

Consumer Segmentation Analysis

Consumers of AVARCAS 101 are women of different ages, they are: teenage girls in their 16 – 20, young female adults ages 21 -34, women in their Middle Ages 35 -44, and Older female adults ages 45 – 64.

- Teenage girls in their 16 - 20 who are consumers of comfortable flat leather shoes. Girls at the age of 16 -19 are mostly high school students who are still depended on their parents, therefore their choices could be made by their parents, or parents could be convinced by their children to get them shoes they want. Also, teen are heavily influenced by what their peers wearing. Social media has a great influence on their clothing and style choices as well.
- Young female adults ages 21 -34 mostly of whom are grown up, independent individuals. They can purchase Avarcas101 at their online store at any time, and any convenient location. They are concerned with practicality, quality, convenience, and style of the shoes.

Women in their Middle Ages 35 -44:

independent women, most of them are moms and wives. Their priority is work and taking care of their family, therefore convenience and practicality of Avarcas 101 their main priority.

Older female adults ages 45 - 64:

mostly working and retired women with grown up kids. So, they are more focused on their career, hobbies, self-education and grandkids. Their main priority is feeling comfortable, therefore they would most likely to choose Avarcas 101 specifically for that reason.

According to Avarcas 101 Instagram page

<https://www.instagram.com/avarcas101/?igshid=w0267bmr4upx> , the total amount of their followers is 1,050. About 90% of women whom I interviewed were following them, the rest 10% were man, business accounts (who did not to respond), kids under 16 both boys and girls, and inactive or fake accounts.

Avarcas 101 customers are located all around the world, the majority of potential customers are from the United States, but specifically from California (Los Angeles, San Diego, Sacramento), Las Vegas, Connecticut, Texas, Florida,

Minnesota, Massachusetts, Utah, Hawaii, Atlanta, Philadelphia, Wisconsin, Ohio, Boston, North Carolina, Tennessee, New York. Other countries like Spain, Australia, UK, Philippines, Serbia, Canada, Ukraine, Germany, Greece, Poland, Mexico, Russia, France, and India also have Avarcas customers.

Our research shows the majority of our customers are from Los Angeles. According to 2010 Census, the racial makeup of Los Angeles included: 1,888,158 Whites (49.8%), 365,118 African Americans (9.6%), 28,215 Native Americans (0.7%), 426,959 Asians (11.3%), 5,577 Pacific Islanders (0.1%), 902,959 from other races (23.8%), and 175,635 (4.6%) from two or more races. Hispanics or Latinos of any race were 1,838,822 persons (48.5%). So, the majority of people residing in Los Angeles are 49.8% of whites, and Hispanics or Latinos of any race – 48.5%. Our research indicates the majority of our segment audience are Caucasians and Hispanics (Latinos).

Most of Avarcas 101 potential consumers are women in their Middle Ages 35 -44, and Older female adults ages 45 – 64. Among 900 (assuming that 10% of followers are either inactive, man, or kids under 16) Avarcas 101 Instagram followers, 56 women whom I interviewed reported being moms&wives. Looking at the description of followers' account pages of Avarcas 101 on Instagram, we also can make assumptions about our consumers, specifically about their location, who they are, their occupation, interests, and what is the most important to them. So, 300 Avarcas 101 followers indicated in their profile descriptions being moms and wives. Thus, 39.56% of women ages 35-64 who follow Avarcas 101 are mothers and wives. Moms and wives are most likely to choose convenience over style, because they spent more time on their feet than any other position, chasing your kid, doing dishes, running errands, etc.

Also, the research found that majority of women of ages 35- 64 are pet owners, majority of them are dog owners. Assuming that dogs need to be walked out, the most comfortable shoes are preferred for that reason. According to [https://shoepractitioner.com/best-shoes-for-walking-dogs/dog walking requires that light weight shoes so that you can keep up with the pace of your dog](https://shoepractitioner.com/best-shoes-for-walking-dogs/dog-walking-requires-that-light-weight-shoes-so-that-you-can-keep-up-with-the-pace-of-your-dog). Shoes for dog walking that are said to be light in nature may consist of rubber sole. Rubber sole apart from ensuring that your dog walking shoe is a light weight it promotes the durability. This kind of shoes also should be comfortable, and slip resistant.

Our research shows that interests of women ages 35-64 in majority are nature, traveling, fitness (sport), skincare, baking, cooking, food, beauty, fashion, women rights, and parenting.

The most common response for what they consider being as the most important to them, is family, health, religion (god), and friends.

The most frequent response for these questions are the following:

1. Why will you buy this brand?

“I bought this brand, because I saw my friend wore it and I liked it.”

2. What do you currently buy , if not this?

“I currently bought shoes from one brand name “Onething”, It’s kind of flat shoes.

3. What is the most important to you about this brand?

“The most important about this brand or this shoes is they look really nice and very comfortable.”