

**Consumption Project: Part 3**

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## Consumption Project: Part 3

### Section 1: Group Consumer Profile

Emma, Lanie, Sia, Christian, and Stephanie are all students at the University of Victoria in British Columbia, Canada. Their ages range from 18 to 48, with a median age of 21. Four of the five students are female, with Christian as the only male. All five members originate from different locations around the world. Emma is from the state of Oregon in the United States; Lanie is from British Columbia, Canada; Sia is from Mumbai, India; Christian is from the Philippines; and Stephanie is from Alberta, Canada. While attending the University of Victoria, for housing, Emma lives with two roommates, Lanie, Christian, and Stephanie live with their families, and Sia lives in student housing on UVic's campus. Regarding employment status, Emma, Lanie, and Sia are currently unemployed, whereas Christian and Stephanie are not. Additionally, all five group members are single.

Victoria, BC, where they all attend university, is a city located on the southern tip of Vancouver Island, Canada. It has a high population density and an estimated 94,000 current residents. It is the capital city of British Columbia and is known for its stunning, Victorian-style architecture and its vibrant culture and rich history. The city's culture is a blend of Indigenous heritage, British colonial history, and modern Canadian influences. The climate in Victoria is mild and rainy, with cool winters and warm summers. It has a thriving arts and culture scene, diverse culinary offerings, and numerous outdoor activities such as hiking, biking, and whale watching (About Victoria, n.d.).

Personalities can reveal a lot about a consumer. Emma, and Lanie are introverted, whereas Christian and Sia are extroverted. Stephanie is closer to an ambivert, extroverted in her profession but more introverted in her personal life.

	Honesty Humility	Emotionality	eXtraversion	Agreeableness	Conscientiousness	Openness to Experience
Low	Self-centered Conceited Pompous Sly Deceitful Greedy Pretentious Boastful Hypocritical	Tough Fearless Unemotional Independent Self-assured Unfeeling Insensitive	Shy Passive Withdrawn Introverted Quiet Reserved Inhibited gloomy	Ill-tempered Quarrelsome Stubborn Chloeric Temperamental Headstrong blunt	Sloppy Negligent Reckless Lazy Irresponsible Absent-minded messy	Shallow Simple Unimaginative Conventional Closed-minded
High	Sincere Honest Faithful Loyal Modest Unassuming Fair-minded Ethical	Emotional Oversensitive Sentimental Fearful Anxious Nervous Vulnerable Clingy	Outgoing Lively Extraverted Sociable Talkative Cheerful Active Vocal confident	Patient Tolerant Peaceful Mild Agreeable Lenient Gentle forgiving	Organized Self-disciplined Hard-working Efficient Careful Thorough Precise perfectionist	Intellectual Creative Unconventional Imaginative Innovative Complex Deep Inquisitive philosophical

Figure 1. HEXACO Personality Model (Lee & Ashton, 2012)

This difference can be seen in their shopping habits as well. When making purchases, Emma usually buys comfort items, Lanie focuses on food, Sia focuses on clothes and new experiences, Christian prioritizes fashion and electronics, and Stephanie goes for convenience. According to Lee and Ashton (2012), introverted individuals are also typically quiet and reserved. Their inhibitions may limit the purchases they make and it is likely introverts would prioritize low stress purchases that will enrich their home life. Lee and Ashton (2012), categorize extraverted individuals as confident, active and outgoing. An extraverts desire to be noticed by others may lead them to buy items that might make them stand out. Despite these differences, there are many similarities in regards to the group's consumer motivations. As students, they have limited time and resources available, and avoid making unnecessary purchases. They all want to shop at stores that are conveniently located, fairly priced, and that provide products that make their lives easier in some way.

Multiple members of the group — Emma, Lanie, Sia and Stephanie — also noted that they try to shop sustainably, and favor stores that implement eco-conscious practices. Ways for

companies to become more sustainable, and therefore gain their business, include minimizing the use of assembly lines, discontinuing the use of plastic in packaging, sourcing produce and merchandise from local vendors, and selling items at cost. Christian is looking for consumer-oriented companies. He wants to be able to develop a mutually beneficial relationship with his preferred businesses, wherein he is able to purchase the newest items, and they take care of any necessary repairs without additional costs. Christian is also looking for companies that allow for individuality, and let customers personalize their products.

Important marketing strategies for the group include programs designed to reduce food waste, which were suggested by both Emma and Stephanie. Emma also recommended clothing recycling programs and repairing programs for damaged devices. Lanie, Sia, and Christian suggested promotions that minimize costs, including free shipping, price-matching programs, and discounts. Sia would also be more likely to shop at a place where the employees allow the customers to shop at their own pace and aren't interrupting to provide unsolicited recommendations. Lastly, Stephanie suggested increased housing availability for mature students. The best way to market these promotions would be to include large, highly visible signs in front of their stores, and social media campaigns to bring attention to the promotions.

## **Section 2: Product Choice and Advertising Campaign Description**

The three products/services that I chose to describe were: meat alternatives, laptops and Netflix. I chose Netflix as representative of my group as consumers because it is accessible to students on Wi-Fi for a limited cost (\$5.99/ month) and can be shared with others for even cheaper use within one home or dorm. Most students need study breaks and easily flip over to watch a series or familiar movie on Netflix while at school without paying to sit in a theatre for a night of entertainment. When students leave post-secondary, they are able to take their Netflix

account with them and it accessible anywhere on any device, even SMART TVs. Netflix decision-making is relatively low involvement and low risk. While it may be habitual to pick Netflix and chill as an evening or afternoon activity, it is a common activity in post-secondary consumer culture, that students can share across a broad range of personalities and friends without too much discussion or debate. Commonly held societal beliefs for most post-secondary students define Netflix and chill as socially gratifying for dates, and friends hanging out.

The current campaign for Netflix focuses on three main selling points (Appendix A). The first is one of “no commitments, cancel anytime”. Netflix does not demand members agree to be members for a period of time to pay the low \$5.99 price. The second is “Endless entertainment for one low price” Netflix allows members to watch as many videos and series as they want during the paid period (typically each month). Finally, the third selling point is that you can “Enjoy Netflix on all your devices”. The transferrable nature of the product allows users greater flexibility. The positioning, brand image, brand personality of Netflix focuses on a simple and somewhat bare design without a lot of text, and the text is centered in the middle of the page. The movies and series available are in the background of the main home page and a white screen accompanies the sign up page making it easy to navigate, simple and straightforward.

