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## Our Goal:

The goal for this project was to find the best public relations or advertising campaign to encourage college students to shop at Target. We kept this in mind through all of our research methods and strategic ideas.

## Secondary research

During our secondary research, each team member researched Target, its two competitors Walmart and Amazon, and millennials. We conducted this research in hopes of understanding each store and its consumers better.

Through our research on Target, Walmart and Amazon, we found ways each store is evolving in an effort to stay competitive with one another and bring in more customers. We also gained insight into past public relations and advertising tactics each company has used. Through secondary research, we found out the financial standings of each company and in what areas they were most profitable. This information was later used and influenced our strategies for implementation.

In the effort to stay competitive with Walmart, Target has reduced their prices by \$1 billion in recent years and continues. Target is also utilizing their most loyal customers to give feedback through an app called Studio Connect. Their main goal is to create brand loyalty.

On the other side, Amazon is the second U.S. company to reach a \$1 trillion value. They have been found to focus more on growth than profitability. However, it is still taking notes from its competitors. It mimicked Walmart and began to reduce its shipping fees.

Through our research on college students (18-24), we gained a lot of insight into their shopping behaviors. We found studies on their shopping behaviors, personality traits, what influences them, and what marketing strategies they have responded to. This information was used throughout the project and influenced our strategies for implementation as well.

## Consumer analysis

Our ideal consumer is a woman between the ages of 18 and 24. Women indexed significantly higher for shopping at Target (118:81), and 18 to 24 is about the age range of students, which is our target. The average Target shopper typically comes from a higher income, so our consumer comes from an upper class family (\$150,000+ at 127). The consumer is of Asian descent, which indexed the highest at 148. She is very goal-oriented and likes to be organized in all aspects of life. She typically starts her back-to-school shopping mid-summer and likes to be prepared. She loves Target for their trendy clothes and higher quality products. Because she comes from a higher income, she doesn't mind spending extra money for the clean store, calmer atmosphere and higher quality products.

# Primary Research

## One on One interviews

To further our research we conduct one on one interviews with students from Iowa State University. From the one on one interview we were hoping to gain some insight into the consumers wants and needs when referring to back to school supplies. We were also trying to get an idea of where the consumer has shopped for school supplies in the past. Each of us conducted five interview with five students, gathering information from 15 students total. All students varied in gender, ethnicity, and were between the ages of 18-24. We asked them a variety of different questions such as specification questions, structural questions, idealization questions, nonverbal question, ect.

- College students buy basic school supplies from Target such as notebooks, folders, binders and mechanical pencils.
- College students, on average, shop a week in advance for school supplies.
- College students are focused mainly on price, quality, and design when purchasing back to school items.
- College students gravitate towards items of a lower price point that will last them all year.
- College Students shop at target because they think it's convenient.
- College Students do not shop at Target because they feel they can find lower prices and a better selection elsewhere.
- Target is almost universally held in higher esteem and seems a bit nicer but more expensive.
- Walmart is fast, and often more convenient and cheaper, but has less fashionable items than its competitors.
- Most people do their back to school shopping right before school starts and don't put that much thought into it.
- Many people interviewed said their parents paid for all or most of their supplies, but cost was still very important to them.
- A few people interviewed said that they focus on prices because they buy their own school supplies.
- The most common things people bought were pens and notebooks, clothes, and food. Cleaning supplies and toiletries were also fairly common items.
- Most of these back to school items are about the same price and brand at all the different places so quality and price and the most important, but what is available and close is.
- Almost no one I talked to preferred target over the others, but females seemed much more likely to appreciate the clean and fashionable aspects Target trumps the others with.
- I learned that Amazon and Target are much more comparable in terms of quality while amazon and Walmart were considered more convenient and cheap. Amazon, as I expected, is a clear winner in terms of convenience, cost, ease, and variety.

## Focus Group

Furthering our research we conducted a focus group with six students from Iowa State University. The six students differed in gender, ethnicity, backgrounds and all fell between the age of 18-24. The focus group was conducted at Parks Library at Iowa State University. The objective of the focus group was to learn more about what encourages college students to shop where they do for back-to-school and what their default store is. In preparation we created a list of 30 questions, then narrowed it down slightly to the questions we felt would give us the best results. We also added questions during the focus group as the opportunities presented themselves. The questions ask included:

When do you start thinking about go back to school?

