

zaten's Target Audience

Millennials and Gen Z: Younger generations often value access over ownership and are more open to sharing resources. They may be interested in renting items such as electronics, fashion accessories, sports equipment, or tools.

- *According to a study by PwC, 81% of millennials believe that sharing economy platforms offer more convenience than traditional methods of accessing goods and services. ¹*
- *According to a survey conducted by Ypulse, 63% of Gen Z respondents preferred renting clothes for special occasions rather than purchasing new ones. Fashion rental platforms have gained popularity among these demographics. ²*
- *Research by Journal of the Communication, Speech & Theatre Association of North Dakota found that millennials spend more on technology and electronics than any other age group. This demographic is likely to be interested in renting items such as smartphones, laptops, gaming consoles, and other electronic devices. ³*

Urban Dwellers: People living in cities, especially those in smaller apartments or shared living spaces, often have limited storage and may prefer renting items they don't frequently use, like camping gear, home appliances, or furniture.

- *Research conducted by the United Nations estimates that 55% of the world's population resides in urban areas, where limited living spaces are common. This drives the demand for renting items like furniture, appliances, and other household goods that are not frequently used. ⁴*
- *Decluttering and Minimalism: The rise of minimalist lifestyles and the desire to declutter living spaces have made urban dwellers more inclined towards renting rather than accumulating possessions. This trend is supported by a study by the Columbia University. ⁵*

Travelers and Tourists: Visitors or tourists may have specific needs during their trips, such as renting cameras, GPS devices, or camping equipment. They can benefit from our app to find the items they need for a short period.

Event Planners: Professionals or individuals organizing events, parties, or gatherings may require temporary access to equipment like projectors, sound systems, tents, or event decorations, making them potential users of our app.

Sustainable Consumers: We can attract environmentally conscious individuals who care about sustainability and reducing waste by highlighting how sharing resources can help the environment. By reducing overconsumption and extending the lifecycle of products, renting contributes to sustainability goals. *The Ellen MacArthur Foundation's report on the circular economy emphasizes the importance of access-based models in achieving sustainability.* ⁶

References

- [1] <https://www.sciencedirect.com/science/article/abs/pii/S2210422417300242>, Millennials and the sharing economy: Lessons from a 'buy nothing new, share everything month' project
- [2] <https://www.research.lk/uploads/journal-book/volume-05/Journal-Book-Volume-05-Issue-02.pdf#>, INVESTIGATIVE STUDY ON THE IMPACT OF GENERATION Z TO THE IMPROVEMENT OF THE MARKETING STRATEGY OF PREMIUM LEVEL FASHION, p: 52
- [3] <https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=a4f6668bff1d47bb3a9010e86ddcc9c322f1e03c#>, Journal of the Communication, Speech & Theatre, Association of North Dakota, p: 53
- [4] https://www.un.org/development/desa/pd/sites/www.un.org.development.desa.pd/files/undes_pd_2020_popfacts_urbanization_policies.pdf, United Nations, Department of Economic and Social Affairs, Population Facts
- [5] https://www0.gsb.columbia.edu/mygsb/faculty/research/pubfiles/26352/Consumer_Minimalism.pdf
- [6] <https://ellenmacarthurfoundation.org/the-circular-economy-in-detail-deep-dive#:~:text=The%20Ellen%20MacArthur%20Foundation%20works,systems%20solutions%20at%20scale%2C%20globally.> , The circular economy in detail - Deep dive