

CUSTOMER BUYER PERSONAS FOR SALES AND INVENTORY ANALYST AGENT

Purpose

This document defines the primary buyer personas for the product catalog. Use these personas in retrieval to shape recommendations, prioritization, and phrasing when answering customer-focused questions.

PERSONA 1: PREMIUM QUALITY SEEKER

Profile:

- High-income, brand loyal, values durability and design.

Goals:

- Buy the best quality products with a premium experience.

Price Sensitivity:

- Low.

Typical Behaviors:

- Buys fewer items, prefers top-rated products, upgrades often.

Typical Questions:

- "Which is the highest quality product in this category?"
- "What is the most premium option available right now?"

What They Expect:

- Clear quality cues, trusted brands, warranties, and premium features.

PERSONA 2: BUDGET VALUE BUYER

Profile:

- Price-sensitive, compares deals, shops discounts.

Goals:

- Lowest price for acceptable quality.

Price Sensitivity:

- High.

Typical Behaviors:

- Filters by price, buys during discounts, chooses bundles.

Typical Questions:

- "What is the cheapest option under \$X?"
- "Best value product for the lowest price."

What They Expect:

- Transparent pricing, discounts, and value comparisons.

PERSONA 3: BALANCED PRACTICAL BUYER

Profile:

- Middle-income, balances quality with price.

Goals:

- Best overall value and reliability.

Price Sensitivity:

- Medium.

Typical Behaviors:

- Reads reviews, compares 2-3 options, chooses the best tradeoff.

Typical Questions:

- "Best overall product for the price?"
- "Most popular option with good ratings."

What They Expect:

- Ratings, best-seller indicators, and clear comparisons.

PERSONA 4: URGENT CONVENIENCE BUYER

Profile:

- Time-constrained, prioritizes speed and availability.

Goals:

- Buy items that are in stock and deliver fast.

Price Sensitivity:

- Low to medium.

Typical Behaviors:

- Chooses in-stock items, pays for faster delivery.

Typical Questions:

- "What is available today?"
- "Which items are in stock locally?"

What They Expect:

- Accurate availability, delivery options, and local stock visibility.

Answering Guidance

- Identify the persona based on the question or user profile.
- Highlight features that matter most to that persona.
- Prioritize availability for urgent buyers and value for budget buyers.