



# **An Examination of 10 Amazon Products Through the Eyes of Millennial Personas**

Case Study:  
Executive Summary

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# Background

- **PersonaPanels**

**PersonaPanels** is at the intersection of machine learning and market intelligence, leveraging our expertise to continuously analyze & build data sets resulting in machine learning Personas that replace organic respondents such as population segments. Once created, Personas are plugged into internet resources and given the chance to read. They are continuously exposed to new information and their resulting preferences and interests can be tapped into at any given moment. Personas are constantly learning, unbiased, tireless, require no incentives and allow the voice of the customer to be heard in real time, providing instantaneous responses to research questions featuring data that is always fresh and up-to-date.

# Background

- **Millennial Panel**

**Persona**Panels conducted an extensive literature review on Millennials, specifically focusing on research that addressed the various segments that make up this generation of individuals between the ages of 22 and 37. As a result of this review, 6 Millennial segments were created, each constructed with 84 statements that differentiate one from another:

- Environmental Millennial: *It's about my health and the health of the world*
- Millennial in Name Only: *Old school values are important to me*
- Tech Geek: *Everything tech-wise is at my fingertips*
- Millennial Moms: *I'm about working out, seeing the world & indulging my children*
- Don't Call Me a Millennial: *Business & family are my total focus*
- Do the Right Thing: *It's up to me to improve the world*

\* Full descriptions of the 6 Millennials can be found in Appendix A

# Background

- **Amazon Products\***

Ten (10) Amazon products were reviewed and assigned interest scores by 6 Millennial Personas:

- Air Plant Terrarium Kit
- Aromatherapy Essential Oil Diffuse
- Fujifilm Instax Mini 70 - Instant Film Camera (Yellow)
- Kindle Oasis E-reader with Leather Charging Cove
- Klhip Natural Stone Nail File with Leather Case
- LED Speaker
- Ostrich Travel Pillow
- Rockland Luggage
- Parrot Zik Wireless Headphones
- Teksens Pet Carriers

\*Products were presented to the Millennial Personas using the words found on Amazon's website at the time of testing. Complete product descriptions can be found in Appendix B

# Objectives

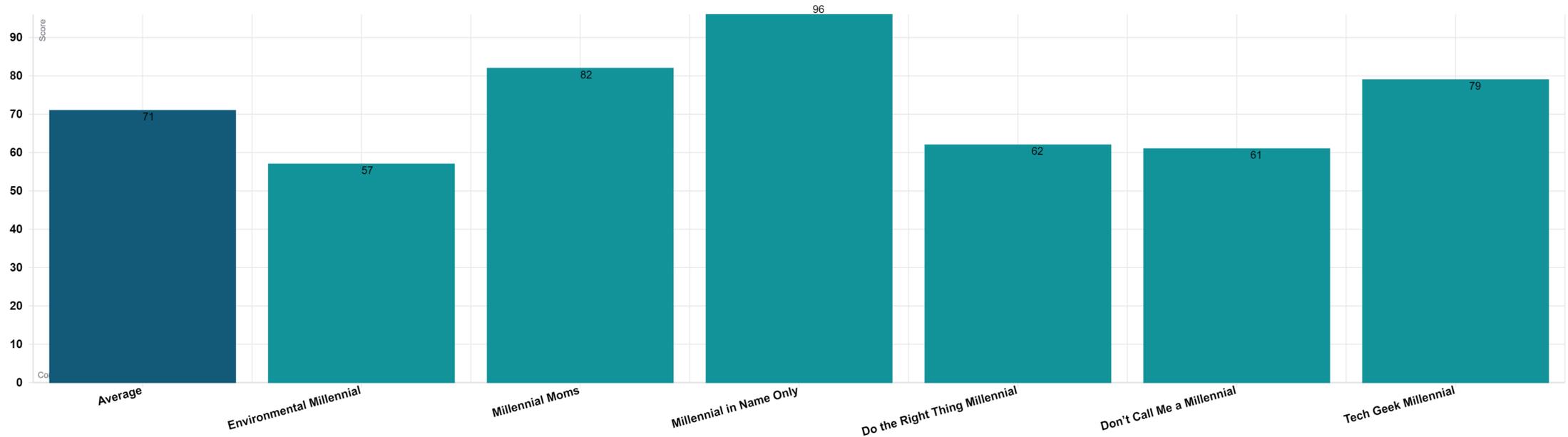
- **PersonaPanels** wishes to demonstrate the capabilities of its Millennial Panel through analysis of publicly available and widely viewed products for sale by Amazon.com:
  - Analysis will show the ability of Personas to:
    - ✓ Reveal degree of interest in products
    - ✓ Reveal preferences of targeted customer segments

# Methodology

- **PersonaPanels** selected 10 Amazon consumer products across a range of product categories.
- On May 7<sup>th</sup>, the 10 Amazon product descriptions were tested with the 6 Persona Millennial Panel

# Executive Summary: Product Results

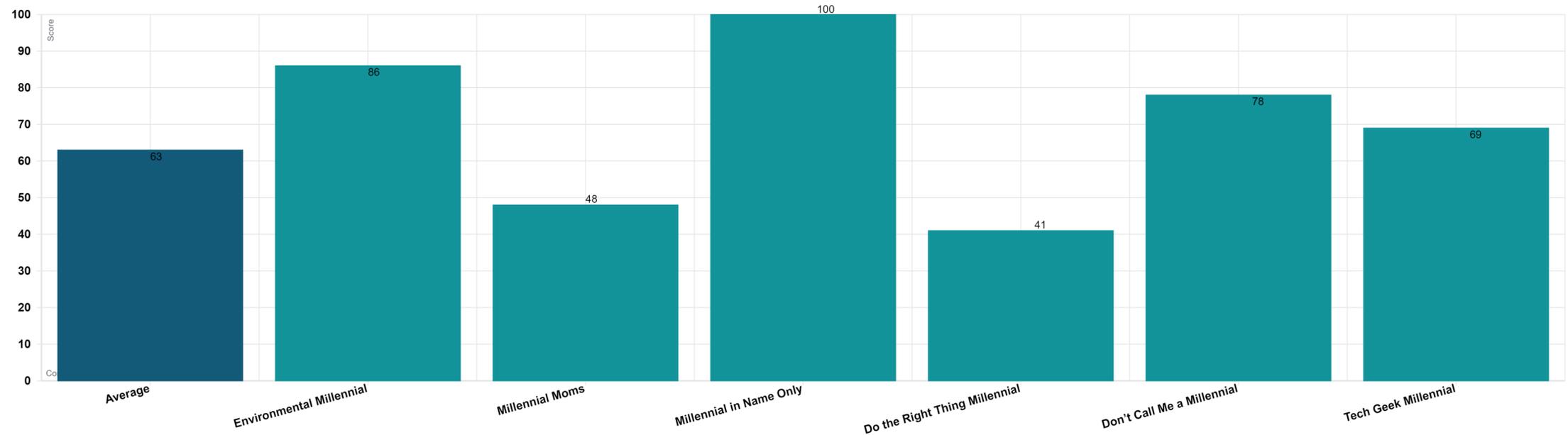
## #1 Ostrich Travel Pillow



The product with the highest overall weighted interest was the Ostrich Travel Pillow (71% interest). Two of the three Millennial segments that gave this product a high score, *Millennial Moms* (82% interest) and *Tech Geek Millennials* (79% interest), have relatively high incomes and a desire to travel, which may explain their interest in a travel pillow that is priced higher than many of its competitors (\$99). Among these two segments, which represent a combined total of 35% of the Millennial market, marketing focused on luxury and foreign travel locations may be effective. However, the segment with the highest interest, *Millennial in Name Only* (96%), represents blue-collar workers with limited free time, a family focus, and no expressed preference for travel. This latter group (10% of the Millennial market) may find the product appealing for shorter, family car trips or for travel to and from work. Among this segment, an “I’m worth it” campaign focused on daily and family car trips may find traction. Testing of marketing campaign variations is recommended in order to determine which one approach is most effective or if multiple, targeted campaigns are preferable. With **PersonaPanels**, an unlimited number of campaign variations can be tested quickly at minimal cost.

