**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 Channal**: Television, social media and Influencer marketing
* **Content Type:** Storytelling and Emotional Branding

**A logo of a company

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* **Core Objectives:**
* **Build Brand Awareness and Image:** Reinforce Nike's brand identity as a symbol of athleticism, innovation, and inspiration.
* **Drive Customer Engagement:** Foster a strong connection with consumers through interactive experiences and storytelling.
* **Increase Sales and Revenue:** Drive online purchases and maximize revenue through effective digital marketing campaigns.
* **Enhance Customer Experience:** Provide seamless and personalized shopping experiences across all digital channels.
* **Build a Strong Customer Community:** Cultivate a loyal customer base by creating a sense of belonging and shared passion.
* **Specific Objectives:**
* **Expand Market Reach:** Target new customer segments through digital channels and platforms.
* **Increase Brand Loyalty:** Build long-term relationships with customers through personalized marketing.
* **Drive Traffic to Physical Stores:** Utilize digital channels to attract customers to Nike's retail locations.
* **Leverage Data Analytics:** Optimize marketing efforts by gathering and analysing customer data.
* **Stay Ahead of Competitors:** Continuously innovate and adapt to the evolving digital landscape.

By focusing on these objectives, Nike has successfully transformed its digital presence into a powerful driver of growth and brand equity.