

# AN ANALYSIS OF KEY FACTORS INFLUENCING CONSUMER CHOICES IN DIY STUDIOS: A CASE STUDY OF DOES ART STUDIO

In response to the rise of modern technology, many products and services have been integrated with AI and personalization. As a result, consumer preferences have shifted from mass production to more customized and experience-based offerings. The DIY studio industry has emerged to meet these new demands.

Due to the influence of social media and internet trends, the visual appeal of stores has become a key factor in attracting consumers. Therefore, this study focuses on the consumer behaviors and brand strategy of DOES ART Studio, aiming to explore the competitive advantages and market position of DIY studios through a case analysis of DOES ART.

## RESEARCH CONTENTS:

- Marketing Strategy of DOES ART
- Comparison of DIY Studio
- SWOT Analysis
- Survey and Data Analysis
- Research Conclusions and Suggestions