# Executive Summary: Product Results

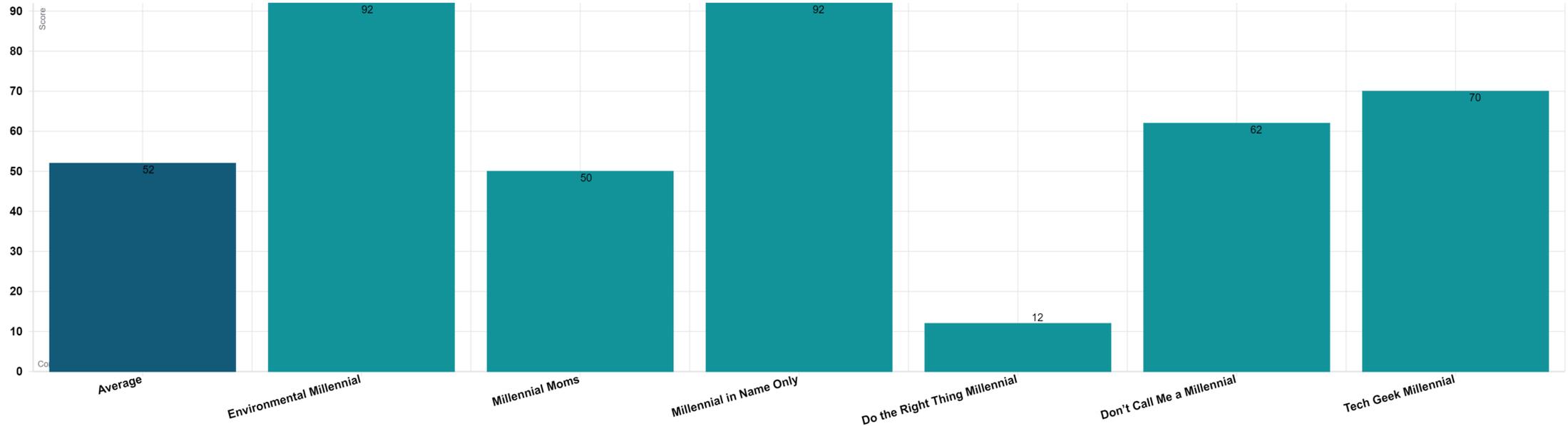
## #2 Kindle Oasis E-Reader



The Kindle E-Reader (63% overall interest) had strongest interest among the *Millennial in Name Only* (100%), *Environmental Millennial* (86%), and *Don't Call Me a Millennial* (78%) segments. These three segments, combined, represent 36% of the Millennial market. All three segments strive to find free time in their lives in which to escape from daily stresses. In addition, all three segments have some budgetary considerations, which may make the free and unlimited access to “over a thousand titles” for Amazon Prime members a strong selling-point. Marketing aimed at “escape” and at free access to thousands of titles is recommended.

# Executive Summary: Product Results

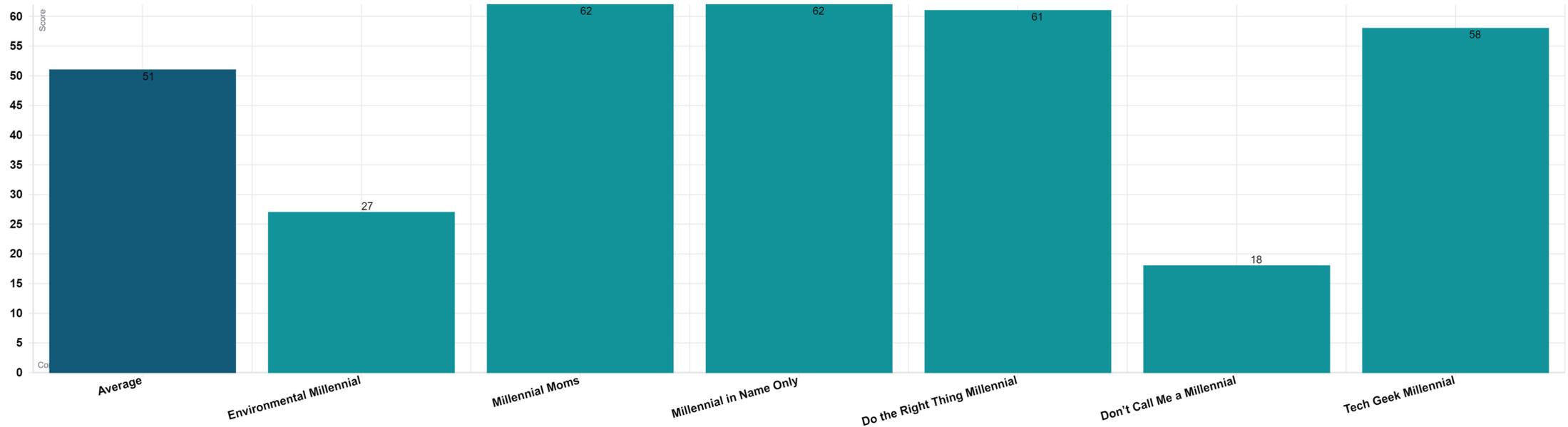
## #3 Parrot Zik 2.0 Wireless Noise Cancelling Headphones



This product had a wide range of interest scores across Millennial segments, from a high of 92% interest (*Environmental Millennial* and *Millennial in Name Only*, representing a combined 20% of the Millennial market) to a low of 12% interest (*Do the Right Thing Millennial*, representing 29% of the Millennial market). The three segments with the highest interest are either exclusively male (*Environmental Millennial*, *Tech Geek Millennial*) or mixed gender (*Millennial in Name Only*), whereas the two segments with the lowest interest are exclusively female (*Do the Right Thing Millennial* and *Millennial Moms*), indicating that there may be a perceived gender component to this product, especially since other expected factors - such as income levels, single/married/cohabitating status, technology usage – show no noticeable divisions between segments with high and with low interest scores.

# Executive Summary: Product Results

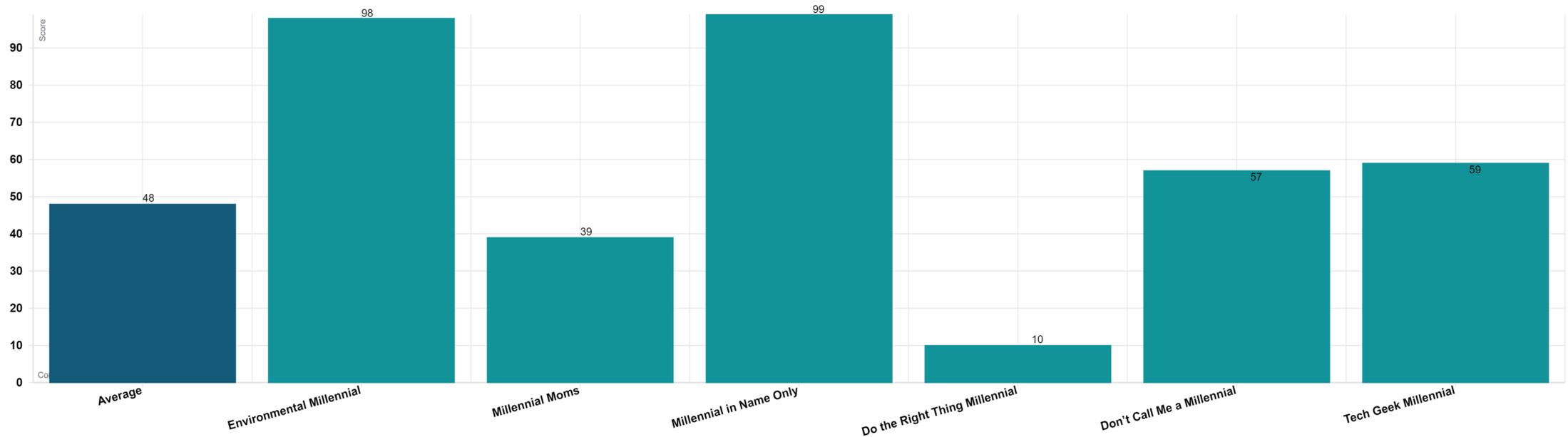
## #4 Aromatherapy Essential Oil Diffuser



This product had nearly identical scores across 3 of the Millennial Personas: *Millennial Moms* (62% interest), *Millennial in Name Only* (62% interest), and *Do the Right Thing Millennial* (61% interest). Combined, these three segments represent 61% of the Millennial market, indicating that marketing would be productively targeted toward this group. All 3 Personas live in a family environment, either as parents of small children (*Millennial Moms*, *Millennial in Name Only*, and a minority of *Do the Right Thing Millennial*) or as college students living at home with their parents (a majority of *Do the Right Thing Millennial*). For these three segments, this product may represent an opportunity to step outside their family responsibilities in order to have “time for yourself,” something that is important to each of them. The three segments also skew heavily female, indicating a direction for marketing campaigns.

# Executive Summary: Product Results

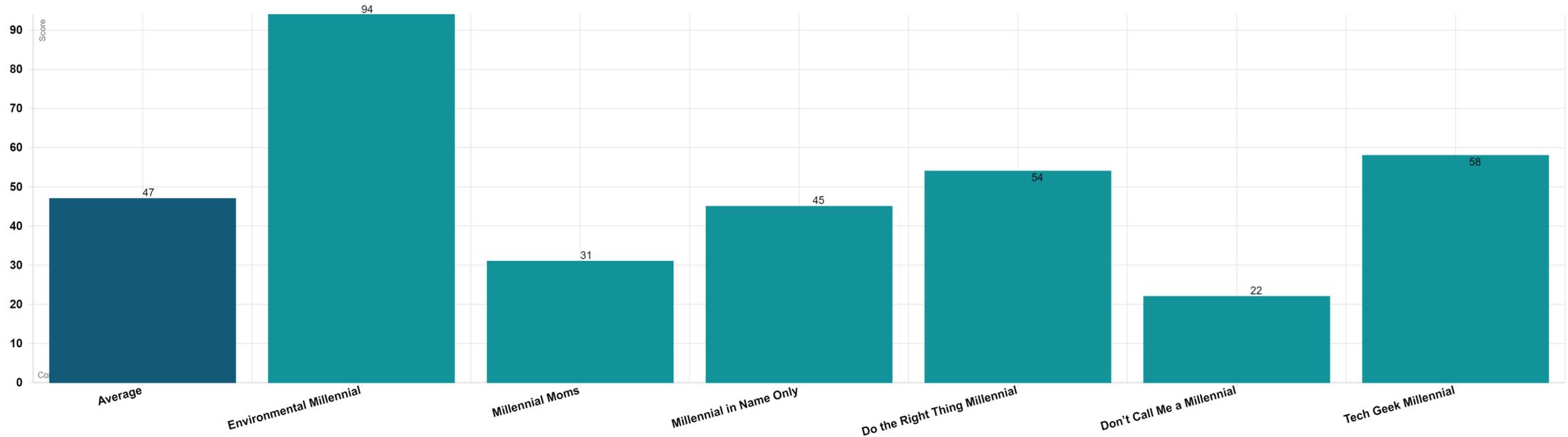
## #5 LED Speaker



Highest interest in this product occurred among *Millennial in Name Only* (99% interest) and *Environmental Millennial* (98% interest). Combined, these two segments represent 20% of the Millennial market and skew heavily male. Interestingly, *Tech Geek Millennial*, a segment that considers itself extremely tech-savvy, had only moderate interest in this product (58% interest). It is possible that the low customer ratings published on Amazon's website (1 out of 5 stars) influenced *Tech Geek Millennial's* interest, indicating that improving or emphasizing product quality may be a worthwhile marketing strategy.

