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E X E C U T I V E S U M M A R Y

CONSUMER BEHAVIOR-2024

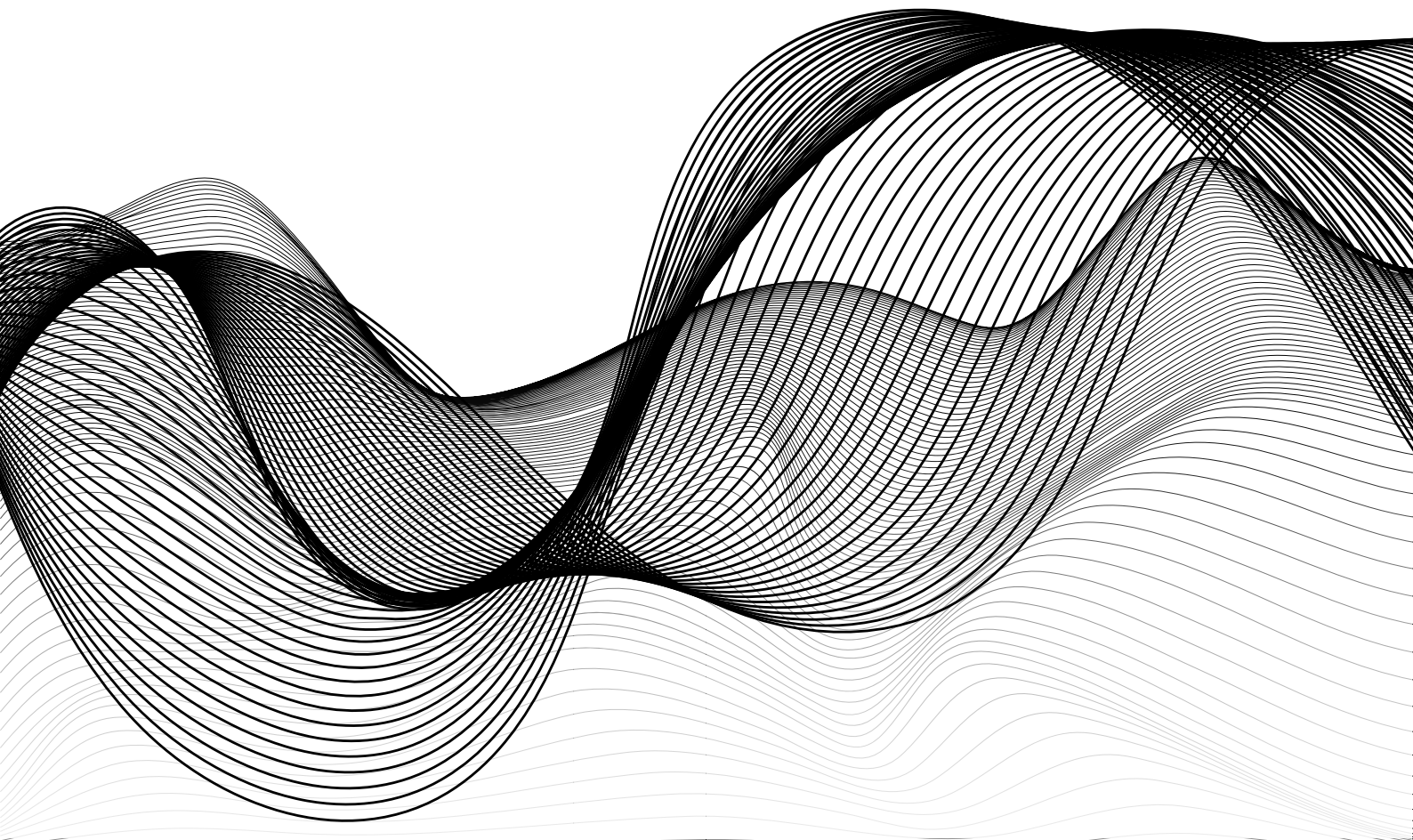


TABLE OF CONTENTS



1

INTRODUCTION

| | |
|--|---|
| Introduction | 3 |
| Influences on Consumer Choices: An Analysis of Individual, Group, and Cultural FactorsDevelop research Skills (Qualitative & Quantitative) | 3 |
| Concepts | 4 |
| Methodology | 7 |

2

| | |
|--|---|
| Results and Graphs | 8 |
| A) Expensive Meal B) A holiday C) A favorite piece of clothing. | 9 |

3

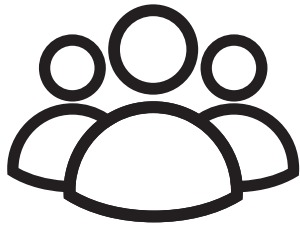
METHODS

| | |
|---|----|
| Consumer Decision | 15 |
| Consumer Making decision process play into the interviews | 17 |
| Type of influence | 18 |
| Cultural background | 18 |
| Behavior influenced by variables | 19 |
| Target audience | 24 |

4

RESULTS

| | |
|------------------|----|
| Conclusion | 25 |
| Sources | 26 |
| Anexes A | 27 |
| Annexes B | |



INTRODUCTION

This report summarizes data from a large study involving 25 in-depth interviews that examine the complexities of consumer decision-making. The study aims to identify the various influences that individual preferences, group dynamics, and cultural backgrounds have on purchase decisions. The goal is to outline the intricate interplay of factors that govern consumer behaviors by thoroughly investigating diverse consumer interactions ranging from large event-related purchases to daily item buys. This comprehensive approach generates a rich qualitative dataset that allows for a more nuanced understanding of how consumers make decisions in various cultural and social circumstances.

The significance of this study originates from its ability to connect theoretical notions from consumer behavior research with practical, real-world applications. The study aims to demonstrate the practical implications of theoretical models by evaluating consumer behaviors in a number of scenarios, ranging from high-end purchases such as luxury vacations to more ordinary decisions such as choosing casual clothing. This alignment not only improves scholarly understanding of consumer behavior, but it also provides useful insights for marketers and policymakers seeking to create strategies that effectively resonate with a wide range of consumer categories. The findings are expected to make a substantial contribution to the ongoing discussion in consumer psychology by emphasizing how external and internal factors interact to impact consumer decision-making.

INFLUENCES ON CONSUMER CHOICES: AN ANALYSIS OF INDIVIDUAL, GROUP, AND CULTURAL FACTORS

This part of the report dives into the numerous elements that impact consumer decisions, drawing on a series of interviews with a varied range of people. It investigates how personal preferences, societal dynamics, and cultural backgrounds influence purchasing decisions across a variety of scenarios. By investigating these variables, we hope to gain a thorough understanding of the intricate interplay between individual behavior and larger societal forces in consumer decision-making processes. The following analysis divides these impacts into individual, group, and cultural aspects, with each contributing uniquely to the consumer environment.

INDIVIDUAL INFLUENCES ON CONSUMER CHOICES

Individual impacts on consumer behavior are generally determined by personal tastes, life events, and practical requirements. Many decisions, such as where to eat or what to wear, are influenced by personal preferences or previous favorable experiences with a certain product or service. Individuals frequently choose restaurants where they have previously appreciated the environment and cuisine, demonstrating a choice based on past contentment. Personal successes and significant life milestones are also popular motivators for purchasing, especially during celebrations. An expensive supper at a prestigious restaurant, chosen to celebrate academic achievement, demonstrates how personal triumphs can impact spending habits. Lifestyle needs and everyday requirements also influence purchasing decisions, particularly in utilitarian items such as clothing or a luxury item of the closet, where comfort and functionality may outweigh other factors such as style or brand reputation.

GROUP INFLUENCES ON CONSUMER CHOICES

Group dynamics have a substantial impact on consumer decisions, particularly when they involve social engagements like dining out or vacationing. Families and friends play an important role in these decisions, as their pooled tastes and aspirations influence the outcome. For example, arranging a vacation frequently include discussions among all participants to ensure that the destination suits the group's needs and interests. Social media and influencers also affect consumer behavior, particularly among younger generations. The popularity of a restaurant or apparel brand on social media can alter people's decisions, highlighting the importance of social influence in modern consumer behavior.

CULTURAL INFLUENCES ON CONSUMER CHOICES

Cultural Influences on Consumer Choices

Cultural background and societal standards have a major impact on consumer decisions, impacting everything from the sort of food consumed to favorite vacation spots. Cultural influences can be seen in the desire for local foods or destinations that reflect one's cultural history, emphasizing the importance of cultural identity in consumer behavior. Economic issues can interact with cultural effects, since financial constraints can limit or permit certain consumer behaviors, such as dining at costly restaurants or choosing budget friendly vacations. Furthermore, objects and services frequently have symbolic implications in different cultures; for example, luxury items may represent status and achievement. Such symbolic values, which are deeply ingrained in cultural contexts, play an important role in influencing purchasing decisions and customer pleasure.

DATA COLLECTION

The study collected qualitative data through a series of 25 interviews that focused on various elements of consumer behavior, such as apparel choices, vacation destinations, and dining experiences. Each participant shared insights into their decision-making processes, the factors that influenced their choices, and the satisfaction they gained from these selections. The interviews were thoroughly transcribed, categorized, and evaluated for common themes and trends. This approach aided in comprehending the complexities of consumer behavior from an individual, group, and cultural standpoint.

