



CONSUMER PERSONA CARDS AND VALUE MAP SUMMARY REPORT

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1. Introduction

1.1. ECO-merce Project

ECO-merce: Embedding Sustainable Marketing in e-commerce for Agri-food is a European funded project (Erasmus+) aiming at strengthening the capacity of agri-food producers and small and medium-sized enterprises (SME's) to apply sustainable marketing in e-commerce.

The ECO-merce project addresses these challenges by developing an integrated, value-based digital training program, aligning skills needs with consumer values within the European GreenComp and DigComp frameworks. The resulting ECO-merce framework, presented in this report, will guide the sustainable marketing training needed to enable agri-food producers to guide consumers towards sustainable products in the competitive e-commerce landscape. Agri-food actors will be better equipped to meet consumer demands and guide their choices for high-quality, sustainably sourced products, fostering trust and loyalty while contributing to reducing environmental impact

2. Methodology

2.1. Data Collection

An EU Survey questionnaire created by ACEEU with the integration of consortium partners inputs and feedback was shared among all partners and disseminated among stakeholders (consumers in European countries) to gather information on consumer purchasing and spending behaviours according to different pre-identified value dimensions. The survey was created on EU Survey Platform and complemented by an instruction document translated in partners countries languages.

2.2 Survey Results Analysis

132 responses across 9 EU countries (Ireland, Germany, Portugal, France, Spain, Italy, Austria, Latvia, Slovak Republic) were collected and analysed by ACEEU using a quantitative data analysis approach. The results provided a comprehensive overview of consumers' behaviours and value dimensions, useful to define consumer persona characteristics and connection to their values.

2.3 Consumer Persona Identification Definition

5 consumer personas were identified and validated based on:

- **Values dimension clustering:** the value dimensions previously identified by ECO-merce partners were used to cluster the questions in the EU survey and provided a first understanding of what values are perceived as most relevant in consumers everyday life.
- **Quantitative data analysis:** this step facilitated the process of clustering consumers' inputs into categories and extracting key elements to define each consumer persona profiles

3. Insights from Analysis of Survey Results

Table 1 encloses the key findings from the qualitative data analysis of the data collected through the consumer survey. The table included data on the most rated value dimension and key behaviours patterns identified. A topic analysis of these elements led to the definition of each persona profile (described low).

TYPICAL DEMOGRAPHIC CHARACTERISTICS	CONSUMERS SHARE	MOST RATED VALUE DIMENSION	LEAST RATED VALUE DIMENSION	KEY BEHAVIOUR PATTERN	CONSUMER PROFILE
Age : 31 to 40 years. Household: Living alone. Education: Master's degree. Occupation: Mixed but often professional background. Food budget: 50 to 100 EUR/week.	21 – 16%	Social Responsibility and Community (support for local producers, fair labour, community impact), sustainability, ethics	Information, Health and Lifestyle (still positive but lower relative to other values)	Very high engagement with sustainability. Frequently choose local products, check environmental claims, and buy from ethical brands.	Sustainability Champions
Age: 50 to 60 years. Household: Living with partner. Education: Master's degree. Occupation: Different roles (e.g., project managers). Budget: 150 to 200 EUR/week.	30 – 23%	Social Responsibility and Community, Environmental sustainability, Ethics	Information, Health and Lifestyle	Strong sustainability orientation but balanced with price and convenience. Often influenced by ethical and social considerations when information is available.	Conscious Choosers
Age: 60+ years. Household: Living with partner. Education: Secondary education. Occupation: Often	47 – 35%	Economic and Fairness Considerations (price comparison, value for money),	Environmental Sustainability	Moderate sustainability awareness. Decisions mainly driven by affordability	Pragmatic Balancers

retired. Budget: 50 to 100 EUR/week.		information, health		and habit, but sustainable options are accepted if easy and affordable.	
Age: 18 to 30 years. Household: Living with partner. Education: Higher education . Occupation: Early career professionals. Budget: 100 to 150 EUR/week.	24 – 18%	Economic and Fairness Considerations, health	Environmental Sustainability	Focus on convenience, taste, and price. Sustainability only influences decisions when linked to direct benefits or promotions.	Convenience Seekers
Age: 50 to 60 years. Household: Families with children. Education: Higher education . Occupation: Several roles, often retired Budget: 150 to 200 EUR/week.	11- 8%	Economic and Fairness Considerations	Environmental Sustainability	Very low engagement with sustainability values. Purchasing mostly driven by price, habit, and familiarity with products or brands.	Unengaged Consumers

