

UKS30469

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TASK 1

Panama hats are conventionally summer hats made of the toquilla palm discovered in Ecuador. They are generally light-coloured unless they are made in their natural straw shade, penetrable and choked into a bonnet or spacious brimmed shape (Henderson, 2021). The shape is very close to a Fedora hat, with the characteristics of a flexible brim, a centre crease on the top and a pinched crown. Its popularity depends on the uniqueness of its production which prefers to be handmade rather than manufactured on a force (Leal *et al.*, 2022). It is popular among people of 20-40 years old ages and with a luxury lifestyle all over the world. The target audience of Panama Hats is given below:

Segmentation	Targeting	Positioning
Demographic <ul style="list-style-type: none">• The age group of 20-55 years old• Wearable for both genders• Affordable for consumers with high-income	Online approach <ul style="list-style-type: none">• Social Media Marketing	Online approach <ul style="list-style-type: none">• Online website
Psychographic <ul style="list-style-type: none">• Wealthy lifestyle people• People who prioritise fashion can be counted as potential customers	Offline approach <ul style="list-style-type: none">• Local media advertising• Visual print marketing• Billboards• Flyers• Magazine ads	Offline approach <ul style="list-style-type: none">• Local newspaper• Offline Outlets
Geographic <ul style="list-style-type: none">• All over the world		

Table 1: STP analysis

(Source: Self-created)

As per the above table, the target audience of Panama hats can be specified under 20-55 years old age group. Panama hats are primarily worn by the age group of 20-40 years. Generally, the elegance of its style is attractive to young adults. Different designs are approachable by them to style in different weather. However, people in the age groups of 40-55 years are getting attracted towards the hats of the growing consciousness of UV radiation and the impacts it could have on the health of people (Szmigin and Piacentini, 2018). Thus, it can be said that mature adults are getting attracted to these hats for a justified agenda. Being an expensive product, Panama hats primarily can be afforded by rich people with high earnings who often follow a wealthy lifestyle and prioritise fashion in their daily appearance over only needs (Vinall and Hellmich, 2022). Again, people from all over the world can be a part of this fashion and countries with hot weather and beachy environments such as Seychelles, Fiji, Maldives, Mauritius, Thailand and Australia are preferable for this fashion (Foster, 2019). Thus the target audience of Panama hats is 20-55 years old Youngstars or mature adults in beachy countries who prefer the lifestyle of wealthy people and follows the fashion trends to keep themselves updated with the fashion.

The approach of reaching out to the targeted audience can be defined in two ways. The offline approach is the traditional yet effective approach to becoming a part of a customer's persona. Some of the most efficient offline approaches are local media advertising, visual print marketing, billboards, flyers and magazine advertisements (Bitterly *et al.*, 2014). Being an old approach, local media marketing has a place also in this modern marketing trend. Online approaches are the modern way of approaching the customer and social media is defined as a boon in this modern era and it plays a crucial part in the marketing area of any brand. Panama hat can be approachable to consumers through posts on the social media platforms like Facebook and Instagram. These two platforms are the most consumable platforms all over the world which is the big reason for becoming the marketing place of the brands (Sağkaya Güngör and Ozansoy Çadırcı, 2022). Fedora hats are another competitor of the Panama hat that follows the social media approach to reach out to its customers.

Panama Hat will have its market position through an online approach of social media websites. Social media website is one of the effective methods in this modern era to establish a brand in the online marketplace. According to author Sethna, Consumers find it very time-saving and comfortable to purchase from an online store (Sethna and Blythe, 2019). Thus, positioning Palama Hats in the social media market through a website can be a game-changing step for the product. Offline shopping is always popular for people who like to purchase accessories through trialling. Panama Hats have positioned its offline approach

through the local newspaper and offline outlets. The local newspaper is one of the oldest modes of advertising (Wiederhold and Martinez, 2018). Though it is difficult to reach out to the target audience through local newspapers as social media and online options have replaced the ways of reading newspapers, still it can be effective to reach out to a particular category of the person through local newspapers. On the other hand, offline outlets are an all-time favourite for people who love to try. Thus, Offline outlets in the major popular areas can also help the brand to grow with potential customers. Being in a competitive market, where other competitors of Panama hats such as fedora hats follow the technique of social media marketing to reach out to their target audience, offline stores can be very helpful to offer various methods to keep attracting local customers (Ziyadin *et al.*, 2019). The above STP analysis is a helpful way to target the very potential customers all over the world and interact with them in order to seize the top position in the market.