APPLICATION OF MASLOW'S HIERARCHY OF NEEDS

Maslow's Hierarchy of Needs is a psychological theory in which human needs are classified into five levels: physiological, safety, love and belonging, esteem, and self-actualization. Applying this idea to consumer behavior based on interviews, we can see how different purchases correspond to different levels of need:

Physiological Needs: Food from favoured or luxury restaurants frequently meets fundamental physiological needs while elevating the desire for gourmet or particularly made dishes.

Safety Needs: Purchases such as dependable apparel brands or safe vacation destinations demonstrate consumers' desire for trustworthy brands or secure travel possibilities.

Love and Belonging: Group decisions to choose holiday places or dine out for celebrations emphasize the importance of love and belonging, in which group cohesion and shared experiences are valued.

Esteem Needs: Purchasing luxury things or services from well-known brands, such as expensive apparel or dining at upmarket restaurants, frequently meets esteem requirements, boosting self-worth and social status.

Self-Actualization: Participating in unique and culturally rich travel experiences or purchasing custom fashion products might be interpreted as a quest for self-actualization, in which personal progress and fulfilment are the major motivators.

RELEVANCE OF DEMOGRAPHICS AND CULTURAL THEORIES

Age, gender, country, and family structure are all important demographic aspects that influence consumer preferences and behaviours. For example, younger consumers may favour new and fashionable products, influenced primarily by social media, whereas older consumers may place a higher emphasis on quality and tradition. Consumer behaviour is influenced by cultural norms and values that govern what is acceptable or desirable within a community. Cultural impacts were obvious in preferences for local versus international cuisine, as well as dress choices that reflect cultural identities. Understanding these demographics and cultural backgrounds is critical for developing marketing tactics that appeal to specific consumer groupings. The interviews highlighted how these elements interact to influence customer decisions, giving useful information for organizations wanting to expand their market reach and improve consumer happiness.

Interview-based qualitative analysis of consumer behaviour provides a comprehensive understanding of how a broad array of factors influence individual choices, including basic human needs, demography, and cultural contexts. Marketers and businesses can better predict consumer behaviour and adjust their offers to satisfy the varied demands of diverse consumer groups by using theories such as Maslow's Hierarchy of demands and taking demographic and cultural variables into account. This technique not only increases consumer pleasure, but it also helps businesses succeed in competitive marketplaces.

CONCEPTS

In the interviews conducted, it's evident that many of the consumers fit the profile of high-earning millennials or HENRYs. These individuals demonstrate a strong need for uniqueness, seeking experiences or products that set them apart from others. They choose upscale restaurants, luxury vacations and prestigious brands to express their individuality and distinctiveness. This aligns with the "uniqueness theory," where individuals strive to be dissimilar to others and showcase their uniqueness through their consumption choices.

Additionally, these consumers engage in conspicuous consumption to display their social status and wealth to others. They choose luxury goods and services not only for their utility but also as symbols of prestige and success. This is evident in their decisions to celebrate special occasions with expensive meals, travel to exotic destinations, and purchase luxury items like watches. These consumption choices serve as signals of their wealth within their social circles, reinforcing their social status and gaining recognition among their peers.

Furthermore, the behaviour of these consumers is also driven by their desire to maintain a positive self-image. They purchase luxury goods and services to express and enhance their self-identity, reinforcing positive self-concepts such as wealth, power, and prestige. Their decisions to indulge in luxury experiences and products reflect their values and contribute to their overall sense of identity and self-worth.

METHODOLOGY

The methodology of this research involved interviews designed to explore consumer behavior in various contexts. Each participant was questioned using a series of structured questions about their recent purchasing decisions related to meals, vacations, and personal items like clothing. The interviews were conducted among different demographic groups, including variations in age, gender, nationality, and cultural backgrounds.

Participant Selection

Participants were selected through purposive sampling to ensure a diverse representation of consumer experiences. Selection criteria included age, gender, nationality, and socioeconomic status to capture a wide range of consumer behaviors and decision-making processes.

Each individual in the group contributed their own insight to diversify the samples.

Data Collection

Interviews were conducted face-to-face when possible, and via video calls when necessary, ensuring personal interaction to facilitate in-depth discussions. Each interview lasted about 30 to 45 minutes, during which interviewees were encouraged to freely share their thoughts, hidden thoughts, and feelings.

Interview Framework

The interviews followed a semi-structured format with open-ended questions designed to elicit detailed insights into the consumer decision-making process. The questions focused on recent purchases, concentrating on motivations, influences (social and cultural), and the role of emotional factors in purchasing.

We use the following variables to generate dashboards based on the information obtained from the interviews and thus identify insights:

Demographics: Age, Gender, Nationality, Residence, Languages, Profession, Highest Degree, Number of people in the family

And for each service or product, the following variables:

- Who bought the service/product
- Attributes considered in the decision-making process
- Type of decision
- Purchase motivation
- Information searched
- How the final decision was determined
- Reasons for the place of purchase
- What came first, what to buy or where
- Frequency of use
- The role of the brand

Dashboards are the following:

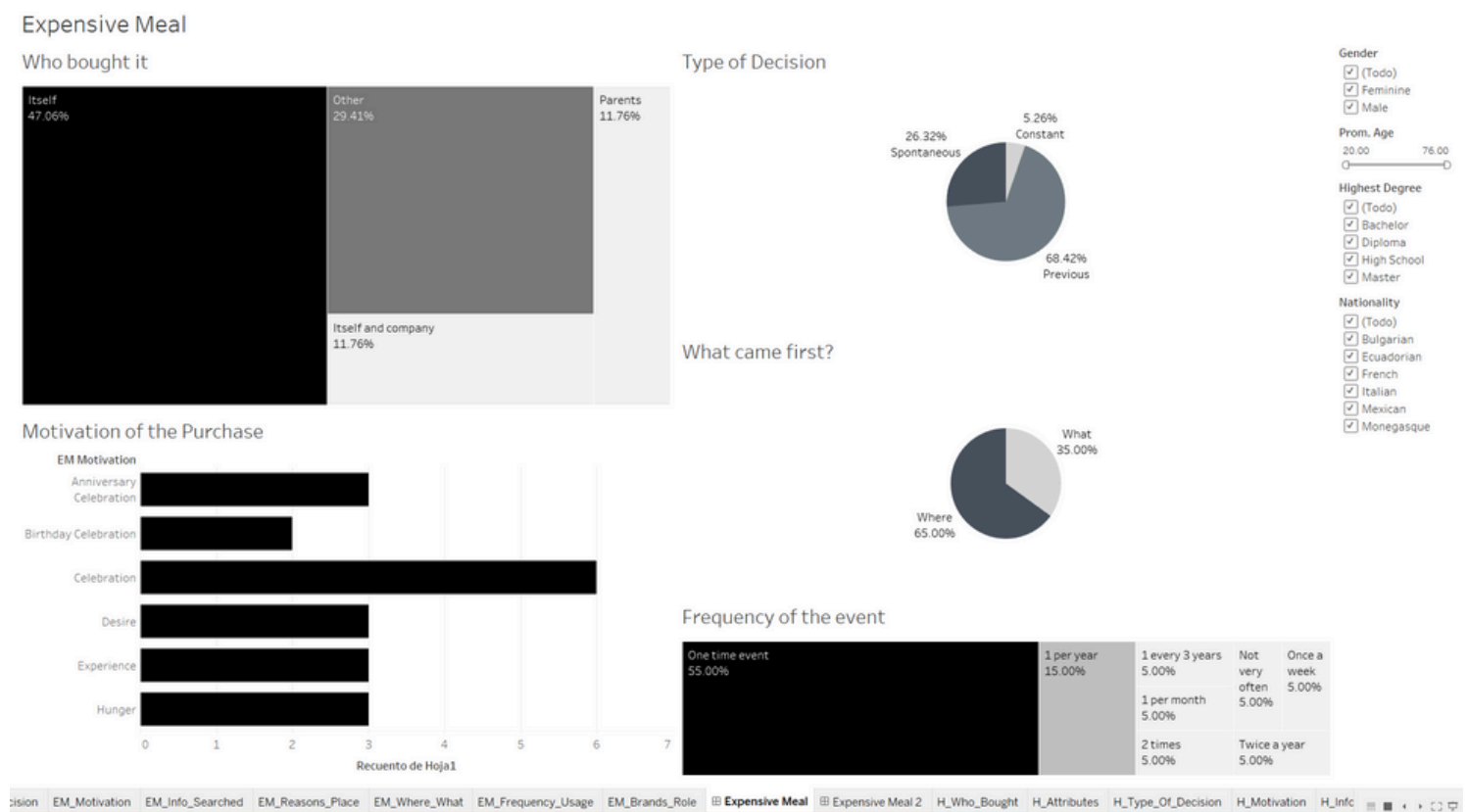
Demographics



RESULTS AND GRAPHS

The data presented in this dashboard highlights a predominant age group among our interviewees, with the majority falling around the age of 20. Notably, there is a significant representation of female participants. Our interviewee pool is evenly split between Latin American and European backgrounds, each comprising 50% of the total. However, despite this parity, a larger portion of our participants resides in Europe. Furthermore, a notable trend emerges as the majority of respondents identify themselves as university students, indicating a common demographic characteristic among those surveyed.

A) INSIGHTS: EXPENSIVE MEAL



For a luxurious dining experience, we discovered the following insights:

1. **Self-Payment:** The majority of individuals cover the cost of these meals themselves. This indicates a level of personal investment in indulging in luxurious dining experiences.
2. **Occasion for Celebration:** A significant portion of people opt for a luxurious meal to commemorate a special occasion in their lives. Whether it's a milestone, achievement, or momentous event, the allure of a lavish dining experience serves as a form of celebration.
3. **Pre-Meditated Decision:** In most cases, the decision to indulge in a luxurious meal is pre-meditated. Rather than spontaneously choosing where to dine, individuals plan ahead and

deliberate on the occasion, making the decision of indulgence before deciding on the venue.

