

of consumers, by successfully marketing to these two sections through relevant communication methods it will lead on to the last three parts of a social system to follow suit. The 'Early Majority' section of a social structure rely heavily on word of mouth and seeing evidence that a product actually works, for example if an early adopter in a group of friends bought this coat and an early majority saw it and noticed it worked they are most likely going to go out and buy this product. This is the same for the 'Late majority' and finally 'Laggards'. The last two in the social structure that I have just mentioned are sceptical of picking up a new product unless hard evidence is shown and therefore The North Face have to market well to ensure that enough consumers are purchasing this new product to influence the 'Late Majority' and 'Laggards' into buying the product themselves.

One big factor that draws The North Face's target market towards this product will be the peripheral cues of it being The North Face brand and especially if The North Face aim to market towards celebrities initially it will cause a big peripheral cue as the consumer will look through the product onto a 'fashion expert' and therefore will agree to get that product purely because such a big name wears the brand.

The environmental factor of The North Face could be used as a good marketing tool towards the target market. This is due to the fact that the consumers who will buy this product will mainly love the outdoors and love exploring, The North Face say

'At the heart of The North Face is a mission to insure a global movement of outdoor exploration and conservation' (Arens, 2018.) With the environment being such a big part of many consumers life, The North Face should boast how environmentally friendly they are and how committed they are to helping with conservation to try and reel in their target market by being 'better' than other brands in that respect too. Competitors like Canada Goose are said by PETA to 'represent anything but warmth as the fur trim that lines the hoods of the company's winter jackets comes from wild coyotes who were trapped, killed, and skinned.' (PETA, 2018.) The North Face can adopt an angelic environmental company approach towards their target market to intrigue them even more into buying this product as it will help with the environment rather than buying competitors coats who damage the environment.

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