Term Project Part 4

Data Analyses

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Client: UNIQLO

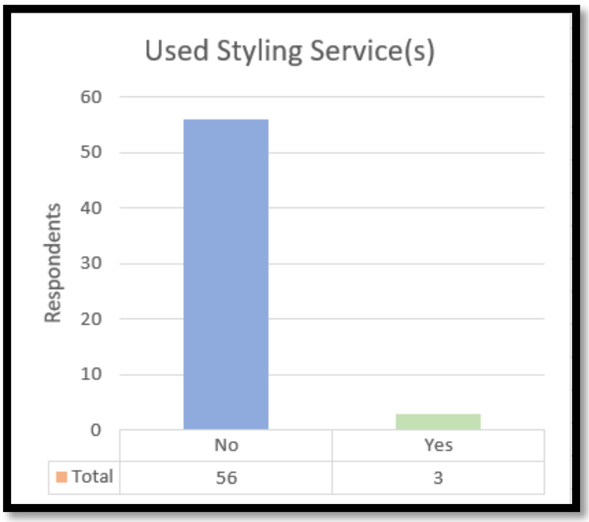
Survey Link: https://pace.qualtrics.com/jfe/form/SV_cSxwNrz6IRvBWL4

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

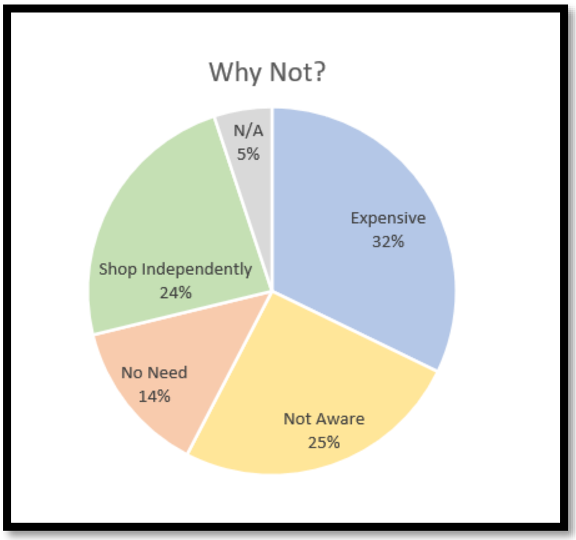
Objective: To provide a snapshot of consumer familiarity with style consultant services.

1. Familiarity:

Our survey data revealed that consumers are generally not familiar with personal style consultation services offered by brands. An overwhelmingly large portion of our respondents **(95%)** indicated that they had never used these services (Identified in the data “Used Styling Service”), strongly suggesting very limited awareness or accessibility of the service offering.



2. Reasons for Not Using This Service:



Among the large portion of respondents who had not used these services, the most popular reason cited was **"Expensive" (32% - Identified as "Why Not" in the data)**. Cost seems to play a large factor in the perception and adoption of these services.

Following this, barriers such as **"Not Aware" (25%)** indicate a lack of visibility of these services as product offerings amongst brands with a preference for independent shipping **(20% cited "Shop Independently)** following closely behind.

Managerial Implications

1. **Affordability Focus**:
   - Cost was the biggest factor respondents cited when prompted on why they didn't use such services, addressing these cost concerns can be done through hybrid models and subscription plans.
   - An increased emphasis should be placed on the value these services bring, such as personalized recommendations or time-saving benefits to consumers.
2. **Building Awareness**:
   - Addressing the **"Not Aware"** barrier we identified from our respondents should be done by launching targeted awareness campaigns focusing again not only on building value but making it accessible for all

consumers not just those who are pertinent to seeking these services out.

   - The focus should be placed on digital platforms like Instagram and Pinterest, which are frequently cited as styling sources, and on meeting consumers where they are most likely to be receptive.

3. **Segment-Specific Strategies**:
   - As identified in our sample set using cross-tabulation below, younger consumers (e.g., 18-34) and urban shoppers exhibited a higher interest in style consultant services. Targeting these segments with tailored messaging builds awareness and creates a new customer base.
   - Developing hybrid models (in-person and online) to cater to both urban and suburban/rural customers will also expand previously inaccessible consumers.

