

# ***ONLINE HIJAB STORES***

# **MARKET RESEARCH TEMPLATE**

Who exactly are we talking to?

## **Generally, What Kind Of People Are We Targeting?**

- Men or Women?

95% Women (hijab only for WOMEN)

5% Men looking to gift to one of their family (sister, mother, niece, wife etc)

- Approximate Age range?

18-45

- Occupation?

School students/Uni

Stay at home moms taking care of kids and husband (taking care of children and building a nurturing home is an underrated and underappreciated job - it's needed more than ever)

Athlete looking for an athletic fit

Office worker looking to have a comfortable yet confidence inspiring hijab

- Income level?

Can't place an exact number but according to the target market:

1. "Great quality products, but customer service and returns have been a nightmare."
2. "Lovely styles but overpriced for the quality and frustrating return policies."

It seems people aren't afraid to spend a bit more if the quality is there, but if it's not, they don't want to purchase it.

Overall they don't want to buy overpriced scarves that they could get the same quality for less

- Geographic location?

Pakistan

## **Painful Current State**

### **1. \*\*What are they afraid of?\*\***

They fear:

- Poor customer service, such as being ignored or treated rudely.
- Not receiving products they've paid for (fear of being scammed or cheated).
- Being unable to return products or receive refunds due to inflexible or unclear policies.
- Paying for overpriced items with low quality or unfit designs, especially in the context of modest fashion.

### **2. \*\*What are they angry about? Who are they angry at?\*\***

They are angry at:

- The store's staff for neglecting them, being unprofessional, or showing lack of care.
- The store's management for not honoring promises related to sales, refunds, or return policies.
- The company for poor communication (no responses to emails or calls) and delayed or missing orders.

Their anger is directed at both the staff and the overall company for these persistent issues.

### 3. **\*\*What are their top daily frustrations?\*\***

- Rude or inattentive staff.
- Inability to return or exchange items easily, particularly hijabs.
- Delayed deliveries or no communication regarding their online orders.
- Poor in-store experiences with unhelpful staff and messy, disorganized stores.
- Receiving damaged or incorrect items with no easy resolution.

### 4. **\*\*What are they embarrassed about?\*\***

- Feeling ignored or dismissed by store staff, especially in front of other customers.
- Receiving low-quality or incorrect items and having to repeatedly follow up for refunds or exchanges.
- Wearing or gifting subpar products from a store they trusted, only to have them fall short of expectations.

### 5. **\*\*How does dealing with their problems make them feel about themselves?\*\***

Customers feel:

- Devalued and unimportant because they are ignored or treated poorly by the staff.
- Frustrated and helpless because they cannot resolve their issues, like getting a refund or proper customer support.
- Doubtful about their choices, wondering if they should have chosen a different store.

### 6. **\*\*What do other people in their world think about them as a result of these problems?\*\***

Others might:

- Sympathize with their frustration, especially if they too have experienced bad customer service or problems with the store.
- Question their decision to shop there again after repeated negative experiences.
- Expect them to seek better alternatives and warn them about purchasing from the store in the future.

## **7. \*\*If they were to describe their problems and frustrations to a friend over dinner, what would they say?\*\***

They would say something like:

- "I can't believe how rude the staff was when I asked for help!"
- "I still haven't gotten my order, and it's been over a month. They won't even answer my calls."
- "I tried to return a hijab the next day, and they wouldn't take it back! It's so frustrating."
- "I paid so much for this dress, and it arrived ripped and crumpled. I'm never shopping there again."

## **8. \*\*What is keeping them from solving their problems now?\*\***

- A lack of communication from the store.
- Inflexible policies that prevent easy returns or exchanges.
- Trust issues from prior bad experiences, which make them hesitant to shop again.
- Limited alternatives for modest fashion, making them feel stuck with few other options.

## **Desirable Dream State**

### 1. **\*\*If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?\*\***

- They would have access to a store where they feel *\*valued\** and *\*welcomed\** the moment they walk in.
- They would receive exceptional customer service, with helpful, friendly staff who go out of their way to assist.
- Their shopping experiences would be *\*seamless\**, with easy returns and quick resolutions to any issues.
- They would always find high-quality, stylish hijabs and clothing that fit modestly and comfortably.

### 2. **\*\*Who do they want to impress?\*\***

- They want to impress friends, family, and social circles, particularly those who appreciate modest fashion.
- They also want to feel proud of their choices when purchasing from a trusted store with excellent service.

### 3. **\*\*How would they feel about themselves if they were living in their dream state?\*\***

- They would feel *\*confident\**, knowing they look good and feel comfortable in what they wear.
- They would feel *\*empowered\** by their shopping decisions, as they know they are supporting a store that respects them and delivers on its promises.
- They would feel a sense of *\*loyalty\** to the brand, knowing they can always rely on it for excellent service and quality products.

#### 4. **\*\*What do they secretly desire most?\*\***

- They desire a trusted brand that combines *\*style, quality,\** and *\*service\**—a place they can go back to without hesitation.
- They want stress-free shopping where they don't have to worry about poor quality, bad service, or complications with returns.
- They want to feel proud of the products they buy and recommend the store confidently to others.