Non-Verbal: Show logo of Target, Walmart and Amazon without company name visible and have them write ten words they associate with it for 45 seconds.

What would make you shop at Target/ what would not?

What would make you shop at Walmart/ what would not?

What would make you shop at Amazon/ what would not?

What are your go-to back to school products that buy every year?

What do you stock up on before moving back to campus?

“Back to School SALE”....What store do you think of?

List cost, convenience, aesthetic, quality, in order of importance when buying products related to school/living on campus.

If you had to take the bus from campus...would rather go to Walmart or Target?

Why do you believe Target to be more expensive than Walmart?

Why do you believe Target has higher quality products?

When you go to Target, how do you normally feel?

When you go to Walmart, how do you normally feel?

Do you shop online often? If so, where?

Would you shop online for Walmart or Target?

Does anyone pay for all their school supplies?

Do you back to school shop alone or with someone?

How much are you willing to spend when back to school shopping?

Through the focus group we gained knowledge that would help us going forward. We learned that many people recognized each brand (Target, Walmart and Amazon) simply from their logos and was able to identify exactly why they shopped at each place (also, why they would not shop at one. The main draw for people to shop at Walmart was easy-to-find products with cheap prices. If they want quality products that last, people are more willing to go to Target, even though it costs more. The group members also have a similar budget for back-to-school shopping (under \$50 for supplies at \$200 or less for everything). It is also common for people to go to Walmart when they know exactly what they need, whereas they will go to Target when they want to browse and take their time. Amazon is only a viable option when free shipping is involved, and normally only when they are buying many things at once (otherwise they would prefer to go to the store and get it). Our group was split in the middle about which store is thought of first when it comes to Back to School shopping: half said Walmart and half said Target.

## **Ethnography**

To conclude our primary research, we each conducted a full ethnography report on both Target and Walmart. The stores were the studies took place were located in Ames, Iowa. We each studied five customers from each store, resulting in 15 Target customers and 15 Walmart customers. The demographics observed were college students (18-24) who studies and lives in Ames Iowa, both men and women. We recorded the customers gender, age, ethnicity, marital status, if they were shopping alone or with someone, length of time to make a selection, type and quantity of the product, price of the product, notes on the physical environment of the part of the store they were in and what they were wearing while shopping. The objective of the ethnography was to get a better idea of the Walmart customer and the Target customer. We were hoping to find a specific demographic that tends to shop at each store. We also hoped to get a better idea of the types of products that are popular at each store. We wanted to see if people went to each store for a specific product category.

- We observed more men shopping at Walmart.
- We observed more women shopping at Target.
- Men shopping at Target were typically with a woman companion.
- Target customers shopped with another person or multiple people.
- Walmart customers often shopped alone or with a larger group.
- Popular products at Target included clothing and home good items.
- Popular products at Walmart included toiletries, cleaning supplies and pet care items.
- People who shopped at Walmart and Target bought food often.

# Conclusions

We walked away from our research learning a lot more about the our target audience and the best ways to get them to shop at Target. Some of the top findings were that people believe Target is more expensive compared to Walmart, Target has higher quality and better looking items than Walmart, Target is preferred for home decor items and Walmart is preferred over Target for grocery shopping.

## Strategies for Implementation

After completing all methods of research (excluding our survey), we came up with a list of 30 ideas to get our target audience into the store. Each idea was created based on opportunities or threats of getting college students into Target. Upon further discussion and review, we decided to test seven ideas from the list that we thought would perform best with our target audience. These included Come for Starbucks, Leave with Target; Target Partners with Restaurants; Target's Personalized Meals; Online Dorm/School Supplies Bundles; Back-to-School Flashmob; Target Funds Your Education; and Target Dollhouse Dorms.

