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STC359

15 April 2023

Final Buyer Persona

Client/ Product: New non caffeinated, non alcoholic beverage from the Coca-Cola company.

Client Target Audience: Baby boomers (Ages: 55-73)

Audience Market Data:

Demographics -

- Consumer born between 1946-1964
- 50 percent of baby boomers are male, and 50 percent of baby boomers are female
- 36% of baby boomers have a median annual household income
- 25% of boomers have technical or vocational education
- 72 million people are baby boomers
- 47% of baby boomers work full time
- 37% of baby boomers do not work
- 61% of baby boomers are married
- Baby boomers account for 40% of U.S spending
- 21% of the population is baby boomers

Psychographics -

- 64% of baby boomers prefer to save additional money
- 57% of baby boomers remember ads more when on the television
- 71% of baby boomers are married

- Saving for retirement and saving money for security and to provide for their families are baby boomers main financial concerns.
- Baby boomers are consistently completing goals, most prevalent in men.
- 24% of baby boomers say they are likely to to purchase a product focused on wellbeing
- 91% of baby boomers watch TV.
- 86% of baby boomers do their grocery shopping in a supermarket
- 49% of baby boomers are more likely to purchase a new product base on a positive review
- 60% of baby boomers prefer to repeatedly buy products from brands they trust over and over (brands they trust)

Product Benefits:

1. A beverage that promotes relaxation can be beneficial to baby boomers, due to the high stress within their lives. Their lives are stressful because of how hard they work and how goal oriented they are.
2. The beverage being caffeine free is beneficial to people of an older age because caffeine can negatively affect their health. Caffeine can negatively affect anyone's blood pressure and heart, but has more dangerous effects as people get older.
3. The beverage being caffeine and alcohol free means that anyone can drink it. This means that a family oriented person could share this beverage with anyone in their family, regardless of age.