

# WHAT MOTIVATES SMART CONSUMPTION?

Using motivation profiles to support business planning

**Case study, Finland**

**Elina Huumo et al.**



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**What motivates smart consumption?**

Using motivation profiles to support business planning

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# Contents

Foreword	3
Esipuhe	4
Förord	5
To the entrepreneur	6
7 motivation profiles	7
Motivation profiles crystallise consumer understanding	8
Motivation profiles and the smartness of consumption	9
Motivating factors in consumption	10
Comfort-seeking hedonist	11
Tribal follower	14
Day-to-day survivor	17
Impulse buyer	20
Traditional voice of reason	23
Trendsetting feel-good green	26
Resourceful eco-warrior	29
Summary of motivation profiles	32
A nudge towards smarter consumption	34
How to apply the profiles to practice	36
Clarify your development needs and goals	37

Identify potential target groups	38
Look at your product/service through the eyes of your target group	39
Put the ideas into action	40
Final words	41
Conclusion	42
How was the research done?	43
Appendices	44

# Foreword

This report aims to examine and shed light on the underlying motives affecting sustainable consumption. Our planet is in the middle of a sustainability crisis, but we humans have the solution in our hands. We need smarter consumption habits. This means that when buying commodities and services, we have to think not just about our needs but also about the earth's carrying capacity and the sufficiency of resources.

The study was conducted in Finland in the autumn 2017, and the results primarily represent the Finnish population. Nevertheless, we believe that similar thinking and motives behind consumption habits can also be applied internationally.

This report was initially intended for entrepreneurs and business developers who design goods and services to make our sustainable everyday life easier. However, we soon noticed that the motives and motivation profiles behind smarter consumption behaviour are also applicable to the human-oriented development of organisations, associations, cities and municipalities.

We hope this report offers new thoughts and development ideas for you as well!

**MARKUS TERHO**

Project Director  
Sitra

**SARI LAINE**

Specialist  
Sitra

# Esipuhe

Käsissäsi on selvitys, jonka tavoitteena on tutkia ja tuoda esiin kestävän kulutuksen taustalla vaikuttavia motiiveja. Maapallollamme on kestävyyskriisi, mutta meillä ihmisillä on siihen ratkaisun avaimet hallussamme. Kulutustottumustemme on muututtava fiksummiksi. Tämä tarkoittaa sitä, että tavaroita ja palveluja ostaessamme mietimme oman tarpeemme lisäksi maapallon kantokykyä ja resurssien riittävyyttä.

Tutkimus on tehty Suomessa syksyllä 2017 ja tulokset peilaavat ensisijaisesti suomalaista väestöä. Uskomme kuitenkin, että samankaltainen ajattelu ja kulutuskäyttäytymisen taustalla olevat motiivit ovat sovellettavissa myös kansainvälisesti.

Alun perin tämä selvitys suunnattiin yrittäjille ja liiketoiminnan kehittäjille, jotka suunnittelevat kestäviä arjen valintoja helpottavia tavaroita ja palveluja. Pian kuitenkin huomasimme, että fiksumman kulutuskäyttäytymisen taustalla olevat motiivit ja motivaatioprofiilit toimivat myös järjestöjen, yhdistysten, kaupunkien ja kuntien ihmislähtöisessä kehitystyössä.

Toivomme, että julkaisu tuo myös sinulle uusia ajatuksia ja kehitysideoita!

**MARKUS TERHO**

Projektijohtaja  
Sitra

**SARI LAINE**

Asiantuntija  
Sitra

# Förord

Det du nu håller i din hand är en utredning som syftar till att undersöka och lyfta fram de motiv som ligger bakom hållbar konsumtion. Det råder en hållbarhetskris på vår jord, men vi människor har lösningen i våra händer. Våra konsumtionsvanor måste bli smartare. Detta innebär att vi ska tänka, förutom på våra egna behov, även på jordklotets bärkraft och resursernas tillräcklighet när vi köper varor och tjänster.

Undersökningen genomfördes i Finland hösten 2017 och resultaten speglar i första hand befolkningen i Finland. Vi tror dock att liknande tänkesätt och motiv bakom konsumtionsbeteendet kan tillämpas även internationellt.

Från början riktades denna utredning till företagare och affärsutvecklare som designar varor och tjänster för att underlätta för konsumenter att göra hållbara val i vardagen. Snart märkte vi dock att de motiv och motivationsprofiler som ligger bakom ett smartare konsumtionsbeteende fungerar även i ett människoorienterat utvecklingsarbete i organisationer, föreningar, städer och kommuner.

Vi önskar att denna publikation kan komma med några nya tankar och utvecklingsidéer!

## **MARKUS TERHO**

Projektledare  
Sitra

## **SARI LAINE**

Expert  
Sitra

# To the entrepreneur

As consumers, we Finns are quite different from each other. While some people's decisions are motivated by ecological values and the earth's capacity, others make their decisions to maximise their own pleasure or to cheer themselves up. Making decisions is not a rational process, but rather a complex, partially unconscious chain of thought which involves motivations, values and attitudes, as well as many small factors connected with the context of daily life.

But although these background factors are numerous, there is one thing which unites us all as consumers: we want to be happy and to live a happy life. For some, a happy life means allotment gardening, local food, a shared house, vacations in Finland and services that help to distribute surplus food. For others, on the other hand, a happy life means five-star hotels, maximal floor heating, shopping therapy, a large detached house and services which bring a sprinkling of luxury to daily life.

Smart consumption is about thinking about both our own needs and the earth's carrying capacity and the sufficiency of shared resources when we buy goods and services. In the minds of many Finns, smart consumption is still only one fairly small motivating factor among many others. Based on the interviews we carried out, services for smart housing and transport are still hard to understand, access and purchase.

- How could we as entrepreneurs understand our customers better, create value in those areas which are important for different consumers and push them gently towards smarter consumption?
- How could we form service concepts that help to solve daily problems and guide people positively towards behaviour which takes care of the earth's resources?
- How could we reach our target group in an engaging and meaningful way while also changing their behaviour in a positive fashion, one step at a time, and raising their curiosity?
- How could we get under the surface and take a look at the real lives of consumers – their living, their mobility, their eating and their consuming – and understand how the real value is generated?

The purpose of this work is to peek through the curtain and give you, the entrepreneur, greater access to the daily lives of Finnish people – to help you understand the different motives and attitudes behind decisions and choices as well as those things that make people recoil, sometimes even without being conscious of it.

The package we have put together, based on our fieldwork, consists of motivation profiles and various tips on how to make use of them. This package can help you to plan customer-orientated business operations, consider your products and services within the framework of different profiles, package these products and services based on different customer needs, and communicate more effectively about them to your chosen target groups!

*Everyone is welcome to take advantage  
of this collection of ideas!*

# **7** **MOTIVATION PROFILES**

# Motivation profiles crystallise consumer understanding

We identified among Finnish people seven different profile groups that represent different consumption motives and values. Each motivation profile represents a particular group of people that value similar things and have similar attitudes and motivating factors behind their consumption choices. The profiles themselves are based on qualitative research that has been validated quantitatively for the whole of Finland.