- Come for Starbucks, Leave with Target would partner with the Starbucks inside of Target to provide discounts, coupons and freebies to students.
- Target Partners with Restaurants would partner with local eateries; whenever a student would eat at the restaurant, they would receive a discount to use at Target. When they present the coupon at Target check-out, Target would give them a coupon for the same restaurant.
- Target's Personalized Meals would allow people to go online and fill out a form of foods they want, how many meals they would be interested in, likes/dislikes and allergies. Target would create personalized meals kits for them to buy with all items included and a recipe sheet inside each kit. The service would be free.
- Online Dorm/School Supplies Bundle would bulk items from Target that students could purchase. School Supplies Bundles will include binders, notebooks, pencils, pens, etc. Dorm bundles would include a full length mirror, shower bin, lamp, wall decor, etc. Each bundle could include different combinations or differ in color scheme based on your preference.
- The Back-to-School Flash Mob would be on campus and have props of items available for purchase. In addition, gift-cards and freebies (such as notebooks and staplers) would be given out (until items are gone).
- Target Funds Your Education would offer students one of five scholarships of different amounts when shopping at Target. They would have to spend a certain amount to be entered into the drawing, but the more they spend, the more scholarships they would be entered into. They could be entered in again with each transaction (once per day). A student ID would need to be presented to enter.
- Target Dollhouse Dorms would be life size a "dollhouse" like dormitory on college campuses that people could wander through. It would be completely furnished and decorated with their merchandise.

These ideas were initially created and selected because they acknowledge the reasons students don't shop at Target. Many say it's because Target is too expensive, which is why the scholarship, restaurant and Starbucks partnership was created. The school bundle was created because students say they shop at Target mostly for home items, and it's a cheaper way to get them to venture into the back-to-school aisle. The Personalized Meals comes from the idea that students do not shop for groceries at Target; they default to Walmart or Hy-Vee. This idea would compel them to get pre-prepped, fresh meals from Target to make their college life easier. The Back-to-school flash mob idea was created to ensure students that Target acknowledges their demographic and not only kids or moms.

# Evaluation of Survey:

## Methodology:

We created an eleven-question survey online, using Iowa State Qualtrics. We sent it out to college students between the ages of 18 and 24.

## Data collected:

Our survey received 33 responses. Most respondents were white, third-year women who live off-campus with two or more roommates; however, men, people of different races and college years took the survey.

## Findings and analysis

Evaluation of the survey shows that the top four ideas respondents favored were Come for Starbucks, Leave for Target, Target Partners with Restaurants, Target's Personalized Meal Kits and Target Funds Your Education.

When we asked respondents to choose which idea stood out to them the most based on only the title, majority of respondents chose Target Funds Your Education first. Come for Starbucks, Leave with Target was chosen second. Target's Personalized Meal Kits was chosen third. The fourth most popular option was Target Partners with Restaurants. The least popular idea was Target Dollhouse Dorms.

Next, we provided a description of each PR or advertising idea and asked respondents to choose which ones would entice them to shop at Target. Majority of respondents selected Target Partners with Restaurants as the best idea to get them to shop at Target. The second best idea (by one respondent) was Target Funds Your Education. The third idea selected was Come for Starbucks, Leave with Target. The fourth idea tied with Target's Personalized Meal Kits and School/Dorm bundles.

In order to gauge the level of influence each advertising or PR idea had on respondents, we asked them to rank each idea (with a description). Respondents said they would shop at Target because of the Come for Starbucks, Leave with Target campaign first; their second choice was Target Partners with Restaurants. After that is the Target's Personalized Meal Kits. Surprisingly, Target Funds Your Education was the 7th reason most people would shop at Target.

The survey also showed us that people would engage more with back-to-school ads and public relation campaigns if they began in late July or right before school begins.

## Advertising/ PR tactics

The screenshot shows the Target grocery website homepage. At the top, there's a red header bar with the Target logo, a 'Categories' dropdown, a 'Deals' dropdown, a 'Gifting' dropdown, a search bar, and a 'Sign In' button. Below the header, it says 'You're shopping: Ames' and has links for 'Registers & Lists', 'Weekly Ad', 'REDOard', 'restock', 'Gift Cards', 'Find Stores', 'Orders', and a shopping cart icon. The main content area has a teal background. A large white text 'Personalized Meal Kits' is displayed. Below it, a subtext says 'Tell us what you like, we will set you up with the supplies and recipes.' To the right, there's an image of a bowl of shredded chicken with toppings, a lime, and an avocado. A white button labeled 'Get Started' is located on the left side of the main text area.





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## **Executive Summary:**

After conducting GFK research, one-on-one interviews, focus groups and an ethnography, we learned that the best way to get college students to shop at Target is through emphasizing the reasonable prices, unique and high-quality items the store has, and the convenience and pleasant shopping experiences shoppers have in-store. A common theme among all our research is that college students believe Target is more expensive than Walmart, but has better items and promotes a leisurely shopping experience. Our team used this to come up with four advertising and public relations campaigns to get them in-store: Target Funds Your Education, Target Partners with Restaurants, Come for Starbucks, Leave with Target, and Target's Personalized Meal Kits.

