



PRIMARY RESEARCH FINDINGS FOR PIKINE AFRICAN HAIR BRAIDING

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Introduction

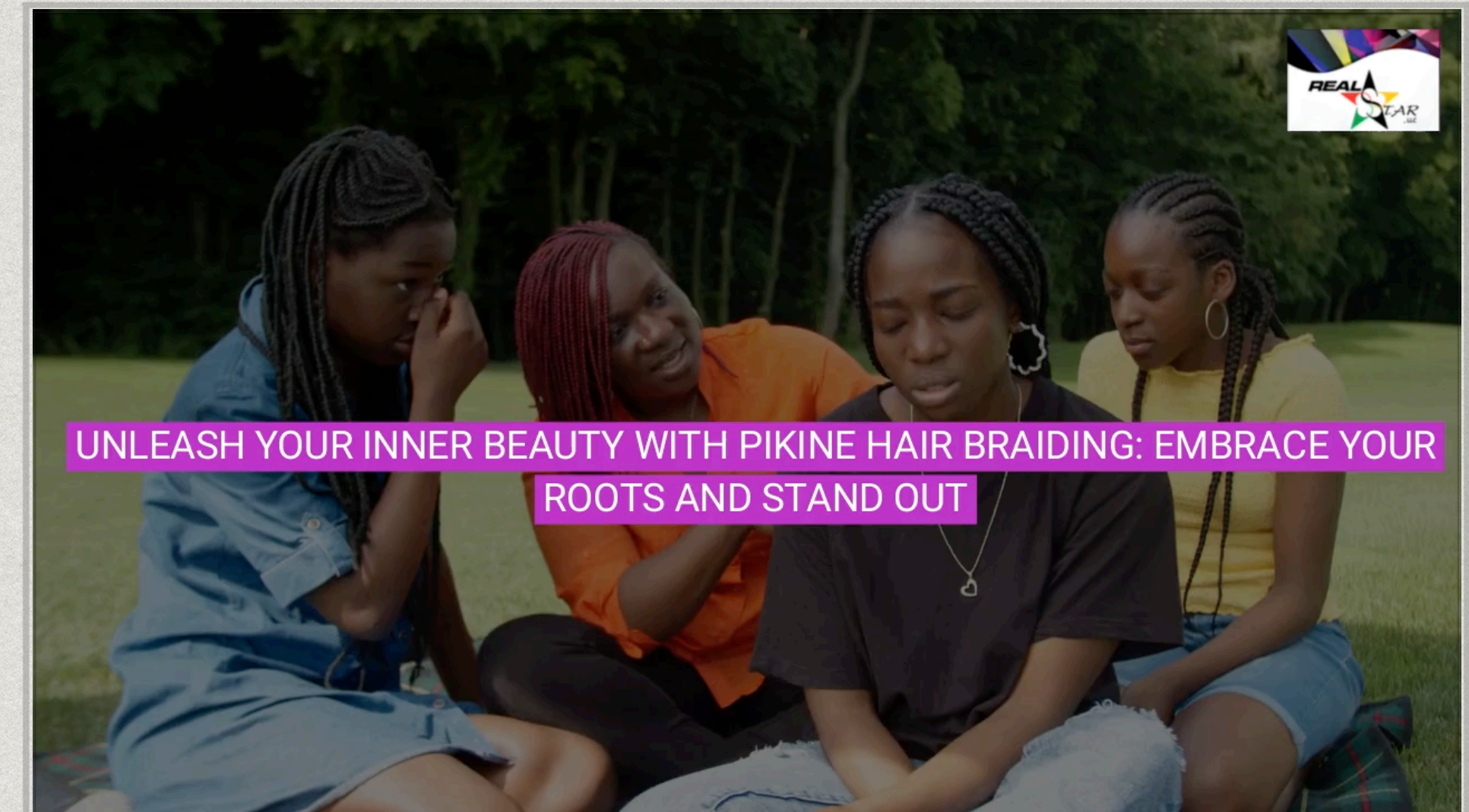
- * Purpose of primary research: To gain a deeper understanding of Pikine Hair Braiding's target market and consumer behavior.
- * Objectives: Identify target market preferences and needs and assess the effectiveness of current marketing strategies.
- * Primary research was conducted after reviewing relevant secondary research on the target market and hair braiding industry.

