

A/ ASSIGNMENT RECAP

- Explored values and motivations.
- Identified a brand/product/campaign that meets personal needs.
- Discussed self-concept, self-extension, and social props.
- Explored actual versus ideal self and components of self.
- Analyzed consumption constellations and personality traits.
- Took a personality test and evaluated its accuracy.
- Searched for a fashion brand campaign that aligns with individual personality.

Suggested structure:

I. Introduction

II. Values

III. Motivations

IV. Brands meets my needs

V. My key props

VI. Personality test

VII. Brand campaign appeals my personalities

B/ KEY TERM DEFINITION

- 1. Value:** a personal assessment of the net worth a consumer obtains from an activity
- 2. Motivation:** the expression of a need that leads the consumer to make a purchase. Working on a subconscious level, it is something that is not easily measured.
- 3. Needs:** essential requirements or desires that individuals seek to fulfill in order to maintain their well-being and satisfaction.