4. Singular Occurrency: Typically, these upscale dining experiences are rare occurrences. They often happen once, marking a unique moment in one's life. This rarity adds to the significance and value attributed to the dining experience, turning it into a memorable event.



5. Information Search Behavior: Nearly 40% of the time, there is no active search for information before selecting a luxurious dining venue. However, when individuals do seek information, the primary focus is on reviews provided by other patrons. This suggests a reliance on peer feedback and experiences to inform their decision-making process.

6. Considerations for Selection: When deciding on a restaurant, individuals prioritize factors such as the luxurious ambiance, quality of service, and the taste of the food. These aspects play a crucial role in their decision-making, alongside the restaurant's reputation. They seek out establishments that offer a combination of opulent experiences and consistently excellent dining standards.

7. Reputation Impact: The reputation of a restaurant holds significant sway over their decision-making process. In the majority of cases, individuals opt for establishments with a positive brand reputation, as it instills confidence in the quality of the dining experience they can expect. This highlights the importance of brand perception and the impact it has on consumer choices in the realm of luxurious dining.

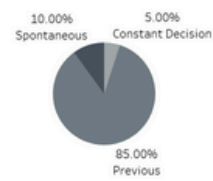
B) INSIGHTS: HOLIDAY

Holidays

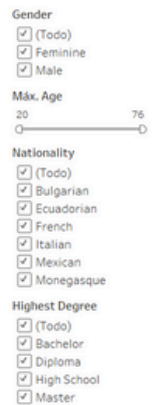
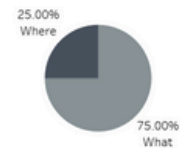
Who Bought It



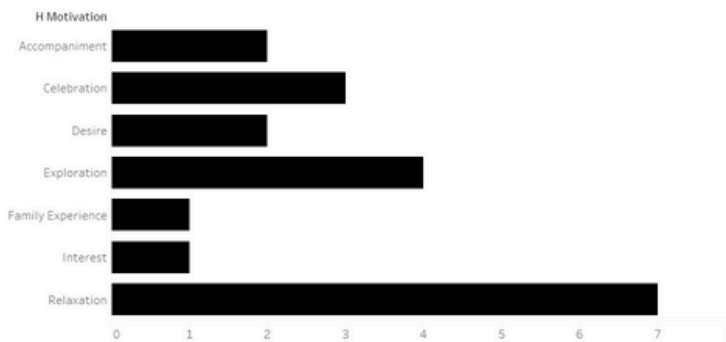
Type of Decision



What came first?



Motivation of the Purchase



Frequency of the event



1. Self-Financed Vacations: Approximately 70% of individuals funded their own vacations. This indicates a significant level of personal investment in their travel experiences.

2. Desire for Relaxation: The primary motivation for vacationing for most individuals was to seek relaxation. This suggests a common goal of escaping from daily stresses and rejuvenating through leisure activities.

3. Pre-Planned Decisions: In 85% of cases, individuals made premeditated decisions about their vacations. They first determined the activities they wished to engage in before selecting their destination. This strategic approach highlights a preference for planning and intentionality in vacation planning.

4. Occasional vs. Regular Occurrences: While 60% of respondents viewed their vacations as one-time events, the remaining 40% engaged in vacationing regularly. This dichotomy suggests varying attitudes towards vacationing, with some treating it as a special occasion and others incorporating it into their lifestyle as a regular practice.

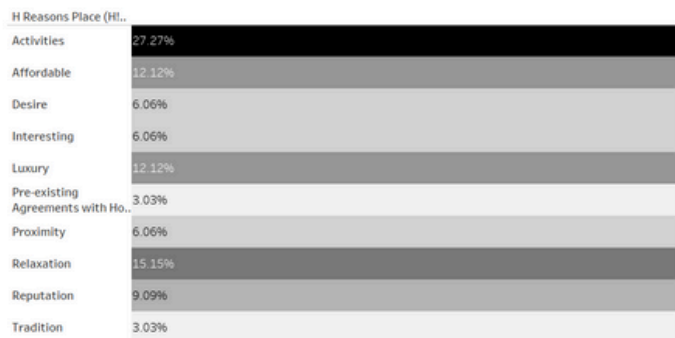
B) INSIGHTS: HOLIDAY

Holidays 2

Important Attributes



Reasons for the chosen location



Information Searched



- Gender
- ☒ (Todo)
 - ☒ Feminine
 - ☒ Male
- Highest Degree
- ☒ (Todo)
 - ☒ Bachelor
 - ☒ Diploma
 - ☒ High School
 - ☒ Master
- Máx. Age
- 20 76
- Nationality
- ☒ (Todo)
 - ☒ Bulgarian
 - ☒ Ecuadorian
 - ☒ French
 - ☒ Italian
 - ☒ Mexican
 - ☒ Monegasque

Why the Final Decision Was Made



5. Primary Vacation Selection Criteria: The majority of respondents prioritize activities and relaxation when choosing vacation destinations. This emphasis suggests a preference for destinations that offer a balance of leisurely pursuits and opportunities for exploration or adventure.

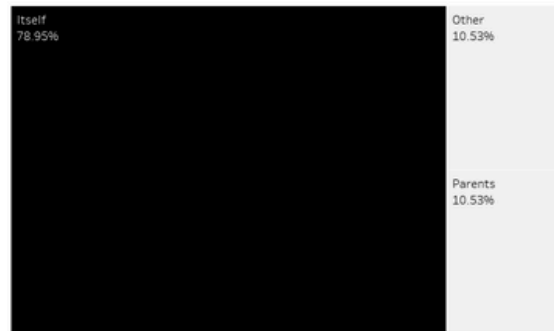
6. Preference for Travel Agencies: A significant portion (33%) of respondents opt to plan their vacations through travel agencies. This indicates a reliance on professional assistance and curated travel packages to streamline the vacation planning process.

7. Decision Factors: Accessibility, available activities, and the characteristics of the destination play pivotal roles in the decision-making process. Individuals weigh factors such as ease of travel, the variety of activities offered, and unique features of the location when selecting their vacation destination. These considerations ensure that the chosen destination aligns with their preferences and expectations for the trip.

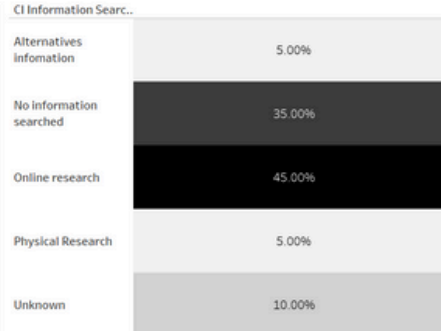
C) INSIGHTS: CLOTHING ITEM

Clothing Item

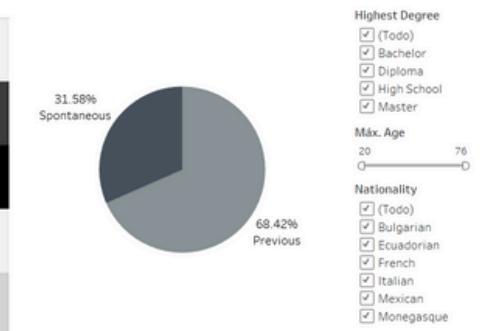
Who bought it



Information searched



Type of decision



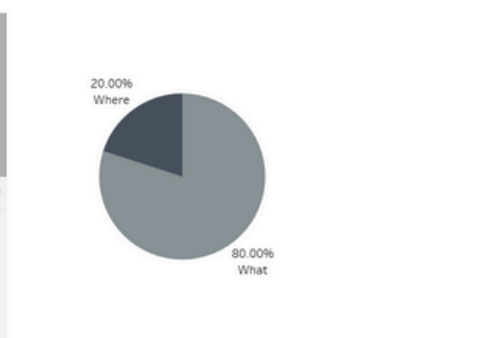
Motivation of the purchase



Frequency of the event



What came first?



slidays 2 CI_Who_Bought CI_Attributes CI_Type_Decision CI_Motivation CI_Information_Searched CI_Final_Choice_Determined CI_Reasons_Place CI_Where_What CI_Frequency CI_Brands_Role Clothing Item Clothing Item 2

1. Self-Purchase Trend: Nearly 80% of respondents purchased their favorite clothing item for themselves. This indicates a strong personal preference and investment in selecting attire that resonates with their individual style and tastes.

2. Desire-Driven Purchases: The majority acquired this article out of personal desire. This suggests that individuals are motivated by their own inclinations and preferences when making clothing purchases, rather than external influences.

3. Usage Frequency: Approximately 60% of respondents wear their favorite clothing item regularly, while the remaining individuals reserve it for special occasions. This highlights the versatility of the item, as it caters to both everyday wear and more formal events.

4. Online Research Behavior: About 45% of respondents conducted at least one online search regarding their favorite clothing item or similar items. This indicates a proactive approach to gathering information and exploring options before making a purchase decision.