Primary Research Design

- * Surveys and focus groups as primary research methods.
- * J. F., Wolfinbarger, M., Ortinau, D. J., & Bush, R. P. (2019) says that research can be used to solve marketing problems and inform decision-making. (J. F., Wolfinbarger, M., Ortinau, D. J., & Bush, R. P., 2019).
- * In-person surveys were chosen for Pikine Hair Braiding due to personal interaction with the target audience.
- * Dillman et al. (2014) state the cost-effectiveness and larger audience reach of online surveys, but in-person surveys are more appropriate for Pikine Hair Braiding. (Dillman et al., 2014).
- * Proposed primary research design: In-person survey conducted at Pikine Hair Braiding salon during business hours.
- * A random sampling technique was used to select participants.
- * Survey questions cover hair braiding services, pricing, customer service, and overall satisfaction.
- * The survey was offered in English and French to accommodate a diverse customer base.

Target Market

- * Pikine Hair Braiding's target market is African American aged 25-35 with an annual income of \$30,000 to \$50,000, residing in Metro Detroit, areas.
- * They are primarily unmarried and pursuing higher education or working in low to medium-income jobs.
- * They are interested in trying new and trendy hairstyles and are willing to spend money to achieve the desired look.
- * Biddle-Perry, G., & Robinson-Morris, T. (2018) found that black women's hair choices are influenced by societal norms and expectations, with many feeling pressure to conform to Eurocentric beauty standards in the workplace. (Biddle-Perry, G., & Robinson-Morris, T., 2018).



- * The target market for Pikine Hair Braiding is likely to be interested in cultural traditions and heritage, as well as natural hair care products and services.
- * Nielsen (2018) found that African American women spend nine times more on ethnic hair and beauty products than any other demographic group. (Nielsen, 2018).
- * Adegboyega (2017) argues that hair braiding is more than just a hairstyle; it is a cultural practice that has been passed down through generations and is an important aspect of African American identity (Adegboyega, 2017).
- * The target market for Pikine Hair Braiding is likely to be price-sensitive but willing to pay for quality services.
- * They may also be influenced by referrals from friends and family members who have had positive experiences at the salon.

- * The target market is fashion-conscious, and they seek to portray a unique image through their hairstyles.
- * They are also looking for a hair braiding salon that offers a wide range of services and uses high-quality hair products, and they are attracted to salons that provide personalized services that cater to their unique needs.
- * Dinh, T., & Nguyen, T. H. (2019) found that social media marketing has a positive impact on consumer behavior, including both cognitive and affective aspects. Specifically, social media marketing was found to enhance consumers' perceived value, trust, and satisfaction, which in turn positively influenced their purchase intention and word-of-mouth communication. (Dinh, T., & Nguyen, T. H., 2019)

BUYER PERSONA

NAME: CANDACE PHILLIPS

AGE: 30

OCCUPATION: FREELANCE ACCOUNTANT

INCOME: \$50,000 - \$60,000

EDUCATION: COLLEGE DEGREE

LOCATION: DOWNTOWN DETROIT, MI WITH A SIGNIFICANT AFRICAN AMERICAN POPULATION.

CANDACE LOVES TO TRAVEL, TRY NEW RESTAURANTS, AND SPEND TIME WITH HER FRIENDS AND FAMILY. CANDACE IS MOTIVATED BY A STRONG DESIRE TO BE INDEPENDENT AND SUCCESSFUL. SHE LOVES LEARNING AND IMPROVING HER LIFE THROUGH EDUCATION AND EXPERIENCE. CANDACE IS ACTIVE ON INSTAGRAM, TWITTER, AND FACEBOOK. CANDACE WILL USE PIKINE HAIR BRAIDING'S SERVICES TO MAKE HER LOOK STYLISH AND FEEL CONFIDENT. SHE WILL ALSO BE ABLE TO SAVE TIME AND MONEY ON HER BEAUTY REGIMEN, WHICH WILL GIVE HER MORE TIME TO EXPLORE HER PASSIONS.



candace phillips

Guests: Google Profile Photo of by Candace Phillips (2023) (Google)

Primary Research Findings

Introduction

- * The primary research for Pikine Hair Braiding was conducted in order to gain a deeper understanding of their target market and consumer behavior.
- * The research aimed to identify the preferences and needs of their target market, as well as the effectiveness of their current marketing strategies.
- * The research was conducted after reviewing relevant secondary research about the target market and the hair braiding industry.

Primary Research Findings

Method

- * A survey was conducted with 10 participants fitting the target market profile.
- * Selection criteria: Age range (25-35 years old), gender (female), geographic location (Metro Detroit area).
- * Real Star, LLC (2023) Participants were recruited through social media platforms and contacted via phone and email. (Real Star, LLC, 2023).
- * The survey was conducted in a private setting, moderated by a team member. (Real Star, LLC, 2023).
- * Survey duration: Approximately 90 minutes, recorded for later analysis.