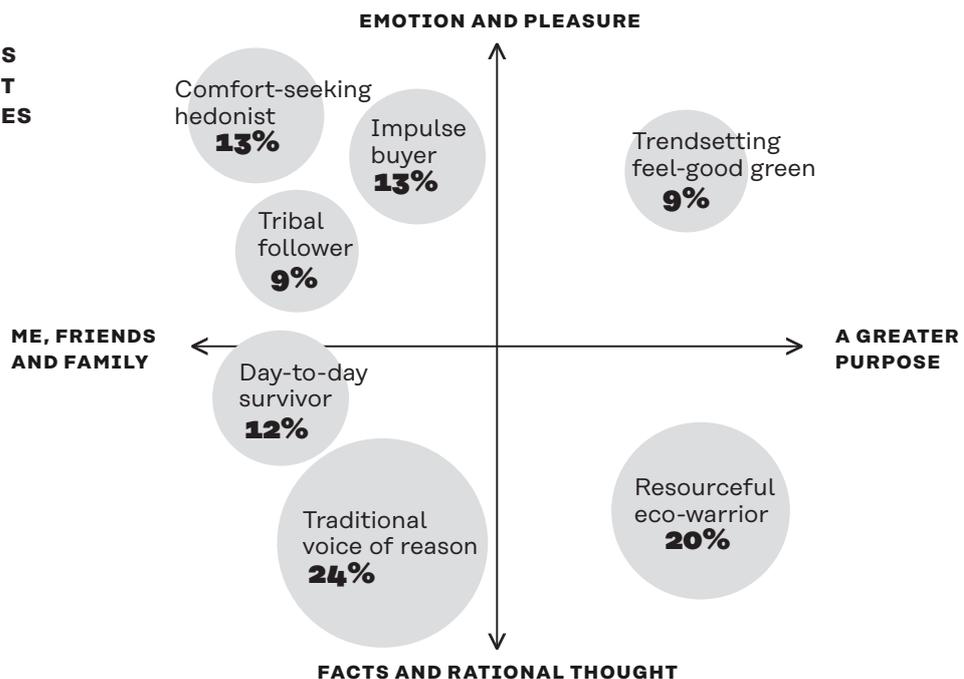
For each profile, consumption decisions are motivated by specific factors that differ from the other profile groups. So, while the *traditional voice of reason* is motivated by common sense, moderate consumption and functionality, the *comfort-seeking hedonist* is primarily motivated by comfort and pleasures, a longing for luxury and the joy of buying new things.

In the consumer interviews, we assessed the answers to a number of questions to which the different motivating factors of consumption could be applied. We noted that the following aspects were particularly revealing – and distinguished the different profiles well:

1. Are consumption decisions directed mostly by emotion and pleasure or by facts and rational thought?
2. Are the effects and benefits of one's choices meant to be only for oneself and one's close friends and family, or are they seen to have a larger impact and purpose?

The percentages here give the proportion of the Finnish adult population that belong to each profile.

FIGURE 1.  
MOTIVATION PROFILES REPRESENT DIFFERENT CONSUMPTION MOTIVES AND VALUES

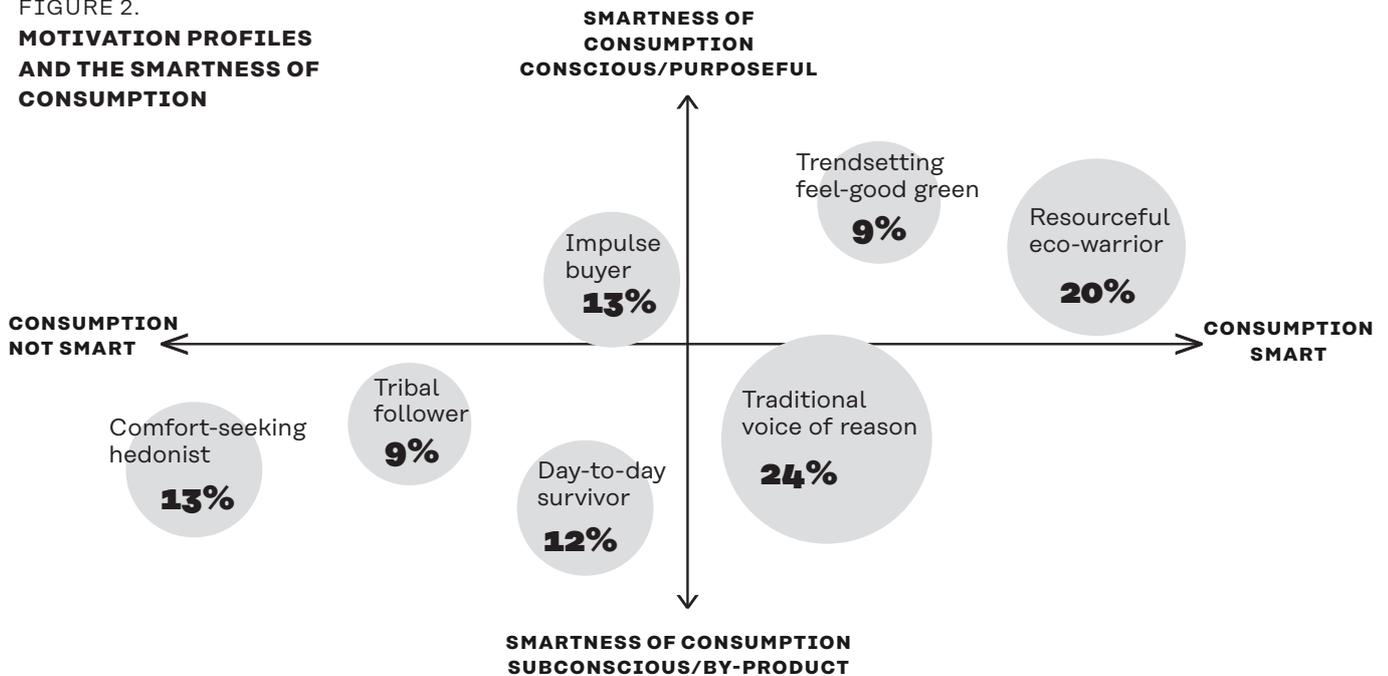


# Motivation profiles and the smartness of consumption

The profiles clearly differ from each other with regards to smart consumption. Smart consumption refers here to consumer behaviour which keeps environmental impact to a minimum. For example, the *trendsetting feel-good green* recognises and is

aware of the environmental impacts of consumption and often makes choices based on these. For the *day-to-day survivor*, consumption is dictated by financial scarcity, leading to smart behaviour that is most often subconscious in nature.

FIGURE 2.  
MOTIVATION PROFILES  
AND THE SMARTNESS OF  
CONSUMPTION



# Motivating factors in consumption

The motivating factors behind Finnish people's consumption choices are made up of very different elements, and environmental friendliness and consumption reduction comprise just one element among many others. People's decisions are affected by both their long-term value system and the

conscious and subconscious motivating factors arising in each daily life situation.

In this project, we have focused on consumption behaviour and the associated motivating factors in the contexts of housing, eating, mobility and other consumption.

FIGURE 3.  
**MOTIVATING FACTORS IN FINNISH CONSUMPTION HABITS**

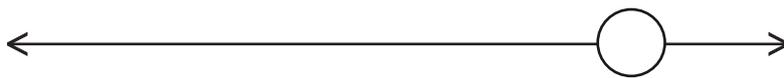
*The size of the circle represents the importance of the issue in the consumption decisions of a Finn*