TASK 4

Facebook Post



#panamahats #bestdesign #hat #fashion #hatsforfashion

The best *Panama Hats* you'll get near you. Beautifully crafted Panama Hats with 1" dark cotton band with a red strip. This hat has the most elegant specifically chosen Panama straws from with an elegant style that shows off its lightweight and flexible design. The best hat is within your reach. You can choose the colour that suits you as well.

Price starts from **£70 + VAT & shipping charges**

So why are you waiting? A beautiful Panama Hat is just 1-click-away. Click the following link for more information:

www.panamahat.co.uk

The above picture has been chosen to briefly describe the most popular model of Panama Hats. This hat has a flexible design and is very lightweight. It comes with an elegant style with the finishing of a dark cotton band and a red strip in the middle. The above text has been decided as per the design of the particular hat. The above post has been chosen to discover in the most conventional social media platform, Facebook. It will be posted by tagging the authorised people of Panama Hats. Certain hashtags have been chosen for the promotion purpose of the post which will help to get most customers within a limited time. The chosen

hashtags are #panamahats #latestpanamahats #panamahatsinyourreach #mostpopularpanamahats #panamahatsstyling and others.

Instagram Post



#panamahats #bestdesign #hat #fashion #hatsforfashion #flexibility #panamafashion #instafashion #instahats #styleofhats #panamastyles #trendyhats

We propudly present Panama hats for you. Try this and you'll never like anything else. Visit our website and order asap. We deliver all around the world.

Price starts from **£70 + VAT & shipping charges**

Click below:

www.panamahat.co.uk

The above picture has been chosen keeping the target audience of Panama Hats in mind. It is one of the very popular hats of Panama Hats which is broadly preferable by the youngsters. It comes with a supreme finish to make itself stylish and elegant. The post has been decided to be visual in the platform Instagram and the colour of the post has been chosen with the help of the colour coordination facility of Instagram. The hat comes with an elegant finish with the help of a brown strap which makes it more fashionable. The above text has been chosen to describe the elegance of the particular hat. Certain hashtags have been chosen for the promotional purpose of the hat to get the most fashionable customers. The chosen hashtags

are #panamahats #bestdesign #hat #fashion #hatsforfashion #flexibility #panamafashion and others.

TikTok post



Panama Hat, want some? Role it, have it, wear it.

The above post has been chosen to be posted in Tiktok as a video format. The text has been selected as per the description of the hat. The video will have a full description of the product. Certain hashtags have been chosen to reach the maximum potential. The chosen hashtags are #panamafashion #panamahats and others.

TASK 3

Reflection is a considerable point in order to get a better result of an earlier played action. In the present context, the customers' behavior has been taken into consideration to reflect the particular link between the above-mentioned point one and two. In the present era of advanced technology, always a great response is attained when the matter of promoting a brand is taken into consideration. Here is a group of social media platforms such as Facebook, Instagram and Tiktok to advertise the Panama hat. According to me, this is one of the best decisions that can positively affect the marketing process of the product.

The impact of the posts which I have posted on various social media platforms can be differentiated as per the consumer behavior frameworks. My Facebook post has reached to

some authentic audiences of the age group 35-55 years. Thus Facebook is the platform that authenticated people with maturity. Facebook ads are an effective form of advertisement to reach out to potential customers. As per the demographics like age, gender, location and interest Facebook has been very helpful to hunt people and convert them to potential customers. It had manipulated the favourability of products and behavior towards Panama hats which affects the brand with a positive approach. Advertisement aids the customers in becoming consistent with the commodity as well as with the brand (do Paço *et al.*, 2019). Our Facebook post helped us to intensely manipulate consumers towards purchasing the advertised commodities. It is a very well-known phrase that “Attitude towards the ad is a famous practice of advertising”. The bright backgrounds of the post helped us to draw attention whereas it also helped the hat be visible brightly with the light colours.