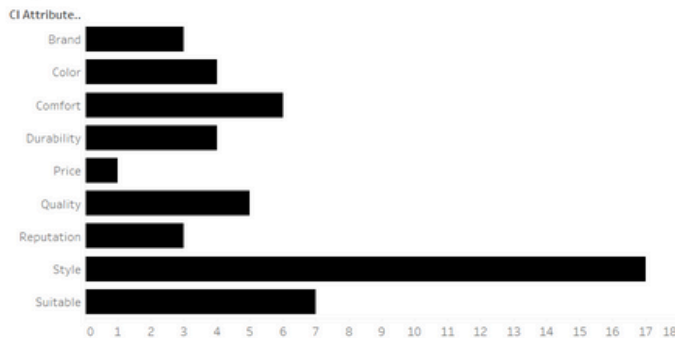
5. Preceding Decision-Making: Similarly to vacation planning, for the majority of individuals, deciding on their favorite clothing item was a premeditated decision. They

C) INSIGHTS: CLOTHING ITEM

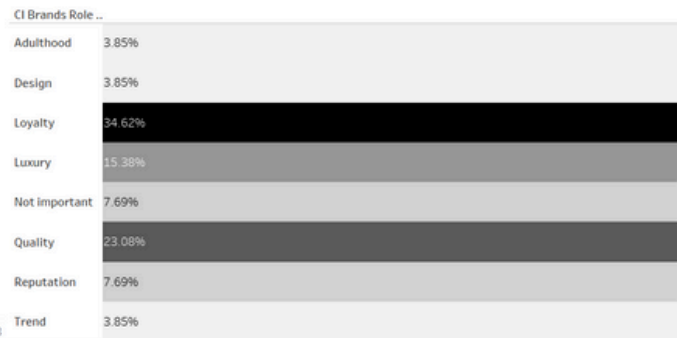
first determined what they wanted to purchase before considering where to buy it. This strategic approach ensures that the chosen item aligns with their preferences and meets their criteria for quality and style.

Clothing Item 2

Important Attributes



Role of the Brand



Gender
☒ (Todo)
☒ Feminine
☒ Male

Highest Degree
☒ (Todo)
☒ Bachelor
☒ Diploma
☒ High School
☒ Master

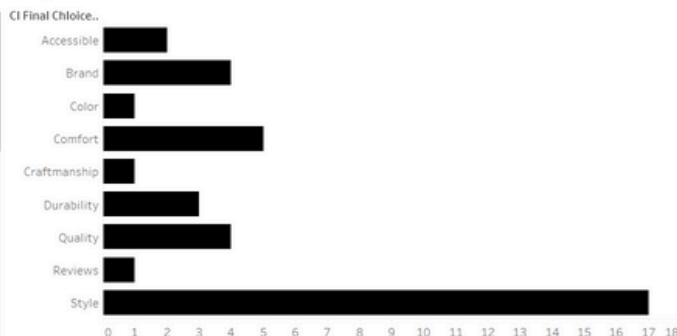
Máx. Age
20 76

Nationality
☒ (Todo)
☒ Bulgarian
☒ Ecuadorian
☒ French
☒ Italian
☒ Mexican
☒ Monegasque

Reasons for the chosen location



Why the Final Decision Was Made



1. Key Considerations: Individuals primarily prioritize three factors when selecting their favorite clothing item: style, versatility, and comfort. These criteria ensure that the chosen item not only complements their personal aesthetic but also meets their practical needs.

2. Factors Influencing Store Selection: This was influenced by multiple factors. Firstly, convenience played a significant role, because they were already present at the location. Additionally, the quality of the clothing items and the reputation of the store were pivotal in their decision-making process.

3. Brand Loyalty and Quality: Respondents exhibit brand loyalty and prioritize quality when selecting clothing items. They are drawn to brands that consistently deliver high-quality products and value craftsmanship. This loyalty reflects a trust in the brand's reputation and a desire for durable, well-made clothing pieces.

4. Style as a Determining Factor: Style emerges as the primary determinant in the final purchase decision. Individuals prioritize items that align with their personal style preferences, as this ensures that the clothing item resonates with their identity and reflects their fashion sensibilities.

The consumer decision process, as revealed by the interviews, highlights a complex interaction of factors influencing purchasing decisions. The process is not linear but cyclical, often influenced by internal and external factors interacting dynamically.

Decision-Making Stages

- Problem Recognition: Consumers identify a need or desire, such as the need for a new clothing item or the desire for a vacation.
 - In interviews with Victoria, Silvia recognizes her need for a memorable experience by choosing an expensive seafood meal to share with loved ones, thereby demonstrating her desire to create lasting memories.
- Information Search: Consumers seek information about products or services that can satisfy their need. This search can be passive (influenced by advertisements or social media) or active (searching for reviews, asking friends for advice).
 - Claire, in Manilay's document, consults her friends and searches online before choosing the restaurant La Petite Maison, demonstrating the importance of information gathering before making a decision
- Evaluation of Alternatives: Consumers compare different options based on criteria such as price, quality, convenience, and emotional appeal.
 - In Mariana's interviews, Itzel and her family choose a restaurant known for its lobster, evaluating alternatives based on the restaurant's reputation and her father's previous experiences there.
- Purchase Decision: Based on the evaluation, consumers decide which product or service to buy.
 - In Victoria's interviews, Krasimir chooses a high-end restaurant to celebrate his son's achievement, illustrating a final decision based on personal and significant criteria.
- Post-Purchase Behavior: After the purchase, consumers reflect on their decision and the satisfaction derived from the product or service, which can influence future decisions.
 - In Mariana's interviews, Itzel's family, after receiving an unexpected bill for a lobster, discusses their dissatisfaction due to the lack of price information, potentially influencing their future choices.

Influencing Factors

- Cultural Influences:

Decisions are often shaped by cultural norms and values, which dictate acceptable behaviours and preferences.

- For example, in Mariana's interviews, Itzel's family discusses their dissatisfaction after receiving an unexpected lobster bill, influenced by the lack of price information.

- Social Influences:

Family, friends, and colleagues play a significant role in the decision-making process, often through shared experiences or recommendations.

- Silvia, in Victoria's interviews, decides where to eat based on her friends' recommendations, illustrating the impact of social networks and recommendations in the decision-making process.

- Emotional Influences:

Emotional responses to brands, products, or services strongly affect decisions, where emotional connections can prevail over practical considerations.

- In Gabriela's document, Carla decides to celebrate her birthday at a special place to create memories with her friends, showing how emotions play a role in consumer choices.

- Economic Influences:

Financial factors, such as price and perceived value, are critical, especially in decisions involving higher financial stakes like vacations or expensive meals.

- In Manilay's research, Marco chooses a restaurant for a special occasion considering his budget, demonstrating how economic considerations can limit or guide choices.

Each interview begins with a recognition of a consumer need or want driving their decision-making process. For example, Person X recognizes the need to celebrate a special occasion with a special meal or identifies the desire to mark an achievement with a memorable dinner, while Person Y acknowledges the want for a luxury item to showcase his success.

Following this recognition, consumers embark on the information search stage, where they gather information about available options. This could involve reading reviews, comparing prices, watching recommendations or just relying on past experiences. For instance, Person X may research upscale restaurants known for their good cuisine or might go for trendy places, while Person Y may conduct thorough research on luxury brands.

Once information is gathered, consumers proceed to the evaluation of alternatives stage. Here, they assess different options based on various criteria such as quality, price, brand reputation and personal preferences. Person X, for example, may evaluate restaurants based on their menu offerings, ambiance, reputation, customer reviews or even location. Similarly, Person Y may evaluate luxury brands based on quality, design or brand heritage.

After careful evaluation, consumers make a purchase decision. This decision is influenced by factors such as perceived value, emotional appeal and alignment with the consumer's preferences and lifestyle. Person X may ultimately choose a restaurant that offers the best combination of food quality, service, and ambiance for his celebratory meal or selects a restaurant that resonates with his desired atmosphere and culinary preferences. Person Y, on the other hand, may go for a luxury brand that reflects his style, status and appreciation for fine craftsmanship.

Following the purchase, consumers assess their satisfaction with the product or service. If expectations are met or exceeded, it reinforces the consumer's decision and enhances their overall satisfaction. For example, if Person X celebratory meal exceeds his expectations in terms of food quality and service, it reinforces his decision to choose that particular restaurant. Conversely, if expectations are not met, it can lead to dissatisfaction, prompting consumers to reconsider their choices or seek alternative options in the future.

TYPE OF INFLUENCE

What we gathered from our interviews is that the people influencing the purchasing decision is mostly family but also friends. We saw that the holidays especially was heavily influenced by both family and friends. This influence came in many different ways. Some of the ways that family and friends influenced the purchasing decision was; by conversation, recommendation from someone you trust can carry immense weight in the decision making process. Positive experiences shared by trusted individuals can influence a person's perception of a product or service, making them more likely to consider purchasing it. Another way of influencing is by mimicking or setting a standard. People tend to look to others for cues on how to behave, a phenomenon known as social proof. Seeing family and friends using or endorsing a product can create a sense of validation and increase confidence in the purchase decision. Other than family and friends being trusted recommendations from them can create emotional connections and shared experiences, leading to their recommendation weighing heavier than recommendations from a youtuber or reviewer for example.

CULTURAL BACKGROUND

Cultural background of the purchases is dependent on who is interviewed and what they bought. Lets take the holiday as an example. People of western culture may expect something from a vacation and may have certain preferences on what type of holiday they would like to go on and where they would go for that specific holiday. Among the western countries it may also vary, depending on the specific culture. The same applies with both an expensive meal and a favourite piece of clothing. In some places an expensive meal might be to celebrate something, whereas in other cultures it may be just because seeing each other is a special occasion.

