



Understanding the Love, Bekah Buyer

RESEARCH & STRATEGY ON PRODUCTS



OUR AUDIENCE

Millennial and Gen Z women (ages 18–35) but is not limited to Gen X.

Many are navigating transitional life moments (breakups, career shifts, graduation, burnout, or grief).

US-based, urban/suburban, mix of college students, early professionals, creatives, and entrepreneurs.

- Value self expression
- Value female empowerment and mutual support
- Love aesthetics and intentional gifting
- Seek authenticity



DATA: CARDS

Women purchase more than **80% of all greeting cards**.

They also spend more time choosing a card than men,
and are more likely to buy several cards at once.

Purchasing a house, getting married, etc are key life-stage milestones that drive card-buying habits. As **Millennials** enter these stages of life, they are **purchasing greeting cards at a high rate** than Gen-Xers did, and also **buying higher priced cards**.

5 key factors that drive buying: the right message and tone; pleasing art and design; relationship relevance; appropriate subject matter; perceived value for the money.

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DATA: CARDS

Cards with intricate designs or tech, like sound chips and LED lights – represent the fastest growing segment of the market.

The most popular Everyday card-sending occasion by far is Birthday, followed by Sympathy, Thank You, Wedding, Thinking of You, Get Well, New Baby and Congratulations.

The most popular Seasonal Cards are for Christmas, Valentine's Day, Mother's Day, Father's Day, and Graduation.

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DATA: HATS

Men account for ~45% of consumption, indicating that women are slightly over 50% of buyers (MRF)

Motivators: Seasonal fashion trends, functionality (e.g., sun protection), and lifestyle alignment (trending influencer or niche style).

Growing participation in sports and fitness activities is fueling the demand for performance-oriented headwear, such as caps (Polaris).

DATA: STICKERS

Audience: Highly diverse—collectors, hobbyists, social media & stationery fans, ranging from teens to adults in their 40s. Much of the fervor is driven by Millennials and Gen Z.

Gender: Predominantly female enthusiasts, though usage is broad. Sticker clubs report most customers in their 30s–40s, but younger collectors also thrive.

Why Buy?

- Nostalgia, creative expression, affordability, and community connection.

(Glamour).



DATA: JOURNALS

Typical buyers: Students, professionals, creatives, and stationery enthusiasts—generally Millennials and Gen Z, often with higher income and education levels

Demographic traits: Primarily urban and suburban interested in personalized, aesthetically driven products.

Why Buy?

- Combining organizational utility with expressive and tactile design.
- Seeking high-quality touches like soft paper, premium finishes, or eco-friendly materials.

(<https://www.precedenceresearch.com/stationery-products-market>)



INSIGHT

In a noisy world, people crave products
that quietly speak for them — expressing
what they feel, value, or believe when
words fall short.

OPPORTUNITY

1. Diversify card options (Bday card, etc)
2. Personalization for cards
3. Intricate Card Designs
4. Sticker Collection
5. LB Giveaway
6. Survey through Newsletter

1. Which of the following product types are you most drawn to? (Select all that apply)

- ☐ Cards
- ☐ Hats
- ☐ Journals
- ☐ Stickers
- ☐ Other: _____

2. Have you purchased a Love, Bekah product before?

- ☐ Yes
- ☐ No, but I've considered it
- ☐ No, I haven't heard of the brand before

3. What usually motivates you to buy products like cards, journals, or hats? (Rank)

- ☐ Aesthetic design
- ☐ Personal expression or identity
- ☐ Functionality (organization, sun protection, etc.)
- ☐ Gift for someone else
- ☐ Emotional or inspirational message
- ☐ Social media/influencer recommendation

4. How important is personalization (quotes, design, message, etc.) in your buying decision?

- ☐ Very important
- ☐ Somewhat important
- ☐ Not important

5. Which of these best describes you?

- ☐ Student
- ☐ Aspiring creative
- ☐ Creative professional
- ☐ Professional in another field
- ☐ Other: _____

Survey Questions



6. When buying a hat, what matters most to you? (Rank)

- ☐ Fit & comfort
- ☐ Design / color
- ☐ How it makes me feel
- ☐ Trendiness / what's popular
- ☐ Brand message or meaning

7. When buying a journal, what matters most to you? (Select all that apply)

- ☐ Paper quality & layout
- ☐ Cover design
- ☐ Personal meaning or quote
- ☐ Gifting potential
- ☐ Eco-friendly materials