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

The goal of this Research question's survey questions was to identify the demographic profile of our target audience. To achieve this, we analysed **respondents' demographics** and compared them with their **interest in trying personal styling services** offered by clothing brands. Let's begin by examining the impact of age. As we can see in our crosstab table, **18-34-year-olds** (29 Likely/Very-Likely responses) show the highest interest in Personal Styling Services and strong conversion potential from neutral responses. Interest drops significantly among those aged **35+**. Next, we'll delve into our analysis of the Occupation demographic.

Interest * Age Group Crosstabulation

Count

		Age Group						
		18-24	25-34	35-44	45-54	55+	Under 18	Total
Interest	Likely	8	13	2	0	0	0	23
	Neutral	6	8	1	0	1	0	16
	Unlikely	2	3	0	1	0	0	6
	Very Likely	3	5	1	0	0	0	9
	Very Unlikely	1	3	0	0	0	1	5
Total		20	32	4	1	1	1	59

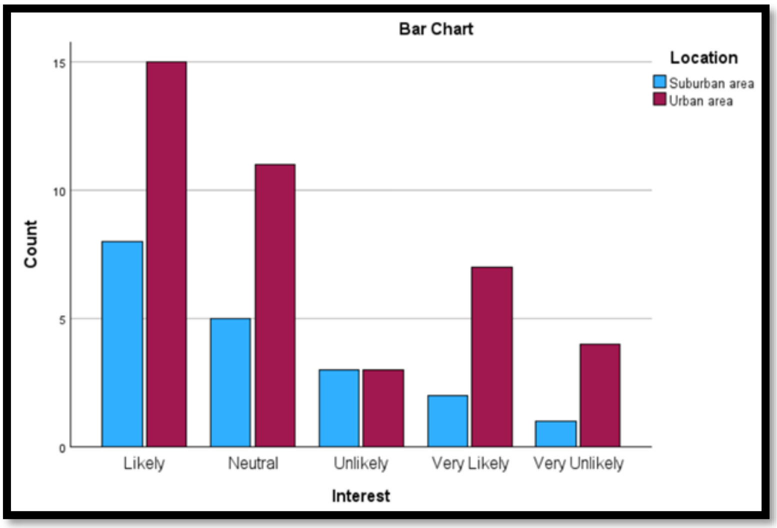
The crosstab table below clearly shows that **Full-time employees** (11 Likely, 5 Very Likely) and **Students** (9 Likely, 1 Very Likely) are the top target segments for Uniqlo's Personal Styling Service, driven by their need for work attire and fashion trends. **Neutral responses** (10 for full-time employees) highlight conversion potential.