CONSUMER BEHAVIOR INFLUENCED BY VARIABLES

In our dashboards created for each product or service, we incorporated filters based on age, gender and nationality to analyze the behavior of each demographic group. Through this approach, we discovered insightful patterns and trends. These insights enable a deeper understanding of consumer preferences and inform targeted marketing strategies.

The following are images of the dashboards with applied filters. We will showcase those graphs where the information about the influence of the characteristics on their responses has impacted us the most.

Gender

Women Expensive Meal

Motivation of the Purchase



Reasons for the chosen location



Women are more inclined towards the allure of the experience itself rather than using it as a means to celebrate specific occasions. Their selection of dining venues is primarily driven by factors such as personal interest and perceived quality. This suggests that their decision-making process prioritizes the desire for engaging culinary experiences and a commitment to dining establishments known for their excellence.

Men Expensive Meal

Motivation of the Purchase



Reasons for the chosen location



CONSUMER BEHAVIOR INFLUENCED BY VARIABLES

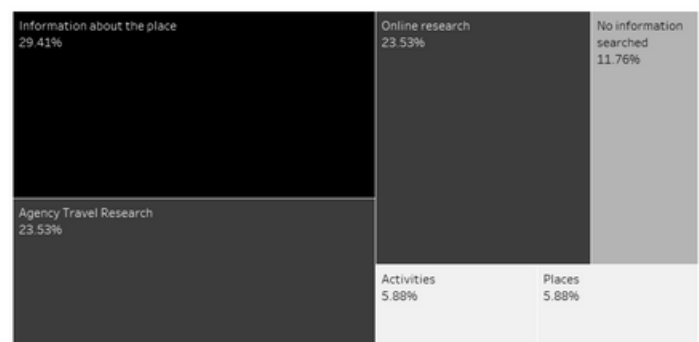
In contrast, men tend to frequent luxurious restaurants to celebrate special occasions, a trend surprisingly consistent across all respondents, who universally viewed these dining experiences as premeditated decisions. When selecting a dining venue, men weigh various factors, including reputation and other considerations, more heavily. This suggests that their decision-making process is influenced by a broader range of factors, with a keen focus on the establishment's reputation and overall appeal.

Women Holiday

Motivation of the Purchase



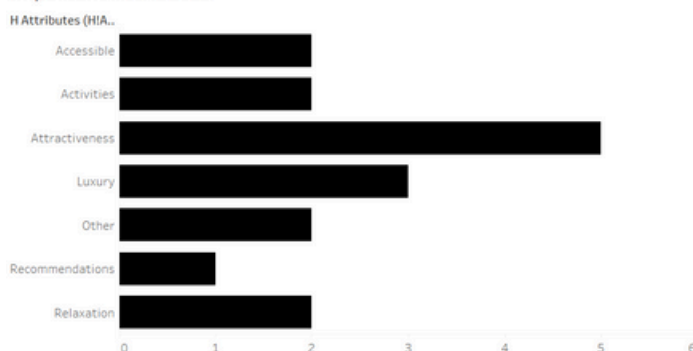
Information Searched



Women, when choosing vacation destinations, tend to prioritize relaxation as a key factor. However, their research focus predominantly revolves around gathering information about the destination itself, including details about transportation, safety, available activities, and other pertinent factors. This suggests that while their primary goal is to unwind and rejuvenate, they also place significant importance on ensuring a smooth and enjoyable travel experience by thoroughly researching the destination beforehand.

Men Holiday

Important Attributes



Information Searched



CONSUMER BEHAVIOR INFLUENCED BY VARIABLES

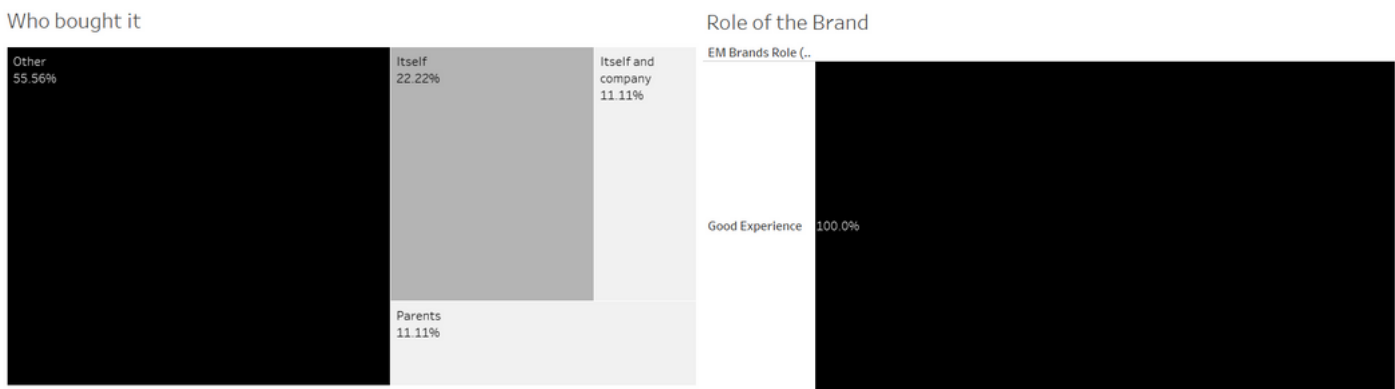
On the other hand, men place a greater emphasis on the appeal of the destination when choosing where to vacation. They tend to prioritize factors such as the attractiveness and allure of the location. Additionally, their preferred method for planning vacations often involves seeking assistance from travel agencies, indicating a reliance on professional guidance and curated travel packages to streamline the vacation planning process.

Clothing Item

In the case of a favorite clothing item, there was no notable gender influence observed, as both genders exhibited nearly identical patterns in attribute selection and decision-making processes, as indicated by the dashboard.

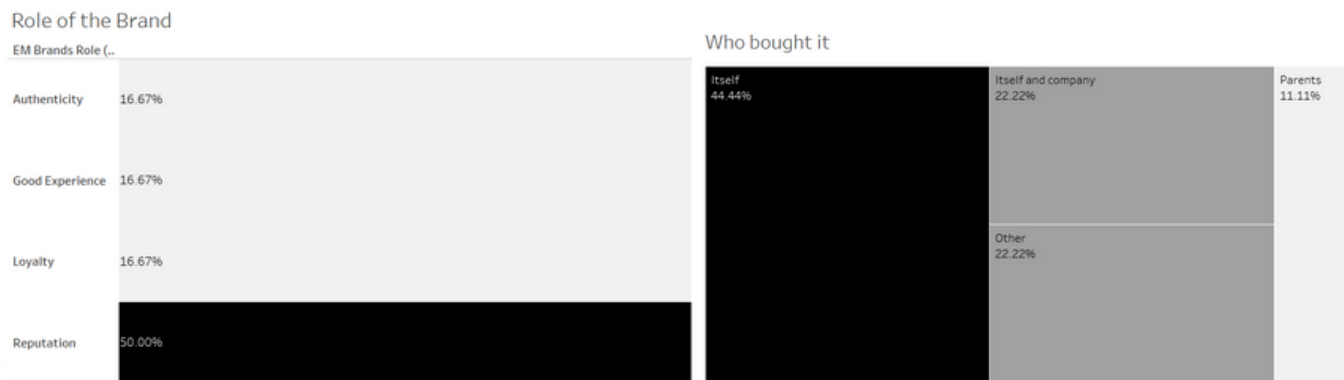
Nationality

Latin American Expensive Meal



For Latin Americans indulging in luxurious dining experiences, it's often someone else who foots the bill, such as a partner or accompanying individuals, rather than themselves. Furthermore, our observations reveal that Latin Americans prioritize seeking a positive brand experience when selecting dining venues.

European Expensive Meal



CONSUMER BEHAVIOR INFLUENCED BY VARIABLES

In contrast, Europeans place greater emphasis on the reputation of the brand when choosing luxurious dining venues, often opting for establishments with strong brand recognition. Additionally, they tend to pay for these meals themselves, reflecting a higher degree of personal investment in their dining experiences.

Latin American Holiday

Motivation of the Purchase



Why the Final Decision Was Made



For Latin Americans, vacations are often driven by a simple desire to explore new places and indulge in the joy of discovery. Their decision-making process regarding the destination is primarily influenced by factors such as accessibility and price.

European Holiday

Motivation of the Purchase



In the case of Europeans, vacationing is primarily motivated by a desire to relax and unwind. Additionally, they typically have a clear idea of what they want from their vacation before deciding on the destination.

CONSUMER BEHAVIOR INFLUENCED BY VARIABLES

Clothing Item

Across both European and Latin American respondents, no significant disparities were observed in their approach to selecting a favorite clothing item. Regardless of their cultural background, individuals from both regions exhibited similar patterns in attribute selection and decision-making processes. This suggests that factors such as style, versatility, and comfort were universally valued, transcending geographical boundaries. Such uniformity underscores the globalized nature of fashion preferences and the shared importance placed on personal style and practicality across diverse cultural contexts.



TARGET AUDIENCE

The target audience for interviews regarding holiday, expensive dinner and favourite piece of clothing purchases may vary depending on the specific goals of the research and the nature of the item being studied. The people interviewed are off all ages, from multiple nationalities and off both genders. Some off the identified target audiences for this interview case study could be; families, millennials, luxury seekers and enthusiasts. This all depends on what item and what type of purchase it was.

