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Segmentation and Product Development

The research aims to find out preferred target market amongst Generation Z and Millennials population in Mecklenburg County, North Carolina, with an emphasis on minorities. In this regard, the focus is on creating a material good that fits customers' needs and habits and integrating them into product creation and promotion processes. Through programmatic development of the personality and designing surveys that will capture the market, the project aims to fine-tune a product that reflects the cultural value of the targeted people, thus creating a practical application of marketing theories and engaging the market. Clear segmentation will ensure that a product to be developed will effectively and significantly solve the needs of this group of people.

Step 1: Market Segmentation

Comprehending the demography is an important step toward successful marketing. There is a rich diversity in the demographic composition of the people within this county, especially the Gen Z and the Millennial population.

1.1 Demographic Analysis

Mecklenburg County is ethnographically a very diverse region with a significant youthful population. The analysis represents the Gen Z and Millennials age groups and people of African American, Hispanic, and Asian descent (*Mecklenburg County, North Carolina - Census Bureau*

Profile). These groups, therefore, present different economic statuses, literacy, and size of their households, which determine their buying habits and the kind of products they buy.

1. 2 Psychographic and Behavioral Information

A significant ratio of Gen Z and Millennials are concerned with the authenticity or social responsibility of the brands. It is also true for minorities looking for brands that will represent their culture and participate and act on issues affecting societies. They often tend to make a rational purchase decision based on the diversity and sustainability policies of the brand they intend to purchase from (Chatzopoulou and De Kiewiet 523). Also, as a tech-savvy generation, the youth are heavily swayed by digital and social media marketing trends. However, they are particularly interested in a product that helps them establish an ethnic identity.

1. 3 Geodemographic Considerations

Regarding geodemographics, Mecklenburg County and the neighboring suburbs are the regions that embrace cultural and social-related activities. These are areas that specific target markets inhabit and can be easily attacked and penetrated; hence, they are areas of focus in market penetration and product launches (*Mecklenburg County, NC | Data USA*).

1. 4 Persona Development: Crafting 'Tasha'

To crystallize our findings into a tangible target, we create a persona: Tasha is a 25-year-old Millennial of African descent living in Charlotte. She graduated from college and currently works in IT, where she is interested in environmental problems and cultural tourism. Tasha is a price-sensitive but well-off consumer, cares for the quality and sustainability of the products she buys and likes products with some cultural relevance. She is often on social media platforms and changes her networks' behavior through their lifestyle.

Step 2: Product Development

Based on the understandings derived from the market segmentation, we imagine a product that reflects the preferences of the chosen audience and their values. Utilizing the cultural background and advancement in environmental concerns of the current generation, including Tasha, we suggest designing a culturally infused, sustainable, reusable water bottle line.

2. 1 Communication: Brand Idea and Company's USP

The product, "Heritage Hydration", is a line of reusable water bottles initialized with cultural artwork and a theme of African and Hispanic descent that inhabits Mecklenburg County. Every bottle would have its style, for example, stiff African pictures or dynamic Hispanic symbols, and this would appeal to the ethnic self-identity of the customers we are to target. In addition, these bottles will be made using recyclable materials such as stainless steel or bamboo to make them long-lasting and have a small effect on the environment. The USP of Heritage Hydration lies in its dual appeal promoting both cultural connection and environmental responsibility.

2. 2 Design and Functionality

Every bottle would be free from BPA as it would have a thermal insulation feature that ensures that the beverage stays at the required temperature for longer. These bottles would be light in weight, easily collapsible/bendable, leakproof, and convenient enough to be used even when a person is during his or her daily activities. The aesthetic customization options permit people to express their personalities and feel that the vehicle belongs to them, or they have a sense of belonging to some culture.

2. 3 Target Coverage and Product Positioning

Targeted at environmentally friendly, younger generation consumers who are urban-oriented and prefer to consume products that can tell something about them and where they come from, Heritage Hydration products are not only the vessels for hydration but also trendy accessories and statements to the world about their cultural backgrounds. Social media would be another strategy to advertise this product with help from influential people in such social media groups. Employing culture-based local can promote engagement to create product awareness and get real-time responses.

Step 3: Market Research Survey

3.1 Purpose of the Survey

An instrumental and systematic marketplace survey is paramount to guarantee “Heritage Hydration” fits the customer’s expectations and endearment. The step will help engage with potential users so that their feedback can be taken, and the current product concept can be enhanced. To support assumptions and generate further insights, working with five participants who correspond to our persona, ‘Tasha,’ will be effective.

3.2 Survey, Design and Questions

The survey has to be short and precise to highlight the important factors essential for the product's sale and ensure customer satisfaction. Sample questions might include:

- **General Opinion:** What do you think about “Heritage Hydration” bottles at first glance?
- **Expected Benefits:** What major gain do you think would come from the use of these reusable water bottles?
- **Design Preferences:** Do you like the cultural designs depicted on the bottles? Is there any pattern or symbol preferred?

- **Product Functionality:** Which features matter most to you about a bottle (e.g., insulation, size, durability)?
- **Packaging:** What kind of packaging would add value to this product? Are you Partial to Environmentally friendly packaging material?
- **Additional Services:** Can other related services (for instance, product differentiation and social activities) increase the appeal of this product?
- **Pricing Sensitivity:** If a bottle was available at your doorstep, how much would you be willing to pay for it? Which of these pricing strategies does not appear to be unfair or unattractive?
- **Trial and Adoption:** Well, how about “Heritage Hydration”?
- **Marketing Influence:** In what ways should the marketing messages or promotions affect your urge to purchase this product? Which of the endorsements or testimonials would improve credibility?

3.3 Implementation and Feedback Collection

The survey will be administered in places where the participants of a particular community have the leisure to answer the survey truthfully, maybe during a festive occasion, a meeting, etc. Every response the participants give will be captured and mapped minutely to identify the overall trends and preferences present.

Conclusion

The paper proposes an effective analytical framework to target a specific niche market among the Gen Z and Millennials in Mecklenburg County with an emphasis on minorities. By aggressively building an image of ourselves and creating “Heritage Hydration”- a product that represents both cultural nationalism and environmentalism, we have laid down the foundation for

a successful market campaign. The survey, created with much thought, shall provide useful feedback to enhance our product and create a positive association between consumers and the brand as it aligns itself with values close to consumers' hearts. It avails the firm of success by providing a strategic alignment that assures market penetration, customer retention, and advocacy.

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Works Cited

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