# Executive Summary: Product Results

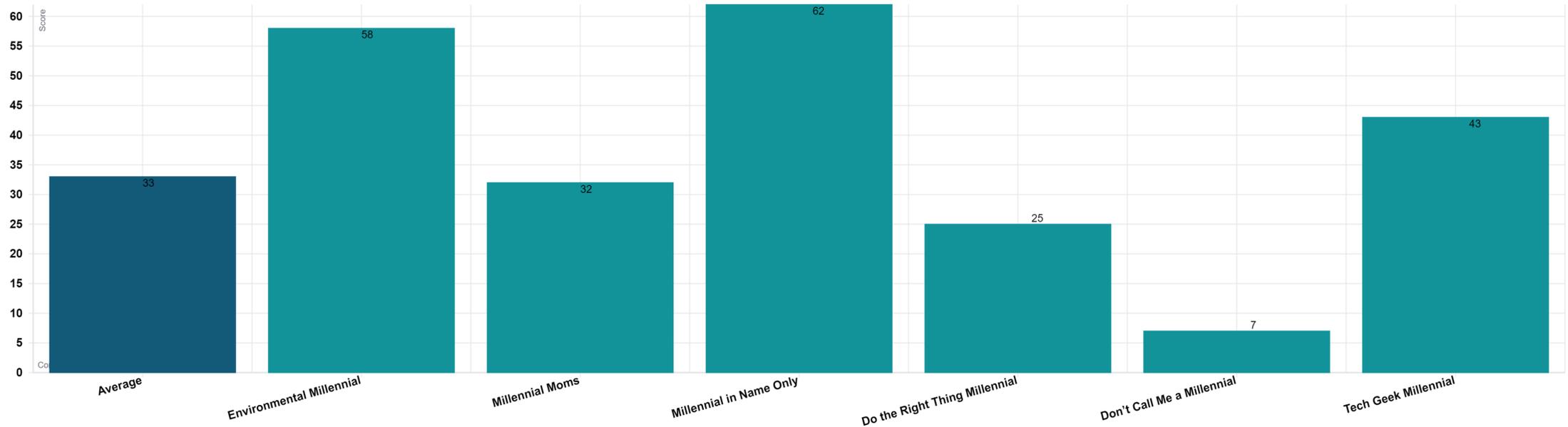
## #6 Fujifilm Instax Mini 70



This product appears to have, at best, a niche market among Millennials, with only *Environmental Millennial* showing any significant interest (94%). This segment represents 10% of the Millennial market, is young and single with minimal disposable income, has a fondness for owning and upgrading multiple electronic devices, and views lifestyle and time with friends as very important. The significantly discounted price of this product (from \$119.95 to \$52) may have been appealing to this segment's budgetary concerns, while the segment's willingness to own multiple devices for specialized purposes may have made it interested in purchasing a traditional film-camera while other Millennial segments preferred taking electronic pictures with their smartphones or tablets. If marketing efforts toward Millennials were to go forward, they should target these specific segments by emphasizing friends, lifestyle, and the ability of "special" products to make occasions special.

# Executive Summary: Product Results

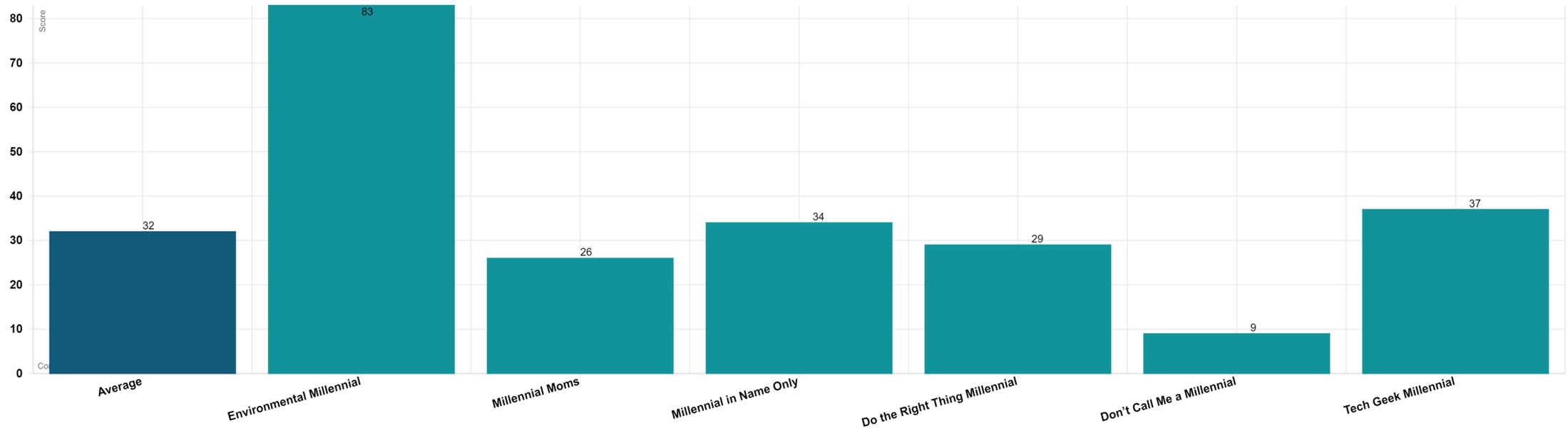
## #7 Textsens Innovative Traveler Bubble Backpack Pet Carriers for Cats and Dogs



This product scored best with *Millennial in Name Only* (62%) and *Environmental Millennial* (58%), both of which have budgetary concerns, perhaps making the pet carrier's bargain pricing (\$12.99) appealing to these segments. Although the product description states that it is airplane safe, it seems unlikely that this is a priority for either group, since *Millennial in Name Only* does not exhibit a strong desire for travel and *Environmental Millennial* skews single and young (22-25) and thus is unlikely to be traveling with a family pet. It is more likely that, as a backpack, these segments view the product as a solution for short-distance, small-pet transportation needs - such as trips to the veterinary clinic - and possibly as a substitute for other more cumbersome and more expensive competitor-products like traditional cat carriers. These two segments combined represent 20% of the Millennial market.

# Executive Summary: Product Results

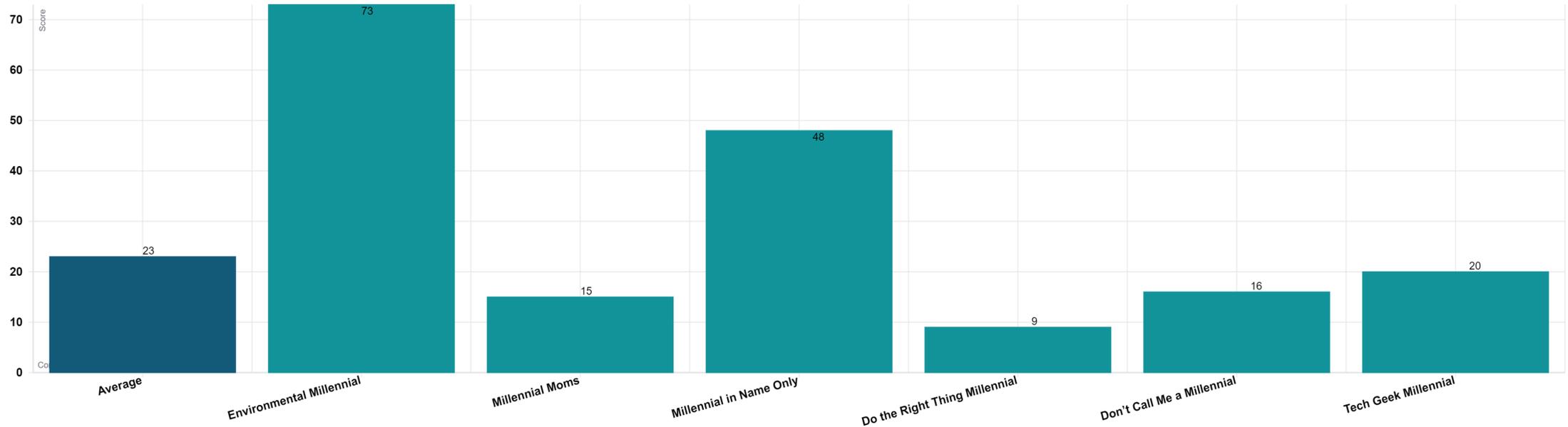
## #8 Rockland Luggage 3 Piece Metallic Upright Set



This product had low overall appeal across all Personas, with the exception of *Environmental Millennial* (83% interest). This segment represents 10% of the Millennial market, is young (22-25 years old) and male, with limited disposable income, no product loyalty, and a strong desire to travel. These characteristics may make this budget-friendly luggage set with a masculine metallic finish appealing to this group.