The reason I chose Amazon Prime Video to compare with Netflix’s marketing campaign is because it is considered to be Netflix’s biggest competitor with a gross revenue of \$25.21 billion. Amazon’s Prime Video campaign focuses on a free 30-day trial (Appendix B). The marketing campaign encourages individuals to try their product for free and shows a broader understanding that their product is attempting to pull consumers away from Netflix by offering to let them use their product for free for a month with a simple sign on of an email or phone number. This would be attractive to individuals who may want to continually switch accounts

with emails and phone numbers and extend the 30-day free trial over the course of a term or year with the help of their friends, roommates or family members. The positioning, brand image, brand personality of Amazon focuses on the availability of Amazon Originals which implies they are not available on Netflix and consumers would need an Amazon Prime Video membership to watch. A clearer image of a particular featured media is shown. Similar to Netflix, when a consumer is attempting to sign up for an account, a bare white screen, with minimal text is shown and appears to be easy to navigate.

Laptops are a required technology for all post-secondary courses. In Psychology, it is an expectation that papers are typed, and most students access notes on Brightspace, choosing special laptops that allow for writable surfaces that easily update pdf files or allow them to save costs on printing papers by editing and writing directly onto notes provided by professors. For my second product I chose the University of Victoria Bookstore for its selection of laptops (<https://www.uvicbookstore.ca/tech/>). Laptops range in price and can be accessed for as little as a couple of hundred dollars and for as much as a couple thousand dollars, offering a variety of keyboards beyond the QWERTY depending on the cultural background of the student and language. The time of year that a student may decide to purchase a laptop would occur during the summer leading up to the start of a new school year, and during advertised sales. As such it would be considered a limited time decision based on length of the sale and proximity to the post-secondary campus. Alternatively, a new laptop may be purchased after a loss or destruction of a previous laptop and the decision may be limited to what is currently available and for a specific price.

The current marketing campaign for UVic Bookstore highlights a graphic image of a laptop with a cup of coffee and advertises the refurbished laptops available for local pick up

only. The standard header for UVic Bookstore is across the top of each page. While delivery is not an option for these purchases, consumers are required to set up an account with UVic Bookstore if they wish to order online products for delivery. UVic does not advertise in other media and therefore, if you have not visited the website, the sale would not be promoted in any other way for a consumer to learn about it. Images of the product are positioned on the webpage in an attractive manner that shows the item open, with a desktop screen, evenly spaced with three images in each row and with a price quote below the image, and six images of laptops fit on the screen with a white background, with a brief description (Appendix C).

The reason I chose Best Buy and Staples.ca to compare with the UVic bookstore for purchasing laptops is that they are large brand name stores with storefronts situated across Canada, allowing students who have left campus to continue to maintain and upgrade their laptop. Large brand name stores are typically believed to have cheaper prices than local stores that only service one community. This belief is due to the larger quantities of stock the companies may purchase and partnership agreements with product suppliers. Currently both Best Buy and Staples.ca are having a laptop sale and include refurbished machines as well. It is difficult to prove that Best Buy and Staples.ca are adjusting their campaigns according to reported sales at UVic Bookstore, if anything, it would be more likely that reverse relationship is true, or that the end of the post-secondary term brings sales on products that are typically purchased closer to September.

The current marketing campaign for Best Buy appears more sophisticated with the images presented and appear to be staged with lighting and background, some grouped together for effect of product use (Appendix D). The descriptions below the item are longer and offer different perspectives from new and emerging products and top selling products. Incentives such

as offering \$200 off are featured on the initial page and draw the consumer in with a generalizability component that is most likely not available on all products but may give consumers hope. The standard blue header is across the top of each page.

The current marketing campaign for Staples.ca draws consumers in with a pop-up message that offers consumers \$10 off your next two order of \$100 or more (Appendix E). The positioning of the products are four images across the screen, and near the top of the right hand side and on the left side bar navigational menu, consumers can select which store location they prefer by inserting a postal code and selecting from a drop-down list. Another feature of the Staples.ca website is the advertisement of Staples.ca hiring 800 Wireless roles, for consumers that are loyal to Staples.ca this combination of product and available jobs allows for an increased incentive to return to the website and for the website to document the educational background and work experience of some of their consumers who visit their website.

Meat alternatives are a specific product that the majority of the students who attend post-secondary schools are open to trying for various reasons related to: cost of conventional meat, preferences, availability of cooking appliances in dorm rooms, social pressure for dietary change, and dieting or training requirements for athletes. I consider the decision to commit to dietary change to be high involvement and extended decision making that is constantly related to variables such as purpose of the food product/meal, availability of preferred products and forced options within a proximity to campus and using appliances available to students to use to prepare the meal. For the main focus, I selected the first meat alternatives company in Victoria that came up in a Google internet search, The Very Good Butchers Company that operates in the Victoria Public Market. Of particular interest is the partnership of the Pamela Anderson Foundation with The Very Good Butchers Company, published in the Times Colonist newspaper on October, 7,



2020. During the month of October, and as an incentive to consumers, a discount code “Pamela” used in the online store, meant that 25% of proceeds were donated to the Pamela Anderson Foundation (supporting organizations and individuals human, animal and environmental rights”. A large image of Pamela Anderson is pictured with her in a corset instead of with humans, animals or the environment.

I chose Food Services at UVic featured on the UVic website for plant based meals available on campus and the Cove dining experience for a few reasons to be the main competitor for this product (Appendix G). As student consumers, eating on campus compared to purchasing items at a Victoria market is more convenient and closer proximity for students who may be somewhat restricted in their ability to travel, buy and carry groceries without a vehicle. While I have a background knowledge and awareness of the September 2022 decision to replace beef burgers on campus with 50% pea protein burgers, I could not find evidence or promotion of this on the UVic website. The current campaign used by UVic Food Services features a picture of vegetables. In my opinion, the image of Pamela Anderson cannot be compared to a picture of vegetables on a plate, however, the image is three years old and is not currently visible without a Google Search or internet link to the 2020 news article. While informative, it is not motivating or engaging and relies on consumers who have already made a decision to use plant based products in their diets.

