



Tesla Model Y Buyer Persona

By: Sam Boomsma, Haley Friedrich, Anthony Hintz, Hannah Stelse



About Tesla

Founded in 2003

"Accelerating the world's transition to sustainable energy."

Tesla offers fully electric, eco-friendly, luxury vehicles

Affordable options



Tesla Model Y

Key Features:

- 330 miles per charge
- Autopilot
- Integrated Technology



Buyer Persona: Craig

Tesla Model Y Demographics (MRI Simmons Catalyst)

Demographic

Tesla Buyers

Median Age

52.2 years old

Gender

Male: 61% Female: 39%

Median Household Income

\$166,732

Education

College Degree or higher: 65%

Occupation

Employed: 59%

Family Status

Married: 62%

Segmentation Process

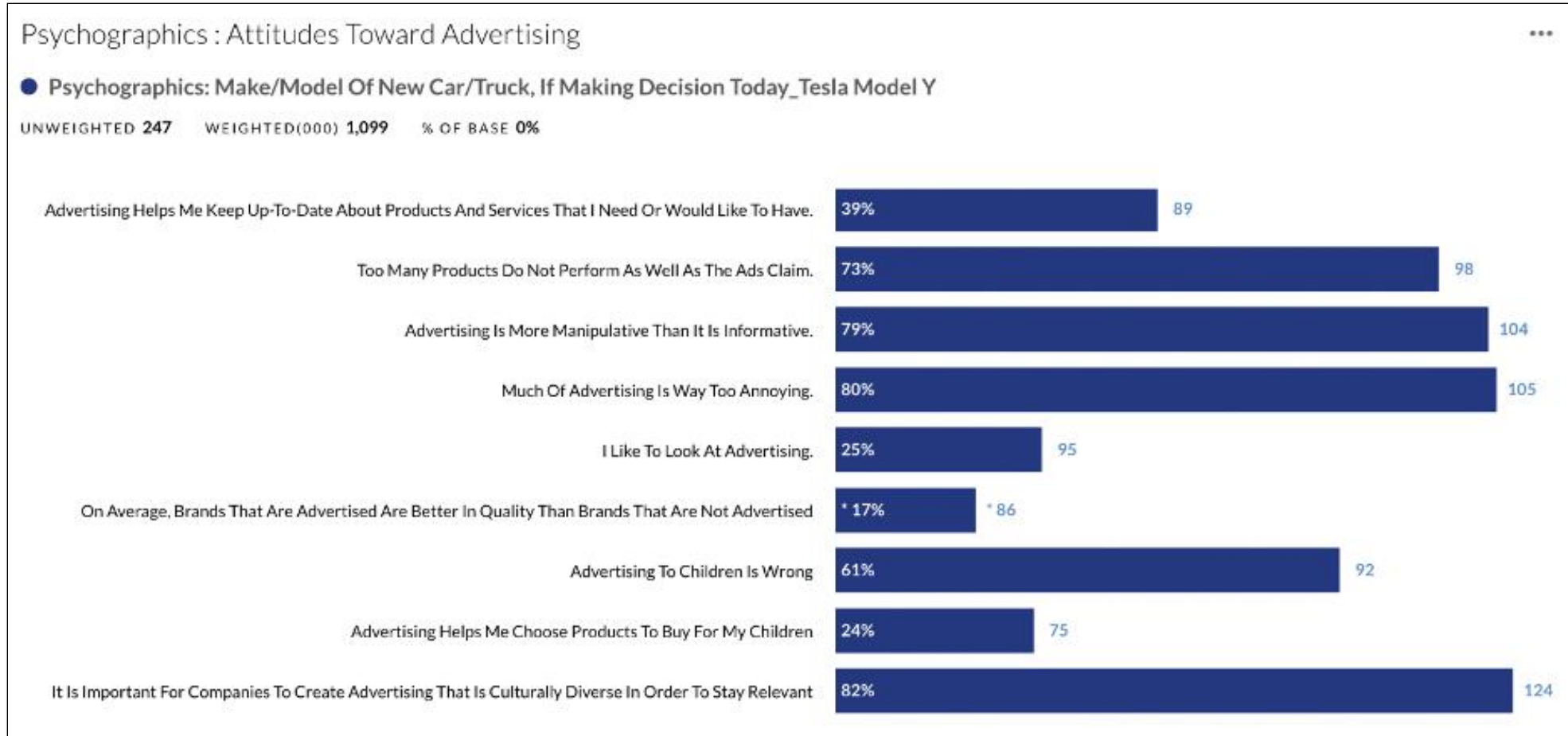
Divide the market segment and identify target audience.