Again, it is found that only the appearance of the brand on Instagram can generate a winning effect on the audience's perception towards the brand (Cherubino *et al.*, 2019). Being consistent on Instagram can make the brand 74% more relevant, 76% more entertaining, 78% more popular, 72% more committed to building community and 77% more creative (Leary *et al.*, 2021). Our Instagram post for Panama Hats has created a huge impact on the visuals of our customers. Instagram is a visual platform where many photos and videos can be posted and derived from all over the world. Visually our Instagram post has grown to the most important places and consumers. Instagram also has many different features like Instagram ads, promotion through Instagram and boosting of a post to reach its maximum potential (Ismagilova *et al.*, 2020). These features are a very easy way to put your foot on the mobile phones of different countries in minutes with the help of the internet. People also get very attracted to the visualities of the backgrounds of Instagram's features which tends to convert the people into potential customers of the product. Our Instagram post helped us to grow with huge numbers in different countries which is a positive change for the branding of Panama Hat.

TASK 4

The word ethics came from the Greek word ‘ethos’ which means ‘the way of leaving’. Although, ethics which is specifically a topic of philosophy is a matter of great discussion in each and every field. Ethics provides an outlook to human beings that their conduct can be executed morally in society. It mainly provides a rational justification of what is morally good or bad.

In the field of business, ethics plays an important role to create a strong bonding between a brand and its customers. Ethical consumption is a concept that generally suggests that the relationship between the customers and the brands must be conducted by following a moral perspective, in which an ethical consumer means simply a customer who buys products that were produced or manufactured ethically and also have bio-sustainability. The products which are produced locally are completely free from any kind of unethical involvement. There are several products that have achieved a global destination, it is found in many cases that the product they supply in the market are produced by child labor. The products which can be taken into consideration as ethical like products produced organically, recycled products made of wood and paper, etc. It basically provides an ethical outlook to the customers that their expenses in the market must be contained ethical values. Ethical consumerism also depends on the behavior of customers on a large scale. On one hand, the purchasing decision of customers depends upon the ethical standard of a product is the process in which a product is produced. In that particular case, consumers can refuse to buy products from a company that produces products unethically or provides unethical promotions or advertisements related to their product. On the other hand, the purchasing decision of customers depends on what products customers buy from the seller in which a customer can refuse to buy products from a store the owner of which may be a politically exposed person that the customer hate.

There are some other things that come under the topic of ethical consumerism is ethical investing in which the investment of the customers must be controlled by ethical criteria such as totally keeping away from unethical industries like tobacco, alcohol and so on. The ethical boycott can be a topic of discussion that comes under ethical consumerism in which a particular brand can be avoided intentionally in order to balance ethical consumption and other people may be encouraged to do the same. As far as the topic is concerned, the practical implementation of these thoughts is very difficult as the customers are less aware of the products how they are produced and come to the market. The decision of boycotting a brand also may be a wrong decision in some particular cases. It is possible that a wrong decision may be taken about a company and that leads to a company to its destruction. The same procedure of ethical consumption is very much applicable to the Panama hat company as it is a global brand and its consumers are scattered throughout the world.

In the discussion of recommendations for the Panama hat the most important things that can be taken into consideration to be more ethical or to provide a particular satisfaction to their customers.

- ***Down to earth nature:***

A company or a brand's manner must be helpful towards their customers when the customers' value will be taken into consideration. When a company shows empathy towards its customers there is a possibility of getting positive emotions from their customers. It created a better relationship between customers and the brand and also make a commitment to the customers. The empathic attitude also helps the employees of a company to get a better understanding of their customers' need and also provide a better service to their customers.

- ***Loyalty of the customers:***

An ethical company must be very facilitated if it provides a great level of loyalty to its customers. A greater level of loyalty also increases the level of an optimistic attitude of a brand towards its customers. On the other hand, when customers show a loyal attitude toward a brand, they are very happy with the products of the company and disseminate their positive feelings to other customers.

- ***Quality of product:***

The positive behavior of the customers of a company depends somehow on the quality of products provided by a certain company to its customers. When a company is considered as ethical it is needless to say that the superior quality of a product must be expected from it by the customers.

These are some important things that must be considered in order to satisfy and implement their new strategies in an ethical way for getting a better relationship with the consumers of the Panama hat.

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