

Rebecca

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Meet Rebecca. She is a 45-65 year old American woman. She is married with adult children. She is at least at high school level and earns about \$60k to \$100K per year. She has an office job where she spends most of her time in her desk.

<https://www.youtube.com/watch?v=TR31ncgnyEg>

Psychographics

Brands:

Hyperbiotics, RenewLife, Garden Of Life, Puritian's Pride, Pro45, Axe Nutrition, Nature's Bounty, Perfect Biotics, Naturelo Probiotic, Piping Rock Health Products, Healthy Origins, Spring Valley, RepFresh, Nurition Now, MegaFood, Flora, American Health, Nature Made, Solaray, Swanson, Walgreens, Natrol, NOW, Nutrition Essentials, Align

Aspirations:

- Wants to look attractive like the mature and older celebrities on TV
- Wants to have friends telling her how much she transformed and how attractive she looked for her age
- Want to age with as little health problems as possible and sees losing weight as the first step in the right direction

Hobbies:

Handicraft. Cooking. Baking. Yoga/ Pilates. Gardening. Shopping. Taking care of grandchildren. Listening to music. Playing the piano. Painting. Embroidery. Knitting. Sewing. Quilting. Needlework. Cross stitching. Felting. Patchwork. Calligraphy. Colouring books. Making jewellery. Pottery. Paper craft. Origami. Genealogy. Cake decorating. Shodoku. Dressage. Flea markets. Square dancing. Travelling.

Ideals / Values:

Tends to be religious. Believes in taking care of her health. Feels that she needs to lose weight and control her diet if she wants to be healthy. Loves to spend time cooking and eating with her family. Interested in environmental issues (feels that eco-friendly is an important factor in making their purchases. Believe in remaining active and relevant.

Goals & Challenges

Goals:

- Wants to lose weight without spending too much time and effort.
- Want to have more energy throughout the day
- Wants to live long enough to see her grandchildren grow up

Challenges:

- Spent majority of her life dieting but never being able to achieve her weight loss goals
- Spent a lot of money and time on various diets and still find it difficult to lose weight.
- Gets easily excited about the latest diet or weight loss programme only to “fizz out”
- Doesn't feel confident when she meets people. Always feels that they are looking at her and talking about her size.
- Feels tired easily after exercising for a short while
- Wants to look and feel good in the clothes she buys
- Afraid of dying from heart disease due to her current lifestyle and diet
- Disappointed and frustrated that regular exercise cannot seem to help her lose the stubborn fats.
- Tries to control her diet but finds that it's too inconvenient to keep the consistency.

Environmental

- She lives in the sub-urban neighbourhood away from the city.
- She drives to work to work in a small office in the town centre or the city area.
- She reaches home at about 6 p.m. to start preparing dinner for her family.
- She spends time talking to her children over the phone or spending time with her partner in the evening.
- She does low intensity exercises with her partners and friends e.g. walking around the parks or neighbourhood.
- On weekends, she might go out for coffee or tea with her friends, or go to the nearby grassroot or community centres for light recreational activities and classes.
- If she needs to purchase anything, she goes to the nearby supermarket or grocery store to pick something up.
- On weekends, she goes to church and engages in after-church activities.

Behavioural

Products purchased:

Kitchenware. Yoga mats. Yoga clothes. Probiotics. Woman's Magazines. Sports shoes. Exercise clothes. Multi-vitamins. Fish oils (Omega-3), Glucosamine, Chondroitin, Fiber,

Ubiquinol (CoQ10), Vitamin D, Vitamin E, Calcium & Magnesium, Lutein, Zeaxanthin and Bilberry.

Shops (Online):

Amazon, E-Bay, Carethy.us, Swanson Health Products, Dr. Axe Shop, Nutrition Express, VitaCoast, The Vitamin Shoppe

Shops (Offline):

Publix Super Markets, Wegmans, Whole Foods, Trader's Joe, H-E-B, Aldi, Harris Teeter, Walmart, Target, Hy-Vee Food Stores, Costco, WinCo Foods, Frys, Kroge, Winn-Dixie Stores, Shoprite, Food Lion, Albertsons, Meijer, Sam's Club, Giant Food Stores, Safeway, Stop & Shop, Sears, Kohls

Diets:

MIND, Weight Watchers, Flexitarian, Mediterranean, DASH, Keto, Volumetrics Diet, Jenny Craig Diet.

Blogs / Websites:

Dr. Axe (Blog), Dr. Oz (Blog), WebMD, Oprah.com, dietdoctor.com, peaceloveandlovecarb.com, nih.gov

Newspapers:

USA Today, Los Angeles Times, The Mercury News, The New York Times, New York Post, New York Daily News, The Washington Post, Newsday, The Denver Post, Chicago-Sun Times, Chicago Tribune, The Dallas Morning News, Star Tribune

Experts:

Dr. Oz, Dr. Josh Axe., Oprah Winfrey, Dr. Phil, Dr. David Perlmutter, Joel Fuhrman, Andrew Weil,

Quotes

Common Objections

- Can I trust your website?
- Is the payment secured?
- Can I trust where and how your product was made?
- Are you sure it will work for me?
- Will there be any negative side-effects?
- Is the ingredient "active"?
- It's expensive (versus the other options in the market)
- Do I have to wait really long for the product to be shipped to me?

Resources

- Amazon.com
- Google Shopping

Research

Generation-specific shopping habits

<https://wholefoodsmagazine.com/grocery/features-grocery/generation-specific-marketing-millennials-boomers/>

<http://salesfloor.net/2017/08/generations-shopping-habits/>

Products

<https://www.swansonvitamins.com/blog/health-news-and-opinion/top-supplements-baby-boomers-infographic>

Top supermarkets in US

<http://www.businessinsider.com/best-supermarkets-in-america-ranking-2018-1#21-safeway-21>

Diets

<https://health.usnews.com/best-diet/best-weight-loss-diets>

Supplements

<https://www.livestrong.com/article/310498-the-best-multivitamins-for-women-over-50/>

Wellness Tours

<https://www.forbes.com/sites/nextavenue/2014/04/09/boomers-feed-growing-wellness-vacation-industry/#41c74d8f1a52>

Baby Boomer Websites:

https://blog.feedspot.com/baby_boomer_blogs/