### **Section 3: Campaign Analysis**

One consumer behaviour concept covered in class was habitual decision-making. When marketers are aware that consumers habitually use a product, benefits may be offered to consumers such as loyalty programs and reward cards. Netflix (<https://www.netflix.com/ca/>) does not offer loyalty programs such as rewards for choosing to watch from their website

compared to a different one and Netflix prices have continually risen to account for many accounts being used by multiple individuals. There are trackers used on the website that will honour the number of members paid for and monitor if the website is accessed at the same time by more than the allowed numbers. Netflix is still respected by many post-secondary students based on the trustworthiness of the website (source) and the timelines of the website movie options (source). While the decision to purchase a new laptop is a limited decision, checking prices at the University of Victoria Bookstore may be a habitual decision for many students on campus, due to its proximity and high visibility for students. Currently, the University of Victoria Bookstore is advertising refurbished laptops for students' but it is local pick up only meaning they do not have the ability to ship to students not on campus. For students on campus, or specifically for student consumers who travel by bus, habitual decision making that is inclusive of stopping by the bookstore is more likely, as the bus stop and main loop are situated in front of the bookstore and a Starbucks is located in the basement. Habitual decision making plays a key role in consumer choice for food on campus as well. Bassett et al. (2008) notes that consumers may tend to purchase the same items every week at the grocery store and spend little time exploring down each aisle looking for new products to try.

Another consumer behaviour concept covered in class was the importance of marketers recognizing the core societal values and most preferable ways of living. Inviting multiple individuals to watch on one student's account allows the value for price to be high, however, because the price is relatively low (\$5.99/month) the expectations of the quality of the website is reduced. In terms of Netflix, this means an acceptable amount of time from when the movie or series is advertised for the public to view in a theatre compared to when it is available for Netflix members to watch on their device. The high price for the public to view movies in a theatre is

another reason Netflix grew in popularity. The high price does not match the perceived quality of the experience of sitting in a theatre and having others around you pushing by for seats or paying for expensive food items that cannot be brought in from home. The ability to select from multiple options in your home is valued over driving to different theatres around the city based on which movies are playing and at what time they are scheduled. Netflix search options are easily accessible for the public and provide short clips from the movies to allow viewers to decide within minutes if the movie is what they were expecting. Core societal values play a minimal role in the selection of a laptop and instead represent the anticipated use of a laptop for a particular student. For example, a mathematics student may choose a laptop with writable surfaces given that most post-secondary mathematics courses provide the student with notes as a framework for the lecture and allow students to write formulas on the screen instead of selecting special keys to type out formulas for equations and mathematical problem solving. The endorsement of a celebrity such as Pamela Anderson for meat alternatives is an exceptionally motivating and successful marketing technique to encourage consumers to switch from their typical grocery store to a particular brand or local store featured in the endorsement.

A final consumer behaviour concept covered in class was microcultures, defined as people in a group that share similar values and tastes. Situational influencers play an important role in how a movie is picked, while some students may be watching for an assignment, others may be watching on a date, or for a fun evening. Situational influencers also play an important role in social pressure for plant based diets on campus and in the community. This can be related to the use of visual imagery, or in product availability and courses that reinforce minimizing, reducing or beef consumption.

Target market segmentation refers to the decision to group consumers into categories based on criteria identified as important and unique to that smaller subset of the population. For consumers this may be location, income, language and required need (for self or family).

UVic products and services highlighted above (laptops-Bookstore, plant-based- Food Services) as a primary competitors differ from the other primary competitors in their location and availability locally for students and staff that attend UVic on campus in Victoria, BC. Products such as Netflix and Amazon Prime Video, Best Buy and Staples.ca are available online to anyone and therefore are competing on a different scale with other competitors for the ability to navigate easily on their website, and visibly in marketing strategies that include media such as television commercials, newsprint ads and billboards. Finally, the Very Good Butcher competitor focused on a celebrity that is globally recognized but locally based to draw customers in and encourage dietary decisions that are recognized as sustainable consumption choices.

### **Target Market Profiles**

The following target market profiles describe the current campaigns for Netflix, Amazon Prime Video, UVic Bookstore, Best Buy, Staples.ca, The Very Good Butcher, The Cove and Food Services plant-based diets.

#### Netflix

Netflix has target groups based around the country that consumers are in and the TV and movie ratings (Appendix A). In Canada, these three target groups consist of children, adolescents, and adults. Within each of these target groups Netflix offers multiple viewing options. For children, the viewing ratings include (TV-Y, TV-Y7, G, TV-G, PG, TV-PG). TV-Y is designed to be appropriate for all children. TV-Y7 is suitable for ages 7 and up. G is designed to be suitable for General Audiences. TV-G is designed to be suitable for General

Audiences. PG is recommended with Parental Guidance, as is TV-PG. For teens, the viewing ratings include (PG-13, TV-14). PG-13 is strongly cautioned for parents and may be inappropriate for ages under 13. TV-14 is strongly cautioned for parents and may be inappropriate for ages under 14. For Adults, the viewing ratings include (R, TV-MA, NC-17). R is restricted and may be inappropriate for ages under 17. TV-MA is suitable for Mature Audiences and NC-17 is inappropriate for ages 17 and under.

#### Amazon Prime Video

Amazon Prime Video has target groups based around the country that consumers are in and the TV and movie ratings (Appendix B). In Canada, these five target groups consist of kids (all), older kids (7+), teens (13+), young adults (16+) and adults (18+). Within each of these target groups Amazon Prime Video offers multiple viewing options. The additional two categories are different from the target categories in Netflix current campaign. Within these five categories there are three levels: CHVRS- Movies, RCQ- Movies, CBSC- Movies.

#### UVic Bookstore, and Food Services (The Cove, plant-based diets)

UVic Bookstore and Food Services has target groups based around both the student population, and university staff population, while you do not have to be a student to have an online account, an account creation is required to login to the online site (Appendix C). In 2021, the University published a diversity survey (Mah et al. 2021), the report details representation identified in six ethnicities (African (1%), Asian (15%), European (73%), First Nations (1%), Indian (5%), and Middle Eastern (2%) with a remaining 3% designated as Other). An earlier report (2002) stated the median age for a student to be 22.4 years of age, with half of the student population 19 years or younger (UVic, 2002) and the average age of employee to be 42.5 in Canadian post-secondaries (Canada's Top 100, n.d.).

## Best Buy

Best Buy's largest age target group are 25-34 years olds, with a reported customer of 69.11% males and 30.89% female visually displayed below (Retrieved on April 3, 2023 from <https://www.similarweb.com/website/bestbuy.com/#overview>). Other target segments by age include 18-14 (20.4 %), 35-44 (20.79%), 45-54 (14.40 %), 55-64 (9.90%) and 60 plus (6.72%).