# Executive Summary: Product Results

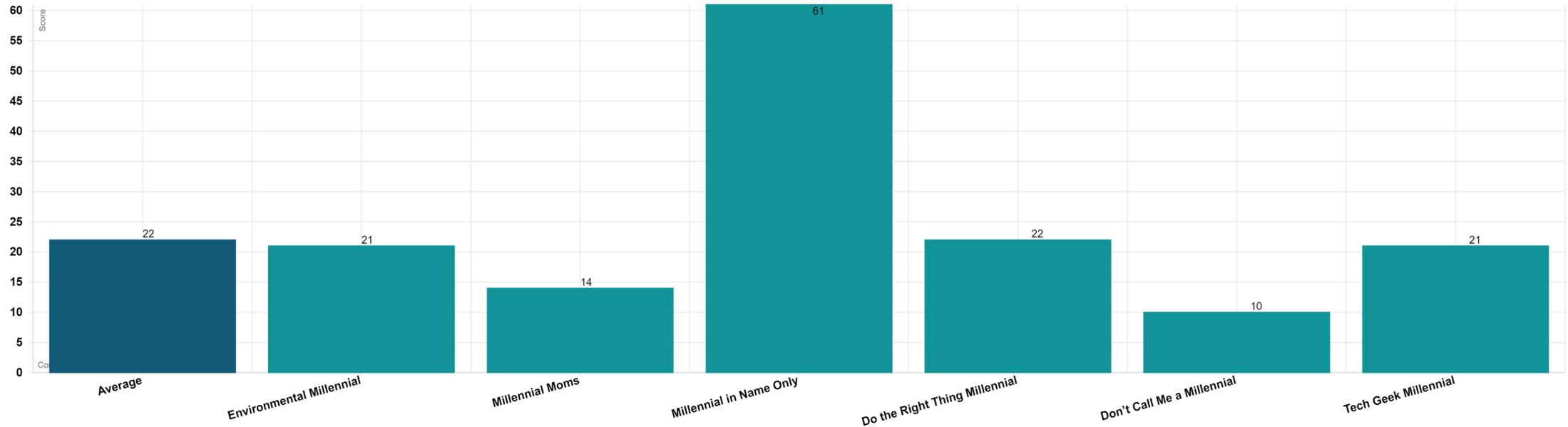
## #9 Klhip Natural Stone Nail File



Overall, Millennials had minimal interest in the Klhip natural stone nail file, with one notable outlier, *Environmental Millennial* (73% interest). This group represents 10% of the Millennial market, is composed predominantly of very social young multi-ethnic men who enjoy working out and are concerned about their physical appearance. This segment potentially represents an untapped market for this product.

# Executive Summary: Product Results

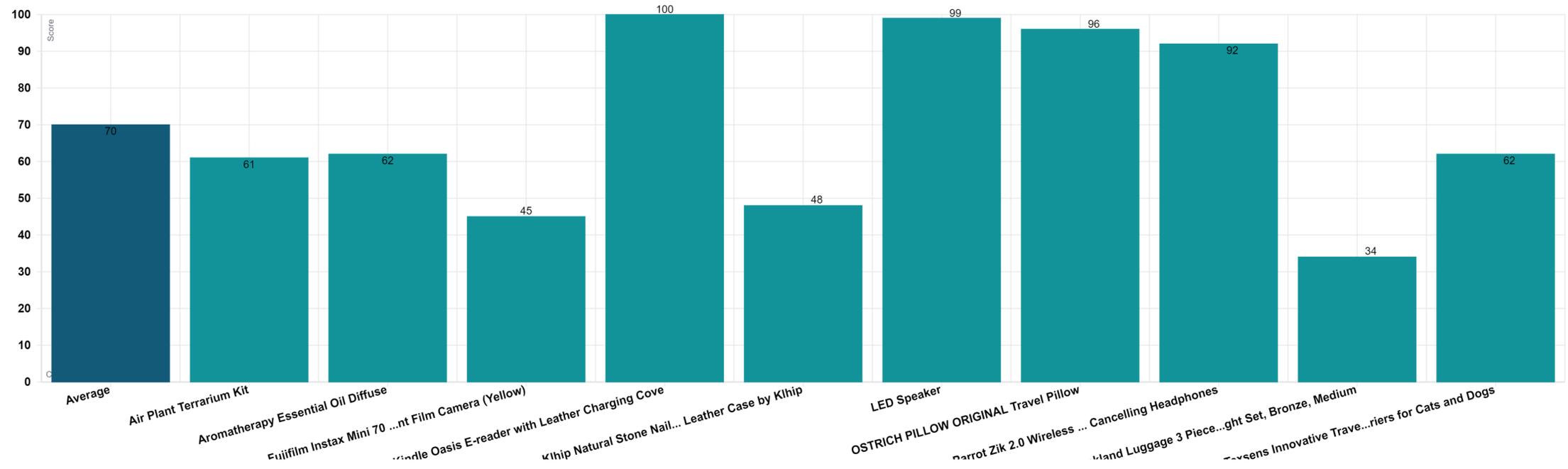
## #10 Air Plant Terrarium Kit



Millennials found this product the least appealing of the 10 Amazon products tested, with only *Millennial in Name Only* showing any significant interest (61%). This segment represents 10% of the Millennial market, is married with young children, works blue-collar jobs, and lives in urban areas. It is unclear whether this product's emphasis on chakra crystals for aura healing appealed to this group's strong focus on home and family or whether the air plant's low upkeep (requiring water only once a week) was the main attraction for this busy Millennial segment. It is also possible that the product's good customer reviews (4.5 out of 5 stars) was a factor for this group, which places high value on peer recommendations. Testing multiple variations of the product's description (variations which isolate and then emphasize each of the separate product attributes) would allow for more effective marketing. **PersonaPanels'** ability to test large numbers of messages quickly and affordably would greatly assist marketing efforts for this product.

# Executive Summary: Target Market Analyses

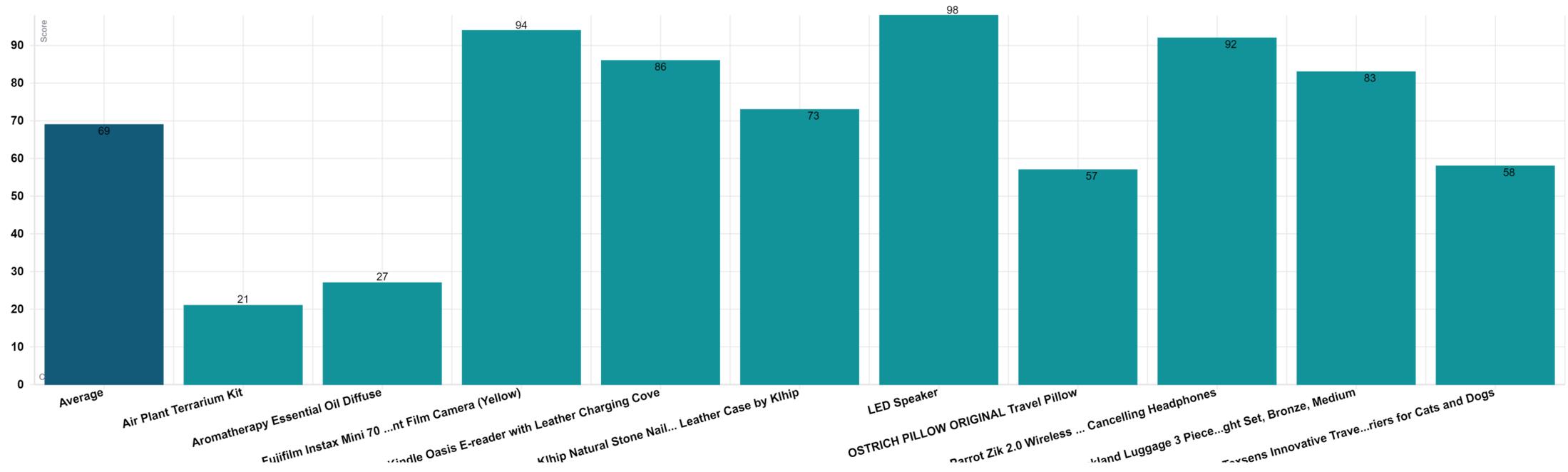
## Millennial in Name Only



Analysis using Personas not only reveals insights into products but also insights into target markets. For instance, *Millennial in Name Only*, representing 10% of the Millennial Market, had the highest average score for the 10 products tested at 70%. Four (4) products scored above 90% interest: Kindle, E-Reader LED Speaker, Travel Pillow, & Wireless Headphones. This segment is composed of married blue-collar workers with children who live busy lives and appear to be most interested in products that help them find daily escape from daily stresses, especially if those products have a technology focus.