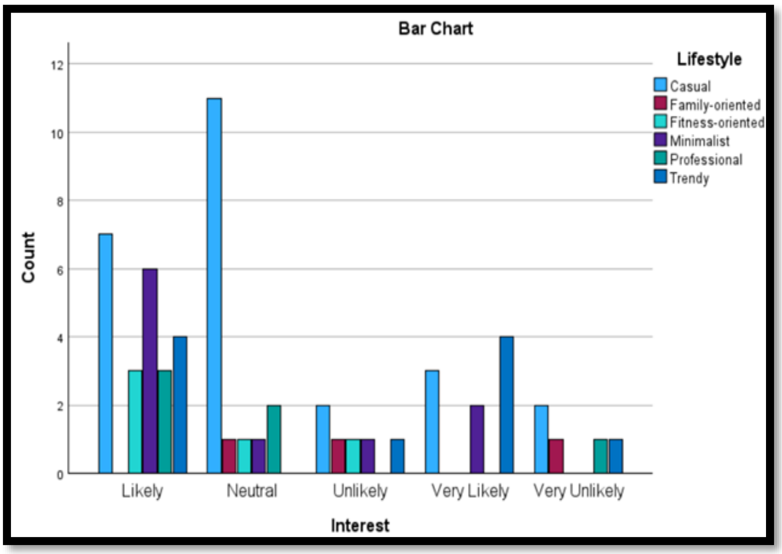
Interest * Occupation Crosstabulation

Count

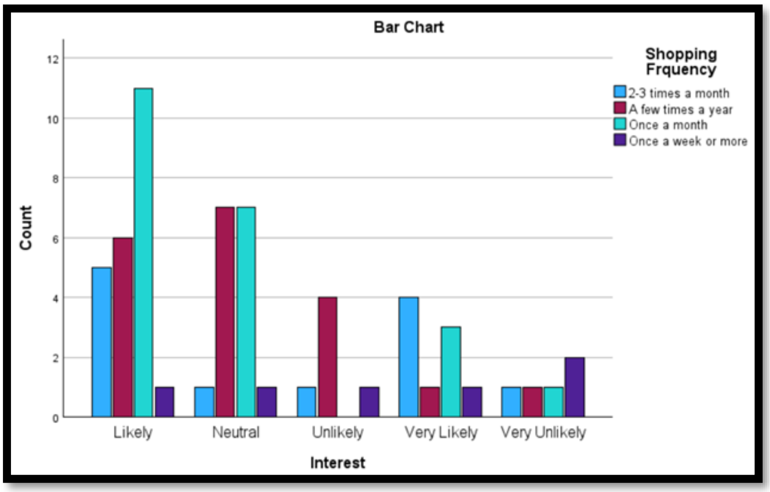
		Occupation				
		Employed Full Time	Employed Part Time	Retired	Self Employed	Student
Interest	Likely	11	2	0	1	9
	Neutral	10	0	1	2	3
	Unlikely	3	0	1	1	1
	Very Likely	5	1	0	2	1
	Very Unlikely	2	0	0	2	1
Total		31	3	2	8	15

Next, let's examine the demographic factors **Location,** and **Lifestyle**. The bar graph below reveals that Urban residents show a higher interest in Personal Styling services (15 Likely, 7 Very Likely) compared to Suburban residents (8 Likely, 2 Very Likely), with 11 Neutral Urban responses indicating potential for engagement. Digging deeper, **Casual**, **Minimalist**, and **Trendy lifestyles** show the **highest interest** in Personal Styling services, with 7/6/4 Likely and 3/2/4 Very Likely responses respectively.

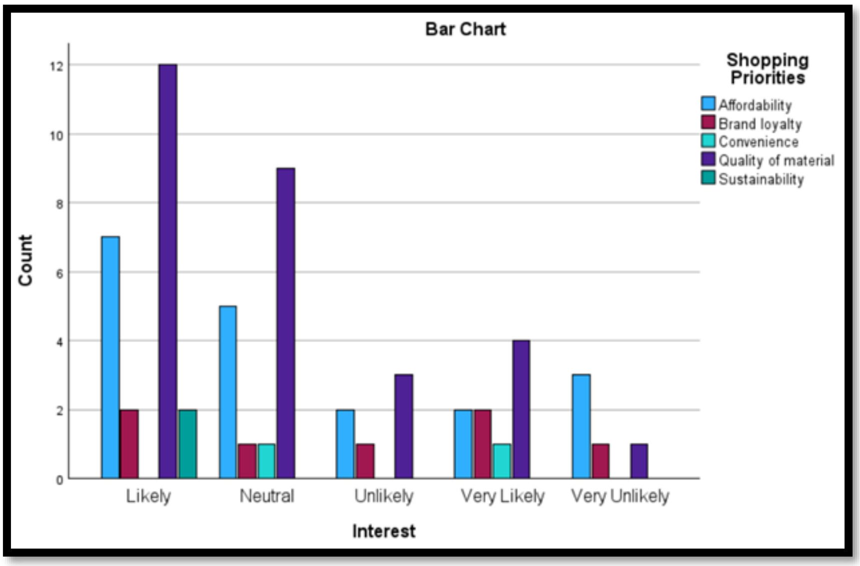




Finally, let's analyse our respondents' **Shopping Frequency** and **Priorities** using the Crosstab table below. **Monthly shoppers** (11 Likely, 3 Very Likely) and **Semi-monthly shoppers** (5 Likely, 4 Very Likely) show the **highest interest** in Personal Styling Services, making them the ideal target.



Similarly, **Quality of material** drives the most interest (12 Likely, 4 Very Likely), followed by **Affordability** (7 Likely, 2 Very Likely), whereas sustainability, brand loyalty, and convenience have minimal impact, each with only 2 Likely responses or less.