Primary Research Findings Analysis

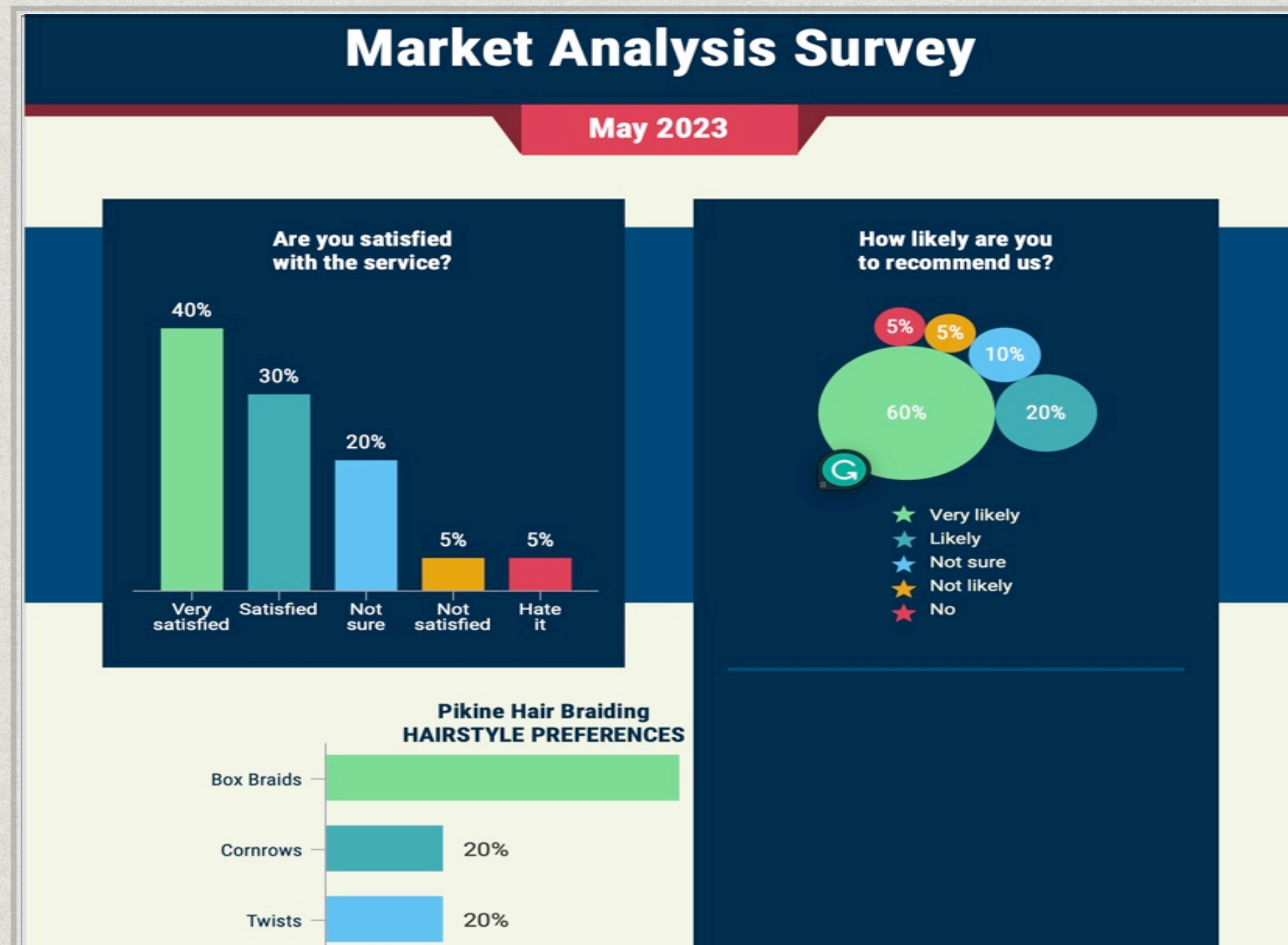
- * Data were transcribed and analyzed using qualitative and quantitative methods.
- * Responses were coded and sorted into themes and patterns.
- * Statistical analysis was conducted to determine response frequency and distribution.
- * All respondents were female, aged 25-35, with varying income and education levels.

