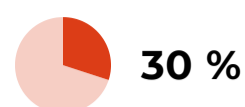


NAME

Michael

PROPORTION OUT
OF ALL CONSUMERS

TYPE

Insular
Consumer

Influencers

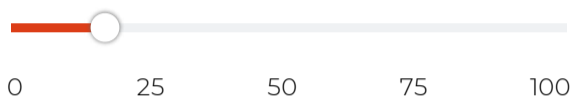
- Time
- Close-mindedness: no one is doing it, why should I?
- Barriers

Motivations

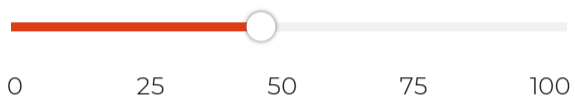
- Seeing green product properties as a personal benefit (e.g. "Less harm for your family" sticker claim)
- Fear of impact that chemicals bring to own health

Sustainable habits

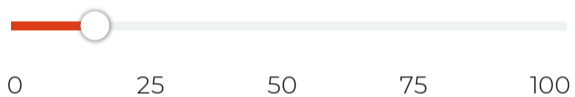
Choosing sustainable brands



Energy and water saving



Reuse and recycle



Frustrations

- Every so-called improvement is another way to make money out of customers
- Even if product is claimed to be less harmful, it still is full of toxic and probably dangerous ingredients
- If I make extra effort and I don't see a clear result, I am not ready to waste my time

Demographic

♂ Male 56 years

📍 St. Petersburg

Married

Construction engineer

Quote

“
I would just look for something that I commonly use and trust to. I don't think that product innovation by any means is a benefit for the customer rather than another way to increase corporate profits. Aren't all cleaning products unsustainable as they are just pure chemicals?
”

Lifestyle

Michael is a hard-working and sociable individual, who pursues comfort and stability in his life. He gladly engages in family gatherings and active leisures. His attitudes towards commodities is often materialistic, as he believes that more is better - e.g. owning several cars or electronic devices is perceived as a good indicator of one's wealth. His way of making decisions is often compulsory, as he often checks with his close network of friends and colleagues in order to get new ideas.

Engagement with sustainable consumption

Most of the time, Michael stays pretty far from environmental issues, concentrating his attention on social ones - however, they often do not go beyond the level of his local community. He believes, that he does not have to hold responsibility for sustainability problems, as they are caused by industrial growth, and that change is to be taken in global context. Though he is unaware of concept of responsible consumption, he sometimes engages in resource-saving activities, such as using energy-saving lamps or reducing amount of washing machine loadings, but does it for the sake of personal financial benefit. When he shops, he looks for the lowest price possible and readily buys products of lower quality as he knows that soon he will re-buy the new ones.

Interaction with household cleaners

When buying household chemicals, Michael acts unconsciously, allowing as less time as possible for product choice, as he sees all products having equal properties. He mostly sticks to only one brand that satisfies his needs in effectiveness, but does not allow for searching for some more information regarding brand's activities, considering it unnecessary. His attitude towards brand ethics varies from neutral to negative, as he envisions ethics as a set of marketing activities that lead only to economic benefits of companies.

He views sustainable product options as being of lower quality, less aesthetically pleasing, and more expensive. Sometimes Alex associates sustainability with femininity, leading him to avoid sustainable options. He is considerably affected by social influence, and needs a push within surrounding community to make a purchase of a sustainable version. However, after getting this incentive from outside, he readily buys an ethical version without having any doubt on his decision.