CONCLUSION

This study thoroughly examines the multitude of factors that influence consumer decision-making. Based on the analysis of 25 in-depth interviews, it was determined that individual preferences, group dynamics, and cultural contexts significantly shape how consumers approach various purchasing decisions. This exploration allowed us to appreciate the complex relationships and subtle nuances that govern consumer behavior in the contemporary market landscape.

Individual consumer choices are deeply rooted in personal experiences and preferences, highlighting the crucial importance of personalized marketing approaches. These preferences are influenced not only by individual characteristics but also by broader social interactions within groups such as families, friends, and social networks. The influence of these groups underscores the potential of social media and influencer marketing as powerful tools that can sway consumer decisions by leveraging group dynamics.

Moreover, cultural influences emerge as essential determinants in shaping consumer behaviors, reflecting values and norms. This cultural aspect emphasizes the potential for international marketing strategies that can resonate effectively across different geographical and cultural landscapes.

After this analysis, we understood the impact of having a brand that takes into account consumer behavior. Encouraged to leverage a deep understanding of the multidimensional nature of consumer behavior to develop more engaging and successful marketing strategies. By doing so, they can create more meaningful connections with consumers, crucial for establishing brand loyalty and enhancing consumer satisfaction.

Furthermore, this study significantly contributes to academic discussions within consumer psychology by elucidating the complex interaction of factors influencing purchasing decisions.

In light of these findings, we wondered what the impact of emerging trends such as digital transformation and sustainability would be on consumer behavior.

In conclusion, this research not only enriches our understanding of consumer behavior but will also serve as a resource in the future: when forging stronger and more effective connections with consumers. These strategies should be adaptable, culturally aware, and responsive to the dynamic nature of market trends and consumer needs.

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AN EXPENSIVE MEAL, A HOLIDAY, A FAVORITE ITEM OF CLOTHING

1) Who is the decision-making unit, and what motivated the purchase?

- Who bought the product or service?
- Identify all those who played a role in the decision process. What role did they play?

2) What motivated the purchase?

- What problems did the product/service solve? - What functions would it facilitate?
- What attributes seemed important?

3) Where the consumer bought the product?

- Why there?
- Which came first: where to buy or what?

4) Characterize the decision-making process?

- What triggered the process?
- Was there an information search? How was the search conducted? How much information was collected? What sources were used? When in the process was information gathered?
- How many alternatives were evaluated? Why those? - How was the final choice determined?

5) Role of the brand in making the decision?

- Was the brand well known?
- Where there outside influences who made them aware of the brand?

6) What is the meaning of this product or service to the customer?

- How does the product fit into the consumer's life? What role does it play?

7) Customer satisfaction or dissatisfaction with the product or service?

- What factors influence the level of felt (dis) satisfaction? How were expectations formed? Did the product exceed them or fall short?

8) How would you describe the consumption experience?

- How often is the product used or consumed? Who uses it? When? Where? How often?
- What feelings and opinions surround the consumption experience?

9) What type of relationship does the customer have with the product or service?

- How long has the relationship been going on? How has it evolved and changed over time?
- What terms best describe the relationship: good, bad, mixed, ambivalence, dependency, casual, partners, exploited, exploitative, good friends?

INTERVIEW 1

| | | |
|---------------------|-----------------------------|---------------------|
| GENDER: Female | HIGHEST DEGREE: High School | FAMILY STRUCTURE: 5 |
| AGE: 20 | HOBBIES: Yoga | |
| PROFESSION: Student | NATIONALITY: Mexican | |

In a series of consumer experiences, various decision-making units, motivations, and purchasing processes were explored. In the case of an expensive meal, a family's spontaneous decision led to unexpected costs but provided a positive consumption experience despite lacking prior information about the price. A holiday decision involved careful consideration of options, resulting in a satisfactory experience with no negative incidents. Lastly, the purchase of a favourite handbag demonstrated a deliberate decision-making process, leading to a positive relationship with the product due to its perceived status and satisfaction with the brand's authenticity. Overall, these experiences showcase the complexities of consumer decision-making, influenced by factors such as expectations, product attributes, and brand perceptions.

INTERVIEW 2

| | | |
|-------------------------------------|--------------------------|---------------------|
| GENDER: Female | HIGHEST DEGREE: Bachelor | FAMILY STRUCTURE: 3 |
| AGE: 51 | HOBBIES: Cinema | |
| PROFESSION: Business Administration | NATIONALITY: Mexican | |

The decision-making unit for the expensive meal, featuring lobster, involved family members, with the grandfather's recommendation playing a significant role. The consumption experience was characterized by enjoyment, despite infrequent indulgence. The holiday decision-making process aimed at providing enriching cultural experiences for the family, with extensive research ensuring satisfaction. The consumption experience was marked by excitement and discovery, with positive surprises adding to overall satisfaction. Lastly, the purchase of a favourite handbag fulfilled a long-term desire, although subsequent regret arose due to changes in fashion trends. Overall, these experiences reflect varying levels of satisfaction and emotional attachment to the products and services consumed.

INTERVIEW 3

| | | |
|---------------------|-----------------------------|---------------------|
| GENDER: Female | HIGHEST DEGREE: High School | FAMILY STRUCTURE: 4 |
| AGE: 21 | HOBBIES: Exercise | |
| PROFESSION: Student | NATIONALITY: Mexican | |

The decision-making unit for an expensive meal involved the grandfather paying for the celebration of the protagonist's birthday, with the choice of restaurant and main dishes made by her. Despite occasional service issues, the experience remains significant for the protagonist as a birthday tradition, although her family's enthusiasm for the restaurant has waned over time. For vacations to Bacalar, her mother made the decision to accompany her sister's school trip, balancing safety concerns with the desire to explore new places. The trips have become an annual tradition for relaxation and family bonding. Finally, the purchase of a favorite shirt by her boyfriend was a spontaneous gesture, reflecting their evolving relationship and his desire to give her something special. Overall, these experiences vary in satisfaction levels, but each holds significance in shaping the protagonist's life and relationships.

INTERVIEW 4

| | | |
|----------------------------------|-----------------------------|--------------------|
| GENDER: Male | HIGHEST DEGREE: High School | FAMILY STRUCTURE:4 |
| AGE: 21 | HOBBIES: Watching series | |
| PROFESSION: Student/Cloud Intern | NATIONALITY: Mexican | |

In the decision-making process for an expensive meal, the interviewee and his brother shared responsibility, opting for an Asian restaurant due to unavailability at their initial choice. Motivated by hunger, they prioritized taste and service quality, making a relatively quick decision. Despite occasional service issues, their longstanding positive relationship with the restaurant has kept them satisfied. For vacations, the decision to visit Cancun was made by the interviewee's father, based on the desire for a family getaway. Limited alternatives were considered due to pre-existing agreements, and the experience was generally positive, despite minor issues with service delays. Similarly, the interviewee's father purchased a red T-shirt, driven by a personal desire for more clothing in that colour. There was no formal decision-making process, and the shirt's quality and appearance have consistently met expectations. Overall, both experiences reflect satisfaction and positive relationships with the products and services involved, enhancing the interviewee's life in various ways

INTERVIEW 5

| | | |
|-----------------------|-----------------------------|---------------------|
| GENDER: Female | HIGHEST DEGREE: High School | FAMILY STRUCTURE: 7 |
| AGE: 76 | HOBBIES: Playing Cards | |
| PROFESSION: Homemaker | NATIONALITY: Mexican | |

In the decision-making process for an expensive meal, the interviewee's husband ultimately made the decision to fulfill her wish for lobster, driven by the desire to grant her mother's unfulfilled wish and facilitate bonding among family members. They chose the familiar restaurant without considering alternatives, emphasizing the importance of companionship over other attributes. Similarly, a holiday trip initiated by her sister aimed to foster sisterly bonding and address past issues among siblings. The decision-making process involved limited alternatives, with the destination chosen based on her sister's desire to visit Venice. Finally, the interviewee's purchase of a black turtleneck shirt from Mango reflects her confidence and comfort with the garment's style, influenced by previous positive feedback. The relationships with these products and experiences contribute positively to the interviewee's life, fostering bonding, confidence, and enjoyment.

INTERVIEW 6

| | | |
|----------------------------------|--------------------------|--|
| GENDER: Female | HIGHEST DEGREE: Bachelor | FAMILY STRUCTURE: Divorced with 2 children |
| AGE: 50 | HOBBIES: Painting | |
| PROFESSION: Renting real estates | NATIONALITY: Bulgarian | |

Silvia's lifestyle is all about thoughtful choices that bring meaning and practicality to her life. Just a week ago, she enjoyed a fancy seafood dinner at her favourite restaurant, aiming for a special time with loved ones. She's a regular customer there, appreciating not just the delicious food but also the great service and calm atmosphere. Last September, Silvia took a spontaneous trip through Italy with her kids. They started from Monaco without a plan or a place to stay, but Silvia's love for adventure and her company made it a memorable journey filled with fun. When it comes to her wardrobe, Silvia values comfort and practicality. Her favourite pair of shoes were chosen because of how comfortable and useful they are, fitting perfectly into her dynamic everyday life. Silvia feels satisfied by purchases that make her life easier and more enjoyable.