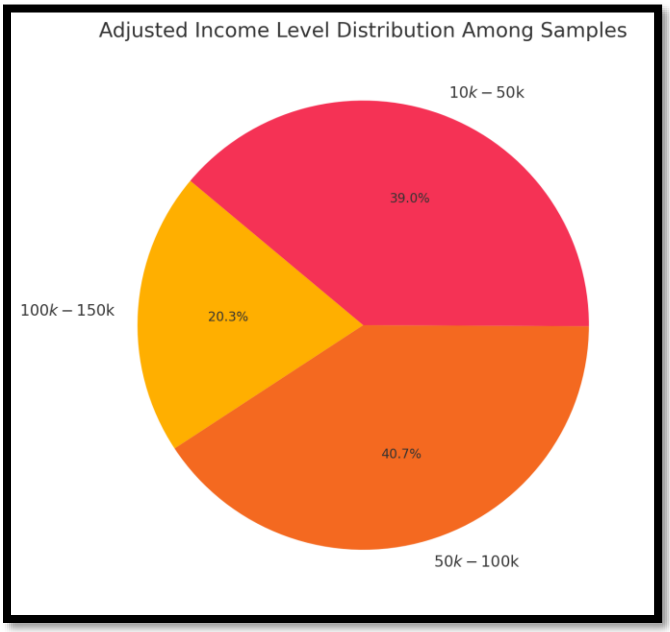


Based on our analysis, Uniqlo should target its marketing efforts on urban 18-34-year-olds, particularly full-time employees, students, and monthly shoppers, by emphasizing quality, affordability, and tailored style solutions. Digital campaigns should highlight convenience and style innovation, supported by collaborations with influencers, while exclusive promotions for professionals and students can boost engagement and conversions.

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?

In this segment of our research, we focused on finding out the price consumers are willing to pay for personal stylists when compared to their income level.

Out of 59 samples, 12 samples had income levels between $100k-$150k which made up 20.33% of the sample. 24 has an income level between $50k-$100k which made up 40.6% of the sample. 23 has an income level between $10k-$50k which made up 38.9% of the sample.



From here, the data is segmented into income level and the amount customers are willing to spend on personal stylist service.

1. Income Level: $100k–$150k

Out of 12 samples in this income group:

- 3 customers (25%) are willing to spend $0–$25
- 4 customers (33.3%) are willing to spend $25–$50
- 5 customers (41.7%) are willing to spend $50–$100

This group demonstrates a relatively balanced distribution of spending preferences, with a slight majority **favouring higher spending brackets**.

2. Income Level: $50k–$100k

Among 24 samples in this category:

- 17 customers (70.8%) are willing to spend $0–$25
- 4 customers (16.7%) are willing to spend $25–$50
- 3 customers (12.5%) are willing to spend $50–$100

A significant majority in this income bracket **prefer the lowest spending range**, indicating price sensitivity despite moderate income levels.

3. Income Level: $10k–$50k

For the 23 samples in this group:

- 16 customers (69.6%) are willing to spend $0–$25
- 5 customers (21.7%) are willing to spend $25–$50
- 2 customers (8.7%) are willing to spend $50–$100

Like the $50k–$100k income group, this segment exhibits a **strong preference for lower spending tiers**, reflecting financial constraints typical of this income range.

Income Level And Spending Preferences

	Income Level	Spending Range	Number of Customers	Percentage (%)
1	$100k-$150k	$0-$25	3	25.0
2	$100k-$150k	$25-$50	4	33.3
3	$100k-$150k	$50-$100	5	41.7
4	$50k-$100k	$0-$25	17	70.8
5	$50k-$100k	$25-$50	4	16.7
6	$50k-$100k	$50-$100	3	12.5
7	$10k-$50k	$0-$25	16	69.6
8	$10k-$50k	$25-$50	5	21.7
9	$10k-$50k	$50-$100	2	8.7

Based on the analysis, Uniqlo should adopt a tiered pricing strategy for its Personal Styling Service to accommodate varying income levels. For most customers earning **$10k–$100k**, who prefer the **$0–$25** range, offering a basic, affordable service tier is essential to attract price-sensitive consumers. Meanwhile, a premium tier priced between **$50–$100** can target higher-income customers (**$100k–$150k**), who demonstrate a willingness to spend more. Additionally, Uniqlo can introduce an **exchange-based styling service** to attract more consumers. For example, customers could trade **5 lightly used sustainable or Uniqlo clothes** for **1 styling session with an expert**, promoting sustainability while increasing service accessibility.