Table 1

4. Consumer Persona Definitions:

The key elements identified from the analysis of the results contributed to define the main characteristic for each persona and to create comprehensive definitions:

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.

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.

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

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

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

The demographic data and consumer persona definitions have been used to create the template of the **ECO-merce Consumer Persona Cards Set** (image 1).

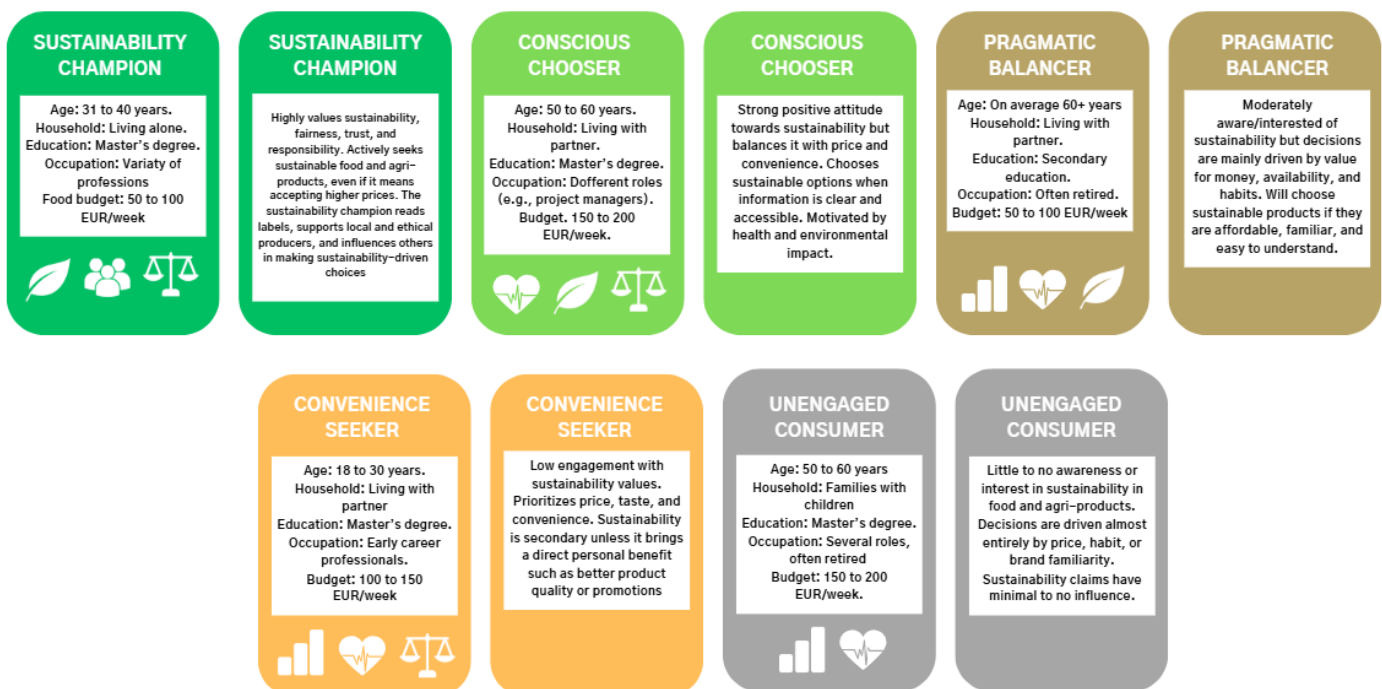


Image 1

5. ECO-merce Value Map

5. 1 Sustainability Value Dimensions

5 key value dimensions were identified during partners workshops and brainstorming session prior to the survey, and used to cluster questions in the EU consumer survey, providing a clear understanding of most relevant value dimension

