



Term Project Part 3

Primary Research: Survey Questions & Focus Group Takeaways

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Que 1. How familiar are consumers with personal style consultant services offered by clothing brands?

I used the help of a survey to assist in answering our first research question, designed to ascertain consumer familiarity with personal stylist services, our list of survey questions for this section are as follows:

Survey Question: Before taking this survey, have you ever used a personal styling service?

- **If Yes**

- Which service have you used (brand/stylist name)?
- What features did you feel needed to be added in your previous personal stylist consultant experience?

Survey Question: If a clothing brand offered this service, how likely would you explore or learn more about it?

Que 2. Which consumer segments are most interested in utilizing Uniqlo's styling services?

I used a survey to gain insights into the demographic, psychographic, and geographic profiles of our target customers who show the highest interest in using Uniqlo's styling services. Below is the list of survey questions for this section:

Survey Question: What Age are you?

Survey Question: Are you a student? If not what is your occupation?

Survey Question: How frequently do you shop for clothing?

Survey Question: Where do you currently live?

Survey Question: How would you describe your lifestyle?

Survey Question: Which of the following best describes your shopping priorities?

Que 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 the pricing strategies used by its competitors?

I used a survey to help answer our third research question, aimed at understanding consumers' willingness to pay for personal stylist services. The survey questions for this section are as follows:

Survey Question: What price would you be willing to pay for a personal styling service (\$)?

Survey Question: What is your annual income range (\$)?

Que 4. What specific aspects of personal styling (e.g., outfit coordination, body type analysis, trend) advice appeal most to consumers?

For our fourth question, I conducted a survey and conducted a focus group with 7 fellow classmates, to gain deeper consumer insights into which aspects of personal styling advice attract their interest. Below are our survey questions and key takeaways from focus group:

Survey Question: What would be the most appealing aspect for you of using a personal style consultant service?

Focus Group Specific Question: How do consumers' body types influence their style preferences and needs?

Focus Group General Questions:

- How likely are you to keep up with current fashion trends?
- How open are you to following a stylist's recommendations?

- What price range would you consider reasonable for a personal stylist if it weren't free?

Focus Group Key Takeaways:

- Body type matters because not every trend or style fits every figure, so stylists should blend trends with body type understanding, using visuals to guide clients.
- Consumers are open to experimenting, especially if returns are easy, enhancing their overall shopping experience.
- Customers' willingness to pay for styling varies by service type and payment structure, like one-time fees or subscriptions.
- Introduce a clothing exchange program where customers can recycle old clothes for discounts or free styling sessions.
- Provide alteration services, as customers would value this convenience.
- Ensure store stylists are passionate and dedicated to offering attentive service, especially if styling is free and demand is high.
- Create packages with discounts or freestyling sessions based on customer spending levels.

Que 5. Do customers prefer personal style consultations in-store, online, or through a hybrid model, and what drives these preferences?

To gather insights into customers' preferred method for receiving personal style consultations and to understand the factors influencing these preferences, below is the survey question:

Survey Question: How would you like to use this service?

Que 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?

To identify weaknesses or limitations in competitors' personal styling services and uncover opportunities for Uniqlo to introduce unique features that would set it apart in the market we have designed below survey questions:

Survey Question: What features did you feel were lacking in your previous personal stylist consultant experience? (Logically linked to survey question 1 if the answer is YES)

Survey Question: How satisfied are you with the level of personalization in your current styling service?

Survey Question: Which of the following additional features would you find valuable in a personal styling service?

Que 7. Which marketing channels would be the most effective for promoting Uniqlo's personal style consultant services, based on target audience behaviors?

I am trying to identify the preferred marketing channels of our target audience to effectively promote Uniqlo's personal style consultant services based on their behaviors and engagement patterns. And for this, below are our survey questions:

Survey Question: What channels would you use to find out more information about brands and services?

Survey Question: Which digital platform do you primarily use for fashion and style inspiration?

Survey Question: How likely are you to engage in this styling service on the following platform?