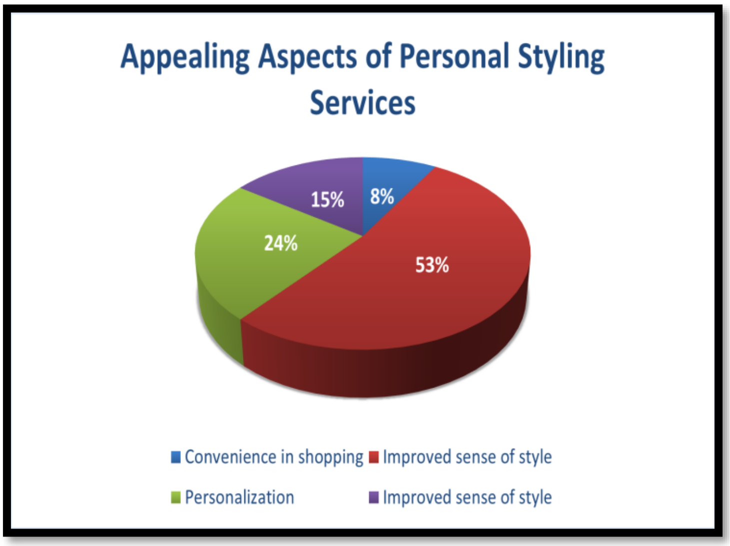
Q4) What aspects of personal styling (e.g., outfit coordination, body type analysis, trend advice appeal most to consumers?

This part of the survey analysis provides insights into the key aspects of personal styling services that appeal to our target audience. The analysis, based on the Frequency Table below, highlights that the most appealing aspect of Personal Styling Services is the **Improved Sense of Style**, with 31 responses (52.5%), followed by **Personalization** with 14 responses (23.7%).

Appealing Aspects

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Convenience in shopping	5	8.5	8.5	8.5
	Improved sense of style	**31**	**52.5**	52.5	61.0
	Personalization	**14**	**23.7**	23.7	84.7
	Improved sense of style	9	15.3	15.3	100.0
	Total	59	100.0	100.0	

The data suggests focusing on Style Enhancement and Personalization to attract customers effectively.



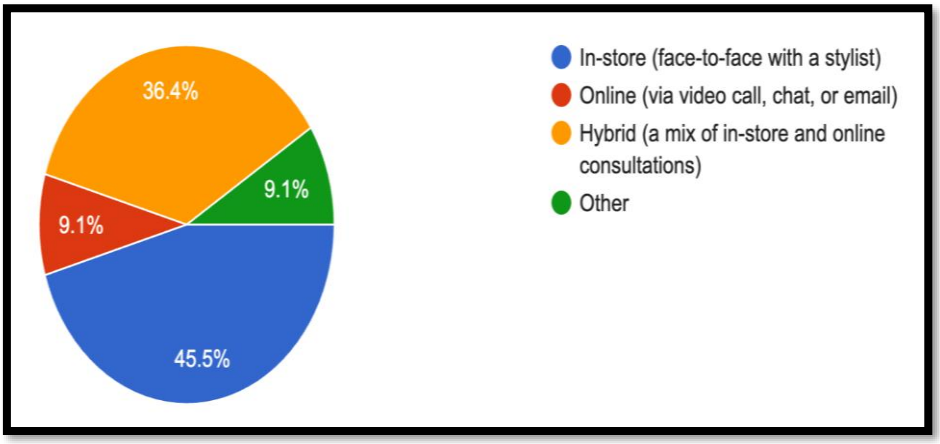
To capitalize on customer preferences, Uniqlo should emphasize how its Personal Styling Service enhances individual style and offers personalized solutions. Marketing campaigns should highlight these aspects through targeted messaging, showcasing success stories, or before-and-after styling transformations. Additionally, integrating tools or features that provide a tailored experience can further appeal to this key interest area while addressing personalization needs.