8. What typically stops you from completing a purchase online?

- ☐ Price
- ☐ Shipping costs or time
- ☐ I forget or lose interest
- ☐ I wasn't sure it fit my style
- ☐ Not sure of product quality
- ☐ Other: _____

9. How do you usually discover new small brands or products?

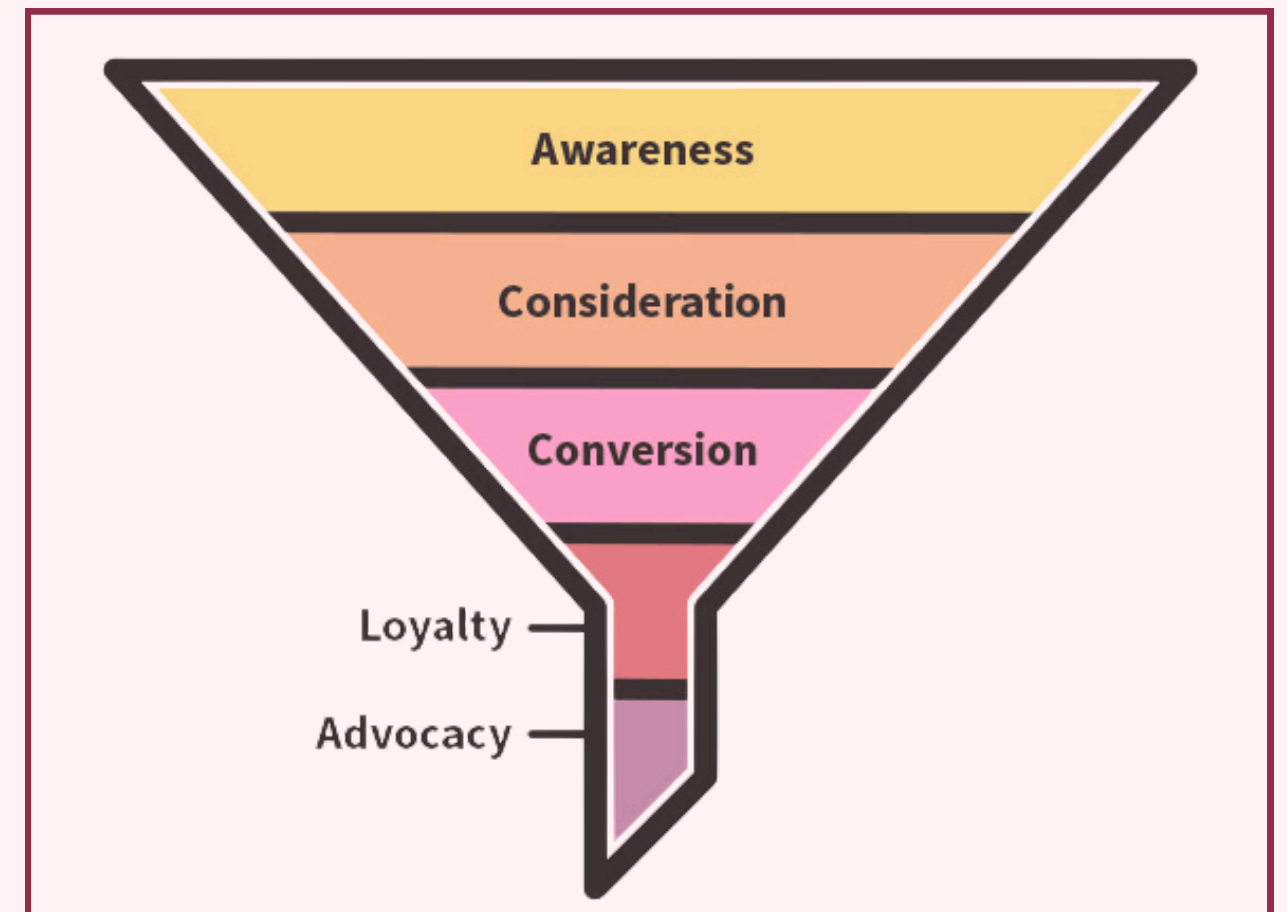
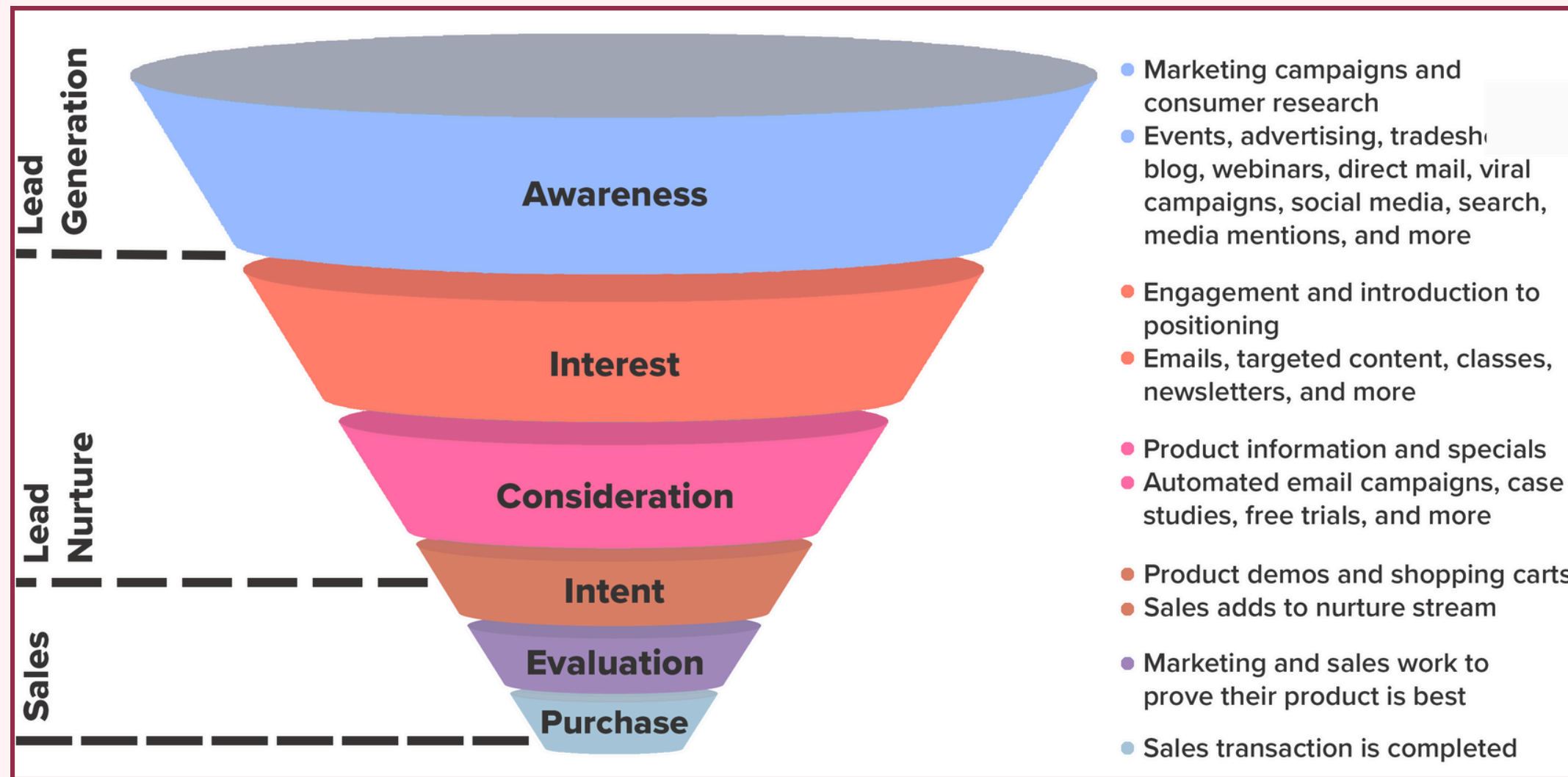
- ☐ Instagram / TikTok
- ☐ Word of mouth
- ☐ Influencers / creators
- ☐ Etsy / small biz shops
- ☐ Pop-ups / craft fairs

10. What words come to mind when you think of Love, Bekah? (Open-ended)

Survey Questions



MARKETING FUNNEL



<https://sproutsocial.com/glossary/marketing-funnel/>

<https://www.skyword.com/contentstandard/how-the-marketing-funnel-works-from-top-to-bottom/>