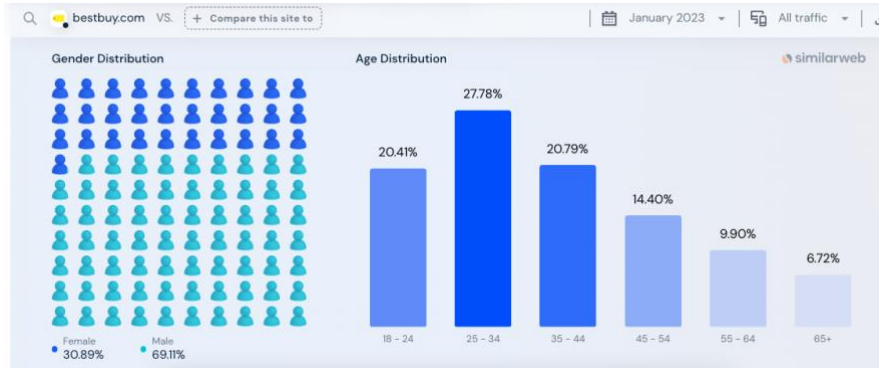


Figure 2. Best Buy #demographics

## Staples.ca

Staples.ca largest age target group is also 25-34 years olds with a reported customer of 55.13% males and 44.87% female visually displayed below (Retrieved on April 3, 2023 from <https://www.similarweb.com/website/staples.ca/#demographics>). Other target segments by age include 18-14 (14.5%), 35-44 (23.47%), 45-54 (17.09 %), 55-64 (9.97%) and 60 plus (6.09%).



Figure 3. Staples.ca #demographics

## The Very Good Butcher

On Feb. 28, 2023, The Very Good Butcher was closed (Campbell, 2023). Fawcett-Atkinson (2023) goes further to point to a downward trend in the plant-based industry between 2020-2023. Reports indicate that the collapse of the plant-based meat company is related to assumed average costs of plant-based processed foods which can average 43% more (Fawcett-Atkinson, 2023). With the main identified competition closed for consumers on campus at the University of Victoria, the likelihood of purchasing meat alternatives on campus may increase.

### **Section 4: Group Consumer Profile and Target Market Profile Comparison**

Emma, Lanie, Sia, Christian, and Stephanie are all students at the University of Victoria in British Columbia, Canada. Their ages range from 18 to 48, with a median age of 21. Four of the five students are female, with Christian as the only male. The median age and majority of females to males demographic is representative of the target segments identified on the UVic website for gender and age of the student population. Both Amazon Prime Video and Netflix target segments identify the age group 18-48 as adult and able to view without restriction, while no one from the group represents the target market profile identified for Best Buy or Staples.ca.

The Netflix and Amazon Prime Video campaigns are effective for each member of the group due to the reduced cost and free trial membership that accompanies an all-access pass to all media available from the websites. The free trial membership offered by Amazon Prime Video may be more effective than the campaign for Netflix because it offers a cheaper cost upfront and is relatively newer than Netflix which might add a sense of novelty and curiosity to try a new product without consumer financial risk or commitment. Past negative experiences with Netflix may also provide a rationale for any member of the group to willingly try a new

product for free as the value for Netflix may not be considered to be as high when faced with an alternative.

When comparing UVic Bookstore with Best Buy and Staples.ca consumer share may play an important role in determining the best fit for each member of the group. Group members that have previously purchased a laptop from any of the three locations and are happy with their product, may return when a new laptop is required, or may be satisfied with the level of customer service and maintenance provided by the company. Often if hardware is needed, a consumer may choose to return to the store to have the laptop upgraded.

In terms of students who value the impact of technology on the environment, a decision may be made based on the biodegradable nature of the product and ability to dispose of it after. From the target market profiles described above, both Emma and Stephanie are interested in waste reduction and further noting that Emma is willing to seek out recycling programs for repairing programs for damaged devices. Multiple members of the group — Emma, Lanie, Sia and Stephanie — also noted that they try to shop sustainably, and favor stores that implement eco-conscious practices so any of the campaigns for laptops that focus on refurbished sales would be effective if they were in need of a laptop at that time. Since the target group are students at UVic, the Bookstore may benefit from a campaign that offers students the ability to replace individual parts in their laptops or to trade in one model for a reduced price on another.



## References

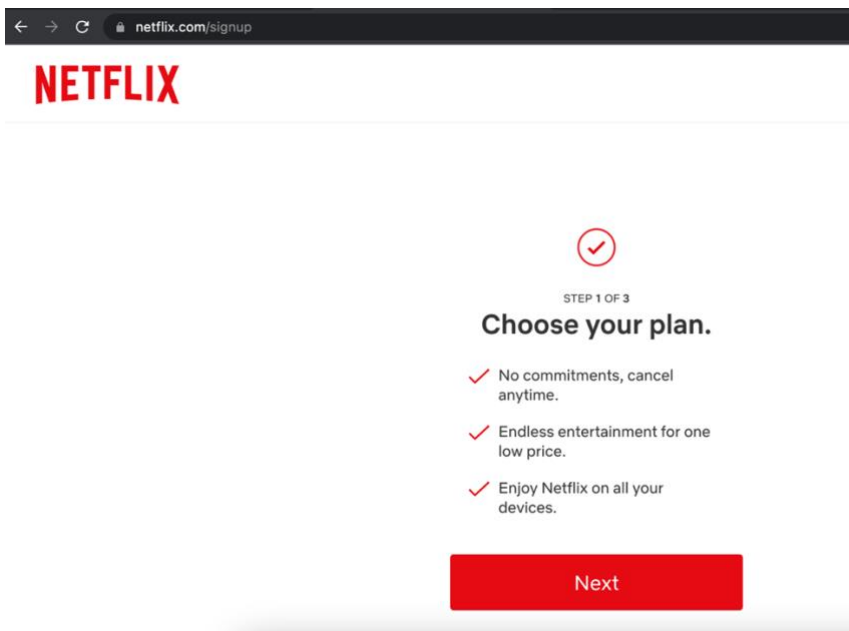
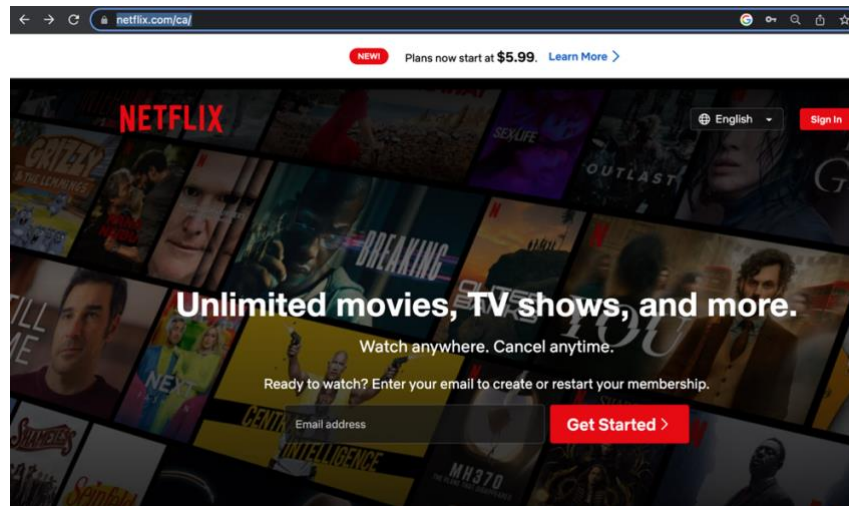
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## Appendix A

