

## Question 1: Sustainable Fashion Brand

### 1.1 Consumer Profile:

The target consumer profile for EcoStyle is young adults (20–35 years old) who are environmentally conscious. They value sustainability and are willing to spend more on products that align with their personal values.

### 1.2 Motivation:

These customers are motivated by **social responsibility**. They prefer to support brands that reflect their own commitment to environmental sustainability and ethical production practices.

### 1.3 Suggested Marketing/Product Feature:

EcoStyle could emphasize the environmental impact of their products by including eco-friendly labels on each item and highlighting their sustainable practices through social media campaigns. They could also partner with eco-conscious influencers or feature user-generated content of customers wearing EcoStyle, which would appeal to this demographic's value-driven motivations.

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## Question 2: Sports Equipment Brand

### 2.1 Consumer Profile:

The target consumer profile for PeakFit includes adults aged 25–50 who prioritize health and fitness. They are likely active, either professionally or recreationally, and may follow fitness experts or seek recommendations from trainers.

### 2.2 Motivation:

The main motivation for these consumers is their **commitment to health and fitness**. They seek reliable, durable equipment that enhances their performance and supports an active lifestyle.

### 2.3 Suggested Marketing Strategy:

PeakFit could collaborate with fitness influencers or partner with gyms to showcase their equipment in action. They could also offer testimonials from professional trainers to build credibility and trust, which would resonate with customers looking for quality products recommended by industry professionals.

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## Question 3: Tech Gadgets for Students

### 3.1 Consumer Profile:

The consumer profile for SparkTech consists of students aged 16–24 who are price-conscious but enjoy staying updated with trends. They are influenced by their peers and often seek affordable yet trendy tech gadgets.

### 3.2 Motivation:

Students in this age group are motivated by **peer influence and affordability**. They want to own the latest gadgets but are looking for budget-friendly options that still align with current trends.

### 3.3 Suggested Marketing Approach/Product Feature:

SparkTech could use social media platforms like Instagram and TikTok to create challenges or hashtags that encourage students to share photos with SparkTech products. Additionally, offering discounts for students or running limited-time promotions can make their products even more appealing to a price-conscious audience.

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### 4.1 Consumer Profile:

The target consumer profile for FreshBite includes families and individuals of all ages who are health-conscious but budget-conscious as well. They may prioritize buying organic food but look for affordability and convenience.

### 4.2 Motivation:

These customers are motivated by **health concerns and affordability**. They want to make healthier choices without straining their budget, which makes them likely to be interested in affordable organic options.

### 4.3 Suggested Marketing/Product Feature:

FreshBite could emphasize the cost-effectiveness of their products by offering bundle deals or discounts on staple organic items. Additionally, they could create content that educates customers on the benefits of organic foods, helping to reinforce the value for money and health benefits of choosing FreshBite