# Executive Summary: Target Market Analyses

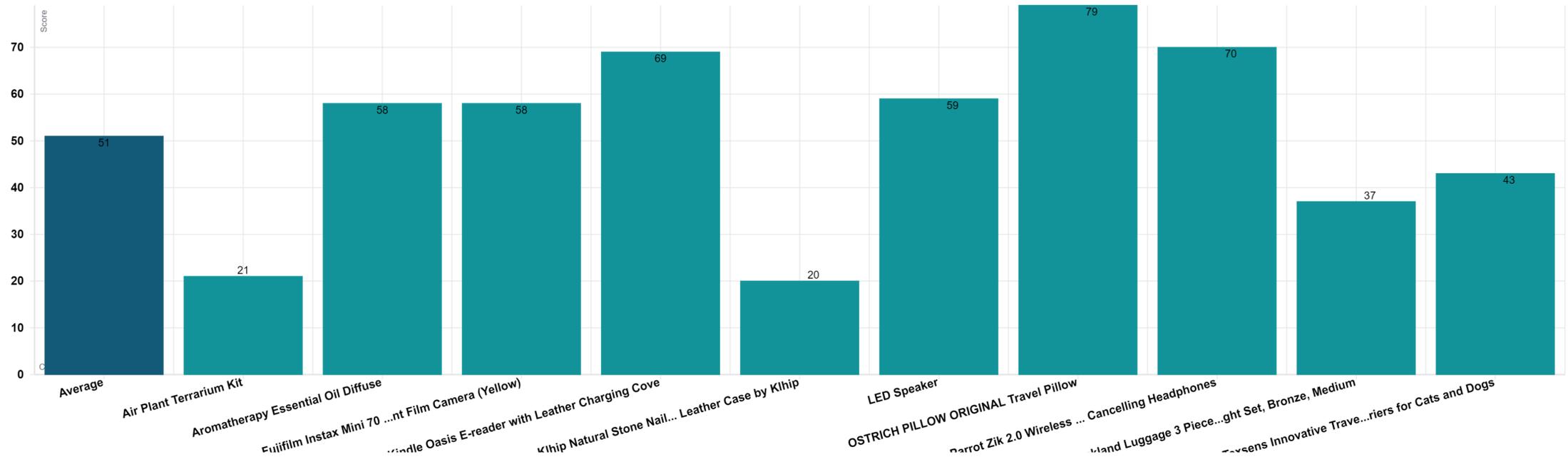
## Environmental Millennial



The Persona known as *Environmental Millennial* had almost as strong average interest across all products (69%) as did *Millennial in Name Only* (70% average interest). Products which held no interest for this group are those products associated with home decoration and home ambiance (Aromatherapy oil 27%, air plant terrarium 21%). Technology products associated with leisure-time activities topped their list: LED Speaker (98%), Fujifilm (94%), Wireless Headphones (92%) & Kindle e-reader(86%). This segment represents 10% of the Millennial market.

# Executive Summary: Target Market Analyses

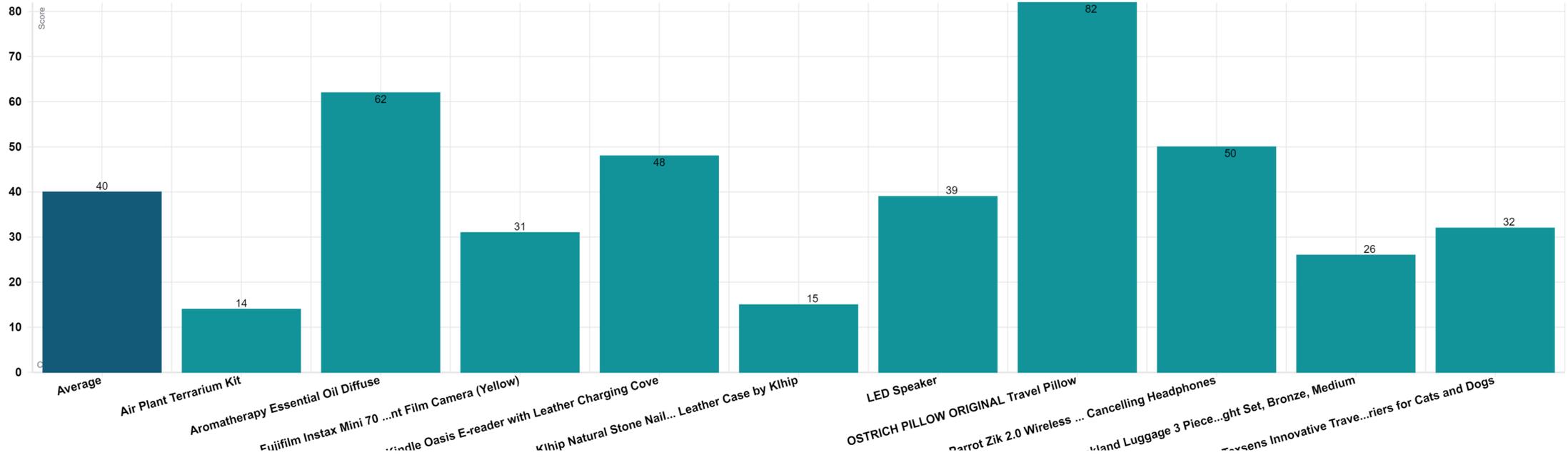
## Tech Geek Millennials



This group represents 13% of the Millennial market, is technologically savvy, has a strong desire to travel, and views lifestyle as having equal importance to work. These factors explain its interest in the Travel Pillow (79%), as well as its moderately high interest in some of the technology products, such as the Parrot Headphones (70%), Kindle E-Reader (69%), and LED Speaker (69%).

# Executive Summary: Target Market Analyses

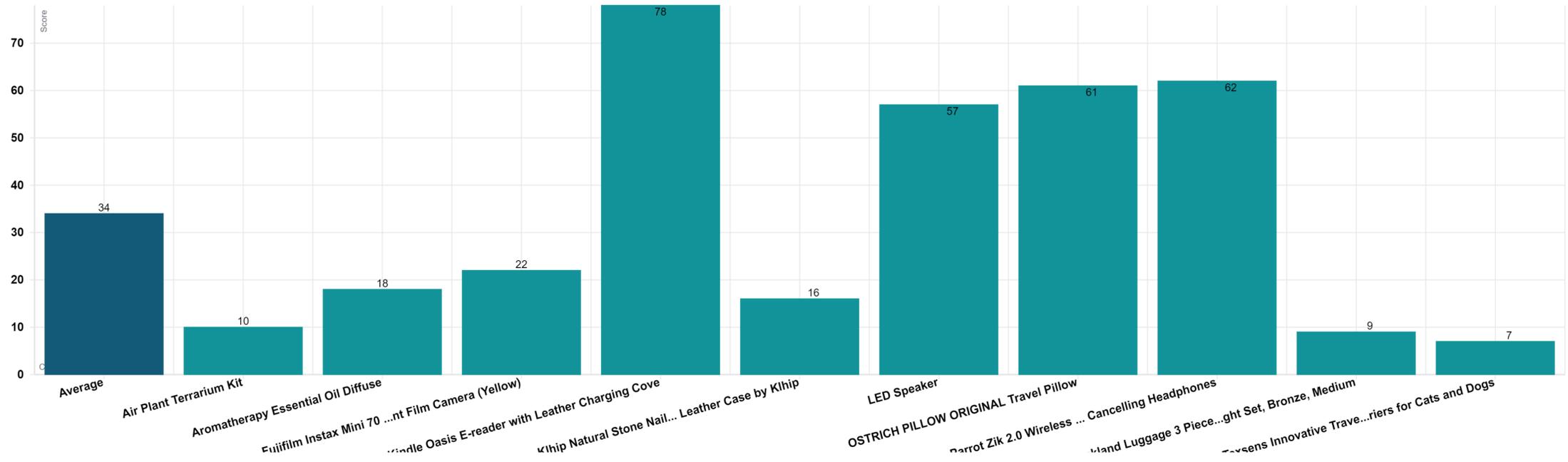
## Millennial Moms



*Millennial Moms* comprise 22% of the Millennial market, are professionals and homemakers with strong household incomes, and have children living at home. Of the 10 products reviewed, 8 were at 50% interest or below. Interestingly, the 2 products with the strongest interest, the Ostrich Travel Pillow (82%) and the Aromatherapy Diffuser (62%), both can be seen as low-tech “lifestyle” products that offer relaxation from the stresses of their busy lives. Products aimed at this market segment would do well to keep lifestyle and simplicity of use messaging in mind.