# THE COMFORT-SEEKING HEDONIST

**SLOW ADOPTER**



**EARLY ADOPTER**

# The comfort-seeking hedonist as a consumer

## SEEKS PLEASURES AND AN EASY LIFE

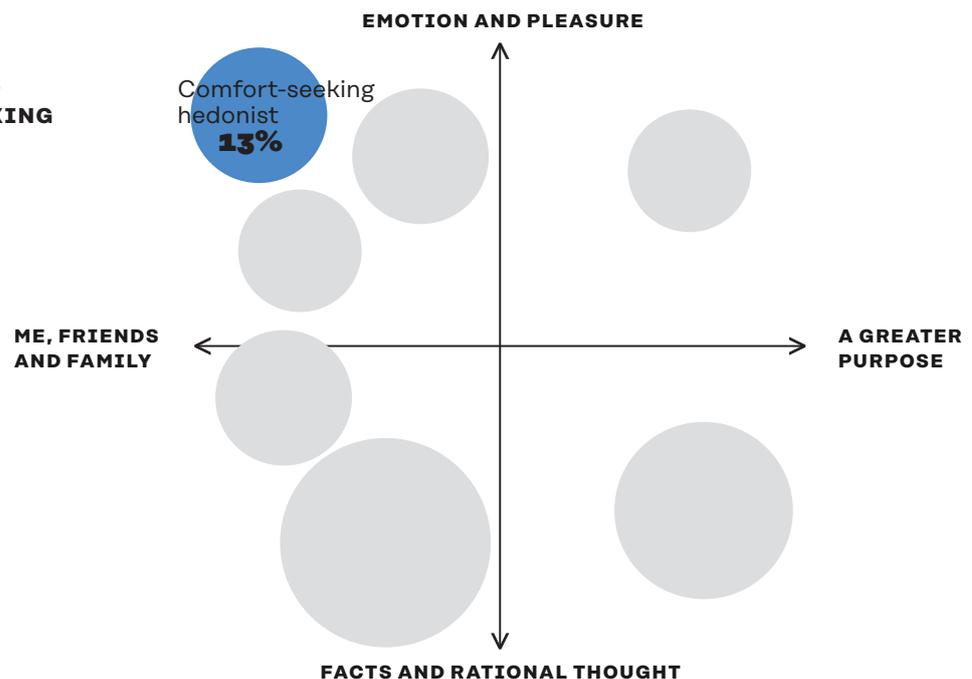
The *comfort-seeking hedonist* wants life to be easy and of high quality. They are not willing to compromise on their comfort for the sake of the environment, nor do they believe that individual consumers can really save the world – not that it necessarily even needs to be saved. If there really are any environmental problems that are affecting the world, then they believe that technological development will provide the solution to them. Comfort-seeking hedonists are ready to invest in themselves: they spend a considerable amount of money on hobbies and the pursuit of pleasure. Their tastes are fairly demanding and they expect quality. There is never any harm in bringing luxury into life.

## THEY BUY THEIR FOOD WHENEVER THEY FEEL LIKE IT

“Food purchases are not particularly planned. I just buy the stuff I feel like buying. Then there’s eating out too – sometimes even too much of that. Sometimes I suddenly realise that it’s a month since I last made a meal at home. When I go shopping, I only buy high-quality stuff. I guess I could eat more healthily, but red meat, for example, is such an important part of my food culture that I just wouldn’t be able to give it up.”

*“Yeah, it’s my own pleasure and comfort that’s the driving force behind all my purchases. I have a demanding taste and I know what I like.”*

FIGURE 4.  
CONSUMPTION  
MOTIVES AND VALUES  
OF THE COMFORTSEEKING  
HEDONIST



# The comfort-seeking hedonist – motivators and barriers

## MOTIVATED BY PLEASURE AND AN EASIER LIFE

The comfort-seeking hedonist is not motivated by giving things up, but rather by acquiring new stuff. They believe strongly in the consumer culture and technological development, so they are particularly interested in all kinds of new technological solutions. Ecological living and responsibility are not values in themselves, but the hedonist can be engaged if these values are integrated, for example, into new experiences, pleasures or status. In particular, all solutions that make life easier are welcome.

## HINDERED BY TECHNOCRATIC THINKING AND COMFORT-SEEKING

Continual comfort-seeking, belittling of environmental problems and an ardent faith in the power of technology to solve environmental problems are the main barriers preventing the comfort-seeking hedonist to embrace smart – or at least slightly smarter – consumption habits.

*“What?! So, someone would come to charge the car when I am outside drinking wine in my swimming shorts on a sunny day? Never!”*

*“When I take a holiday, I want to take a proper holiday. It’s a five-star hotel, with transport provided right to the door – it’s the perfect break.”*

FIGURE 5.  
**MOTIVATING FACTORS OF  
CONSUMPTION OF THE  
COMFORTSEEKING  
HEDONIST**



### REMEMBER WHEN PLANNING

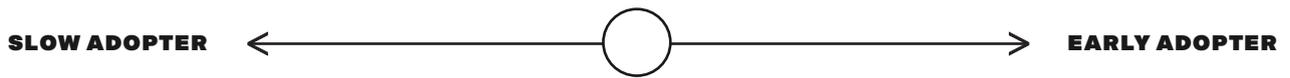
- The product/service should be of higher quality and technologically more advanced than the competition.
- The product/service should either have the “wow factor” or make life more comfortable and pleasurable.
- Communicate the idea of quality, or even luxury. Boost status.
- Try to make use of trendsetters as effectively as possible in your communications.

### POTENTIAL SMART CONSUMPTION ACTIONS

- Buy high-quality local food.
- Minimise food waste by carefully planning food purchases.
- Telecommute.
- Heat home with a geothermal or an air source heat pump.
- Buy a Tesla.



# THE TRIBAL FOLLOWER



# The tribal follower as a consumer

## CONSUMPTION GUIDED BY SOCIAL MEDIA AND PEER GROUP

The *tribal follower* is a group-focused person who finds social issues remote and alienating. Their consumption levels can be high, and their choices can easily be changed by the example of other people. The tribal follower often makes purchases for the simple pleasure of buying, with little consideration for anything else. Topics relating to smart consumption are not major considerations in their lives and their attitude towards many environmental issues is scepticism, or even indifference.

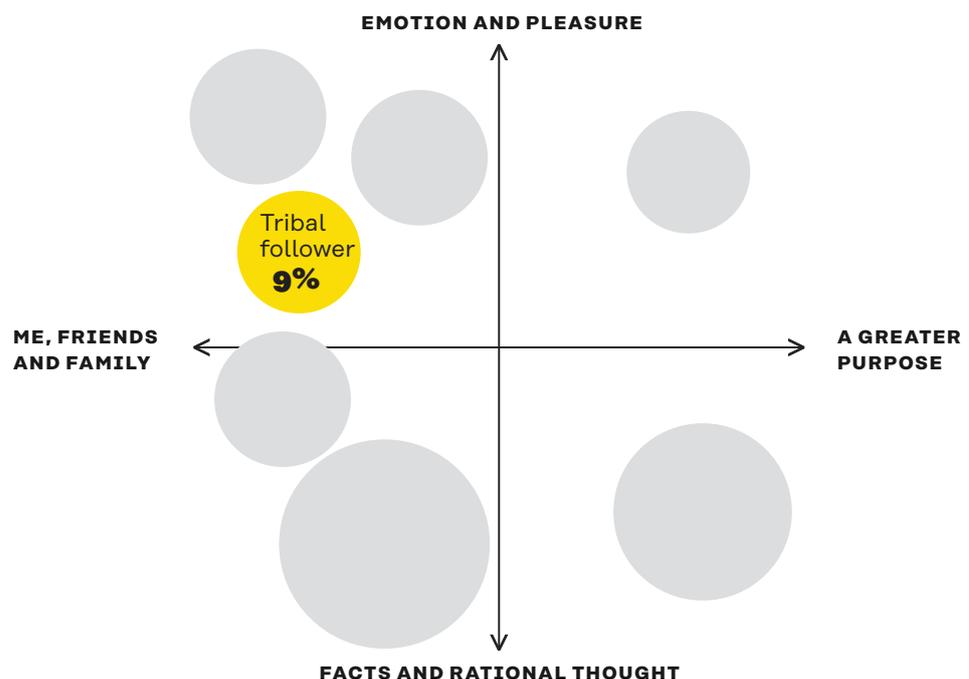
## VISITS THE FOODSTORE OFTEN AND WITHOUT PLANNING, BUT KEEPS TRACK OF PRICES

“I go to the food store nearly every day, to the one that is closest to me. I buy just the

basic stuff, sometimes also ready meals. Quite often I end up going to McDonald’s or ordering pizza. Price does have a big effect on what I buy. I follow a few bloggers on Instagram, and many of them avoid meat and dairy products these days. I myself sometimes buy oat milk. I have thought that I should sometimes try making vegetarian food, but it feels like quite an effort – pasta Bolognese is just so much easier.”