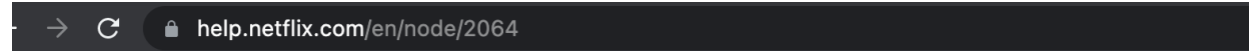
## Netflix

<https://www.netflix.com/ca/>

<https://www.netflix.com/signup>



<https://help.netflix.com/en/node/2064>



- TV and movie ratings may vary by region.

In your country, Netflix uses the following TV and movie ratings:

#### Kids

<b>TV-Y</b>	Designed to be appropriate for all children
<b>TV-Y7</b>	Suitable for ages 7 and up
<b>G</b>	Suitable for General Audiences
<b>TV-G</b>	Suitable for General Audiences
<b>PG</b>	Parental Guidance suggested
<b>TV-PG</b>	Parental Guidance suggested

#### Teens

<b>PG-13</b>	Parents strongly cautioned. May be inappropriate for ages under 13.
<b>TV-14</b>	Parents strongly cautioned. May not be suitable for ages under 14.

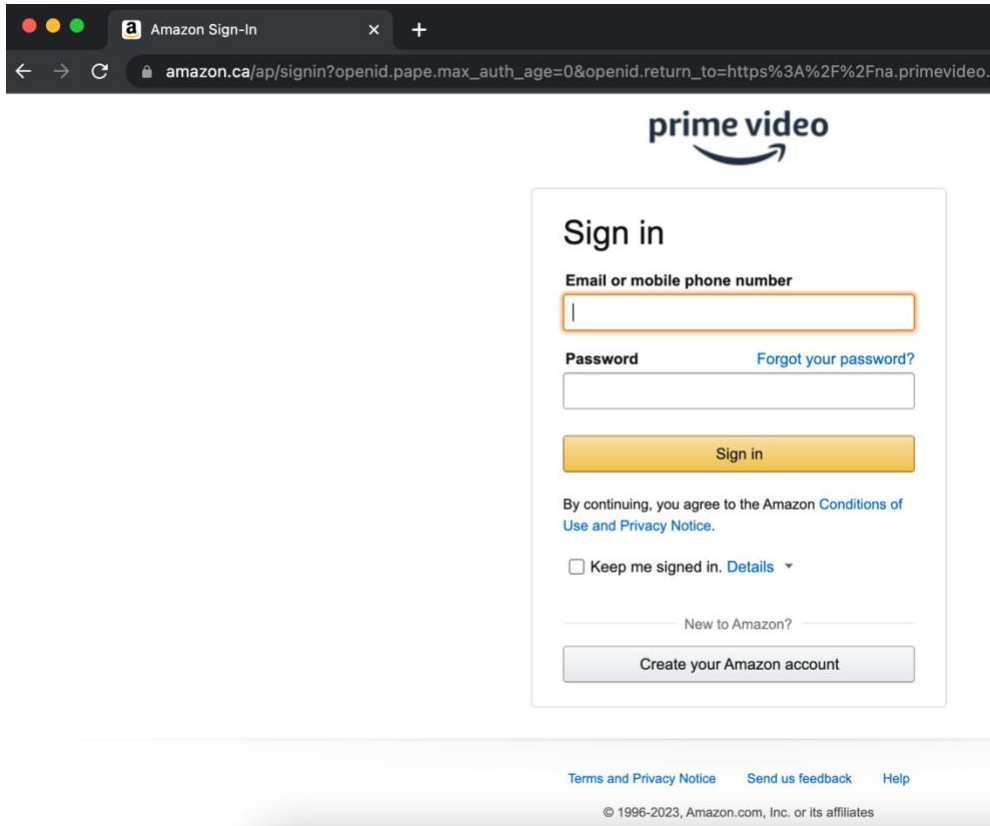
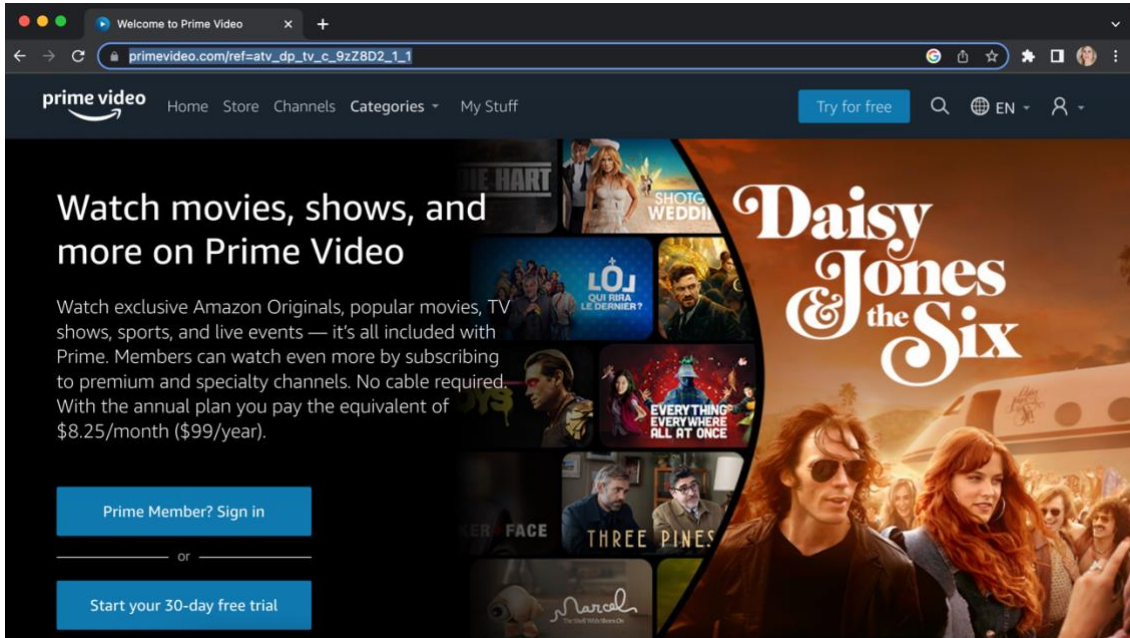
#### Adults