Value	Definition	Key Elements
Environmental Sustainability	The extent to which consumers consider the environmental impact of their agri-food choices, including resource use, carbon footprint, packaging, and preference for local or seasonal products, and actively seek options that minimise environmental harm.	• Environmental claims: Statements made by brands about their environmental benefits or sustainability efforts. • Sustainable packaging: Use of eco-friendly, recyclable, or reduced packaging materials. • Local/seasonal products: Products sourced locally or produced according to natural seasonal cycles • Carbon footprint: The total greenhouse gas emissions associated with a product or brand. • Resource use: Efficiency and responsibility in using natural resources like water, energy, and raw materials. • Eco-labels and certifications (organic, fair trades, animal welfare): Official labels that verify environmental or ethical standards in production.
Social Responsibility	The degree to which consumers value the social impact of their purchases, including support for local producers, fair labour conditions, and community well-being, and integrate these considerations into their shopping decisions	• Products and/or brands that support small farmers and fair labour conditions: Support for ethical sourcing and fair treatment of workers in supply chains. • Support local producers: Preference for sourcing from nearby or regional producers. • Support of community-based systems: Contribution to local economies and community-driven initiatives. • Attention to social concerns such as fair labour and/or community impact: Awareness and action on issues affecting workers and communities. • Brand economic impact on employees and partners (equal and fair pay): Fair compensation and economic benefits provided to workers and partners.
Economic and Fairness Considerations	The importance consumers place on price, value for money, product availability, and fair	• Fair pricing compared to consumer perceived value, production costs, market value: Pricing that reflects true value and balances costs, quality, and market standards.

	pricing practices, balancing personal economic constraints with broader considerations of fairness and long-term economic sustainability.	• Importance of price based on consumer economic possibilities: Consideration of affordability for different consumer groups. • Brand uses long-term and sustainable economic practices: Commitment to financially sustainable and responsible business models.
Ethics and Brand Values	The extent to which consumers are influenced by ethical principles and trust in brands, including animal welfare, transparency, responsible business practices, and willingness to change behaviour based on perceived ethical standards.	• Ethical and transparent practices: Operating with honesty, accountability, and openness • Brand operates based on high moral standards: Adherence to strong ethical principles in business decisions. • Brands are trustworthy: Perceived reliability and honesty of a brand. • Brands care for customers and environment: Demonstrated concern for consumer wellbeing and environmental protection. • Care for animal welfare: Ensuring humane treatment of animals in production processes.
Health, Lifestyle & Information	The degree to which consumers rely on information, personal health considerations, and lifestyle preferences in their purchasing decisions, including label reading, use of digital tools, and the role of emotions, habits, and product appeal.	• Access to transparent information on the product (production, supply chain, packing, impact on consumer, community and environment): Availability of clear, detailed information about how a product is made and its impacts. • Product is an healthy option and/or contribute to the consumer health: Offers nutritional or health-related benefits to consumers. • Product aligns/improves consumer life-style: Fits with or enhances the consumer's values, habits, or quality of life.

Table 2

5.2 Value Map Development

The **ECO-merce Value Map** (image 2) aims at indicating what consumer personas value according to their behavioural and spending habits.

Because of this, the Value Map was built keeping the consumer persona identified at the center of the map as main target group. Each persona profile is linked a combination of value dimension – according to their behavioural and spending habits. Each value dimension encloses a series of key value elements which characterise them (table 2).

In the Value Map, the integration of these items is further completed by the preliminary allocation of producers needed skills identified in the ECO-merce Skills Analysis Report.

