



Sustainable Products Eco-Conscious Consumer Persona

Name: [Sample Name]

Age: [28-45]

Location: [Urban/Suburban]

Occupation: [Profession or Industry]

About

[Brief background: e.g., Environmentally aware, urban-dweller, prioritizes sustainability in daily life and purchasing decisions.]

Values & Beliefs

- [Cares about reducing environmental footprint]
- [Supports local and ethical brands]
- [Prioritizes quality & durability over trends]
- [Advocates for social responsibility]

Goals

- [Adopt a more eco-friendly lifestyle]
- [Minimize waste and use of single-use products]
- [Educate others about sustainability]

Challenges

- [Limited access to sustainable products]
- [Higher price point of eco-friendly options]
- [Greenwashing confusion in markets]

Shopping Behaviors

- [Researches product origin and impact]
- [Prefers products with eco-certifications]
- [Willing to pay more for sustainability]
- [Leans toward local and handmade goods]

Preferred Channels

- [Eco-focused online stores]
- [Local markets & co-ops]
- [Social media communities]
- [Brand websites with transparency]

Quote

“[Insert a sample quote that could represent the persona's attitude, e.g., 'Every small choice adds up to a big impact.']”