# Appendix:

## One-on-One Interview Questions:

1. When do you start thinking about going back to school?
2. Do you have a car at school?
3. Do you live on-campus, off-campus or commute?
4. When do you start buying back-to-school projects?
5. What things do you buy when you go back-to-school shopping?
6. What is the main place you buy your supplies for back-to-school?
7. Why do you shop at the place named before?
8. Would you shop at Target? Why/why not?
9. Would you shop at Walmart? Why/why not?
10. Would you shop at Amazon? Why/why not?
11. What would encourage you to shop at Target/Walmart/Amazon?
12. What would turn you away from shopping at Target/Walmart/Amazon?
13. Do advertisements of any kind compel you to shop at one store over another?
14. What image do you associate with Target? [Showed a product image from all 3 stores]
15. What kinds of items/ categories do you shop for each year before returning to school (at least 5)? (i.e. clothes, note taking materials, art supplies, electronics)
16. In terms of where you shop, What is most important to you when you are shopping back to school? (i.e. price, quality, availability/ location)
17. Where do you typically go and why? (if more than one please list others)
18. When do you do most of your shopping? (i.e. beginning of summer, middle, right before school, first week of school)
19. As a freshman moving to a place of your own what kinds of things did you get?
20. Where did you get these first time things?
21. Did you pay for all of your supplies, or did your parents buy most of your college stuff?
22. If price was not a consideration, where would you shop and why?
23. When preparing to buy school supplies, walk me through your process, and how you decide what you need and where you get it.
24. Do you ever shop at target? Why or why not?
25. I made a list of terms of specifications, descriptions, items, etc. based on my first interviewees answers to my questions, and the three main stores, plus hyvee, and asked them to assign each term to the store that you think it best describes or belongs too.

## Focus Group Question and Data:

1. When do you start thinking about go back to school?
  - Mahogani: A week before
  - Summer: July
  - Kennedy: End of July/beginning of august
  - Antonia: Over the summer; she likes preparing.
  - Emily: Over the summer, because she starts thinking about in the middle of the last semester; she's anxious about going back to school.

## 2. Non-Verbal: Show logo of Target, Walmart and Amazon without company name visible and have them write ten words they associate with it for 45 seconds.

### Walmart -

- Emily: Wally-world (she used to work there), cheap
- Mahogani: cheap, I like it, groceries, food-stamps

- Summer: Walmart, yellow, blue, yellow things make a circle à sun, food, electronics, school supplies
- Kennedy: Walmart, cheap prices, warehouse looking store, everything you could need, if she need something simple and quickly, she'll go there
- Antonio: she does not prefer to go there for anything but supplies or groceries because they have better prices

#### **Target-**

- Emily: Target symbol, dog, cute stuff, Minnie-mouse stuff, dollar section
- Mahogany: expensive, fancy/bougie, nice stuff, dog
- Summer: Target, pricey, dollar bins, seasonal items, makeup, Target dog, starbucks, poetry because they sell a lot of poetry books there
- Kennedy: yay! Pumpkin spice latte, favorite place, happy memories, being silly in the store, cute products, makeup, nice things and andles
- Antonia: love me some Target, she has a red card because she goes non stop, she loves the dog

#### **Amazon-**

- Emily: Amazon smirk, online shopping, Amazon prime
- Mahogany: prime, I love it, cheap, free and fast shipping
- Summer: Amazon smile, boxes, mail, cheaper stuff, all the items you can think of, free shipping, weird things, Amazon prime
- Kennedy: Amazon smile, unnecessary purchases, gifts, not sure how quality will be, looking for fun, never buy anything
- Antonia: I am Amazon over Ebay all day every day, loves prime, loves the prices, the company's innovation

