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Consumer Profile

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Meet Paige Bennett



Image generated with Gemini AI

Age: 20

Residence: Amherst, Massachusetts

About: Paige is a junior Integrated Marketing Communications major at UMASS Amherst. When she's not juggling classes and group projects, she's likely sipping on her favorite coffee, searching for the best online deals, or experimenting with new makeup looks. Paige loves finding small ways to treat herself, whether it's a cute accessory or a snack on the go. Always connected to social media and her friends' recommendations, she is drawn to products that are convenient, aesthetically pleasing, and rewarding, because life's little indulgences should feel just as good as they look.

Values: Paige values convenience, creativity, and staying connected with friends. She enjoys small indulgences like coffee runs or cute accessories, and she loves discovering products that make her daily routine more fun and efficient. She also cares about getting good deals and making her money go further.

Frustrations: Paige gets frustrated when products are overpriced, hard to find, or look better online than they do in real life. She hates wasting time scrolling through endless options without knowing what will actually work, and she sometimes regrets impulsive purchases that do not live up to the hype.

Goals: Paige wants to find products and routines that simplify her busy college life while still letting her enjoy little luxuries. She hopes to stock up on her favorite coffee blends, build a go-to makeup collection, stay organized with her studies, and maintain social connections, all while treating herself without breaking the bank.

Meet Paige Bennett



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Lifestyle & Habits: Paige starts her mornings with coffee and a quick scroll through social media before heading to classes or group projects. She prefers studying in cozy cafes or with friends, and she shops mostly online but still enjoys browsing in stores for inspiration. To stay active, she mixes in light workouts like yoga, walks, or the occasional gym class.

Personality Traits: Paige is trend conscious and loves staying up to date on the latest fashion, beauty, and lifestyle ideas. She is curious and always open to trying new products or experiences, especially ones shared by friends. Social and organized with a spontaneous streak, she keeps her life structured but loves leaving room for fun.

Shopping Motivations: Paige is driven by convenience and loves products that make her routine easier and more enjoyable. She is drawn to cute, aesthetically pleasing packaging and loves hunting for deals, loyalty rewards, and limited time offers. Recommendations from friends and influencers strongly shape what she buys, especially when the experience feels fun or exciting.

Pain Points: Paige often feels overwhelmed by the huge number of options online and struggles to figure out which products actually work. She gets frustrated by items that look amazing online but disappoint in person, and she hates overspending on trends that do not live up to their hype. Price sensitivity and uncertainty sometimes hold her back from buying new things.

Paige's Purchase Log

Dunkin' Coffee & Breakfast

- Bought for hunger, caffeine, & convenience after class.
- Influenced by the Dunkin' rewards app

Necklace from Etsy

- Impulse buy; driven by good reviews and aesthetic appeal of the product
- wanted to support a small business and affordable pricing

Sweatshirt/Sweater from Amazon

- purchased for fall weather and comfort
- influenced by Prime shipping, brand trust, and reviews

BH Cosmetics Eyeshadow Palette

- high-involvement purchase- she is very interested in makeup and researched heavily
- fun packaging, discount, brand reputation

A collage of various items related to technology and creativity. In the top left, a portion of a silver laptop keyboard is visible, showing keys like 'caps lock', 'shift', 'command', 'option', and 'control'. To the right, a black camera lens is shown. In the bottom left, a pair of black-rimmed glasses is placed next to a white tablet with a black screen. In the bottom right, a black smartphone is visible. The entire scene is overlaid with a semi-transparent pinkish-red band containing the text.

Product she should use

Paige's Next Purchase

Coffee Machine + Coffee Cup

- Fits her lifestyle: on-the-go, easy option for caffeine
- Convenience- she won't have to leave her house to get coffee
- Save money over time- aligns with her budget-conscious lifestyle
- control & customization: can perfect her coffee order without the worries of outside persuasion
- A cute, aesthetic, reusable coffee cup she can take with her wherever she goes



Scope of the Message

WHAT ARE WE TRYING TO COMMUNICATE?

~Our goal is to sell Paige the Keurig machine and position it as the perfect product for her lifestyle

~It simplifies her daily routine and saves money, and she can enjoy small indulgences





WHY ARE WE TARGETING PAIGE?

Paige's behaviors, values, and purchase patterns clearly show that she enjoys:

- Convenient, fast solutions
- Affordable luxuries
- Coffee as a part of her daily routine
- Products recommended through social media
- Aesthetically pleasing and trendy products
- Deals, promotions, and rewards programs

Execution of Strategy

MARKETING IDEAS



Social Media Influence

- Tiktok ads that show “aesthetic” keurig coffees
- Influencers showing Keurig coffee morning routines

Impulsive Buy Trigger

She impulse-buys when avoiding homework → Place ads on TikTok/Instagram late at night

Subscription program

- K Cup subscription discount
- “Earn points with every refill box”
- “Get free pods after 5 purchases”



Thank you!!