



Term Project Part 1

Marketing Research: [Developing Research Questions](#)

Student: Mrinal Mishra

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 service if needed.

Research questions:

1. How familiar are consumers with personal style consultant services offered by clothing brands?
2. Which demographic segments are most interested in utilizing Uniqlo's styling services?
3. What price range would consumers be most open to with the introduction of this new personal styling service offering? How would Uniqlo compare to pricing strategies used by their competitors?
4. What specific aspects of personal styling (e.g., outfit coordination, body type analysis, trend advice) appeal most to consumers?
5. Do customers prefer personal style consultations in-store, online, or through a hybrid model, and what drives these preferences?
6. 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?
7. Which marketing channels would be the most effective for promoting Uniqlo's personal style consultant services, based on target audience behaviours?