### **3. What would make you shop at Target/ what would not?**

- Mahogany: it's pricey so she wouldn't; don't have good seasonings (salt and pepper only)
- Kennedy: wouldn't go grocery shopping there bc they don't have much produce and it's expensive
- Antonia: if they changed the atmosphere (it's enjoyable now), so if they changed it to be nasty and unorganized she wouldn't go; doesn't shop at Target for clothing anymore because their sizing is weird for her; prefers to get clothes at Walmart because it's better
- Summer: once you buy their products, a lot of them fit weird or don't last as long, so she isn't encouraged to go back (that would discourage her (has happened); wears out easily)
- Emily: sometimes they don't have specific food items they're looking for (big packages of ramen); she doesn't buy most stuff at Target because she can find it inexpensive at other places; especially school supplies bc they often don't have exactly what she's looking for (she's looking for specific thing) and the substitutes they do have are more expensive than what she wanted; she does like buying desk supplies there

### **4. What would make you shop at Walmart/ what would not?**

- Mahogany: it's cheap so she would; Walmart has weird/different foods that you wouldn't find in other places
- Summer: if the prices went up, she wouldn't go; she'd start ordering online and in bulk; there's not a lot that could deter her; it'd have to be serious (nasty or rude workers – she still might go in but she'd have to be fearing for her safety)
- Antonia: if they increase their prices (she would stop going bc the main reason she goes is because stuff is more cheap now); even then, she is turned away sometimes bc some groceries are cheaper at Target (\$.99 at Target; \$1.50 at Walmart)
- Kennedy: if their prices went up, she wouldn't go
- Emily: she likes the cheap prices and the discount card

**5. What would make you shop at Amazon/ what would not?**

- Mahogany: the amount of time for them to ship something would discourage her from shopping there; if you're buying clothes, sometimes you don't know if it'd fit
- Emily: if you don't have prime, you have to pay to get free shipping for some stuff; shipping time; it's easier to shop in person bc you know exactly what you're getting and can choose
- Summer: on Amazon prime day, they have deals all over (cyber Monday or coupons and under 10 deals); If shipping time is too long, deterred; if you can find it in-store, just go there (some stores price match with Amazon now)
- Antonio: if it started to get like Wish (where there aren't checks on what products were getting sold), things not up to par quality wise (would deter); goes to Amazon for everything
- Kennedy: if she's looking for something, it's inexpensive where she'd have to pay shipping, so she'd just go buy it in-store herself

**6. What are your go-to back to school products that buy every year?**

- Everyone: pens
- Antonia: The brand Media 1-ubcg notebook (spirals); planner
- Emily: 3 subject college ruled notebooks, sharpie pens, post-it notes, big chunky mechanical pencils; Desk supplies at Target; moleskine planner (bullet journal)
- Mahogany: planner, notebooks

**7. What do you stock up on before moving back to campus?**

- Mahogany: food, cleaning supplies, trash can
- Emily: stuff you need to leave away from home
- Nick: food, toilet paper, body wash, shampoo
- Summer: laundry soap, toilet paper, socks
- Kennedy: everything; anything that her apartment doesn't have (shower curtain rod, trash can)
- Antonia: food, room stuff, decorations, clothes

**8. "Back to School SALE"....What store do you think of?**

- Antonia, Kennedy, Nick: Target
- Mahogany, Summer, Emily: Walmart

**9. List cost, convenience, aesthetic, quality, in order of importance when buying products related to school/ living on campus.**

- On paper

**10. If you had to take the bus from campus...would rather go to Walmart or Target?**

- Antonia, Kennedy: Target
- Mahogany, Summer and Emily: Walmart
- Nick: Hyvee (neither)

**11. Why do you believe Target to be more expensive than Walmart?**

- Antonia: The quality because w/ certain things it can be less expensive, but with home goods and stuff, it has better quality
- Nick: Has a slightly smaller market than Walmart (physical size; customers; store locations)
- Mahogany: N/A
- Emily: Type of people that are attracted to the type of vibe inside of Target are willing to spend more sometimes bc they like it in there
- Summer: They carry better brands, some stuff you just can't find it in Walmart; if you buy the more expensive brand and have it in stock, you'll have to sell it for a bit more

**12. Why do you believe Target has higher quality products**

- Antonia: Thinks of the home-goods section
- Emily: They have nicer brands for food/products as well as a bigger variety in a range of quality

**13. When you go to Target, how do you normally feel?**

- Antonia: Excited; how much money am I going to spend at the end
- Summer: You can look, but don't buy, but still leaves with stuff

- Mahogany: She likes the feeling
- Emily: It's nice
- Kennedy: "What do I not plan on buying that I will?"
- Nick: Excited

**14. When you go to Walmart, how do you normally feel?**

- Antonia: Overwhelmed, fairly big and a lot of people in there; less like Target; go, get what you need and leave; never heard of "Walmart run" but Target runs are leisurely
- Kennedy: Overwhelmed, stuff is too spaced out (groceries on area and body stuff on another)
- Summer: takes a list but wanders into something she's not there; on a mission; Target, you gradually/casually walk around
- Emily: Brings list and forgets about it; have to plan out where she needs to go; "Walmart run" is like 2 am versus "Target run" which is whenever during the day
- Nick: Welcomed because they always have the greeter at the front door.

