



Business to Business Seminar:
"The Triggers for Buyers Attention"
Wednesday, February 3rd, 2016
The New Mart



Presentation by: Ilse Metchek, California Fashion Association



PSYCHO-GRAPHIC DRIVING BEHAVIOR & INTERESTS



Tern

- Wants unbiased information necessary to make "smart" decisions
- Seeks understanding over experience
- Conservative
- Rational
- Needs information 'self'



Alisa

- Wants information in bullet points
- Looks to others for what's correct
- Seeks rewards
- Expects special treatment
- Needs benefits 'self'



Ericka

- Is information light
- Looks for great packaging
- Seeks experience over understanding
- Looks for unique features and styling
- Her possessions are a reflection of self
- Needs emotional 'self'