G-Star is trying to add the empathy value to the raw and design-led value, but currently they are toning down these values and therefore their identity is experienced less strong.

G-Star has to find a balance between identity and image.

It looks like G-Star is trying to implement the empathy value to its identity to come closer to the consumer and involve him in the company. But currently this is not convincing the consumer.

In this project will be researched how the consumer behaves and how G-Star can better appear to the consumer. The scope is set five years from now, to be able to come ahead of the competition.
CONSUMER BEHAVIOR IN 2023
The consumers behavior in the 2023 context is described by 8 clusters.

1. THE INSECURITY THAT THE OVERLOAD OF INFLUENCES PROVIDES
They do not know always how to deal with the opportunities that all the influences provide.

They are not sure about choosing the opportunity that appears to or look further for new ones

THEY WANT TO FEEL ASSURED TO GO FOR THAT OPPORTUNITY

THEY WANT TO FEEL CHALLENGED TO EXPLORE NEW OPPORTUNITIES

2. THEY DON’T KNOW HOW TO EXPRESS THEMSELVES IN THE CONNECTED WORLD
They are constantly balancing between expressing themselves by joining a peer group or by standing out individually

EXPRESSION BY JOINING A PEER GROUP

EXPRESSION BY STANDING OUT INDIVIDUALLY

CUSTOMERS ARE BEHAVING LIKE DORY
They are subconscious and overloaded by influences from the environment, this makes them insecure but critical

1. THE INSECURITY THAT THE OVERLOAD OF INFLUENCES PROVIDES
They do not know always how to deal with the opportunities that all the influences provide.

Brands can affect customers in dealing with these considerations in a way that fits their identity the best. They can choose to do the following:

EMPOWER PEOPLE BY APPROACHING THEM IN AN ASSURING WAY

OR

EMPOWER PEOPLE BY APPROACHING THEM IN AN CHALLENGING WAY

EMPOWER PEOPLE TO JOIN THE PEER GROUP

OR

EMPOWER PEOPLE TO STAND OUT INDIVIDUALLY
EXPERIENCE

G-STAR SHOULD ASSURE PEOPLE
They need to say: ‘Stop, we are the innovative denim brand.’

G-STAR SHOULD EMPOWER PEOPLE TO STAND OUT INDIVIDUALLY
They want people to become game-changers, therefore people have to stand out and express their uniqueness.

This will make the following statement:

I WANT G-STAR TO EMPOWER PEOPLE TO STAND OUT INDIVIDUALLY AND EXPRESS THEIR IDENTITY BY APPROACHING THEM IN AN ASSURING WAY

PHASES THAT THE CONSUMER IS GOING THROUGH

1. Subconscious wandering around
2. Identification
3. Molding identity
4. Expression of individual identity

BUT HOW DOES THIS WORK?
HOW SHOULD G-STAR THEREFORE APPEAR TO THE CONSUMER?

THE INTERACTION WITH G-STAR SHOULD FEEL LIKE GETTING WELL-MEANT ADVICE FROM THE BIG GUY IN THE GYM

clarifying
fascinating
evaluating
unconstrained

BUT HOW DOES THIS FEEL?

THE INTERACTION WITH G-STAR SHOULD FEEL LIKE GETTING WELL-MEANT ADVICE FROM THE BIG GUY IN THE GYM

modest
natural
honest
genuine
respectful
supportive
straightforward

UNPRETENTIOUS

unique
confident
brave
rebellious
expertized
innovative
seductive

BOLD

seductively
mature
ambiguously
creative
rebellious
utility
essentially
tough

RAW

EMPATHIC DESIGN-LED
I BELIEVE THAT BRANDS BECOME HOLISTIC PLATFORMS OF CONNECTED TOUCHPOINTS TO SERVE THE CONSUMER IN THEIR NEEDS

CRITICAL CONSUMER
Consumers expect more of brands. They are critical and expect brands to be there when they want them to be there.

TECHNOLOGICAL DEVELOPMENTS
Due to technological developments are brands able to offer more and more flexible consumer touchpoints.

G-STAR BECOMES A HOLISTIC PLATFORM
This means that the phases they consumer goes through take place over multiple touchpoints of a brand that are seamlessly connected and integrated in their lifestyles.

HOW TO SERVE THE CONSUMER THE BEST IN EVERY PHASE OF THEIR ARE GOING THROUGH?
### CONSUMER PHASES

**identification**  
encounter the brand and its identity expressions  
understanding of the brand and its identity expressions

**molding identity**  
reflection of the brand’s identity expressions to own identity  
selection of the brand’s identity expressions  
collection of the brand’s identity expressions

**expressing identity**  
expression of molded identity

### WHAT CONSUMERS NEED

something to encounter the brand and its identity expressions in the physical area of identification  
something to encounter the brand and its identity expressions in the online area of identification  
physical service to get human advice which is real and personal and to get the best product experience to mold identity  
online service to be able to mold identity on demand  
digital and physical collection of brand identity expressions

### WHAT G-STAR SHOULD OFFER

offering situations to encounter the brand and its expressions  
offering situations to understand the brand and its expressions  
offering situations of reflection of the brand’s identity expressions to own identity  
offering situations of selection of the brand’s identity expressions  
offering situations of collection of the brand’s identity expressions

### G-STAR ENVIRONMENTS

**encountering**  
social media, messenger apps, marketplaces, physical touchpoints

**understanding**  
physical touchpoints, website

**reflection/selection**  
website/app, physical servicepoints

**collection**  
marketplaces, physical servicepoints

**expression**  
social media, website/app, physical meetingpoints

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**PHYSICAL IDENTITY ENVIRONMENTS**

- physical touchpoint
- physical servicepoint
- Physical meetingpoint
- online

**DISCUSSION: LOCATION**