# Executive Summary: Target Market Analyses

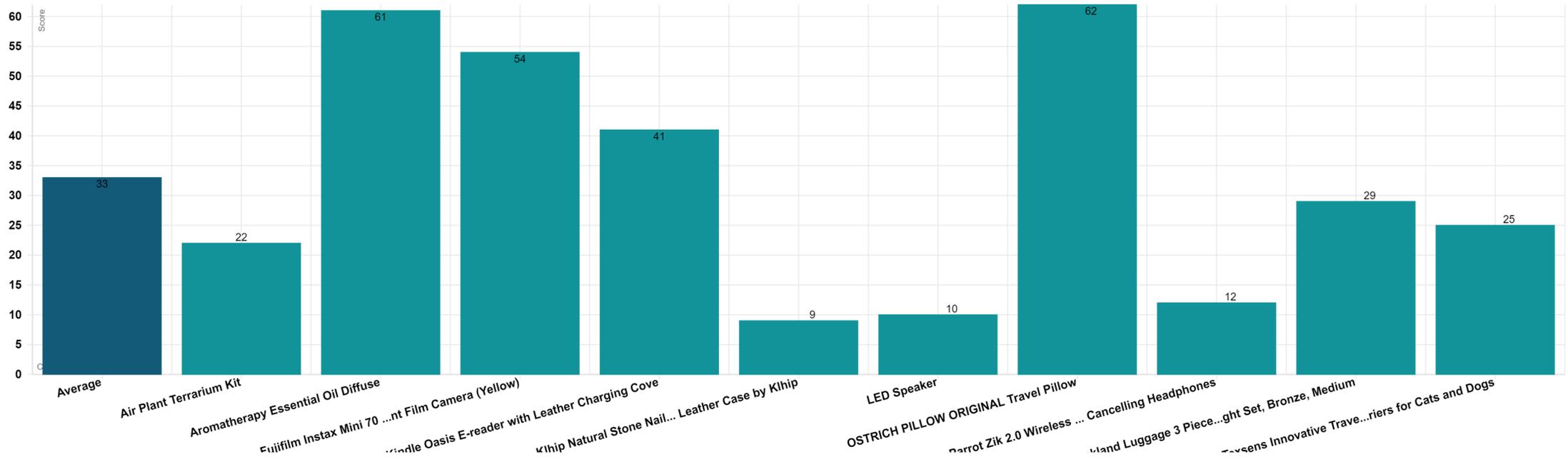
## Don't Call Me a Millennial



This group shows a strong desire for instant gratification as well as the need for more free time in their busy lives. The products with the most interest for this group - the Kindle E-Reader (78%), the Parrot Headphones (62%), the Travel Pillow (61%), and LED Speaker (57%) – shared instant gratification and leisure time activities as themes.

# Executive Summary: Target Market Analyses

## Do the Right Thing Millennial



The average interest score across products for *Do the Right Thing Millennial* was very low at 33%, with 7 of the 10 products having scores below 50% interest. However, products aimed at low-tech relaxation performed better than average with this group, with the Travel Pillow (62%) and the Aromatherapy Diffuser (61%) holding the most interest for this group.

# Executive Conclusion from Product Analyses

Of the 10 products tested, the Ostrich Travel Pillow tested highest across the 6 Millennial Personas (73%) with the Kindle Oasis E-Reader coming in a close second (70%). If the objective of this research had been to determine the probability of market success of the 10 products tested among the Millennial market, then these two products would represent our conclusion.

Of the 6 Millennial segments analyzed in this research, the 2 with the highest overall interest across all product categories were *Millennial in Name Only* and *Environmental Millennial*. If the objective of this research had been to determine which Millennial markets were most likely to have a favorable response to the 10 products tested, then these two segments would represent our conclusion.

The stated objective of this research, however, was to demonstrate the capabilities of **PersonaPanels'** AI tools through the use of one of our existing panels of Animated Personas. Given this stated objective, a different conclusion needs to be accentuated: i.e., that Animated Personas are an ideal tool for text-based research. Animated Personas exhibit complex abilities to evaluate product ideas and marketing messages by bringing into play the preferences of targeted market segments; preferences such as travel priorities, financial concerns, family obligations, technological expertise, gender biases, peer recommendations, etc. In addition, while the Personas used in this particular study were created to mirror the general US Millennial population, Personas also can be designed using purchase data from targeted market segments, allowing known purchase decisions to become an additional factor used by a Persona when evaluating its interest in a new product idea or marketing message. The ability of Personas to mirror attitudinal, behavioral, psychographic, and purchase patterns of targeted market segments makes Personas the perfect tool for research studies, leading the way into the future of market research.

# Millennial Personas

## Do the Right Thing Millennial

*It's up to me to improve the world*

Segment represents 29% of the millennial population



Caucasian women, ages 22-37, with a median income of \$40,000 and an average of \$20,000 in student debt. The majority are employed part-time, jumping from one job to another. Many are students living at home with their parents, to whom they turn for personal and career advice. A minority are married with children under 10 years of age. They are likely to be pro-Democratic but not likely to have voted in the last presidential election. They have some college but have not graduated and are seriously considering continuing with or going back to school or getting career training.

They view their job as a way to “pay the bills” rather than as an occupation they enjoy. They are very interested in flexible working hours and a relaxed work environment. Making friends with their co-workers is not a priority, but having a tight bond with a boss who gives frequent feedback and praise and performs the role of a mentor is highly desired. They can be impatient and sometimes will question the status quo, resenting “busy work” but being willing to learn new things. They sometimes have difficulty with verbal and non-verbal cues, which occasionally leads to miscommunication with co-workers, bosses, and friends.

Because most still live at home, they speak with their parents frequently and regularly turn to them for personal and career advice. They spend more time thinking about friends and lifestyle than about work. They enjoy browsing in stores and online and rank the experience of shopping as highly as the actual purchase. Purchase decisions are based on price and the recommendation of friends and family rather than on brand-loyalty. They tend to live in the moment, choosing instant gratification over long-term goals. They are heavy users of social media, are very likely to communicate through instant messaging, texting, Facebook & email rather than through face-to-face communication or telephone conversations, and tend to watch entertainment programs on electronic devices, so they usually have multiple devices such as smartphones, tablets and computers. They do not work out often but do view their appearance as important. They consider philanthropy and civic engagement to be very important and try to “give back” by volunteering time and sometimes purchasing items associated with a particular cause.

# Millennial Personas

## Don't Call Me a Millennial

### ***Business & family are my total focus***

Segment represents 16% of the millennial population



Hispanic, 30-37 years old, working full-time as professionals and business owners who live in rural, suburban, and urban areas of the West Coast. They are slightly more likely to be female than male (60% female/40% male), have at least some college, a median income of \$70,000, and an average of \$15,000 in student debt. The vast majority are married with children ranging in age from toddler to early teens. Politically, they are equally as likely to be Democratic as Republican and are extremely likely to have voted in the last presidential election.

Professionally, they like their jobs and feel that their education and training satisfactorily prepared them for their careers. They are comfortable multi-tasking, are extremely comfortable working with diverse co-workers, value a friendly work environment but prefer individual rather than team-oriented tasks. They have good verbal and nonverbal communication skills, preferring face-to-face conversations, but their tight schedules often result in “snippet” conversations through text, email, and Facebook.

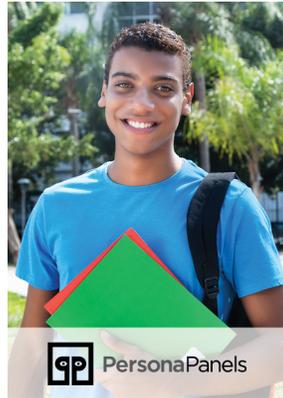
In their personal lives, they speak to their parents once a day and occasionally seek their advice about personal matters and purchase decisions. Their time is not at all flexible: spent at work or with family, not in travel or with friends outside of the office. They shop for groceries at whatever store is in closest proximity (grocery store or convenience store), making purchase decisions quickly and basing those decisions on price rather than brand loyalty. Because their day-to-day lives are rushed, they value fast service in stores and casual restaurants, but still rank “friendly” service as very important. They are interested in saving for the future but also interested in instant gratification. They are not concerned with civic or philanthropic causes nor are they concerned with “green” purchase choices. They lack time for working out and their appearance is not particularly important to them. They do not spend much time on social media sites and are unlikely to contribute content to it, although they own multiple electronic devices such as smartphones and tablets. They are more likely to own a home than to rent and to own a car than to use a car service. Their jobs and their family are their central focus.

# Appendix A: Millennial Personas

## Environmental Millennials

### *It's about my health & the health of the world*

Segment represents 10% of the millennial population



Black, Hispanic, or Asian males, 22-25 years old, who live at home with their parents, usually in urban and rural areas of the US. They are predominantly students working part-time with a median income of \$25,000 and \$25,000 in student debt. They are unmarried with no children and no immediate desire to get married or have children. They have no political party affiliation and are unlikely to have voted in the last presidential election. They tend to be pessimistic about the prospects of their generation and of the planet Earth, believing that it is harder today to save for the future, pay for college, and buy a home than it was for their parents and that the health of the environment is in jeopardy.

When they think about work, they focus on workplace atmosphere rather than on career opportunities – desiring friendships with their co-workers, a relaxed workplace environment with a flexible schedule, a team-oriented structure, and a tight bond with their boss. They dislike receiving orders but are uncomfortable figuring out things on their own, are impatient, seek instant gratification, and are resistant to “paying their dues” on the job, frequently questioning the status quo. At present, they are more interested in friendships and lifestyle than in a career, viewing a job as something to do between weekends.

