

Buyer Persona: Millennial E-commerce Shopper



Profile

Name: Sarah Martinez

Age: 29

Location: Austin, TX

Occupation: Digital Marketing
Specialist

Demographics

Gender: Female

Income: \$65,000/year

Education: Bachelor's Degree

Marital Status: Single

Personality & Traits

Tech-savvy and always connected

Values authenticity, sustainability, and convenience

Prefers experiences over possessions

Researches before buying

Goals

Find quality products that fit her active lifestyle

Save time through convenient online shopping

Support ethical and eco-friendly brands

Challenges

Sifting through too many options

Distrust of unclear product or brand information

Finding authentic reviews and recommendations

Shopping Habits

Shops mainly on mobile devices

Frequent buyer on Instagram and curated e-commerce sites

Reads reviews and checks social proof before purchase

Subscribes to email/newsletter deals

Favorite Brands

Everlane

Glossier

Allbirds

Casper

Patagonia

Quote

“I want shopping to be fast, transparent, and meaningful.” I care about what a brand stands for before I buy."