CONSUMER PROFILE CHART

This chart can be used as a framework to assist in building a consumer profile. Responses to market research questionnaires and interviews will provide relevant information.

Interests and opinions	Social media
Fashion needs	Brands they wear
Where and how they shop	Demographic
Magazines and bloos	Emotional motivations
Magazines and blogs	EMOLIONAL MOLIVALIONS
Brands they aspire to wear	Fashion trends they follow