*“If I was going to buy a TV, I would ask advice from my brothers and sisters or from a friend ... if nobody could help, I would turn to the internet. I don’t really know myself what kind I should get.”*

FIGURE 6.  
CONSUMPTION  
MOTIVES AND VALUES  
OF THE TRIBAL  
FOLLOWER



# The tribal follower – motivators and barriers

## MOTIVATED BY THE EXAMPLE SET BY OTHER PEOPLE

To the tribal follower, many issues seem to be irrelevant: the attitude is very much “whatever”. They can be motivated to engage in smarter consumption most effectively by the example of people they highly respect and by sufficiently widespread and viral stunts and events (Meat-free October, Cleaning Day, for example). Their smart choices and actions must be easy to adopt and carry out. More important than taking care of the world is the enjoyment or benefit that can be directly seen in one’s own life – this could also include saving money.

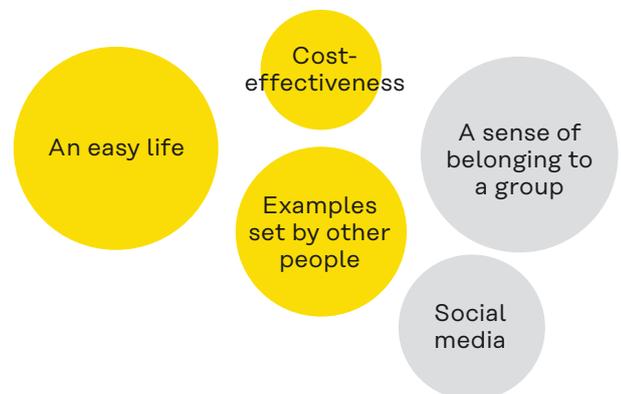
## IMPEDED BY A PERCEIVED LACK OF INFLUENCE

For the tribal follower, the adoption of smarter consumption choices is slowed down by their sense of having little influence and their desire for comfort. Many topics relating to society or the environment sound difficult, distant and out of reach of their own sphere of influence. They do not feel that their own daily choices and actions have an impact on the big picture. The tribal

follower wants life to be easy and comfortable. They do not necessarily have any excess funds, so they are not willing to spend more on smarter choices.

*“I don’t recycle at home. It has been made terribly difficult. There isn’t a collection point in our yard. If they want to direct people towards this, then why don’t they make it compulsory? It seems pointless to make the effort myself if everyone else is not doing the same.”*

FIGURE 7.  
MOTIVATING FACTORS OF  
CONSUMPTION OF THE TRIBAL  
FOLLOWER



### REMEMBER WHEN PLANNING

- Influence through reference groups and thought leaders.
- Offer comparisons to others (for example, virally circulating tests).
- Be visually impressive and inspiring.
- Cut out complexity and avoid large and weighty (social) topics in your communications.
- Avoid premium pricing: environmentally friendly actions must not come at a cost.

### POTENTIAL SMART CONSUMPTION ACTIONS

- Buy surplus food from restaurants.
- Reduce meat consumption, participate in Meat-free October.
- Increase the use of public transport.
- Give up your own car.
- Participate in Cleaning Day.



# THE DAY-TO-DAY SURVIVOR



# The day-to-day survivor as a consumer

## CONSUMPTION ONLY OUT OF NECESSITY – USUALLY FOR BASIC NEEDS

The mind of a *day-to-day survivor* is often occupied by a single issue: day-to-day survival. This takes so much time and energy that little time is left over for advancing personal values (or even thinking about them). For day-to-day survivors, smart consumption flows from a low level of consumption: they do not buy anything spontaneously or for pure pleasure; if there is an overwhelming need to buy something, it is dictated by necessity. Price, not quality, is the determining factor for making a purchase. The emphasis when buying is on short-term benefit, and often on saving. They are not willing to invest, even if investments could bring savings in the long

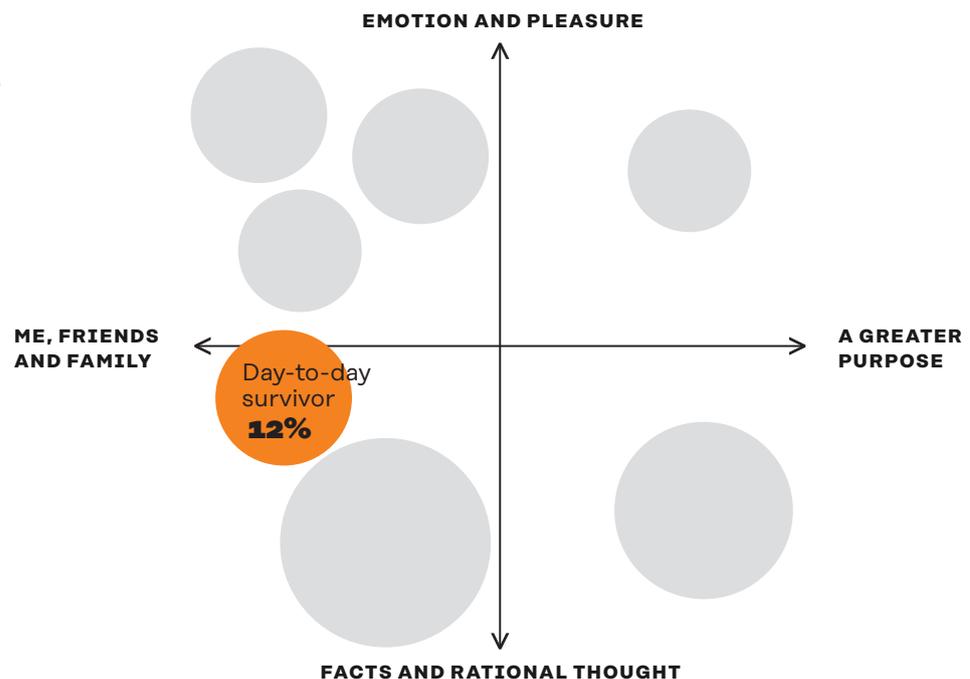
term. Besides reduced consumption, all other thoughts around smart consumption are almost completely buried beneath this spending discipline. Day-to-day survivors do not feel that their actions have much of an environmental impact, and they do not actually think about the issue at all.

## WHATEVER YOU BUY, BUY IT CHEAP

“I can’t really be bothered to hunt for bargains, nor do I really focus my purchases on any particular chain. I buy what I buy, when the money can be found, and only what I really need – never anything special. I often find myself in Lidl!”

*“For myself, I buy what’s needed and what’s affordable.”*

FIGURE 8.  
CONSUMPTION  
MOTIVES AND VALUES  
OF THE DAY-TO-DAY  
SURVIVOR



# The day-to-day survivor – motivators and barriers

## HARD TO IDENTIFY STRONG MOTIVATING FACTORS

More than with any of the other profiles, the day-to-day survivor is influenced in their buying decisions by factors arising in the purchase context. They often grab the cheapest thing, but without investigating in more detail where would be the most sensible place to buy from – the cheapest option is simply bought from the place that they happen to be. The act of purchasing should be easy and inconspicuous as spending money stings. At the same time, this ease of purchasing is not remembered or classified as something positive, but rather is quickly forgotten.

## HINDERED BY SCARCITY AND NOT BELIEVING THEY CAN HAVE AN IMPACT

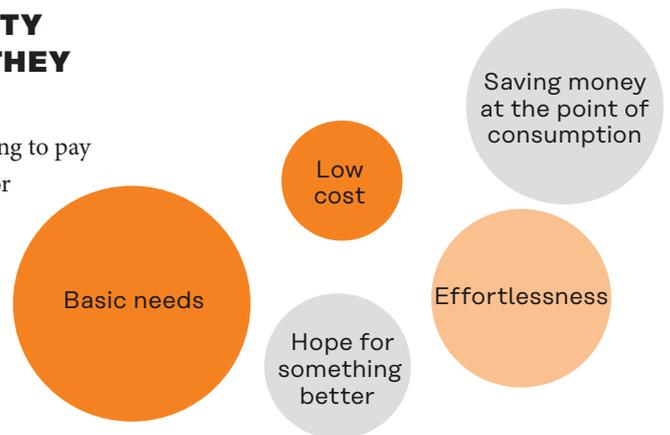
The day-to-day survivor is not willing to pay extra for environmentally friendly or fair-trade options. Indeed, all matters relating to smart consumption feel very remote. Escape from the cycle of survival could lift their belief in themselves and their ability to make a difference. In this way, the day-to-day

survivor could reflect more on their own values and actions.