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

The purpose of this survey question was to understand customer preferences for style consultations across three distinct formats: in-store, online, and hybrid. Additionally, it aimed to uncover the key factors influencing these preferences, providing actionable insights to tailor service offerings effectively.

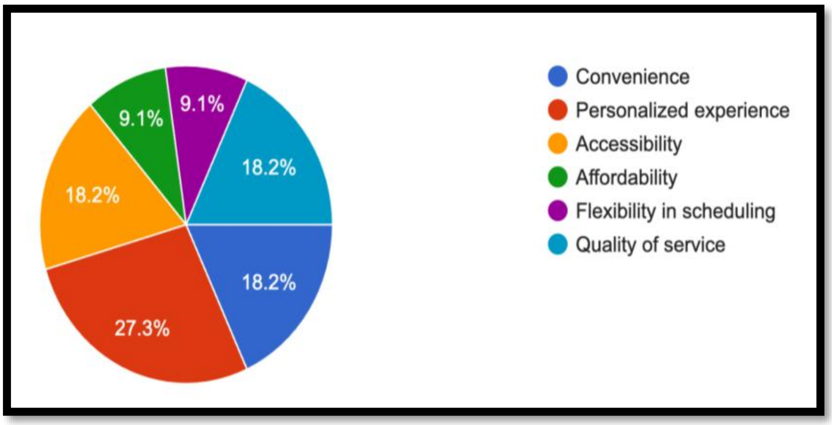
1. Preferred Consultation Format

In-store consultations were the most popular choice, with **45.5%** of respondents preferring this format. Hybrid consultations came in second at **36.4%**, offering a blend of online and in-person experiences, while online consultations were the least preferred at **9.1%**. These results indicate that while digital solutions have a role, most customers still value in-person interactions.



2. Drivers of Preferences

The top three factors influencing preferences were personalization, accessibility, and convenience, with the latter two tied. **Personalization (27.3%)** was the leading driver, as respondents highlighted the value of tailored advice and real-time feedback from stylists. **Accessibility and Convenience** were equally important **(18.2%)** for hybrid and online formats, with customers appreciating the flexibility to choose when and how to engage with services.



Managerial Implications

Given the strong preference for in-store consultations, Uniqlo should focus on enhancing the in-person experience by training stylists to provide expert, personalized recommendations. Creating an inviting atmosphere and **offering exclusive perks for in-store consultations** can further attract this audience.

For those interested in hybrid models, Uniqlo could offer a seamless transition from online to in-store consultations, allowing customers to **start the process virtually and finalize it in person**. Online services should continue to prioritize convenience with user-friendly platforms and **tools like virtual try-ons**.

Q6) What unmet needs or gaps exist in competitors' styling services? What improvements or differentiators can Uniqlo make to gain a competitive advantage?

The objective of this research question is to identify the unmet needs and gaps in the personal styling services offered by competitors and propose innovative methods that Uniqlo can implement to gain a competitive advantage. For a more robust approach, we conducted a frequency analysis of the valuable features participants would like to find in personal styling services. This approach allows us to gather insights from a larger group, even those who have not directly used styling services, providing a broader understanding of perceived unmet needs.

Valuable Features

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Subscription service	22	37.3	37.3	37.3
	Sustainable clothing options	11	18.6	18.6	55.9
	Virtual try-on	26	44.1	44.1	100.0
	Total	59	100.0	100.0	

The frequency data highlights three important insights:

- **Virtual try-on technology** was the most requested feature, with **44.1%** of participants identifying it as valuable. This shows a clear gap in current personal styling services, as customers are looking for digital tools that make shopping more convenient and help them feel confident in their choices.
- **Subscription services** were selected by **37.3%** of participants, making them another highly sought-after feature. This suggests that Uniqlo has an opportunity to stand out by offering personalized and recurring services, like **styling tips, curated product bundles, or exclusive discounts**, which many competitors might not provide.
- Although less popular at **18.6%**, **sustainable clothing** options still appeal to a significant group of participants. This represents an opportunity for Uniqlo to cater to eco-conscious customers by focusing on sustainability through

recyclable materials, ethical production practices, and transparent efforts to reduce environmental impact.

