

Assessment: Connecting Consumer Profiles with Motivations Name

Instructions: Use the information given for each brand and consumer profile below. Identify the primary consumer profile, possible motivations, and describe how the company could align its products or marketing strategies to appeal to this customer group.

Question 1: Sustainable Fashion Brand

Scenario: EcoStyle is a new fashion brand focused on sustainability. Their clothes are made from organic cotton and recycled materials. Their target customers are between 20–35 years old, environmentally conscious, and spend more on products that align with their values.

Tasks:

- **1.1** Identify the **consumer profile** based on age, interests, and purchasing behavior.
 - **1.2** Explain **one motivation** this consumer might have for choosing EcoStyle.
 - **1.3** Suggest one way EcoStyle could adjust their **marketing or product features** to appeal to this customer's profile and motivation.
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Question 2: Sports Equipment Brand

Scenario: PeakFit, a sports equipment brand, is known for high-quality gym and workout gear. Their customers range from 25–50 years old, and most have a strong focus on health, fitness, and professional or recreational sports. Many are influenced by recommendations from fitness experts and trainers.

Tasks:

- **2.1** Describe the **consumer profile** for PeakFit, including their main interests and possible lifestyle.
 - **2.2** Identify **one motivation** that may lead customers to purchase PeakFit products.
 - **2.3** Suggest a strategy PeakFit could use in their marketing that would connect with both the profile and motivation you identified.
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Question 3: Tech Gadgets for Students

Scenario: SparkTech offers affordable tech gadgets, like smartwatches and wireless earbuds, designed for students. Their target customers are between 16–24 years old, price-conscious, and tend to be influenced by trends and peer recommendations.

Tasks:

- **3.1** Outline the **consumer profile** of SparkTech's target customers based on their age and purchasing behavior.
 - **3.2** Describe a **motivation** that may encourage students to buy SparkTech products.
 - **3.3** Recommend a marketing approach or product feature SparkTech could use to appeal to this profile and motivation.
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Question 4: Health and Wellness Company

Scenario: GreenWellness is a health company that produces organic vitamins and supplements. Their target audience is health-conscious adults aged 30–60 who value natural and organic products and are willing to pay more for quality.

Tasks:

- **4.1** Define the **consumer profile** for GreenWellness customers.
 - **4.2** State a **motivation** that may drive these consumers to purchase GreenWellness products.
 - **4.3** Describe one way GreenWellness can use product features or promotional techniques to align with this profile and motivation.
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