*“If the money was there, I could prioritise quality regardless of the price!”*

*“Is it too much effort to be eco-friendly? I don’t have the energy when shopping to go and find out. Price takes priority over environmental friendliness.”*

FIGURE 9.  
MOTIVATING FACTORS OF CONSUMPTION OF THE DAY-TO-DAY SURVIVOR



### REMEMBER WHEN PLANNING

- Think how basic things could be made enjoyable without extra costs.
- With the product/service, focus on basic needs.
- Make it cheap (at least the same price as the non-ecological option) and effortless.
- In each situation and each environment (both physical and online), communicate visibly and highlight the low price.

### POTENTIAL SMART CONSUMPTION ACTIONS

- Minimise food waste by carefully planning food purchases.
- Repair old goods.
- Minimise electricity and water consumption.



# THE IMPULSE BUYER



# The impulse buyer as a consumer

## OFTEN BUYING THINGS FOR THE SIMPLE PLEASURE OF BUYING

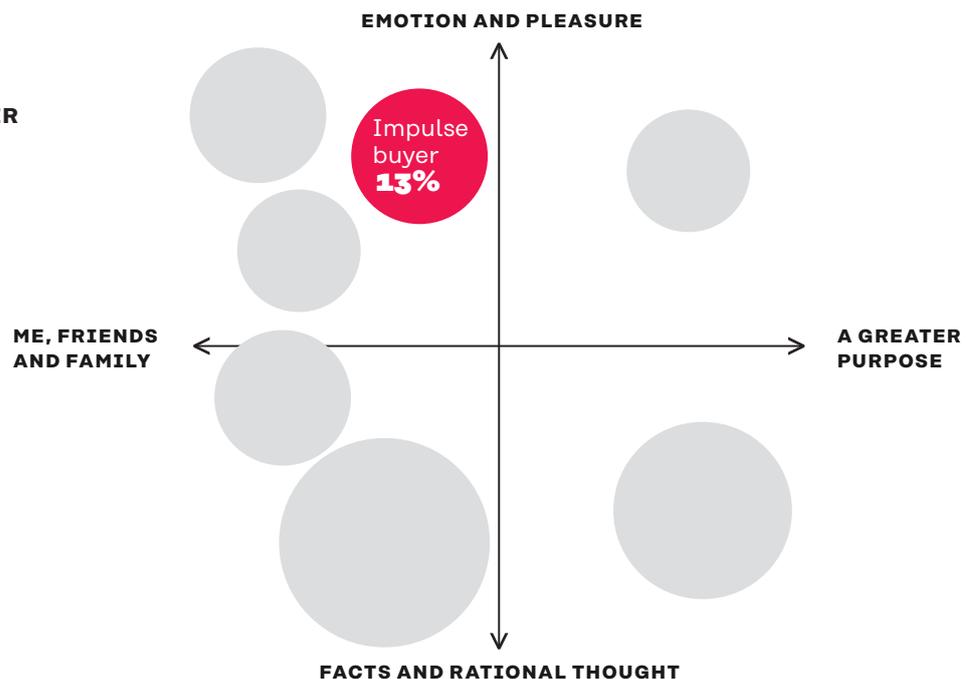
For the *impulse buyer*, shopping brings pleasure. It is a fun way to spend time, and shopping trips often result in buying more than was planned. Typically, quantity takes priority over quality. Purchases are guided by comfort and pleasure, and advertisements and media stories also provide inspiration. Heavy consumption sometimes leads to financial problems, forcing the impulse buyer to briefly cut back on spending. Ecological values are seen as important, but they do not guide behaviour as consumers, nor do they affect the choices made. The impulse buyer recognises the negative sides of consumption and low-cost production but does not feel much stress or pangs of conscience as a result.

## VISITING SHOPS WITHOUT PLANNING

“I visit shops in large markets. I am very impulsive and I rarely use a shopping list. If I buy dog food, for example, I might at the same time get the dog a fun toy, some bones or new food bowls, even if these aren’t needed. Sometimes I get things just for the joy of buying. To comfort myself. Or to reward myself. Or sometimes just to cheer myself up. I do take a look at the prices, and I’m aware that sometimes I buy stuff even though there isn’t money for it. Sometimes I might go shopping many times in the same day because I keep forgetting things.”

*“I would like to be a better person. But I’m not. I would like to teach my children through my own behaviour about how to be prudent, but it’s difficult when all the time I manage to come up with all these things that I supposedly need.”*

FIGURE 10.  
CONSUMPTION  
MOTIVES AND VALUES  
OF THE IMPULSE BUYER



# The impulse buyer

## – motivators and barriers

### MOTIVATED BY THINGS THAT BRING JOY TO DAILY LIFE

Consuming and buying often bring a good feeling, and ecologically sound purchases should support this. Smarter choices should be gratifying and should certainly lead to more savings than expenses. The values of the impulse buyer are fairly ecological, but their current purchase behaviour does not reflect this – they often end up choosing either the cheapest or most easily available.

### HINDERED BY HIGH PRICES AND PERCEIVED DIFFICULTY

The adoption of smart choices is particularly inhibited by high prices and solutions that require learning. The impulse buyer is also unwilling to give up comfort for the sake of the environment. They are not interested in finding out about options beforehand but must instead get a sufficiently good understanding of them at the moment of purchase. Consumption is guided by price and offers, so smart consumption cannot lead to extra costs. For example, the impulse buyer is positive about organic and local production,

but this will not be seen in their choices if it means a higher price or lower accessibility.

*“Often I need, let’s say, a dress and then I start reasoning that if I buy this cheap one then I can still afford to buy a couple of shirts as well.”*

*“When I’m shopping, I often grab something if it is presented to me in a big and attractive way.”*

FIGURE 11.  
MOTIVATING FACTORS OF CONSUMPTION OF THE IMPULSE BUYER



#### REMEMBER WHEN PLANNING

- Use inspiring and impressive branding and communication.
- Invest in methods for influencing them at the point of purchase (point of sale marketing, for example).
- Offer solutions which connect with daily life and make it easier, and which do not have a price premium.
- Influence and change habits through children and others close to them: show them how to follow a better example.

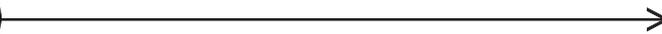
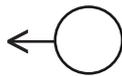
#### POTENTIAL SMART CONSUMPTION ACTIONS

- Favour local/seasonal food, if it is easily available.
- Buy surplus food from restaurants.
- Favour the recycled option when shopping.
- Make greater use of public transport.