INTERVIEW 7

| | | |
|------------------------------|--------------------------|--------------------------|
| GENDER: Female | HIGHEST DEGREE: Bachelor | FAMILY STRUCTURE: Single |
| AGE: 22 | HOBBIES: Fashion | |
| PROFESSION: Marketing intern | NATIONALITY: Italian | |

Carla values experiences and simplicity in her purchases. To celebrate her 22nd birthday, she and her closest friends went on an upscale Italian restaurant in Monaco, chosen based on its reputation. Overall, they were satisfied with the food and the atmosphere, even though they expected bit more. Her recent trip to Madrid with her friend Sofia, just a month ago, was booked on a budget travel site. Even though they stayed in a modest place, they had a good time exploring the city together and making the most of it. In fashion, Carla likes practical choices, like her affordable dress, which she took from one of her trips to Milan. She is satisfied by the purchase, because it looks stylish without costing much.

INTERVIEW 8

| | | |
|--------------------------------|------------------------------|---|
| GENDER: Male | HIGHEST DEGREE: Bachelor | FAMILY STRUCTURE: In a serious relationship |
| AGE: 28 | HOBBIES: Riding a motorcycle | |
| PROFESSION: Software developer | NATIONALITY: Bulgarian | |

Alexander recently treated himself to a fancy meal at a famous restaurant in Sofia, celebrating his new job. He sees it as a well-deserved reward for his hard work and a special moment with his girlfriend. They were happy with both the food and service, just like on their previous visits. Similarly, Alexander's last vacation was three months ago in Bali, where they celebrated their anniversary. They wanted to spend quality time together and create lasting memories in a beautiful place. As for his clothes, Alexander purchased a brand leather jacket that's practical for riding his motorcycle and looks good. He made the decision together with his girlfriend. At first, he wasn't sure if it was worth the money, but they saw its practicality, and in the end, he felt satisfied with the purchase.

INTERVIEW 9

| | | |
|---------------------|--------------------------|--------------------------|
| GENDER: Female | HIGHEST DEGREE: Bachelor | FAMILY STRUCTURE: Single |
| AGE: 21 | HOBBIES: gym | |
| PROFESSION: Student | NATIONALITY: Bulgarian | |

Elena recently went out for a fancy dinner at a newly opened restaurant in Sofia. She enjoys nice meals because she's been to upscale restaurants with her family since she was young. But this time, she was disappointed because the food wasn't as good as she hoped, even though the place looked nice and the service was good. For their last holiday, Elena's mom picked a mountain resort for the family. They wanted a mix of relaxing and fun activities. The resort was a good choice because it had nice views and lots of things to do. They had a great time there, enjoying nature and spending time together. When it comes to clothes, Elena likes to pick out her own outfits. She bought a new dress for a special occasion from a fancy boutique. She felt good in it and was happy with her choice. Elena's choices, whether for food, travel or clothes, are all about what she likes and what makes her feel good and confident.

INTERVIEW 10

| | | |
|-------------------------------|--------------------------|--|
| GENDER: Male | HIGHEST DEGREE: Bachelor | FAMILY STRUCTURE: Married with two children |
| AGE: 52 | HOBBIES: Football | |
| PROFESSION: Business owner | NATIONALITY: Bulgarian | |

Krasimir, a 52-year-old Bulgarian business owner, recently treated his family to an expensive meal at a renowned restaurant in Varna to celebrate his son's acceptance into a prestigious university. For Krasimir, this meal was a way to honour his son's achievements and share a special moment with his loved ones over delicious food. The decision to choose this restaurant was carefully made based on its reputation for quality and service. Similarly, Krasimir and his wife decided to escape their busy lives by going on a vacation to the Maldives. Their vacation exceeded their expectations, offering them a luxurious experience filled with spa treatments, beachside dining and many more romantic activities. Additionally, Krasimir added a TAG Heuer watch to his collection, appreciating its classy style and quality. The watch is a symbol of his success and taste, showing his love for luxurious items. He wears the watch every day for different occasions, adding a touch of style to his outfits.

INTERVIEW 11

| | | |
|---------------------|-----------------------------|---------------------|
| GENDER: Female | HIGHEST DEGREE: High School | FAMILY STRUCTURE: 4 |
| AGE: 20 | HOBBIES: Influencer | |
| PROFESSION: Student | NATIONALITY: Ecuadorian | |

Person A, a 20-year-old Ecuadorian-Colombian marketing professional, demonstrates a clear pattern in decision-making across various purchases. Whether it's for special occasions like anniversaries or holidays, or personal indulgences like high-end fashion items, Person A values quality, reputation, and the symbolic meaning of the purchase. For meals, Person A, along with family or a partner, selects esteemed restaurants known for their festive atmosphere or fine dining experience, influenced by recommendations and online reviews. This approach reflects a desire to create memorable experiences and establish traditions. In terms of fashion, Person A opts for luxury brands like Prada, seeking quality and style that symbolize personal success and serve as long-term investments. Satisfaction from these purchases is high, emphasizing the effectiveness of their decision-making process, which usually involves significant research and consideration of peer opinions. The relationship with these products and services is based on quality, tradition, and the creation of joyful memories, highlighting a lifestyle that values celebration and personal achievement.

INTERVIEW 12

| | | |
|---------------------|-----------------------------|---------------------|
| GENDER: Female | HIGHEST DEGREE: High School | FAMILY STRUCTURE: 4 |
| AGE: 20 | HOBBIES: Horse Riding | |
| PROFESSION: Student | NATIONALITY: Ecuadorian | |

Person B, a 20-year-old Ecuadorian student residing in Nice, France, consistently seeks quality and meaningful experiences in her purchases, whether for special meals or holiday travels. Annually, she celebrates her anniversary with her partner at Nobu, choosing it for its high-quality ingredients and luxurious dining experience, heavily influenced by social media and notable influencers like Kim Kardashian. Her decision-making process is quite personal and primarily guided by her tastes and the occasions being celebrated. For holiday travels, the decisions involve her family, where the focus is on spending quality time together, relieving stress, and creating memorable experiences. The travel agency plays a significant role in these decisions, offering convenient and well-organized trips that align with their preferences and budget. The family values experiences that allow them to explore new places and enjoy time together without the stress of planning. Person B's purchasing behaviour reflects a deep appreciation for luxury and quality, heavily influenced by brand reputation and social media. Her relationship with these products and services is marked by satisfaction and loyalty, driven by their ability to meet her expectations of quality, luxury, and personal significance. These choices are not merely transactions but are integral to celebrating life's milestones and fostering connections with loved ones.

INTERVIEW 13

| | | |
|-------------------------|-------------------------|---------------------|
| GENDER: Female | HIGHEST DEGREE: Master | FAMILY STRUCTURE: 3 |
| AGE: 50 | HOBBIES: travel | |
| PROFESSION: Phycologist | NATIONALITY: Ecuadorean | |

Person C, a 50-year-old Ecuadorean Human Resources Engineer residing in Quito, displays a distinct approach to professional and personal purchases, aiming to reflect quality and professionalism in her choices. Organizing a team dinner, she took the lead in choosing an upscale steakhouse to impress clients and reflect her company's high standards. Her choice was driven by the restaurant's reputation for excellence and private dining capabilities, aiming to create a professional and memorable experience for all attendees. This meal was more than just a dinner; it symbolized the company's commitment to quality and professionalism, echoing the values she upholds in her work. For personal purchases, such as a family holiday to Dubai, the decision-making process was thorough, involving family input but led by her own research and preferences. The choice of destination and travel arrangements aimed to blend luxury with cultural exploration, facilitated by a travel agency known for bespoke luxury experiences. This holiday was not just a trip but an opportunity for family bonding and personal enrichment in a setting that promises grandeur and memorable experiences. Her approach to shopping, such as purchasing a Moncler jacket in the United States, underscores her preference for quality and functionality, aligning with her professional image. This jacket, selected for its versatility and style, reflects her personal achievements and professional stature, demonstrating how her purchases serve both functional and symbolic purposes in her life. Overall, Person C's purchasing decisions, whether for professional events, personal travel, or fashion, are deeply intertwined with her identity and the image she seeks to project, focusing on quality, functionality, and a reflection of personal and professional standards. Each purchase is thoughtfully considered, ensuring it aligns with her lifestyle and professional objectives, resulting in high satisfaction and a meaningful relationship with the products and services she chooses.

INTERVIEW 14

| | | |
|--------------|------------------------|---------------------|
| GENDER: Male | HIGHEST DEGREE: Master | FAMILY STRUCTURE: 4 |
| AGE: 29 | HOBBIES: Photography | |
| PROFESSION: | NATIONALITY: Colombian | |

Person D, a 29-year-old psychologist from Quito, Ecuador, makes thoughtful purchases that resonate with both his personal and professional life. Whether organizing a business dinner at an exclusive polo club, planning a cultural trip to Cappadocia, or selecting a stylish leather jacket, his choices reflect a blend of sophistication and personal significance. The polo club dinner was chosen for its upscale ambiance and connection to his interests, ensuring a celebration that matched his achievements and taste. His travel to Cappadocia, planned with his sister, emphasized adventure and bonding, curated by experts for an enriching experience. His choice of a leather jacket from a local boutique highlights his preference for quality and style, serving as a practical yet fashionable piece that bridges his professional and casual attire. This jacket is not just apparel but a symbol of his values and identity, representing sustainability, professionalism, and personal growth. Across all areas, Person D's decisions showcase his deliberate approach to integrating quality, functionality, and personal expression into his lifestyle. Each choice, whether for business or pleasure, is a strategic investment in building his life's narrative.