**15. Do you shop online often? If so, where?**

- Antonia: Yes, Amazon (switches from Ebay to Amazon sometimes); if she knows she can find it for a less expensive price on Ebay); if it's limited time stuff and gets sold out on Amazon, she'll go to Ebay to try to find it.
- Mahogany: Amazon
- Emily: No, but if she does, it's Amazon and for phone accessories and cases
- Summer: Not often, but if she's obsessed with something and keeps going back to it, she's going to get it eventually; when she does shop, she's going to buy a ton of things. She is less sure what the quality of what she'd get from Ebay, but Amazon is more for-sure.
- Kennedy: Doesn't shop online often unless she finds something she likes; it's always different places when she does online shop.
- Nick: If he shops online, he prefers Ebay and mostly for shoes.

**16. Would you shop online for Walmart or Target?**

- Mahogany, Summer, Kennedy, Emily and Antonia: Target
- Nick: Walmart

**17. Does anyone pay for all their school supplies:**

- Summer: yes
- Emily: yes
- Ant: mom helps
- Mahogany: yes

**18. Do you back to school shop alone or with someone?**

- Antonia: alone
- Mahogany: alone
- Summer: alone (she doesn't want anyone to deter her)
- Emily: her mom because she stops her from buying stuff
- Kennedy: mom
- Nick: mom, she usually adds more stuff

**19. How much are you willing to spend when back to school shopping?**

- Mahogany: \$30-40; \$100-120 for everything
- Summer: Under \$50 for supplies; \$200 for everything
- Kennedy: She shops sporadically and doesn't know what she'd spend.
- Nick: \$200 for everything; \$50-75 for supplies only
- Emily: Under \$50 for supplies; \$200 all encompassing
- Antonia: Under \$100 (for supplies); \$150 for everything
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## Ethnographic Data

### Krishnaun

**Walmart** - when I went to Walmart, it was between 2 and 3 p.m. The store was busy, but not overcrowded. The floor was not dirty, but it also was not squeaky clean. The check-out line was active, especially the self-check out.

- F, 18-24, White, Single. Shopped with friends. She was in the clothing section looking at pants and leggings. She walked around the area a few times before making her selection(s), but this was in a 10 minute range. This girl was wearing jeans, a top and an active-wear jacket over it. She did not have a basket.
- F, 18-24, White, in a relationship. She shopped with her boyfriend. She was in the clothing area, near the fitting room, looking at socks and undergarments. They lingered in the area for awhile as she was making her decision; under 5 minutes. She wore jeans and a sweatshirt. They did not have a basket.
- M, 18-24, Black, Single. He looked like an athlete. He shopped alone in the food section. He had a basket full of food and looked like he had a list. He was at the bacon section. He wore sweatpants and a hoodie.
- F, 18-24, White, in a relationship. She shopped with her boyfriend, and they were in the food section. They had a list and a basket. They shopped quickly, but stopped every now and then to scan the shelves. She wore sweatpants and a sweatshirt.
- M, 18-24, Black, in a relationship. He shopped alone. He had a list he was going off of and a basket full of quick foods (ramen noodles, pasta strands) and household items (such as toilet paper). He wore sweatpants and a hoodie.