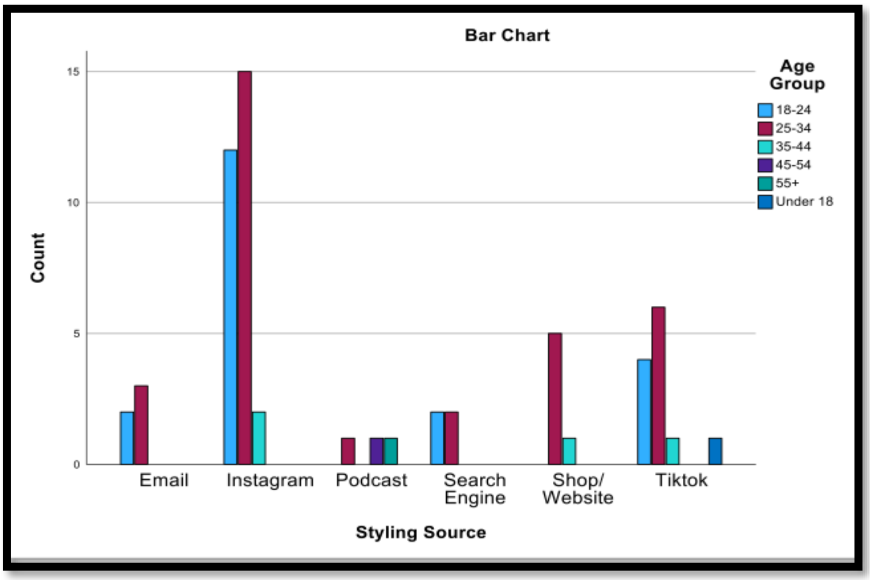
To address the unmet needs identified in the survey, Uniqlo can focus on integrating virtual try-on technology into its digital platforms, offering customers an enhanced shopping experience by allowing them to **visualize how clothes fit before purchasing**. Additionally, Uniqlo could introduce a subscription service that delivers **personalized styling recommendations or curated clothing bundles**, catering to the demand for convenience and customization. Finally, prioritizing sustainability by promoting eco-friendly practices, such as **recyclable materials and ethical manufacturing**, would allow Uniqlo to connect with environmentally conscious consumers and further differentiate itself in the market.

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

The purpose of this research question is to understand which marketing channels Uniqlo can use to market their service based on their target consumer's behaviour. This research question will focus on participants between the ages 25 to 34 due research question 2 which states that participants between the ages 25 to 34 are the ones who are the most interested in the Uniqlo Styling Service. A survey was done with three specifics.

1. What channels would you use to find out more information about brands and services?
2. Which digital platform do you primarily use for fashion and style inspiration?
3. How likely are you to engage in this styling service on the following platform?

Starting question 1, focusing on the participants between the ages 25 and 34 shows that most participants between those ages use Instagram as their main source of seeking information about a brand and their services.



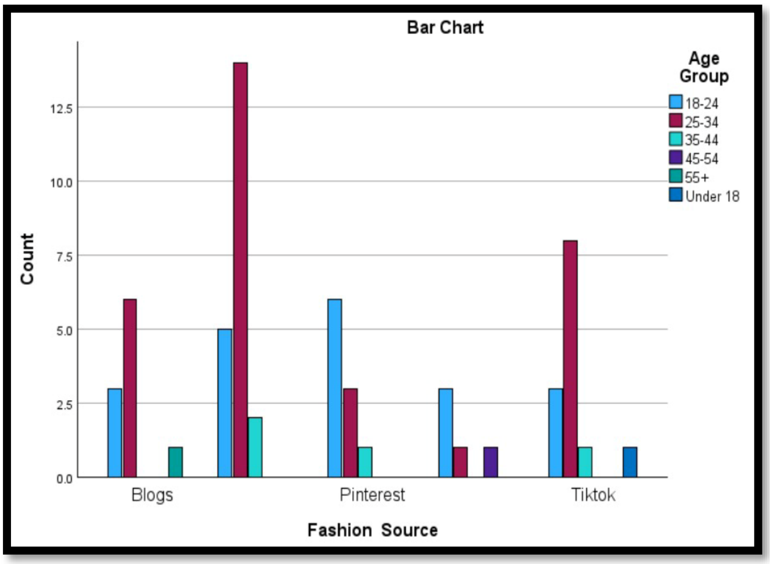
46.88% (15/32) participants chose Instagram, **18.75%** (6/32) participants chose TikTok, and **15.63%** (5/32) participants chose Shop/website.