<b>R</b>	Restricted. May be inappropriate for ages under 17.
<b>TV-MA</b>	For Mature Audiences
<b>NC-17</b>	Inappropriate for ages 17 and under

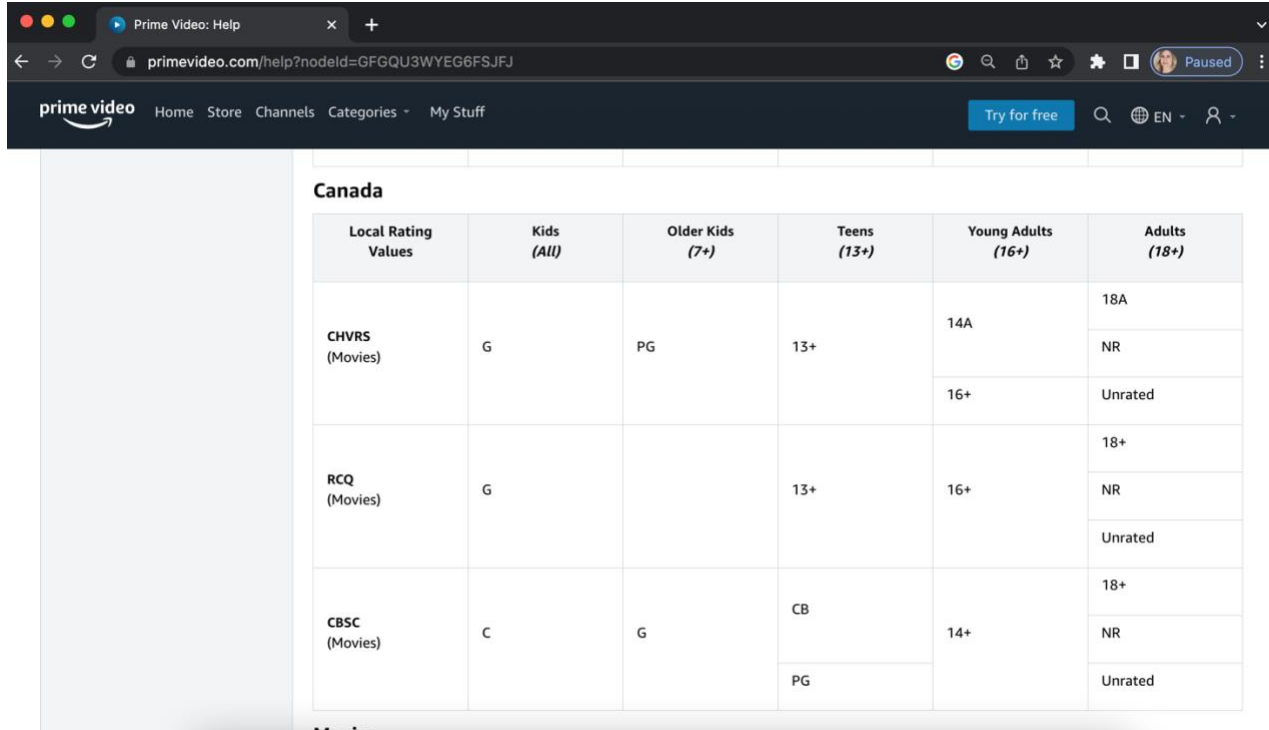
Appendix B

Amazon Prime Video

[https://www.primevideo.com/ref=atv\\_dp\\_tv\\_c\\_9zZ8D2\\_1\\_1](https://www.primevideo.com/ref=atv_dp_tv_c_9zZ8D2_1_1)



<https://www.primevideo.com/help?nodeId=GFGQU3WYEG6FSJFJ>



The screenshot shows a web browser window with the URL `primevideo.com/help?nodeId=GFGQU3WYEG6FSJFJ`. The page title is "Prime Video: Help". The navigation bar includes "Home", "Store", "Channels", "Categories", and "My Stuff". A "Try for free" button is visible. The main content area is titled "Canada" and contains a table with columns for "Local Rating Values", "Kids (All)", "Older Kids (7+)", "Teens (13+)", "Young Adults (16+)", and "Adults (18+)".

Local Rating Values	Kids (All)	Older Kids (7+)	Teens (13+)	Young Adults (16+)	Adults (18+)
CHVRS (Movies)	G	PG	13+	14A	18A
				16+	NR
RCQ (Movies)	G		13+	16+	18+
					Unrated
CBSC (Movies)	C	G	CB	14+	18+
			PG		NR
					Unrated