## THE TRADITIONAL VOICE OF REASON

**SLOW ADOPTER**



**EARLY ADOPTER**

# The traditional voice of reason as a consumer

## PRUDENT AND FRUGAL IN THEIR PURCHASES

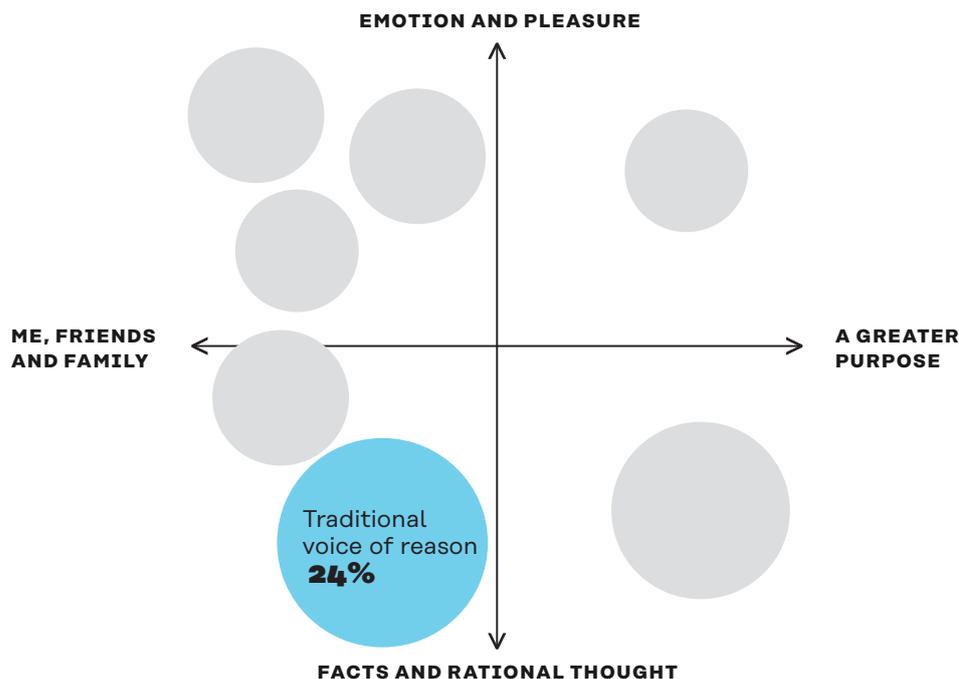
The *traditional voice of reason* prioritises need and practicality when buying. In addition, they want things to be of high quality and durable – often the kinds of things that are worth repairing. Finnish and local production are priorities, and they guide the choices that are made. The traditional voice of reason feels that many new things are a pointless load of nonsense, while on the other hand they value traditional producers. Their consumer behaviour is environmentally sound in many respects, although the guiding principles tend to be everyday common sense and frugality rather than ecological values. The voice of reason is, in fact, even a little suspicious of arguments that stress green values.

## WANTS TO FAVOUR FINNISH AND LOCAL PRODUCTION

“I drive to Prisma (a big supermarket) a couple of times a week, although I am in fact rather sceptical of those big S and K Group chains. I eat quite normally and at home we make good, basic food. My wife has reduced her meat consumption, as our daughter has urged her to do so for health reasons. Finnish and local production are important for us. Money should not flow out to foreign countries but should stay here with Finnish entrepreneurs.”

*“When we’re at home then only one lamp is on in the living room. I don’t waste water, and I turn off the lights that my spouse has turned on.”*

FIGURE 12.  
CONSUMPTION  
MOTIVES AND VALUES  
OF THE TRADITIONAL  
VOICE OF REASON



# The traditional voice of reason – motivators and barriers

## MOTIVATED TO SUPPORT LOCAL PRODUCTION AND THE EXPERIENCE OF MAKING SENSIBLE CHOICES

For the traditional voice of reason, supporting Finnish and local production are important criteria for their choices. Products and services brimming with ecological values may feel like a load of humbug, but many habits that seem smart and sensible – such as waste recycling, minimising electricity use and careful planning of food purchases – are already daily activities because they seem sensible, and not for the sake of the environment. In addition, clear financial and time-saving benefits also motivate them to act.

## HINDERED BY NEW TECHNOLOGY AND AN EMPHASIS ON GREEN VALUES

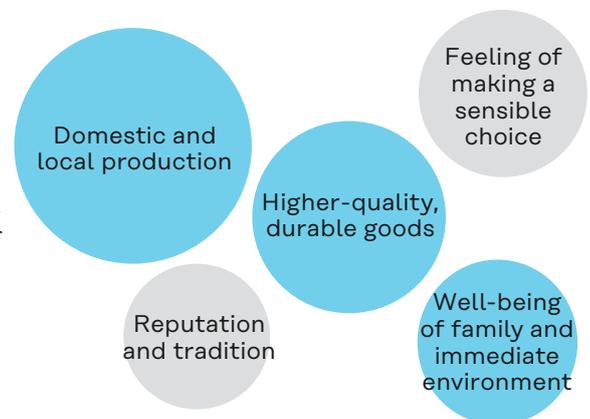
For the traditional voice of reason, adopting new technological devices can feel difficult. In addition, they often doubt the functionality of new solutions and do not want to be among those at the forefront of testing them out. The concept of environmental friendliness does not really have any positive connotations for

the traditional voice of reason, and they see the eco-friendly acts of individual consumers as small and insignificant on the global scale.

*“It feels silly to be letting money flow overseas when we should be taking care of our own. It saddens me that there is not always a Finnish-made option.”*

*“Talk of wind power immediately puts my teeth on edge. Manufacturing the turbines consumes so much energy that the whole thing is worn out before it has paid itself back.”*

FIGURE 13.  
MOTIVATING FACTORS OF CONSUMPTION OF THE TRADITIONAL VOICE OF REASON



### REMEMBER WHEN PLANNING

- Offer facts and understandable long-term research information.
- Do not emphasise environmental/green values, but rather daily benefits and savings.
- Emphasise the product's domestic origin and long-term functioning: “traditional business”, “years of experience”.
- Influence them through their children/grandchildren.

### POTENTIAL SMART CONSUMPTION ACTIONS

- Change to geothermal heating or acquire an air-source heat pump.
- Minimise electricity consumption by using a new service.
- Join a local food circle.



# THE TRENDSETTING FEEL-GOOD GREEN

**SLOW ADOPTER**



**EARLY ADOPTER**

# The trendsetting feel-good green as a consumer

## SEE THEMSELVES AS VANGUARDS OF ECOLOGICAL LIVING

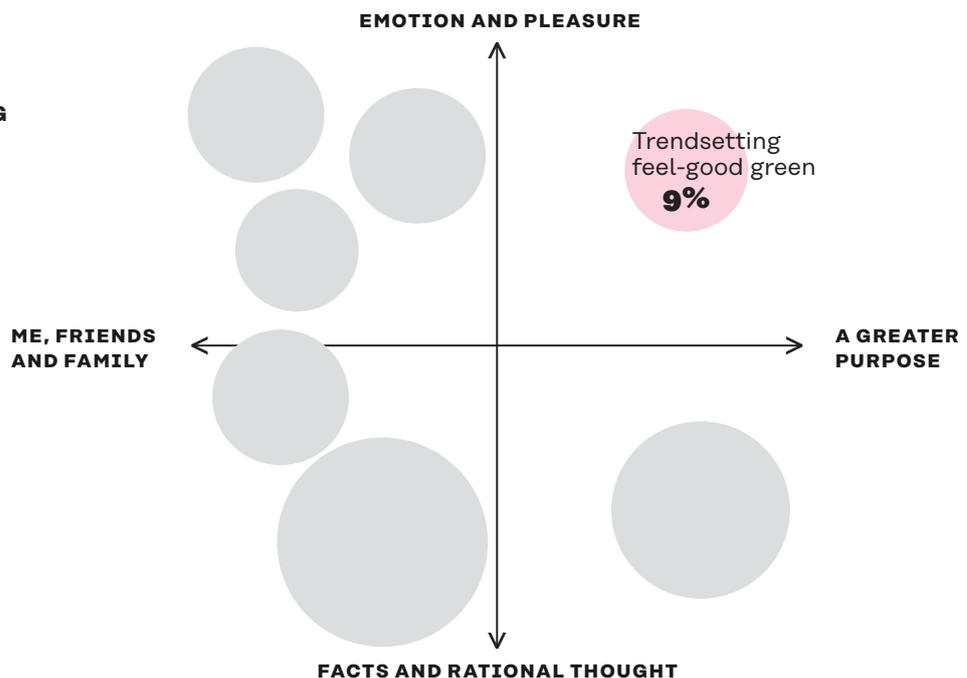
The *trendsetting feel-good green* appreciates and emphasises both environmental friendliness and quality when making consumer choices. They also weigh up the options and select their brands with care. They want to emphasise individuality and are ready to make an effort to find solutions that fit their own lifestyles and bring a good feeling. The products that they buy are often produced by smaller and less well-known manufacturers. Trendsetting feel-good greens are at the forefront of changing their consumer habits in an environmentally smarter direction. For example, favouring food that is produced nearby and is in season at the time of purchase, reducing the consumption of meat, and the careful sorting of waste are for them already everyday routines.

