CUSTOMER PROFILE RESEARCH

When you are trying to figure out how to market your product you need to come up with a customer profile. A customer profile is a [description](http://www.businessdictionary.com/definition/description.html) of a customer or set of [customers](http://www.businessdictionary.com/definition/customer.html) that includes [demographic](http://www.businessdictionary.com/definition/demographics.html), geographic, [psychographic](http://www.businessdictionary.com/definition/psychographics.html) [characteristics](http://www.businessdictionary.com/definition/characteristic.html), as well as [buying patterns](http://www.businessdictionary.com/definition/buying-pattern.html) and [purchase](http://www.businessdictionary.com/definition/purchase.html) history.

Create a customer profile for the following generations: \*You will draw which one to research.

Silent

Baby Boomer
Generation X
Millennium
Generation Z

You are responsible for creating a detailed profile of your age group. You will use the Internet to create a profile by answering the following questions:

1. What is the approximate age range for people in this demographic group?
2. What are typical characteristics of people in this age group?
3. What are the interests of this age group?
4. What is this group’s source of income?
5. What might be their greatest social and economic concerns?
6. What issues regarding products might be important to them?
7. Where would they do the majority of their shopping?
8. What types of products are targeted specifically at this age group? Name at least 5.

9. How would this age group typically make consumer decisions regard purchases?

1. What would be some buying motives that a marketer could use to stimulate a purchase in this age group? What is the difference between a product and patronage motive, rational and emotional buying motive?