

- Age - 19
 - Gender - Female
 - Occupation – Undergraduate
 - Income –
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- Background: Manusha is a regular adolescent girl who enjoys dressing up and following the newest fashion trends. She is occupied with higher education and extracurricular activities while she pursues her bachelor's degree. Because she cares about her health, Manusha likes to use organic products that are kind to her skin and hair.
 - Behaviors and Motivations: Manusha enjoys experimenting with various hair products and styles, but she also appreciates convenience and ease of usage. She's looking for a shampoo that would thoroughly clean her hair without making it feel oily or dry. Manusha is interested in utilizing items that are sustainable and eco-friendly since she is equally worried about the environment.
 - Goals & Challenges: Manusha wants to keep her hair looking gorgeous and healthy while juggling her hectic schedule. She wants a shampoo that works well, is inexpensive, and is simple to use. Manusha enjoys experimenting with new goods but might be wary about attempting something new or unproven.
 - Buying Habits: Manusha is a smart shopper who seeks great offers and bargains. She is prepared to pay more for goods she knows and trusts, but she also wants to be sure she is receiving her money's worth. Before making a purchase, Manusha is likely to perform some internet research and read customer reviews to guide her.
 - Key Takeaways: In order to properly sell to Manusha, you must highlight the efficiency and practicality of your shampoo product. Emphasizing your product's natural and environmentally friendly qualities can also be a major selling feature. Building trust with Manusha and making the product's benefits understandable will assist enhance the probability that she will make a purchase.