## CHOOSES THEIR FOODSTORE BASED ON ATMOSPHERE AND RANGE OF CHOICE

“I came here to Mustapekka (supermarket) because it has such a good feel and a good range of products. The goods are laid out beautifully and abundantly, not as depressing kilometre-long shopping aisles like in the Viikki Prisma (hypermarket). I was thinking of buying a Malmgård microbrewery beer for the evening. I don’t hanker after anything particularly fancy, but I think it’s nice to sometimes try out new products, and I often buy organic or from small-scale producers.”

*“It really bothers me how irresponsible people are with what they consume. They buy huge amounts and then sell through online second-hand stores cheap clothes that still have the tags on them. For me, eco-friendly choices are important: I choose carefully what I buy, and then I use it for a long time.”*

FIGURE 14.  
CONSUMPTION  
MOTIVES AND VALUES  
OF THE TRENDSETTING  
FEEL-GOOD GREEN



# The trendsetting feel-good green – motivators and barriers

## MOTIVATED TO REDUCE THEIR ENVIRONMENTAL FOOTPRINT AND STRENGTHEN THEIR OWN IDENTITY

The trendsetting feel-good green is motivated to both protect the environment and to make choices that fit with their own style, world view and identity. Environmental friendliness is a strong value and an incentive in itself – a direct responsibility. They want to feel that they are doing the right thing (for example by avoiding cheaply produced clothes and goods), which often directs consumption towards higher quality and more durable choices. In addition, they feel that it is part of their role to act as a good example to others on the road towards smarter consumption.

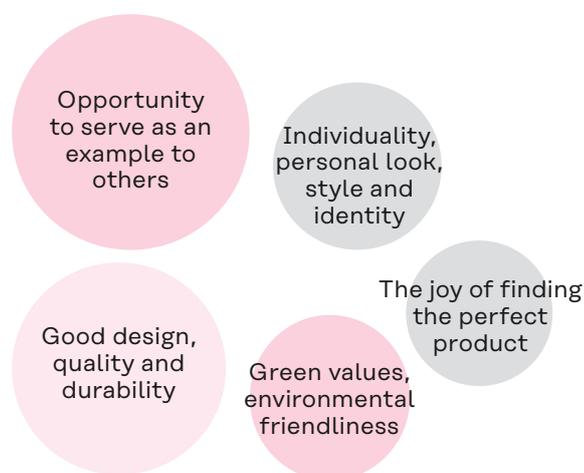
## HINDERED BY THE FEELING OF LOW QUALITY AND THE DESIRE FOR PLEASURE

The trendsetting feel-good green builds their identity through their consumer choices, and may even slip into high levels of consumption, for example with travel or style choices. The trendsetting feel-good green does not want to compromise on quality even for the sake of being eco-

friendly. Smart choices cannot seem to be mass produced or of only medium quality. Also, the desire for pleasure and luxury can mean that the eco-friendly options seem like too much hard work. The trendsetting feel-good green is also happy to give advice to others, which can come across as showing off and cause a negative reaction in others.

*“I don't want to pay and then get a mediocre product. One should get something decent straight off.”*

FIGURE 15.  
**MOTIVATING FACTORS OF CONSUMPTION OF THE TRENDSETTING FEEL-GOOD GREEN**



### REMEMBER WHEN PLANNING

- Emphasise the features and quality of the environmentally friendly choice in addition to its environmental friendliness.
- Emphasise the unique look and features of the product.
- Emphasise quality, durability and the long product life.
- Create a brand which is a bit better, a bit more effective and a bit more responsible.

### POTENTIAL SMART CONSUMPTION ACTIONS

- From vegetarian to vegan, or from Meat-free October to a meat-free life.
- Make telecommuting the norm.
- Use a lending service or even start one themselves.
- Offer services that facilitate repairing/fixing products.
- Invest in clean-tech.



# THE RESOURCEFUL ECO-WARRIOR



# The resourceful eco-warrior as a consumer

## GREEN CONSUMPTION – ALMOST AS GOOD AS NO CONSUMPTION AT ALL

The *resourceful eco-warrior's* profile is the one on the most sustainable path – a child of nature working to save the world. Resourceful eco-warriors are ready to give up personal comfort in order to live greener lives. They feel that people could afford to do much more on behalf of the planet, but they do not make a big issue out of it, as long as they can live their lives according to their own values. Resourceful eco-warriors are very judicious and attentive consumers: practical considerations predominate and they only buy what they need. They believe in quality because quality goods are often more durable. Studying product information is important for making purchases in line with their values: environmental friendliness, fair trade, sustainability and quality. Resourceful eco-warriors know what they want, and neither other people's actions nor

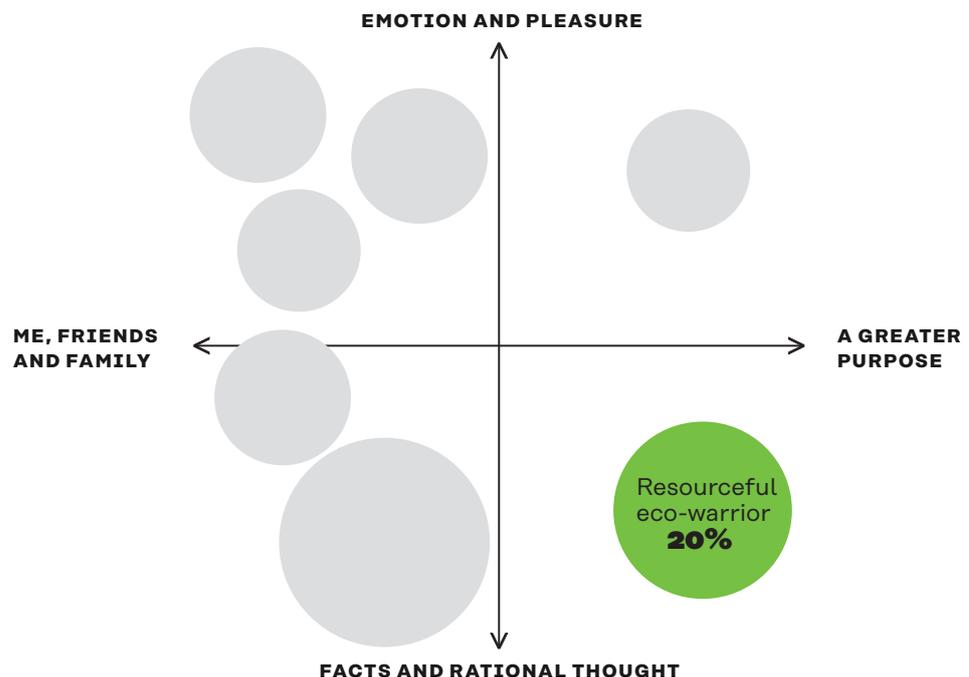
external stimuli have much impact on a decision to buy.

## DELIBERATELY BUY THEIR FOOD TWICE A WEEK

"I plan my purchases and go to the grocery shop a couple of times a week while on my way home. I don't own a car, so my purchases are carried in my rucksack or bag – giving me some exercise at the same time! The things I buy reflect my support for organic and domestic goods and for small-scale local producers. I don't really experiment much with food, nor do I go looking for greater culinary pleasures. I just make my mostly vegetarian, basic food myself at home."