Styling Source * Age Group Crosstabulation

Count

		Age Group					
		18-24	25-34	35-44	45-54	55+	Under 18
Styling Source	Email	2	3	0	0	0	0
	Instagram	12	15	2	0	0	0
	Podcast	0	1	0	1	1	0
	Search Engine	2	2	0	0	0	0
	Shop/ Website	0	5	1	0	0	0
	Tiktok	4	6	1	0	0	1
Total		20	32	4	1	1	1

Participants in question two sourced their fashion inspiration from Instagram, with TikTok coming in second and then blogging.



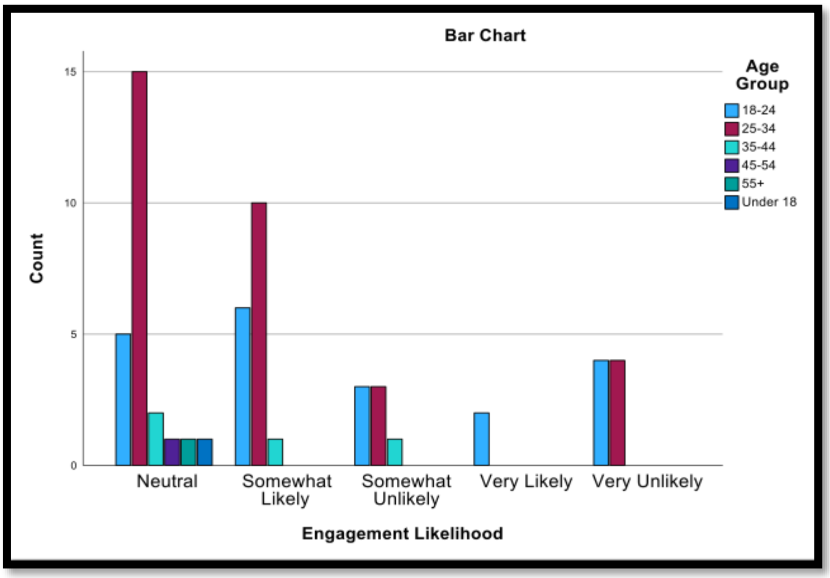
Fashion_Source * Age Group Crosstabulation

Count

		Age Group					
		18-24	25-34	35-44	45-54	55+	Under 18
Fashion_Source	Blogs	3	6	0	0	1	0
	Instagram	5	14	2	0	0	0
	Pinterest	6	3	1	0	0	0
	Shop/Website	3	1	0	1	0	0
	Tiktok	3	8	1	0	0	1
Total		20	32	4	1	1	1

43.75% (14/32) participants chose Instagram as their source of fashion inspiration, while **0.25%** (8/32) participants chose TikTok while **18.75%** (6/32) participants chose Blogs.

46.88% (15/32) participants who are between the ages 25 and 34 **feel neutral** about their engagement in their selected platforms while **31.25%** (10/32) **feel somewhat likely** to engage on their selected platform.



Engagement Likelihood * Age Group Crosstabulation

Count

		Age Group				
		18-24	25-34	35-44	45-54	55+
Engagement Likelihood	Neutral	5	15	2	1	1
	Somewhat Likely	6	10	1	0	0
	Somewhat Unlikely	3	3	1	0	0
	Very Likely	2	0	0	0	0
	Very Unlikely	4	4	0	0	0
Total		20	32	4	1	1

Based on the findings, Uniqlo should prioritize **Instagram** as the primary marketing channel for promoting its Personal Style Consultant Services, as it is both the main source of Brand Information (**46.88%**) and Fashion Inspiration (**43.75%**) for the target audience aged 25-34.

Marketing strategies should include engaging content such as styling tips, influencer partnerships, and interactive features like polls or Q&A sessions to boost engagement. Additionally, Uniqlo can leverage **TikTok** and **Blogs** as secondary channels, focusing on short, creative videos and detailed style guides to capture audience interest across multiple platforms. This multi-channel approach will effectively reach and engage the target demographic.