

CUSTOMER SURVEY

Defining who your customer is before starting your brand will allow you to make informed decisions based on your customers needs and wants to ensure your garments sell out with each collection release.

one of the best ways to know what your customers are looking for is to create a survey using Survey Monkey. Each brand will be different depending on different product types so we have created a list of questions you can use to customise your survey.

What is your age bracket?
What is your income bracket?
Describe your employment status
What style type best describes you?
How active is your lifestyle?
How important is functionality?
How often do you go shopping for clothes?
How often do you shop online?
Do you shop at any of these shops? List similar labels
What size do you wear?
What drives you to purchase?
What is your disposable income?
How often do you purchase clothing?
How much are you willing to pay for a dress/ tee/ pant/ etc?
How important is quality to you?
How important is supply chain transparency to you?
How important is ethical manufacturing to you?
What is your preferred social media platform?
How do you find out about new brands?
How does shipping costs affect your purchase?
Are afterpay/ flexible payment options important to you?
Where do you live?
Do you need versatile clothing?
Are you an impulse buyer?
Will you pay more for organic products?
Is colour important?
Do you like printed garments?
What is your preferred leg length/ sleeve length/ etc?
Do you prefer fitted or tailored garments?
Do you prefer cropped or long line?
Do you prefer high support/ medium support/ low support?
What part of your body do you have the most trouble buying clothes for?
What makes you want to shop with a brand again?
Is BTS footage interesting to you?
Is body shape diversity important to you?
Is Cultural diversity important to you?
Do you prefer to support local businesses?
How often do you travel?