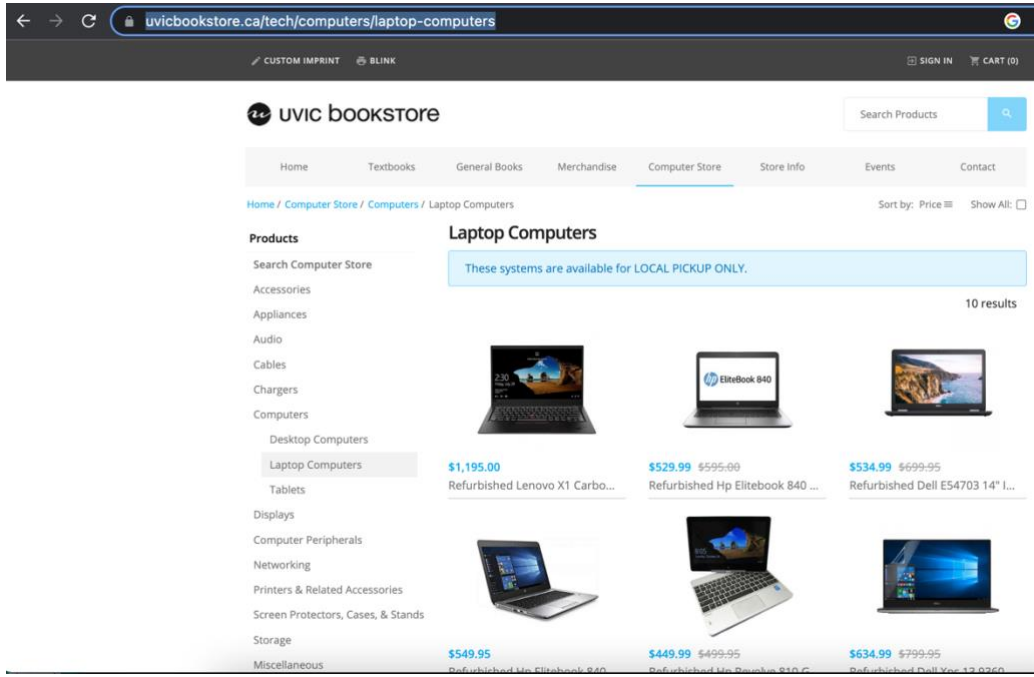
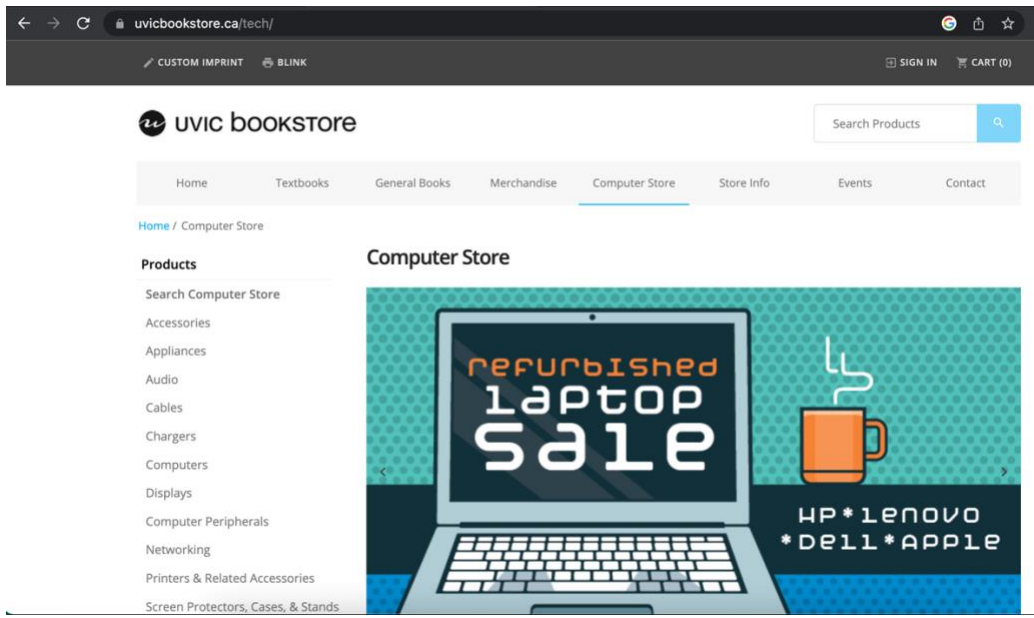
Appendix C

University of Victoria Bookstore

<https://www.uvicbookstore.ca/tech/>

<https://www.uvicbookstore.ca/tech/computers/laptop-computers>

<https://www.uvicbookstore.ca/login>



### Sign in to the UVIC Bookstore

Email/Netlink:

Password:

[Login](#)

New to the bookstore? You don't have to be a student to make an account!

[Sign Up](#)

[Forgot Password](#) for non-netlink users.

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# Appendix D

Best Buy Laptops <https://www.bestbuy.ca/en-ca/category/laptops/36711>




### Laptops

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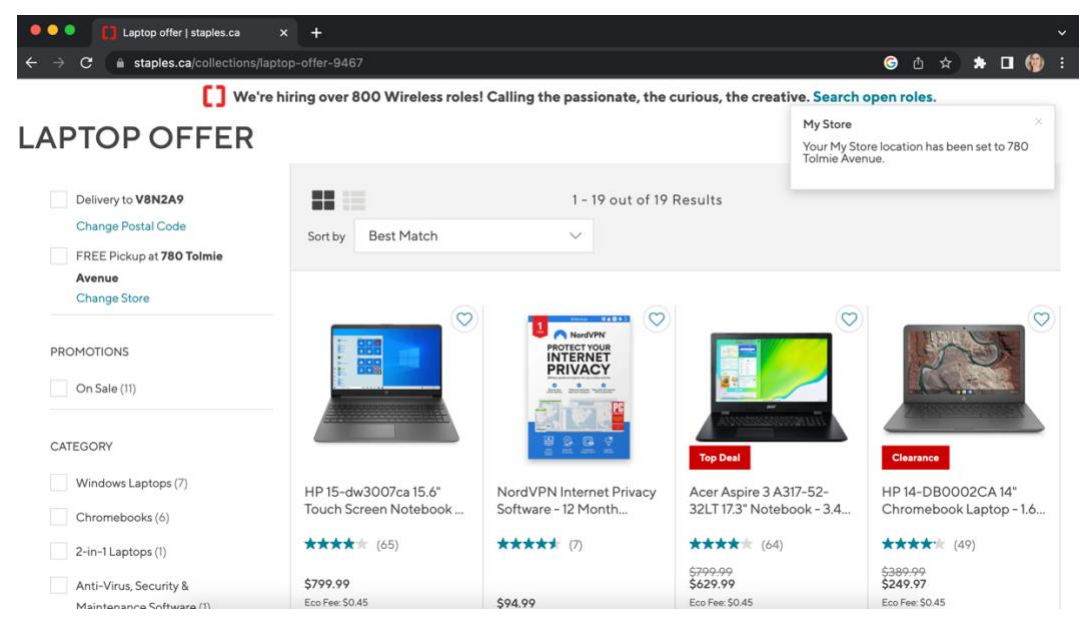
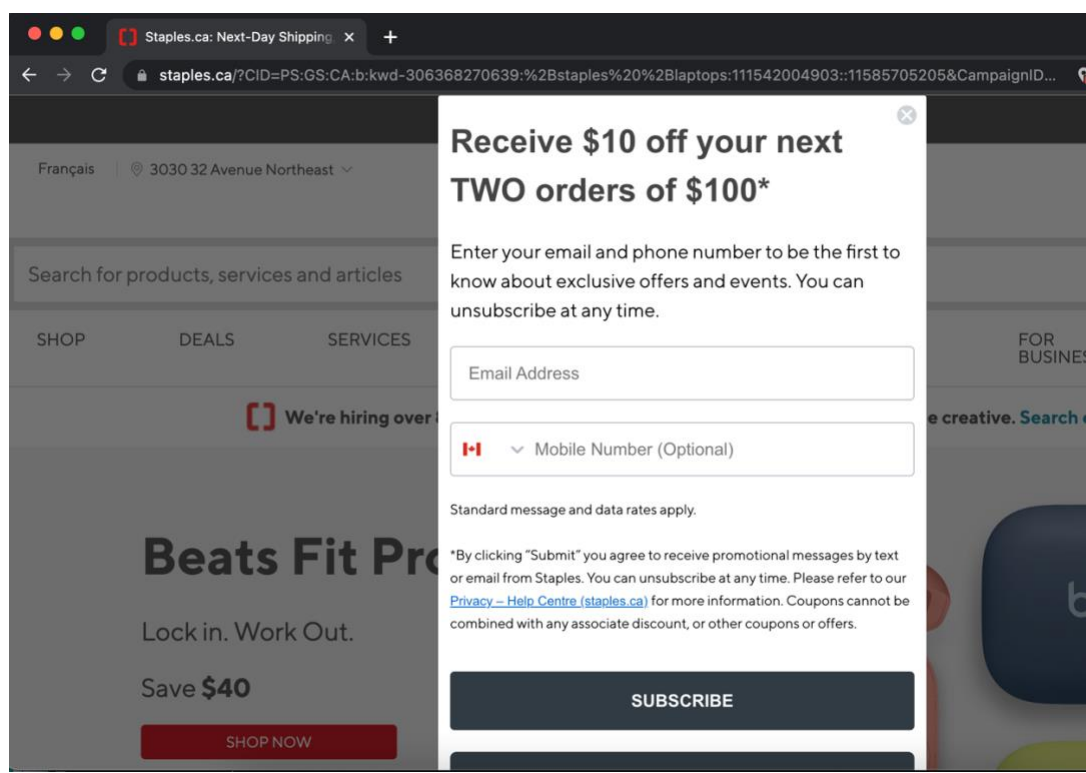
### Top selling and popular products