They view face-to-face communication as unimportant, preferring to convey snippets of information on smartphones and tablets, owning multiple devices and gaming systems, which they upgrade frequently. They have trouble with both verbal and non-verbal communication and experience frequent miscommunication with friends, colleagues, and bosses. They shop for food in convenience stores and frequently buy non-food products online, viewing the shopping experience as more important than the purchase. They value fast more than friendly service, feel that their day-to-day lives are rushed, and make decisions at the last minute. They view the first-hand experience of their friends, the advice of their parents, and online reviews as authoritative. Although they express deep concern for the environment, they are not regularly engaged in philanthropic or civic activities beyond exhibiting some purchase loyalty to consumer brands that have a connection to the environment. They spend a great deal of time on social media, being extremely likely to contribute original content to social media platforms and to desire feedback in return. They also are very willing to engage in such online activities as rating products & services. They are somewhat interested in their appearance and very interested in working out.

# Millennial Personas

## Millennial in Name Only

### *Old-school values are important to me*

Segment represents 10% of the millennial population



Caucasian, Black, and Hispanic blue-collar workers who are employed full-time and live predominantly in urban areas. They are equally as likely to be male as female, are 32-37 years old, have a median income of \$75,000 and have no student debt. The majority are married with children ranging in age from toddler to early teens. They are high school graduates who may have some college. They are more likely to self-identify as Democratic than Republican and extremely likely to have voted in the last presidential election. They view their lives as easier than their parents' lives: viewing themselves as more likely than their parents were at the same age to be able to save for the future, pay for college, and buy a home.

Professionally, they like their job but are interested in getting a better one. They are willing to learn new skills on the job but have no interest in returning to school or engaging in unpaid skill-training. At work, they like team-oriented projects, are extremely comfortable working with diverse co-workers, handle stress and rigid work schedules well, acknowledge the need to "pay their dues," value direct feedback and unambiguous instruction, but once instruction is given, they prefer to figure things out on their own rather than to receive orders. It is important to them to have a friendly relationship with their

coworkers, with whom they communicate well, preferring face-to-face conversations over instant messaging, texting, or Facebook. They focus on work during the week and on family during the weekend.

In their personal lives, they talk to their parents once or twice a week but are more likely to seek advice from their peers than from their parents. They feel philanthropy and being civically engaged are very important, but they have limited free-time so they are more likely to contribute their money than their time to a cause and occasionally may make purchase decisions based on product ties to a particular cause. They think carefully before making major purchases and are willing to forego instant gratification in favor of long-term goals. Shopping is viewed as an errand to be accomplished quickly rather than a social activity. Purchase decisions are based on price rather than brand loyalty and purchases are more likely to occur in stores than online. They own a cell-phone, which they keep for a long time, and prefer talking to texting on it. They spend more time reading and watching television sets and less time on electronic devices and on social media sites than their generational counterparts. They are more likely to own a home than to rent one and to own a car than to take a car service. They exercise occasionally and care only moderately about their appearance. Their job, their children, and saving for the future are very important to them.

# Millennial Personas

## Millennial Moms

*I'm about working out, seeing the world, and indulging my children*

Segment represents 22% of the millennial population



Multi-ethnic women, 30-37 years-old, married with children ranging in age from toddler to early teens. They live in urban and suburban areas, may be homemakers or professionals working full-time. They have a median household income of \$100,000 and no student debt. They are more likely to be pro-Republican but only somewhat likely to have voted in the last presidential election. Most have at least some college and no interest in going back to school or getting additional job training.

Those that work, like their jobs, are comfortable multi-tasking and working with diverse co-workers, and view a relaxed workplace atmosphere as a top priority. They value flexible work schedules, are not team-oriented – preferring to be left to figure things out on their own - are not interested in developing friendships with their coworkers or their boss, but communicate well with their workplace associates. Friends and lifestyle are at least as important to them as is their job.

In their personal lives, they are very close with their parents, speaking with them approximately 10 times a week and seeking their advice on personal matters. They do not care about philanthropy, civic engagement, or supporting causes such as environmental protection. They own multiple electronic devices such as smartphones and tablets, occasionally communicate in snippets through texting, Facebook, & email, but they prefer face-to-face communication when possible. They seek instant gratification but also set long-term goals. They shop for groceries in grocery stores rather than at convenience stores, valuing price over brand loyalty, and seek restaurants that are fast and casual but also friendly. They prefer home ownership to renting and owning a car is important to them. Working out is very important to them, as is their physical appearance. They like to travel with their family and do so often. Their marriage and their children are the focus of their lives.

# Millennial Personas

## Tech Geek Millennial

***Everything tech-wise is at my fingertips***

Segment represents 13% of the millennial population



Multi-ethnic men, ages 22-30, mostly single without children, a median income of \$80,000, and an average of \$30,000 in student debt. They live in urban or suburban areas, have bachelor's degrees and may have graduate schooling. They tend to be pro-Republican and are fairly likely to have voted in the last presidential election.

Their jobs are important to them and they feel as though their education prepared them well for their careers. At work, they are eager to learn new things, frequently question the status quo, tend to be independent and impatient – seeking advancement without “paying their dues” -- are “go-getters,” dislike receiving orders, dislike ambiguity, but will accept feedback that is direct and very specific. They tend to focus on short-term priorities rather than long-term goals. They feel that friendships with their boss and co-workers are marginally important, but they have a tendency to miscommunicate with both because of a lack of awareness of verbal and non-verbal cues.

Although their work is important to them, friends and lifestyle are equally important, so they value their weekends and enjoy travel. They talk to their parents twice a week on average but don't seek their parents' advice. They are not interested in philanthropy, civic engagement, or environmental causes. They are busy and impatient, preferring fast service to friendly service. They buy their groceries at convenience stores or eat out and prefer to do non-grocery shopping online. They make their purchase selections primarily on brand-loyalty rather than on competitive-pricing. They are more likely to buy a home than to rent one and if they do rent, they are planning on purchasing a home in the future, although in other ways they tend to live in the moment rather than plan for the future. They are more likely to use a car service than to own a car. They care about their appearance and work out regularly. They are strong users of social media, are very likely to post content online, and consider themselves extremely tech-savvy.

# Appendix B: Products Evaluated by Millennial Personas

## **Air Plant Terrarium Kit**

Air Plant Terrarium Kit/Includes 7 Chakra Stones, Tillandsia Plant, in 7.5" Clear Glass Hanging Terrarium Container/feng Shui Home Decor by Aura Creations 4.5 out of 5 stars 45 customer reviews | 6 answered questions AIR PLANT TERRARIUM KIT - complete kit includes everything shown and directions. (chakra crystals, dried floral, stone bedding, 7.5" clear glass hanging teardrop terrarium, and tillandsia air plant) THE PERFECT GIFT - Chakra crystal healing terrariums are perfect for wedding favors, bridesmaid gifts, holidays, birthdays, housewarming gifts and other special occasions EASY TO CARE FOR - Air plants only require watering once a week and do not require soil! SATISFACTION GUARANTEE - Aura Creations air plant terrariums are backed by our 100% guarantee that you are fully satisfied with your product or receive your money back.

## **Aromatherapy Essential Oil Diffuser**

Aromatherapy Essential Oil Diffuser, URPOWER 300ml Wood Grain Ultrasonic Cool Mist Whisper-Quiet Humidifier with Color LED Lights Changing & 4 Timer Settings, Waterless... by URPOWER 4.6 out of 5 stars 3,666 customer reviews | 223 answered questions 1+ Aromatherapy Essential Oil Diffuser, URPOWER 300ml Wood Grain Ultrasonic Cool Mist Whisper-Quiet Humidifier with Color LED Lights Changing & 4 Timer Settings, Waterless Auto Shut-Off for Spa Baby. About the product: Outlet shouldn't be inserted cord that exceeds the maximum voltage. New wood grain aromatherapy aroma diffuser ultrasonic humidifier. Escape the hustle and bustle of modern life with soothing aromatherapy. Please use 100% natural essential oils, oils containing chemical ingredients, flavors and impurities may cause to the diffuser. Please use 100% pure essential oils with no corrosivity. Large 300ml water capacity, ultrasonic vibrations turn the water and oil into an ultrafine scented mist that make your room smell better. Runs continuously for 10 hours. Select between 7 soothing colors, to match your mood or décor of the room. Runs quietly and can also be set to 4 Timer Settings( 60mins/180mins/360mins/on), suitable to your needs. When time is up or there is no water, it will turn off automatically. Inspired by natural materials, the natural aroma diffuser provides pleasant aromas, color-changing mood lighting to create a calm, relaxing environment anywhere. Ideal for home / office / bedroom / living room / study / yoga / office / spa. Power: 10W. Voltage: 110-240V. Capacity: 300ml. Size: 6.6X4.75inch. Package weight: 19oz. Length of power supply cable: 69.6 inch. Main Material: PP. The power cord is in the water tank.

