

Customer Persona: Emily, the Eco-Conscious Shopper

1. Demographics

- **Name:** Emily Carter
 - **Age:** 32
 - **Gender:** Female
 - **Location:** Portland, Oregon
 - **Occupation:** Marketing Manager at a tech startup
 - **Income:** \$75,000/year
 - **Education:** Bachelor's Degree in Communications
 - **Marital Status:** Married, no children
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2. Psychographics

- **Personality Traits:** Practical, socially conscious, tech-savvy, detail-oriented
 - **Lifestyle:** Urban dweller, supports local businesses, prefers public transportation and bikes
 - **Values:** Sustainability, transparency, quality over quantity
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3. Pain Points

- Finds it hard to identify truly eco-friendly brands due to greenwashing
 - Has limited time to compare ethical product options
 - Frustrated with high prices for sustainable products
 - Concerned about the environmental impact of packaging and shipping
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4. Buying Behavior

- Shops mostly online via mobile

- Reads product reviews extensively before purchasing
- Follows sustainable lifestyle influencers on Instagram and YouTube
- Subscribes to newsletters and loyalty programs of ethical brands
- Prefers brands that are transparent about sourcing and labor practices

5. Motivations

- Wants to reduce her carbon footprint
- Feels empowered by making conscious purchases
- Enjoys supporting businesses that align with her values
- Wants convenience without compromising on ethics
- Influenced by product certifications (e.g., Fair Trade, USDA Organic)

| CUSTOMER PERSONA | |
|---|--|
|  | EMILY Carter |
| | AGE 32 |
| | LOCATION Portland, Oregon |
| | JOB Marketing Manager |
| INCOME \$75 000/year | |
| PERSONALITY | PAIN POINTS |
| Tech-savvy Practical Environmentally conscious | – Hard to find truly ethical brands – High cost of eco-friendly products – Confusion via transprdhng |
| BUYING BEHAVIOR | MOTIVATIONS |
| Online/mobile-first Following influencers Loyalty to transparent brands | – Reduce her carbon footprint – Support ethical companies – Feel good about |