

CONSCIOUS CHOOSER



Age: 50 to 60 years
Household: Living with partner
Education: Master's degree
Occupation: Professional roles (e.g., project managers)
Budget: 150 to 200 €/week

KEY VALUES



Health, lifestyle
& information



Environmental
responsibility



Ethics
& Brand Values



CONSCIOUS CHOOSER



"Strong positive attitude towards sustainability but balances it with price and convenience. Chooses sustainable options when information is clear and accessible. Motivated by health and environmental impact."



SKILLS AND TOOLS FOR SUSTAINABLE E-COMMERCE IN THE AGRI-FOOD SECTOR

eCO-MERCE has received funding from the European Union's Erasmus+ program under contract #2020-1-DE01-KA220-VET-00036305. This document reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

CONVENIENCE SEEKER



Age: 18 to 30 years
Household: Living with partner
Education: Master's degree
Occupation: Early career professionals
Budget: 100 to 150 €/week

KEY VALUES



Economic and
fairness consideration



Health, lifestyle
& information



Ethics
& Brand Values



CONVENIENCE SEEKER



"Low engagement with sustainability values. Prioritizes price, taste, and convenience. Sustainability is secondary unless it brings a direct personal benefit such as better product quality or promotions"



SKILLS AND TOOLS FOR SUSTAINABLE E-COMMERCE IN THE AGRI-FOOD SECTOR

eCO-MERCE has received funding from the European Union's Erasmus+ program under contract #2020-1-DE01-KA220-VET-00036305. This document reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

PRAGMATIC BALANCER



Age: On average 60+ years
Household: Living with partner
Education: Secondary education
Occupation: On retired
Budget: 50 to 100 €/week

KEY VALUES



Economic and
fairness consideration



Health, lifestyle
& information



Environmental
responsibility



PRAGMATIC BALANCER



"Moderately aware/interested of sustainability but decisions are mainly driven by value for money, availability, and habits. Will choose sustainable products if they are affordable, familiar, and easy to understand."



SKILLS AND TOOLS FOR SUSTAINABLE E-COMMERCE IN THE AGRI-FOOD SECTOR

ECO-merce has received funding from the European Union's Erasmus+ program under contract #2025-1-DE02-KA220-VET-000363635. This document reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



UNENGAGED CONSUMER



Age: 50 to 60 years
Household: Families with children
Education: Master's degree
Occupation: On retired or non active
Budget: 150 to 200 €/week

KEY VALUES



Economic and
fairness consideration



Health, lifestyle
& information



UNENGAGED CONSUMER



"Little to no awareness or interest in sustainability in food and agri-products. Decisions are driven almost entirely by price, habit, or brand familiarity. Sustainability claims have minimal to no influence."



SKILLS AND TOOLS FOR SUSTAINABLE E-COMMERCE IN THE AGRI-FOOD SECTOR

ECO-merce has received funding from the European Union's Erasmus+ program under contract #2025-1-DE02-KA220-VET-000363635. This document reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



SUSTAINABILITY CHAMPION



Age: 31 to 40 years
Household: Living alone
Education: Master's degree
Occupation: Mixed professional background
Food budget: 50 to 100€/week

KEY VALUES



Environmental
responsibility



Social responsibility
and community



Ethics
& Brand Values



SUSTAINABILITY CHAMPION



"Highly values sustainability, fairness, trust, and responsibility. Actively seeks sustainable food and agri-products, even if it means accepting higher prices. The sustainability champion reads labels, supports local and ethical producers, and influences others in making sustainability-driven choices"



SKILLS AND TOOLS FOR SUSTAINABLE E-COMMERCE IN THE AGRI-FOOD SECTOR

eCO-merce has received funding from the European Union's Erasmus+ program under contract n°2025-1-DE02-KA220-VET-000363635. This document reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

