

C/ DETAILED GUIDELINE

Generation Consumer Insights

- Choose your target generation (Boomer, Gen X, Millennials, Gen Z, Gen Alpha)
- List out the features and behaviors that are associated to your brand

Example:

- Gen Z (1997-2012) was the generation born in the digital age, from a young age was exposed to social media platforms and e-commerce sites.
- Self expression: Individual, creative, and daring to live their own way, not much influenced by traditional rituals.
- Realistic: Live life pragmatically through direct and simple advertising, using social media influencers sharing real experiences.
- Connecting: The individual is dynamic, friendly, and easily influenced by social groups, making it easy to make friends and connect with others.
- Differences understanding: A positive mindset and sense of connection foster respect and understanding of different truths. ([McKinsey 2021](#))

Target Audience

- Provide target audience's demographic, psychographic, behavior, geographic

Example:

DEMOGRAPHIC

Target generation: Gen Z

Product category: Womenswear

Life-stage: Pre-family

Occupation: High school student, college student, other jobs

Income: Low to middle.

Source of income: Dependent on parents, working part-time & full-time

Purchasing power (per month): Medium

GEOGRAPHIC

Region: City

Location: Urban areas

Housing types: Middle class and above

PSYCHOGRAPHIC

Personality: Young, bold, active, dynamic, nostalgic

Online shopping behavior:

- Decision-making process consists of thorough considerations.
- Impulsive purchase: when a consumer has a sudden, strong, and often persistent need to buy something straight away.
- Hedonic complex and emotional conflict
- Often buy on impulse without thinking about the consequences. (Hausman 2000)

Offline shopping behavior:

Hedonically favors store decoration, scent, clothing styles.

Hausman A (2000) 'A Multi-method Investigation of Consumer Motivations in Impulse Buying Behavior.' *The Journal of consumer marketing*, 17.5 (2000): 403–426, accessed 14 September 2022, Emerald Insight database.

Brand Concept

- Identify suitable brand concepts for your chosen generation in detail (Y2K, futuristic, classic, vintage, zero-waste...)

About Brand

- Identify your brand identity, brand image, brand purpose, brand mission, brand name & logo

Business Model

- What type of business model is your brand?

Example:

Circular Business Model

The circular economy approach is based on three principles:

- Eliminates waste pollution through and effective design and production
- Ensures the longevity of each product and material use
- Ensures natural circularity of the materials and wastes.

Positioning Map

- Identify your brand market level (mass market, middle market, high-end market, haute couture) and provide some reasons (price range, target customer's income, product range, product quality...)
- Identify your competitors and compare, is it an opportunity for your brand, is there any disadvantage...

3Ps

- Products: categories, sub-categories, sizes, price range
- Place: location of your store, are there any competitors in that area, what other landmarks are nearby, is it high population density, what is the environment like...
- Promotion: collaboration (KOL, influencers, celebrities...), sale promotion, social media, hashtag...

Ethical Practices & CSR (optional)

- Does your brand have any ethical practices (ethical duties, altruistic duties, strategic initiatives)

Example:

Our brand is committing to reducing environmental damage by withdrawing 10% of our monthly profit to donate to the Vietnam Environment Protection Fund, while also promoting sustainable packaging practices.

Customer Profiles

Create 1-2 customer profiles, include demographics (age, gender, location, income), psychographics (values, interests, attitudes), lifestyle (daily routines, hobbies, interests), and activities related to fashion (shopping habits, brand loyalty, style preferences)

Example:

DEMOGRAPHIC:

Full name: Phi Quynh Anh

Gender: Female

Age: 26 (gen Y)

Marital status: Single

Occupation: Fashionista, influencer

Income: \$4000 USD/month (at least)

GEOGRAPHIC:

Residential location: Ho Chi Minh city

Language: Vietnamese, English

PSYCHOGRAPHIC:

Fashion style: willing to examine new and various fashion styles.

Lifestyle: Active, creative, enjoyable, professional.

Interest and hobbies: Fashion, social media, music, books, culture, traveling, pilates.

Attitudes: Open-minded, support traditional values, enjoy and appreciate art

Purchasing motive: Aesthetic, versatility, functionality.

BEHAVIORAL:

Influence factors: Unique and fashionable design, brand's image and story telling, customer service, high-quality products

Shopping mode: Online and offline store.

Shopping platforms: Brand's social media, official website, e-commerce sites.

Spending habit: Willing to invest in unique fashion products with diverse mix and match capabilities

F/ FOOD FOR HUNGRY THOUGHTS

Mc Kinsey (2021) '*True Gen*': *Generation Z and its implications for companies*, Mc Kinsey, accessed 9 Sep 2022,

<https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies>

Hausman A (2000) 'A Multi-method Investigation of Consumer Motivations in Impulse Buying Behavior.' *The Journal of consumer marketing*, 17.5 (2000): 403–426, accessed 14 September 2022, Emerald Insight database.

Hakuhodo (2022) *Vietnam's Gen Z: Debunking myths and gaining insights*, Hakuhodo, accessed 14 September 2022,
<https://www.hakuhodo-global.com/news/vietnams-gen-z-debunking-myths-and-gaining-insights.html>