#### 5. **\*\*If they were to describe their dreams and desires to a friend over dinner, what would they say?\*\***

- "I just want to shop at a place where I know the staff will be friendly and helpful every time."
- "It would be amazing to always find beautiful hijabs that are comfortable and high-quality, without the stress of bad service or confusing policies."
- "If only there were a store that cared about its customers and offered stylish, modest fashion that fits well!"

## **Values, Beliefs, and Tribal Affiliations**

### **1. \*\*What do they currently believe is true about themselves and the problems they face?\*\***

They believe they deserve to be treated with respect and to receive products that align with their expectations of \*modesty, quality, and service\*. They see themselves as fashion-conscious and value both \*faith\* and \*style\* in their purchases. When these expectations aren't met, they feel frustrated and taken advantage of. They believe that poor customer service and inconsistent product quality are preventing them from having a satisfying shopping experience.

### **2. \*\*Who do they blame for their current problems and frustrations?\*\***

Customers blame the store staff and management for poor customer service, ineffective communication, and unclear or unfair return policies. They also hold the company accountable for failing to live up to its promises regarding product quality and delivery.

### **3. \*\*Have they tried to solve the problem before and failed? Why do they think they failed in the past?\*\***

Many customers have tried resolving issues by contacting the store for refunds, returns, or exchanges but have failed due to poor communication, rigid store policies, or dismissive staff. They believe they failed because the company did not prioritize customer satisfaction and did not have proper systems in place to handle these issues efficiently.

### **4. \*\*How do they evaluate and decide if a solution is going to work or not?\*\***

- **\*\*Speed of resolution\*\***: Quick responses from staff and management, especially when resolving returns or refunds.

- **\*\*Ease of process\*\***: Simple and clear return policies, without needing to go through extensive steps or pay extra for return shipping.

- **Consistency**: Consistent quality in the products they buy and the service they receive. They also value *social proof*, such as positive reviews from other customers, before deciding if a brand is trustworthy.

## 5. **What figures or brands in the industry do they respect and why?**

Customers respect brands that combine *modesty with high fashion* while offering superior customer service. They appreciate stores that are *transparent*, respond quickly to complaints, and genuinely care about providing quality. Examples might include brands with strong reputations in modest fashion or companies that are known for their ethical business practices.

## 6. **What character traits do they value in themselves and others?**

- **Trustworthiness**: Being able to depend on a brand or person to deliver what they promise.
- **Respect**: Feeling respected by store staff and knowing that their time, money, and needs are valued.
- **Kindness and attentiveness**: They appreciate friendly, helpful staff who make them feel welcome.
- **Patience**: Dealing with issues calmly and professionally, especially in customer service interactions.

## 7. **What character traits do they despise in themselves and others?**

- **Rudeness**: Being treated dismissively or with indifference by store employees.
- **Dishonesty**: Feeling lied to or cheated, especially when promises (like return policies or product quality) are not honored.
- **Incompetence**: Unhelpful staff who are inattentive or untrained, leading to mistakes or poor service.

## 8. **What trends in the market are they aware of? What do they think about these trends?**

- The increasing focus on *modest fashion* being both *stylish* and *comfortable*, which appeals to their need for both fashion-forward designs and adherence to their faith.
- The trend towards *sustainable, eco-friendly fabrics* and *ethical production*, particularly for activewear and hijabs made from breathable, sustainable materials.



They view these trends positively, as they align with their values of \*modesty, environmental responsibility\*, and \*comfort\*.

## 9. **\*\*What “tribes” are they a part of? How do they signal and gain status in those tribes?\*\***

- **\*\*Muslim women who prioritize modest fashion\*\***: They signal their status through their choice of clothing, which is both fashionable and modest, adhering to Islamic principles.
- **\*\*Modest fashion enthusiasts\*\***: They are not necessarily religious, but they prefer conservative, elegant fashion choices. They gain status by staying up-to-date with the latest trends in modest fashion and choosing brands known for style and quality.
- **\*\*Sustainability-conscious consumers\*\***: Women who prefer sustainable, eco-friendly fabrics, signaling status through responsible fashion choices.

Within these tribes, status is often signaled through \*brand loyalty\* and \*social proof\*—supporting trusted, high-quality brands and recommending them to others.

## Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
  - a. Youtube
    - i. ("My journey" type videos)
    - ii. Comments
  - b. IG
  - c. Facebook
  - d. Twitter
  - e. Reddit
  - f. Other Forums
  - g. Amazon.com Reviews
  - h. Yelp and Google Business/Maps Reviews

## **Basic Avatar**



**Name: Saba**

### **Background Details:**

Saba, 28, is an elementary school teacher who values modesty, fashion, and sustainability. She seeks high-quality, stylish hijabs but is often frustrated by poor customer service and inconsistent product quality. A cautious shopper, she values ethical brands and is part of a Muslim community where appearance and faith are important.

### **Day in the Life:**

- **6:00 AM:** Morning jog in a breathable sports hijab, followed by breakfast and prepping for work.
- **8:00 AM:** Scrolls Instagram for modest fashion inspiration during her commute.
- **1:00 PM:** Browses online stores but hesitates due to past bad experiences.
- **5:00 PM:** Plans outfits for the week, seeking variety for upcoming events.
- **7:00 PM:** Rechecks Hijab Hub, seeking reassurance before ordering.
- **9:00 PM:** Reflects on her day, hoping her purchase will meet expectations.