying them.



The graph above illustrates customers' preferences for online versus in-store shopping. For instance, research done in the United States indicates that 43% of consumers would rather purchase online than in person, compared to 27% who prefer to do so.

This is in contrast to nations like Austria and New Zealand, which have the opposite inclination and value the in-store shopping experience.

Q6. What unmet needs or gaps exist in the personal styling services competitors offer? What improvements or differentiators can Uniqlo make to gain a competitive advantage?

According to [The Real Deal](#), a popular fashion blog, Neiman Marcus, Nordstrom, and Bloomingdale's are considered the top stores for a personalized styling experience.

However, these stores offer clothing and accessories that may not be affordable for the average consumer, creating a significant gap in the market. Many shoppers, especially those who value fashion but are working within a budget, are left without access to personal styling services.

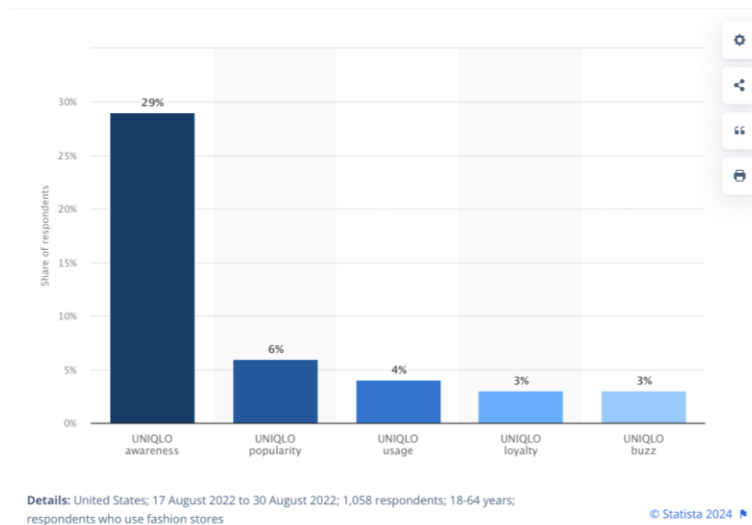
This gap presents an opportunity for Uniqlo, which could differentiate itself from luxury competitors by providing complimentary personal styling services alongside its more reasonably priced clothing selection. By offering this service, Uniqlo can attract a broader audience, giving more consumers access to professional fashion advice without the financial barriers associated with high-end retailers.

Uniqlo could further strengthen this competitive advantage by leveraging the growing influence of social media in shaping consumer behavior. Social media influencers have impacted the way people evaluate and engage with brands. A strategic collaboration with fashion influencers could significantly boost Uniqlo's visibility and consumer engagement. For example, partnering with influencers to create style guides that are linked directly to Uniqlo's website could drive traffic and increase sales.

Additionally, Uniqlo could introduce a fast-styling service in-store, allowing customers to receive quick styling advice while they shop. This would set Uniqlo apart from stores like Nordstrom and Bloomingdale's, which typically require appointments booked in advance for personal styling services. [By combining accessible pricing, influencer collaborations, and an in-store fast-styling service, Uniqlo could fill a significant gap in the market.](#)

Q7. Which marketing channels would be the most effective for promoting Uniqlo's personal style consultant services, based on target audience behaviors?

Uniqlo's target audience ranges from men and women between the ages of 18 and 40. These target consumers are interested in high-quality trendy pieces within an affordable range. [According to a Statista report done in 2022, in the United States, 29% of fashion store customers know who Uniqlo is as a brand and 6% of the U.S. fashion store customers say that they like Uniqlo.](#) As Uniqlo is planning to bring personal stylist service to their consumers, Uniqlo can promote this service through a variety of channels such as in-store promotions, social media, search engine optimization (SEO), Uniqlo's website, and podcast ads. One of the main ways Uniqlo should promote its service is through in-store promotion. Uniqlo promoting this service in-store will allow customers to experience it first-hand. Employees can inform the customers, letting them know that they now offer the service. There can be posters and flyers that Uniqlo could put in the store and hand out to customers when they are shopping. Social media is an effective way for Uniqlo to promote this service, especially through fashion influencers on TikTok and Instagram. They are popular for fashion and trends and tend to be reliable for consumers who want reviews on a product or service.



Social Media channels are ideal for promoting this service because Uniqlo can engage in paid sponsorships with fashion influencers who can encourage their followers to try Uniqlo's service and leave reviews.

SEO is also another option for Uniqlo to promote their service. When consumers search for Uniqlo or any products related to Uniqlo, their service will appear on Google. Promoting the service on Uniqlo's website is also effective. When a consumer first enters the website, they will see that Uniqlo is offering a personal stylist service to their customers online and in-store. If a consumer is interested, they can click on it right away and if not, they would know that this service is offered.

Finally, in the post-pandemic era, podcasts have grown immensely in popularity whether it is a listener or the podcaster. Promoting Uniqlo's styling service on popular or fashion-related podcasts will benefit the company. [According to Statista, about 70 million people listen to podcasts as of 2023.](#) This will give Uniqlo's service additional exposure along with the other channels.

References

Question 1

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[Stitch Fix Announces Fourth Quarter and Full Fiscal Year 2021 Financial Results](#)

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Question 2

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Question 3

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Question 4

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Question 5

[StyleHint](#)

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[Consumers shopping online vs. offline worldwide 2023 | Statista](#)

Question 6

[7 Stores That Offer Free Personal Shopping Experiences](#)

[Macy's Personal Stylist - Book an Appointment](#)

Question 7

[UNIQLO brand profile U.S. 2022 | Statista](#)

[U.S. Podcasting Industry - statistics & facts | Statista](#)