			
Refurbished (Good) - HP EliteBook 850 G3 15.6" Laptop (Intel Core i5 6th Gen, 16GB RAM, 256GB SSD, Windows 10... ★★★★★ (1 Review) <b>\$369.00</b> <small>SAVE \$481</small> Marketplace seller	AMD Ryzen 5 5600G 6-Core 3.9GHz AM4 Processor ★★★★★ (80 Reviews) <b>\$179.99</b>	Refurbished (Good) - Lenovo ThinkPad T470 14" Screen Laptop (Intel Core i5-6300U, 16GB RAM, 256GB SSD) ★★★★★ (2 Reviews) <b>\$249.97</b> <small>SAVE \$100</small> Marketplace seller	ASUS 15.6" Laptop with 1 year of Microsoft 365 - Black (Intel Celeron/128GB HDD/4GB RAM/Win 11 S) ★★★★☆ (10 Reviews) <b>\$349.99</b>



Appendix E

Staples.ca <https://www.staples.ca>



Appendix F

<https://www.timescolonist.com/business/victoria-plant-based-meat-company-partners-with-pamela-anderson-4684587>

TIMES  COLONIST

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### Victoria plant-based 'meat' company partners with Pamela Anderson

Victoria Times-Colonist Staff  
Oct 7, 2020 6:00 AM

3/28/23, 4:03 PM

Victoria plant-based 'meat' company partners with Pamela Anderson - Victoria Times Colonist



<https://www.timescolonist.com/business/victoria-plant-based-meat-company-partners-with-pamela-anderson-4684587>

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Appendix G

<https://www.uvic.ca/services/food/where/thecove/index.php>

<https://www.uvic.ca/services/food/nutrition/dietary/veg/index.php>

The screenshot shows the 'The Cove' page on the University of Victoria Food Services website. The page features a navigation menu with options like Home, Hours & locations, Meal plans, Nutrition, Sustainability, UVic Meal Share Program, and About us. A sidebar on the left lists various food services including Arts Place, BiblioCafé, Mac's, Mystic Market, The Cove (highlighted), Nibbles & Bytes Café, SoCafé, Feedback, and Contact us. The main content area is titled 'The Cove' and describes it as a brand new carbon neutral dining facility. It lists ten food kiosks: Port Cafe & Espresso Bar, Cove Express, Made-to-Order Sandwiches & Wraps, Greens, Shawarma, Stir Fry Bar, Hot Entrees & Carvery, Hot Grill, and Pizza. Below this is a 'Kiosk Menus' section with a 'Dietary Legend' that includes icons for Vegan, Vegetarian, Halal Meat, Made without gluten, and Made without dairy. A menu table is partially visible with categories like Starters, Made to Order, Lunch, and Dinner.

The screenshot shows the 'Plant-based diets' page on the University of Victoria Food Services website. The page features a navigation menu similar to the previous page. A sidebar on the left lists various food services. The main content area is titled 'Plant-based diets' and includes a photograph of a plate of food with vegetables and a protein source. Below the photo, there is text explaining the university's commitment to plant-based options, mentioning 'Village Greens' as a dedicated vegetarian and vegan eatery. It also provides tips for eating a plant-based diet on campus, including a section for 'Breakfast at Commons Kitchen | 7:30am-10:30am' which lists options like Steel-cut Oats, Fruit & Granola Parfait, and English muffins. The page also mentions 'Baked Goods at Various Campus Outlets'.

## Appendix H

HEXACO Personality Model (Lee, K. & Ashton, M, 2012).

	Honesty Humility	Emotionality	eXtraversion	Agreeableness	Conscientiousness	Openness to Experience
Low	Self-centered Conceited Pompous Sly Deceitful Greedy Pretentious Boastful Hypocritical	Tough Fearless Unemotional Independent Self-assured Unfeeling Insensitive	Shy Passive Withdrawn Introverted Quiet Reserved Inhibited gloomy	Ill-tempered Quarrelsome Stubborn Chloeric Temperamental Headstrong blunt	Sloppy Negligent Reckless Lazy Irresponsible Absent-minded messy	Shallow Simple Unimaginative Conventional Closed-minded
High	Sincere Honest Faithful Loyal Modest Unassuming Fair-minded Ethical	Emotional Oversensitive Sentimental Fearful Anxious Nervous Vulnerable Clingy	Outgoing Lively Extraverted Sociable Talkative Cheerful Active Vocal confident	Patient Tolerant Peaceful Mild Agreeable Lenient Gentle forgiving	Organized Self-disciplined Hard-working Efficient Careful Thorough Precise perfectionist	Intellectual Creative Unconventional Imaginative Innovative Complex Deep Inquisitive philosophical