## **Fujifilm Instax Mini 70 (Yellow)**

Fujifilm Instax Mini 70 - Instant Film Camera (Yellow) by Fujifilm. 4.6 out of 5 stars. 426 customer reviews | 137 answered questions. Amazon's Choice for "yellow polaroid camera". List Price: \$119.95 Price: \$52.00. You Save: \$67.95 (57%). Color: Yellow, Black, Blue, Gold, Green, Orange, Purple, Red, White, Yellow, Mint. Style: Base. New sleek streamlined design. Selfie mode with built-in selfie mirror. Improved picture quality, especially in dark scenes. Tripod Socket 2 - CR2 Batteries

# Products Evaluated by Millennial Personas

## Kindle Oasis E-reader

Kindle Oasis E-reader with Leather Charging Cover - Black, 6" High-Resolution Display (300 ppi), Wi-Fi, Built-In Audible - Includes Special Offers (Previous Generation - 8th) by Amazon 4.0 out of 5 stars 4,497 customer reviews | 1000+ answered questions Note: This item is only available from third-party sellers (see all offers). Select cover color, connectivity, and other options when adding to cart Available from these sellers. Color: Black, Black, Merlot, Walnut. Connectivity: Wi-Fi. Wi-Fi Wi-Fi + Free Cellular Connectivity Offer Type: With Special Offers. Our thinnest and lightest Kindle ever--read even more comfortably for hours. All-new ergonomic design with dedicated buttons to effortlessly turn the page. Longest Kindle battery life--the included leather charging cover can boost battery to months. Choose from a black, merlot, or walnut removable cover. High-resolution 300 ppi display with crisp, laser quality text. Reads like real paper without glare, even in direct sunlight. Enhanced built-in adjustable light evenly illuminates the screen for perfect reading anywhere, anytime Prime members read free with unlimited access to over a thousand titles.

## Klhip Natural Stone Nail File

Klhip Natural Stone Nail File with Leather Case by Klhip. 4.0 out of 5 stars. 42 customer reviews | 7 answered questions. About the product: NATURAL TWO-TEXTURE PERFORMANCE: Pyrenees Mountain sandstone shale offers a superior feel and unparalleled performance. Smooth on one side, coarse on the other, the textured surfaces won't wear out. We've even used them to sharpen a pocket knife. BUILT TO LAST: Natural sandstone shale ensures a nail file that will last. Take care not to drop it on hard surfaces though - it is natural sandstone after all. EASY CARE: Wash with soap and warm water from time to time to keep your Klhip Nail File in peak condition. KLHIP GUARANTEE: Every Klhip product is guaranteed to deliver 100% satisfaction. We guarantee satisfaction and guarantee against any defects in the materials and workmanship. With respect to sales of Klhip on Amazon, our warranty & satisfaction guarantee applies only to purchases from Klhip, the only authorized seller on Amazon and the only seller on Amazon guaranteed to provide genuine products that are not counterfeit or second-hand. TRUE REVIEWS: All reviews are from real customers. We do not, and never will, influence a review. We do NOT offer discounts, giveaways etc for supposed "unbiased" reviews.

## LED Speaker

LED Speaker, ELEGANT Portable LED Lighting Bluetooth Speaker Stereo Magic Cube Mini Wireless 4.0 Speaker with Microphone for Smartphones iPhone iPad Samsung Tablet Laptop MP3 CD Player by ELEGANT 1.0 out of 5 stars 1 customer review | 22 answered questions. Bluetooth Stereo Magic Cube Music Player: Bluetooth 4.0 Technology, Long Transmission Distance up to 10 Meters. Built-in lithium battery; Built-in microphone, enabling hands-free cell phone voice calls; Built-in FM radio. 3D Dynamic Bass Engine: Dual Sound-Proof High Performance S-Bass Deep Bass, Let the Bass is More Shocking, More Melodious the Treble, Midrange Clarity. Using high-fidelity speaker, make the sound more natural and delicate. Audio input port: standard 3.5mm headphone interface, can be used for PC speakers, tablet, laptop and mobile audio and so on. Compatibility: Enable Directly Playing MP3 Files in TF / Micro SD Memory Card; Meanwhile, you also can enjoy Music via AUX cable. Support for Smartphone MP3 MP4 CD Player Tablet Laptop PC. Small and portable: Bluetooth Stereo Magic Cube Music Player, a Portable, Cool, Fun, Multifunctional Bluetooth Speaker, It's High Quality and Sounds Wel , and It's a Best Gift for Your Family and Friends.

# Products Evaluated by Millennial Personas

## **Ostrich Travel Pillow Original**

OSTRICH PILLOW ORIGINAL Travel Pillow for Airplanes, Car, Neck Support for Flying, Power Nap Head Pillow, Travel Accessories for Women and Men - Color Sleepy Blue by OSTRICH PILLOW 3.0 out of 5 stars 133 customer reviews | 58 answered questions Price: \$99.00 Size: Original. Color: Sleepy Blue. Composition: 95% Viscose, 5% Elastomer. Allergy-proof and handmade. The napping pillow is filled with microbeads for maximum comfort and lightness. Fabric cover is 95% viscose to guarantee the softest touch, and 5% elastomer for flexibility. Ergonomic design provides maximum quality sleep. For a power nap at your desk, chair or wherever you may be without moving an inch. Just slip it on and you're off to dreamland. An immersive environment for your power naps; anywhere, anytime. Ideal protection for your neck and head while trying to rest out home. Snooze at ease anywhere thanks to its comfortable texture and qualitative finish. The travel head pillow has an opening on the front side allowing you to breathe through your nose and mouth easily. It is designed to fit a maximum head perimeter of 70 cm (27.6 in). 30 DAY MONEY BACK GUARANTEE - We want you to be fully satisfied with every item that you purchase from OSTRICH PILLOW. If you are not satisfied with an item that you have purchased, you may return the item within 30 days from the order date for a full refund of the purchase price.

## **Parrot Zik 2.0 Wireless Noise Cancelling Headphones**

Parrot Zik 2.0 Wireless Noise Cancelling Headphones (White) by Parrot. 3.4 out of 5 stars. 437 customer reviews | 113 answered questions. Note: This item is only available from third-party sellers (see all offers). Color: White, Black used from \$219.99, Blue \$158.00, White from 1 seller, Yellow used from \$129.90, Mocha used from \$244.12. Product Packaging: Standard Packaging Flight mode Smart touch panel and Bluetooth audio streaming Adaptive noise cancelling and stunning sound with 32 Bits processing. Free App Parrot Zik 2.0 to enjoy Parrot Concert Hall effect, artist presets and share your favorite settings with other Zik users. Available in different color options to fit your style. Connectivity Technology: Wireless.

## **Rockland Luggage 3 Piece Metallic Upright Set**

Rockland Luggage 3 Piece Metallic Upright Set, Bronze, Medium by Rockland 3.6 out of 5 stars 239 customer reviews | 20 answered questions List Price: \$480.00 Price: \$143.99 You Save: \$336.01 (70%) Color: Bronze Bronze \$143.99 Carbon \$142.68 Fiber \$142.68 Gt Silver \$142.68 20 inch, 24 inch, 28 inch upright Lightweight yet extremely durable polycarbonate, abs material Multi-directional spinner wheels Sturdy ergonomic chrome telescoping handle Interior mesh zip pocket and elasticated.

# Products Evaluated by Millennial Personas

## **Texsens Innovative Traveler Bubble Backpack Pet Carriers for Cats and Dogs**

Texsens Innovative Traveler Bubble Backpack Pet Carriers for Cats and Dogs by Texsens 4.2 out of 5 stars 169 customer reviews | 73 answered questions Price: \$12.99 & FREE Shipping Color: Black, Bright yellow, Cyan-Blue, Grey, Red, Switchable Ash Black, Switchable Dark Blue, Switchable Pink, Yellow. Dimensions: 7.36 inches (18.7 cm). Please Note: This bubble can not be interchangeable with a mesh piece. What You Get: Texsens Semi-sphere Window and friendly customer service. Which Backpack is Suitable For: this item is suitable for Texsens pet carriers, the ASIN number is below: B01FNJWQ18, B01FNJWPOQ, B01FNJWQ6I, B01FNJWPOG. The semi-sphere window design can stop them from escaping and keeps them safe in your care. It also provides a more interesting and safe space for your pet, which allows your pets to enjoy the sunshine and scenery with you and interact with the outside world. Sightseeing transparent design provides open vision, instead of being in the small dark room. Lightweight and Airline Approved: The pet bag is a cute, eye-catching and aesthetically pleasing. Its lightweight design makes it easy to carry, so that we can take our furry friend with us on all of our adventures. Safety&Breathable:The built-in locking mechanism can prevent our pet from running away or getting lost when the bag is open. Large ventilation holes on the side of the bag promote air circulation, making our pet feel relax and comfortable. High Quality & Guarantee: The durable canvas high density acrylic material with breathable exterior transparent cover. If the product you receive is compressed, it is a normal phenomenon of transportation. Please zip up the backpack and keep it for half a day, then it can be restored to its original state. We offer 30 days money back for any product quality problem and 12-month free After-sales service. The Most suitable Size RecommendationThe pet backpack dimensions: 11.40" L x 10.60"W x 16.10"H. Suggested pet Weight: up to 13lbs for cats and 11lbs for puppy.

# Appendix C: FAQs

FAQs can be found on our website: [PersonasPanels.com/FAQs](https://PersonasPanels.com/FAQs)