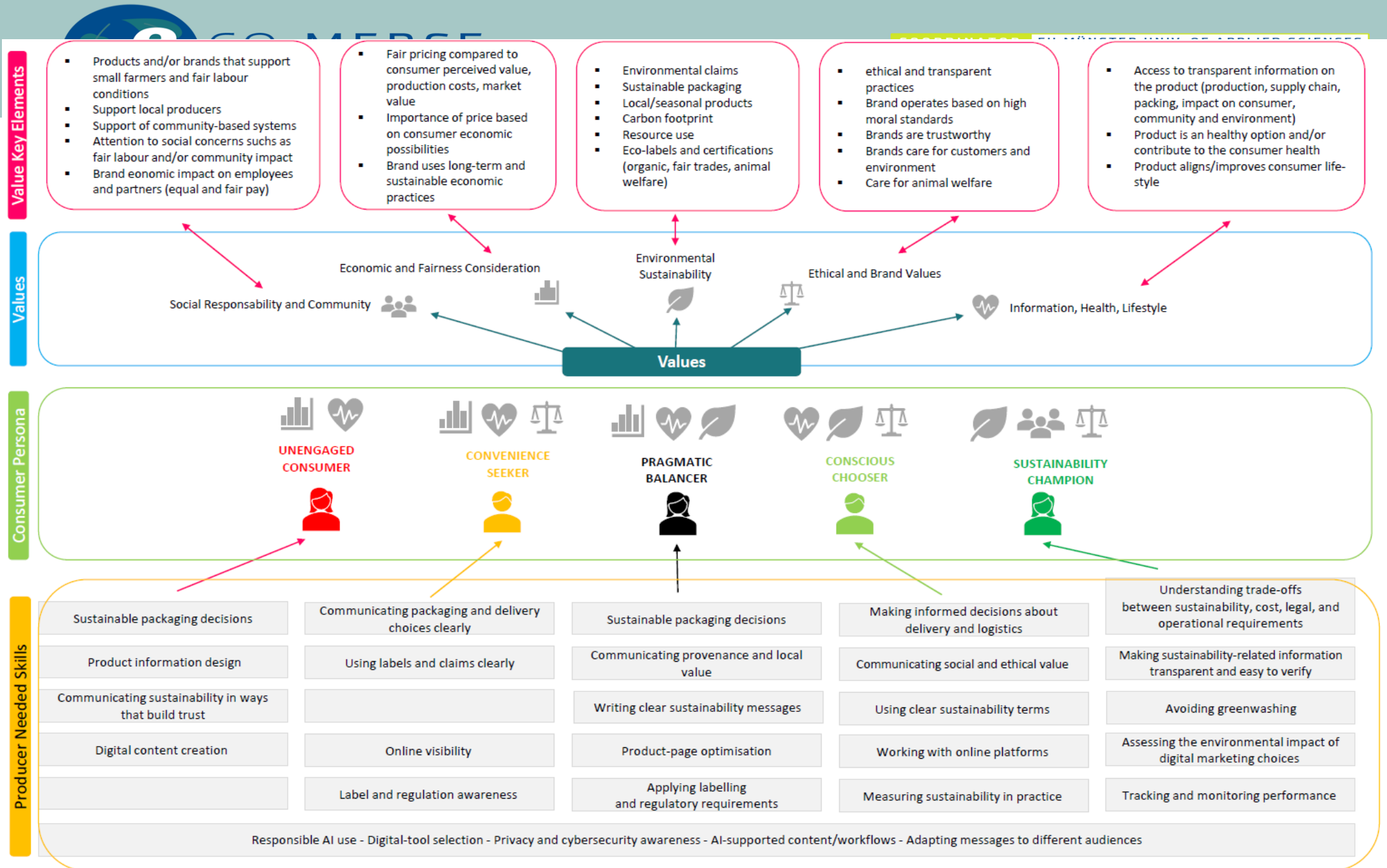


Image 2

6. Conclusions

This report provides a comprehensive summary of the processes and tools used to identified ECO-merce Consumer Persona and Value Map.

Overall, five consumer personas were identified, showing that sustainability priorities vary widely across consumers. These profiles led to the creation of a Cards Set of Consumer Persona which will can used to educators and trainers operating the agri-food sectors.

Building on the values of each consumer persons, the ECO-merce Value Map was created. The Map indicates that consumer personas value according to their behavioural and spending habits and provide a first connection with the identified skills needed by producers which connect to each value dimension.