INTERVIEW 15

| | | |
|----------------------|------------------------------------|---------------------|
| GENDER: Male | HIGHEST DEGREE: master in Engineer | FAMILY STRUCTURE: 5 |
| AGE: 25 | HOBBIES: Gym | |
| PROFESSION: Engineer | NATIONALITY: Ecuadorian | |

Person E, a 25-year-old engineer from Quito, Ecuador, carefully selects experiences and products that enhance his life. Celebrating his parents' 30th anniversary at Paris' Four Seasons Hotel exemplifies his family's value of marking special occasions with grandeur. Independently, he chose Bali for a solo adventure, prioritizing personal growth and cultural immersion, influenced by extensive online research and traveler reviews. In daily life, his choice of a Ralph Lauren T-shirt represents a blend of comfort and style, aligning with his taste for brands that symbolize success and fashion. Across all activities, Person E consistently seeks quality and meaningful experiences that reflect his values and lifestyle aspirations.

INTERVIEW 16

| | | |
|-------------------------|---|---|
| GENDER: Female | HIGHEST DEGREE: Currently pursuing a bachelor's degree in law | FAMILY STRUCTURE: Single, living with her parents |
| AGE: 22 | HOBBIES: Equestry | |
| PROFESSION: Law student | NATIONALITY: French | |

Person A, a 22-year-old French law student residing in Nice, deeply values her academic achievements and the finer aspects of life. She celebrated her exam success at La Petite Maison, a restaurant known for its exquisite cuisine, embodying her appreciation for culinary arts. Claire also enjoys exploring new cultures with friends, as evidenced from her trip to Barcelona, where she embraced the vibrant city life. Her choice in fashion, particularly the Zadig & Voltaire dress, reflects her chic yet practical approach to style, suitable for both academic and social settings. Claire's choices highlight her pursuit of quality experiences that celebrate personal milestones and everyday elegance.

INTERVIEW 17

| | | |
|---------------------------|-----------------------------------|--|
| GENDER: Male | HIGHEST DEGREE: Master in finance | FAMILY STRUCTURE: Married, 3 childrens |
| AGE: 42 | HOBBIES: Paddle | |
| PROFESSION: Bank director | NATIONALITY: Monegasque | |

Person B, a 42-year-old bank director from Monte-Carlo, Monaco, indulges in luxurious experiences that reflect his sophisticated lifestyle. His anniversary dinner at Le Louis XV, renowned for its Michelin-starred cuisine, symbolizes his and his wife's long-standing appreciation for gourmet dining. André's holiday choices, like chartering a yacht along the French Riviera, showcase his preference for exclusive and tranquil settings, providing a perfect escape from his busy professional life. Additionally, his selection of a custom Hugo Boss suit for professional and formal occasions speaks to his desire for impeccable style and quality. André's activities consistently underscore a lifestyle of luxury and high standards.

INTERVIEW 18

| | | |
|------------------------------|--------------------------|---------------------------------------|
| GENDER: Female | HIGHEST DEGREE: bachelor | FAMILY STRUCTURE: single, lives alone |
| AGE: 24 | HOBBIES: Shopping | |
| PROFESSION: graphic designer | NATIONALITY: French | |

Person C, a 24-year-old French graphic designer living in Nice, embraces opportunities to reward herself and explore the world. Her solo dinner at Le Chantecler after a successful project completion highlights her love for fine dining and self-celebration. A holiday in Japan with friends reflects her adventurous spirit and interest in cultural immersion, carefully planned to enrich her experiences. Her fashion choice, a designer leather jacket from Diesel, underscores her identity in the creative industry, blending functionality with style. Emma values quality and enriching experiences that foster personal growth and professional identity.

INTERVIEW 19

| | | |
|-----------------------------|--|--|
| GENDER: Male | HIGHEST DEGREE: Currently in his second year of a bachelor's degree in finance | FAMILY STRUCTURE In a relationship, living with his girlfriend |
| AGE: 21 | HOBBIES: Cars | |
| PROFESSION: Finance student | NATIONALITY: Italian | |

Person D, a 21-year-old Italian finance student based in Menton, France, carefully curates experiences that align with his refined taste. His choice of a Giorgio Armani blazer for academic and social events exemplifies his commitment to elegance and quality. A romantic getaway to Punta Ala with his girlfriend underscores his preference for serene and luxurious vacations that offer relaxation and relationship building. Alessio's dining experience at Cantinetta Antinori in Monaco connects him to his Italian heritage, blending familial traditions with his current lifestyle. Across all his choices, Alessio shows a strong inclination towards sophistication and cultural richness.

INTERVIEW 20

| | | |
|------------------------------------|---|---|
| GENDER: Male | HIGHEST DEGREE: Professional Diploma in Restoration | FAMILY STRUCTURE: Lives with a roommate |
| AGE: 25 | HOBBIES: Japanese Culture | |
| PROFESSION: Restoration Technician | NATIONALITY: French | |

Person E, a 25-year-old restoration technician from Saint-Laurent du Var, France, balances his budget-conscious lifestyle with meaningful experiences. His participation in a family dinner at Le Rivage for his sister's graduation illustrates his value for family and special occasions. Marco's camping trip with friends near Juan-Les-Pins highlights his love for nature and need for affordable relaxation. His choice of durable Timberland work shoes reflects his practical approach to daily wear, prioritizing comfort and reliability. Marco's decisions are driven by practicality, family values, and a straightforward approach to life's pleasures and demands.

INTERVIEW 21

| | | |
|----------------------|--------------------------|---------------------|
| GENDER: male | HIGHEST DEGREE: bachelor | FAMILY STRUCTURE: 4 |
| AGE: 49 | HOBBIES: golf | |
| PROFESSION: engineer | NATIONALITY: sweden | |

Person A, a 49-year-old Engineer from Skövde sweden, balances his budget-conscious lifestyle with wanting to make memories. His participation in a family dinner at kitchenette Örebro for his sons graduation illustrates his value for family and special occasions. His trip to sanremo illustrates this balancing between budget and wanting to make memories. His choice of buying a hugo boss jacket for spring shows his fashion sense for affordable relaxation. person A's decisions are driven by looks, family values, and a straightforward approach to life's pleasures and demands.

INTERVIEW 22

| | | |
|---------------------|---------------------------|---------------------|
| GENDER: male | HIGHEST DEGREE: undergrad | FAMILY STRUCTURE: 1 |
| AGE: 20 | HOBBIES: motorsport, gym | |
| PROFESSION: student | NATIONALITY: sweden | |

Person b, a 20 year old swedish man, bought a trip to cyprus too visit a friend who studies there. this decision proves the person wants to balance budgeting with enjoying life. This person values meaningfull experiences over just budgeting money. His choice of buying Calvin klein pants shows off his practical and stylish needs that the person fullfills. Buying a meal for his friend that he visited proves that the person wanted to treat his friend, showing his values of friendship above other needs. Person b truly values practicality combined with style and family values.

INTERVIEW 23

| | | |
|---------------------|------------------------------|---------------------|
| GENDER: male | HIGHEST DEGREE: undergrad | FAMILY STRUCTURE: 1 |
| AGE: 20 | HOBBIES: Football, golf | |
| PROFESSION: student | NATIONALITY: sweden | |

Person C, a 20-year-old swedish business student residing in nicosia, cyprus., deeply values his academic achievements and the finer aspects of life. he celebrated his studies going well at a restaurant in aiya napa., a restaurant that is known for its delicious food. embodying his appreciation for a good meal. Arvid also enjoys exploring new cultures with friends, as evidenced from his trip to monaco, where he embraced the vibrant city life. His choice in fashion, particularly the ralph lauren sweater reflects his elegant yet practical approach to style, suitable for both academic and social settings. Arvid's choices highlight his pursuit of quality experiences that celebrate personal milestones and everyday elegance.

INTERVIEW 24

| | | |
|---------------------|------------------------------|---------------------|
| GENDER: male | HIGHEST DEGREE: undergrad | FAMILY STRUCTURE: 5 |
| age: 20 | HOBBIES: motorsports | |
| proffesion: student | NATIONALITY: sweden | |

Person D, a 20-year-old swedish business student residing in nice, France, deeply values his academic achievements and the finer aspects of life. he celebrated his success in exams by a fine dinner at a Swedish restaurant, known for good yet affordable food., . embodying his appreciation for a good, yet affordable meal. Erik also enjoys exploring new cultures with friends, as evidenced from his trip to berlin where he embraced the vibrant city life. His choice in fashion, particularly the rayban sunglasses reflects his elegant and stylish yet practical approach to style, suitable for both exploring and social settings. Erik's choices highlight his pursuit of quality experiences that celebrate personal milestones and everyday elegance.

INTERVIEW 25

| | | |
|----------------------|--------------------------|---------------------|
| GENDER: Male | HIGHEST DEGREE: Bachelor | FAMILY STRUCTURE: 5 |
| AGE: 46 | HOBBIES: Golf, Wine | |
| PROFESSION: Engineer | NATIONALITY: Swedish | |

Person E, a 46-year-old teacher from Skövde, Sweden, makes thoughtful purchases that resonate with both his personal and professional life. Whether meeting friends at the prego, planning a cultural trip to bratislava, or selecting a stylish linen pant, his choices reflect a blend of sophistication and personal significance. the dinner at prego was chosen for its upscale ambiance and connection to his interests, ensuring a . His travel to bratislava, planned with his best friends, emphasized adventure and bonding, curated by experts for an enriching experience. His choice of a linen pant from a local boutique highlights his preference for quality and style, serving as a practical yet fashionable piece that bridges his professional and casual attire.