

IPA STUDY ON WHY CUSTOMERS CHOOSE HAIR SALONS

- A CASE OF NEW HAIR SALON IN TAOYUAN

In contemporary society, hairstyles are no longer merely a matter of personal grooming but have become a vital medium for expressing individual identity and style. As consumers increasingly prioritize hair design, the hairdressing industry is witnessing significant growth and emerging business opportunities. This study focuses on the Taoyuan branch of New Hair Salon, a mid-sized chain that primarily targets a youth demographic by offering trend-driven styling services. With an average monthly clientele of approximately 200 customers, the salon has demonstrated strong operational performance. Employing the Importance-Performance Analysis (IPA) method, this research aims to identify the key factors influencing customer choice and, based on satisfaction assessment results, proposes targeted strategies for enhancing service quality and overall customer experience.

This study uses the marketing strategy of New Hair Salon to do a SWOT analysis.

Strengths	Weaknesses
1. There are various promotion methods, and using them during holidays can significantly increase sales. 2. The staff are flexible, and customers can easily schedule appointments with their chosen stylist at a suitable time.	1. It overlooks age groups other than young customers. 2. Most hairstyles are Korean-style, which might not match the preferences of some customers.
Opportunities	Threats
1. It offers customized services to meet the specific needs of customers. 2. It collaborates with other hair product brands to increase store visibility.	1. There are many other hair salons nearby, so it's hard for sales to grow quickly. 2. Customer loyalty is low.

Our team provides the following suggestions for New Hair Salon based on the results of our field research:

- 1. Maintain high-quality, customized services
- 2. Strengthen brand partnerships and increase exposure
- 3. Enhance promotional activities to attract more customers
- 4. Improve the membership system
- 5. Increase accessibility and convenience of transportation

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