Identify key characteristics of our associated target demographic through research.

Understand types of influence: normative, informational, and customer socialization.

Appeal to targeted consumer through positioning.

Psychographics



Consumer Decision Process – Typical Consumer in Target Audience

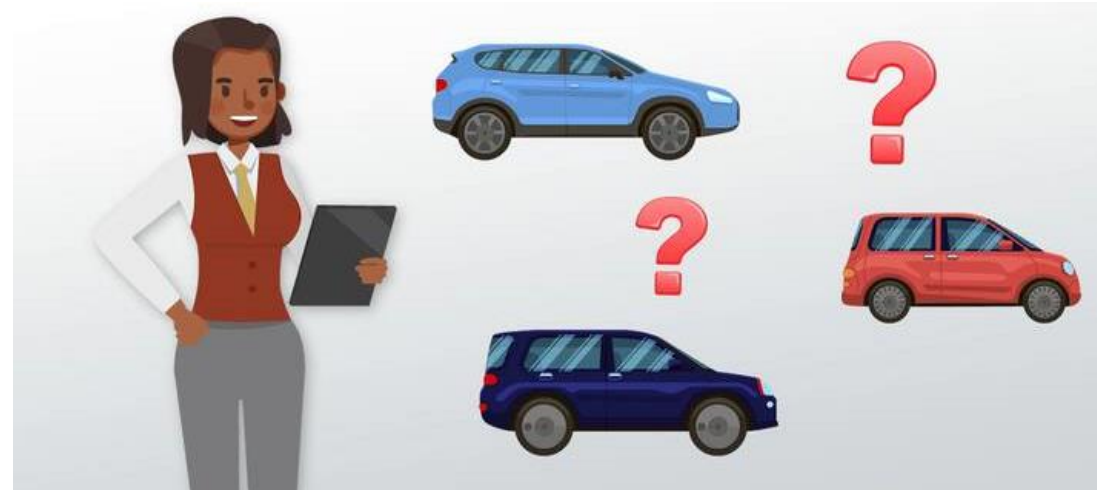
- **High level of purchase involvement**

- Most vehicles
- Tesla

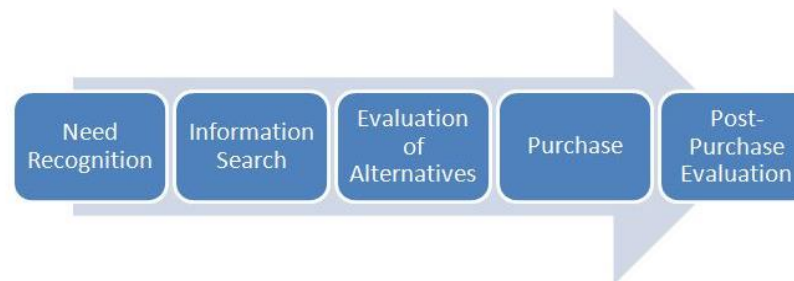
- **Emotions**

- **Internal/External searches**

- Long-term memory
- Extensive research
- Complex evaluation
- Alternatives?



- **Post-purchase dissonance**



Post Purchase Dissonance

- Big investment
 - Plays a big factor
- Lowering post purchase dissonance
 - Transparency
 - Warranties
 - Multiple levels
 - Social media presence



Interior Proposal

- Highlighting the Multi-Sensory Shopping for interior proposal of Tesla Model Y
 - Visual Appeal
 - Olfactory Sense
 - Auditory



Thank You!

Any Questions?