

## **BUYER PERSONA**

**Name:** Aryan Shah

### ➤ **Demographic:**

- **Age:** 22
- **Gender:** Male
- **Marital status:** Unmarried
- **Children:** 0
- **Education:** BMS, Pursuing- MBA
- **Occupation:** Student
- **Household income:** 20 L
- **Location:** Mumbai, Borivali

### ➤ **Personal Background:**

- **Hobbies:** Football, Tracking
- **Values:** Family Time, Health, Wealth
- **Personality:** Analytical, Organized, Detail-Oriented

### ➤ **Goals**

- **Primary Goal:** High Quality, Affordability
- **Secondary Goal:** Updated with latest Trends, Customers Bound, Analyzing Market

### ➤ **Challenges**

- **Primary Challenge:** Balancing Career with Family
- **Secondary Challenge:** Trustworthy brand, Sustainability and Quality

### ➤ **Behavioral Traits:**

- **Shopping Preference:** Online Shopping
- **Technology usage:** Active on social media for regular updates regarding the brand.
- **Buying Decision influence:** Word of mouth recommendation

### ➤ **Brands and Influences:**

- **Favorite Brands:** Nike
- **Influencer:** Cristiano Ronaldo

### ➤ **Marketing Message:**

- **Core Message:** The Nike mission statement is “to bring inspiration and innovation to every athlete in the world.
- **Value Proposition:** Nike offers four primary value propositions: accessibility, innovation, customization, and brand/status.

### ➤ **Channels and Content:**

- **Preferred Channel:** Television, social media and Influencer marketing
- **Content Type:** Storytelling and Emotional Branding