Primary Research Findings Results

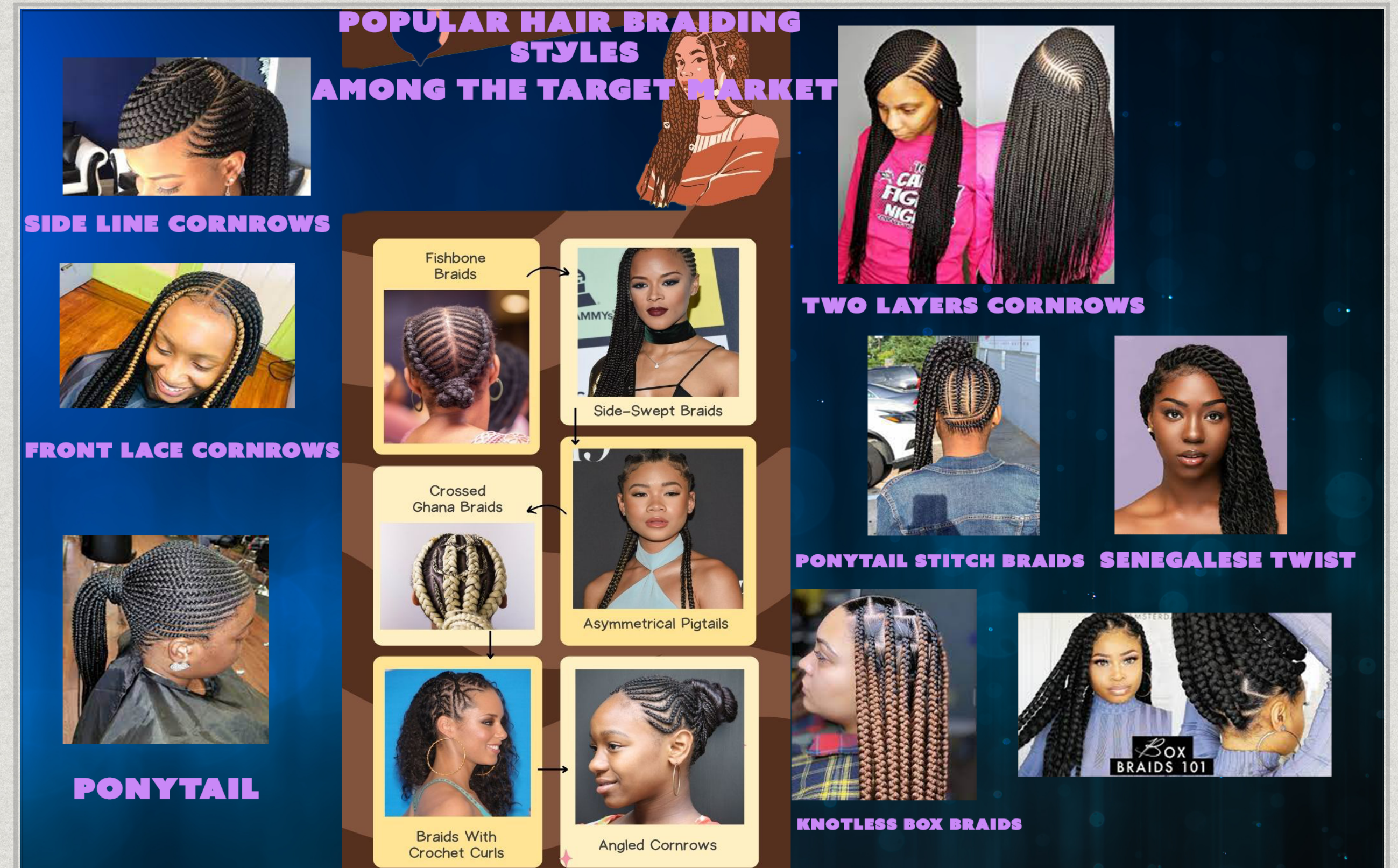
- * The target market for Pikine Hair Braiding: Primarily female customers interested in unique and creative hair braiding styles.
- * Preferences: Affordable pricing, convenient scheduling, and willingness to pay more for high-quality service.
- * Feedback on marketing materials: Suggestions provided for improvement, making them more engaging and informative.

Infographic: Hair Braiding Preferences

* Data Source: Survey
 Conducted by Real Star, LLC,
 May 2023.



(Real Star, LLC, 2023)



Google and <https://www.stylecraze.com/articles/how-to-style-your-ghana-braids/>
 (2023) (Google)

Infographic: Marketing Material Feedback

- * Data Source: Survey Conducted by Real Star, LLC, May 2023.



Conclusion

- * Key findings: The target market prefers unique and creative hair braiding styles, values affordability and convenience, willing to pay more for high-quality service.
- * Recommendation: Pikine Hair Braiding should focus on offering unique and creative styles at affordable prices, and improve marketing materials.
- * Next steps: Conduct another survey of current and potential customers using an online survey platform, and promote through social media and email marketing.

References

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