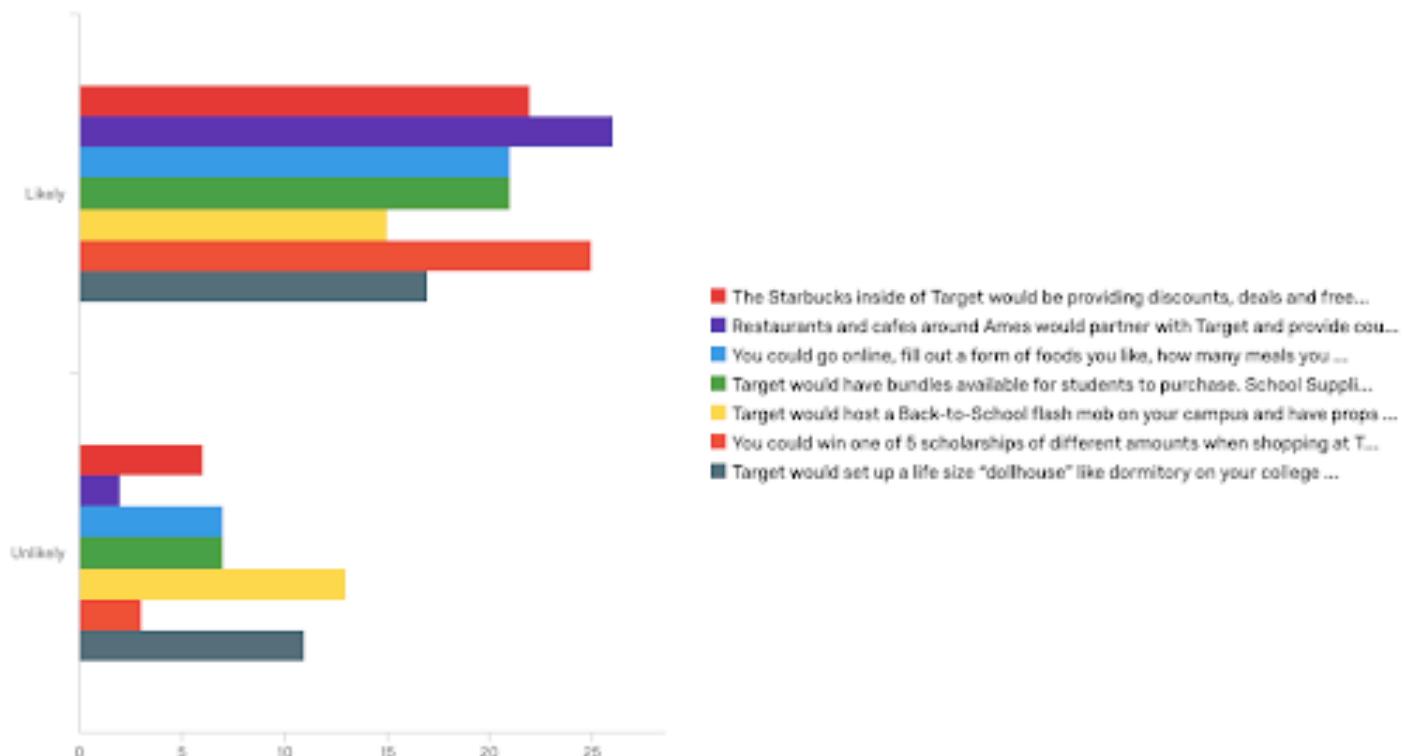
**Target** - when I went to Target, it was later in the day between 4 and 5 p.m. The store was average paced for the store. It was clean, bright and the check-out lines weren't horrible, but busy.

- F, 18-24, White, in a relationship. Shopped with friends. She was in the clothing section, browsing, but not grabbing anything. She stayed at one [rack] for about 2 minutes on average. She wore jeans and a coat. She did not have a basket.
- F, 18-24, White, in a relationship. Shopped alone. She had a basket and it had clothes and household items in it (seasonal decorations, mainly). She wore leggings and a coat. She did not have a list.
- M, 18-24, White, single. Shopped alone. He did not have a basket. He had school supplies (notebooks, pencils). He did not have a list and he grabbed what he wanted and moved on. He wore sweatpants and a hoodie.
- F, 18-24, Black, single. Shopped with friends. She had a basket. Her basket was empty, but she browsed shoes and clothing section and tried on shoes. She wore jeans and a jacket. She quickly scanned items, but when she saw something she wanted to try on, she put it in her basket.
- F, 18-24, Latina, single. She shopped alone. She had a basket and stayed in the decorations area (center of store) for awhile before heading to home decor area. She wore jeans, scarf and jacket.

## Survey Data

Q2.2 - How likely are you to shop at Target if they implemented each idea?

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Q2.3 - Rank each idea by what promotional idea you like the most.(Drag and drop each choice i...

