

Millennial Shopper Persona

For Lifestyle Brands



Name	Emma Taylor
Age	29
Location	Denver, CO
Occupation	Marketing Manager
Income	\$65,000/year
Education	Bachelor's Degree

Background & Bio

Emma is a 29-year-old marketing manager who lives in an urban apartment with her partner and dog. She values work-life balance, enjoys exploring new restaurants and cafes, and travels frequently. Emma is socially conscious, tech-savvy, and prefers curated, unique experiences over generic mass-market products.

Goals & Motivations

- Pursue a balanced, healthy lifestyle with quality products
- Support brands that align with her values (sustainability, social impact)
- Express individuality through fashion and home decor
- Stay informed about the latest trends

Frustrations & Pain Points

- Overwhelmed by too many choices and cluttered online stores
- Lack of authenticity from brands
- Difficulty in finding reliable reviews and recommendations
- Brands that disregard sustainability and ethical production

Shopping Behaviors

- Researches products online before purchasing
- Shares and seeks recommendations on social media
- Enjoys in-store experiences but often shops online
- Responds to influencer endorsements and genuine user reviews
- Prefers brands offering flexible return policies

Favorite Channels

- Instagram, Pinterest, TikTok
- Brand websites and curated e-commerce platforms
- Newsletters and lifestyle blogs
- Podcasts related to wellness and culture

Sample Quote

“I choose brands that care about their impact and help me express my style in a meaningful way.”