*"If I go to a clothes shop, I normally realise that I don't need anything. Either way, I don't make compromises. I would rather wait a year in order to get the thing I want!"*

FIGURE 16.  
CONSUMPTION  
MOTIVES AND VALUES  
OF THE RESOURCEFUL  
ECO-WARRIOR



# The resourceful eco-warrior – motivators and barriers

## MOTIVATED TO REDUCE CONSUMPTION

The resourceful eco-warrior is motivated to reduce everything: consumption, food waste and global injustices. They want to do their bit – and even more – for the good of the world, and they are ready to pay for that with money and effort. In order to do their part, they need to be offered product and brand information to help them make the responsible choice. They are also motivated by everything that speaks of domestic goods and local, small-scale production.

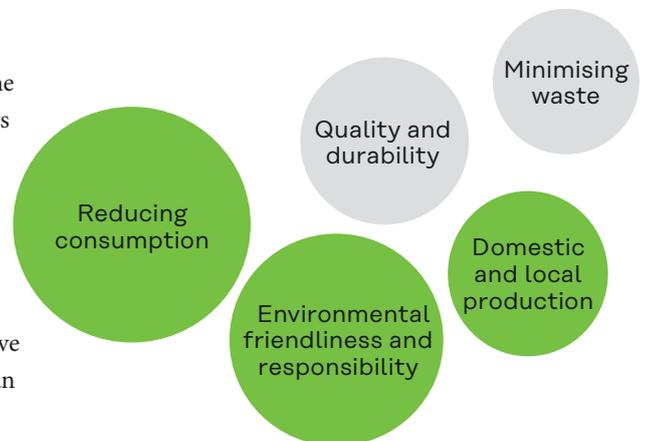
## HINDERED BY A CRITICAL ATTITUDE TO TECHNOLOGY AND A SLIGHT CYNICISM ABOUT NEW THINGS

Although the resourceful eco-warrior is ready to give up their own comfort for the sake of greater causes, they are not always the most aware of new products and trends. This may be due to their slight fear of technological things and a general avoidance of new goods. Although cutting out unnecessary consumption is a good thing, the excessive caution of the resourceful eco-warrior can

prevent them from adopting new ecological products and services which they would actually enjoy.

*“I want a more peaceful life. Technology is something that just draws too much of our attention.”*

FIGURE 17.  
MOTIVATING FACTORS OF CONSUMPTION OF THE RESOURCEFUL ECO-WARRIOR



### REMEMBER WHEN PLANNING

- Design a product or service which is practical and technologically easy to use, and which specifically helps to reduce the environmental footprint of the individual person.
- Speak of quality (durability), domestic origin, responsibility and environmental friendliness.
- Create a good, green reputation and social approval for the purchase, for example through crowdsourcing or a campaign.

### POTENTIAL SMART CONSUMPTION ACTIONS

- Examine the environmental friendliness of a shop or product that is aiming to be eco-friendly.
- Use a lending service.
- Order surplus food.
- Invest in environmentally friendly funds.

# SUMMARY OF MOTIVATION PROFILES



**COMFORT-SEEKING HEDONIST**



**TRIBAL FOLLOWER**



**DAY-TO-DAY SURVIVOR**



**IMPULSE BUYER**



**TRADITIONAL VOICE OF REASON**



**TRENDSETTING FEEL-GOOD GREEN**



**RESOURCEFUL ECO-WARRIOR**

<p><b>Demographically typical profile representative</b></p>	<p>Economically well-to-do male living in a city or suburb together with a spouse.</p>	<p>Young adults who have recently moved out of their parents' home or who still live with their parents. Live in a large city or a suburb of it.</p>	<p>Economically less well-off middle-aged male or female living in a city or the countryside.</p>	<p>A fairly young or middle-aged woman with a busy life. Lives in a large city or a suburb of it.</p>	<p>A man over 60 living together with a spouse in a smaller town or in the countryside.</p>	<p>A young adult living in the greater Helsinki region or another large urban area.</p>	<p>An economically comfortable, well-educated woman over 50, living with her spouse.</p>
<p><b>Factors that motivate smart consumers</b></p>	<ul style="list-style-type: none"> <li>• Comfort and pleasure</li> <li>• Making everyday life easier</li> <li>• Buying new things</li> <li>• Quality</li> <li>• Luxury</li> <li>• New experiences</li> </ul>	<ul style="list-style-type: none"> <li>• An easy life</li> <li>• A sense of belonging to a group</li> <li>• Examples set by other people</li> <li>• Social media</li> <li>• Cost-effectiveness</li> <li>• Enjoyment or benefit that can be directly seen in one's own life</li> <li>• Easiness (easy to adopt and understand, easy to try out)</li> </ul>	<ul style="list-style-type: none"> <li>• Basic needs</li> <li>• Saving money at the point of consumption</li> <li>• Effortlessness</li> <li>• Low cost (compared to other adjacent products)</li> <li>• Hope for something better</li> </ul>	<ul style="list-style-type: none"> <li>• Joy of discovery at the moment of purchase</li> <li>• Beautiful shop displays and marketing messages</li> <li>• Bringing joy to daily life</li> <li>• Making daily life easier</li> <li>• Low cost and discounts</li> <li>• Easy to try out</li> </ul>	<ul style="list-style-type: none"> <li>• Domestic and local production</li> <li>• Higher-quality, durable goods</li> <li>• Feeling of making a sensible choice</li> <li>• Well-being of family and immediate environment</li> <li>• Reputation and tradition</li> <li>• Benefits that can be easily seen in everyday life</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunity to serve as an example to others</li> <li>• Good design, quality and durability</li> <li>• Individuality, personal look, style and identity</li> <li>• The joy of finding the perfect product</li> <li>• Green values, environmental friendliness</li> </ul>	<ul style="list-style-type: none"> <li>• Reducing consumption</li> <li>• Environmental friendliness and responsibility</li> <li>• Minimising waste</li> <li>• Domestic and local production</li> <li>• Quality and durability</li> <li>• The feeling that one has done the right thing</li> <li>• Values and conscience strongly connected to choices</li> </ul>

# A nudge towards smarter consumption

Many consumer decisions are irrational. In addition to motivational factors, they are often affected by incentives present in the immediate environment. Smart consumption is only one relatively small motivating factor among all the rest.

The themes we have identified can be generalised to form four good general guidelines that can help to provide gentle and positive encouragement, or a nudge, towards smarter consumption.

## **A POSITIVE TONE OF VOICE**

Gloom and accusation does not move anyone forward. It is difficult to unlearn stuff, but trying out new things is interesting to nearly everyone, at least to some extent.

## **EVEN TINY LITTLE ACTIONS ARE SIGNIFICANT**

Often people wonder, “how can little me have an effect on anything?”. But when individual acts are connected to a larger context and the significance of this bigger picture, nearly everyone senses the importance of their role.

## **ONE STEP AT A TIME**

Change can often be frightening and draining when combined with the onslaught of daily life. Changing established, routine habits all in one go is stressful. But what if you could take it one step at a time? And if you received positive feedback for every small movement in the right direction?

That would work for nearly everyone!

## **GUIDELINES ON QUANTITY AND CONTEXT HELP IN DECISION-MAKING**

Because the brain sometimes works on automatic pilot in daily life, concrete guidelines are helpful to nearly everyone. For example, Vegetarian Friday on every Friday – take a look here at some ready-to-use recipes.

**... AND NOW LET'S DESIGN  
BUSINESS ACTIVITIES!**

*You will need a pen and paper.*

# How to apply the profiles to practice

Whether your goals are to engage existing customers or find new target groups, this tool will help start you off with customer-orientated planning. Go carefully through each profile and think about how your product will work in the everyday life of the individual represented in that profile. You

can make use of the profiles to stimulate your own thinking by writing down the ideas you get from the material, or by organising a customer-orientated workshop for your organisation in which you go through the material together with your colleagues.

*Four simple steps will  
get you started!*

**1.**  
CLARIFY YOUR  
DEVELOPMENT  
NEEDS AND  
GOALS

**2.**  
IDENTIFY  
POTENTIAL  
TARGET  
GROUPS

**3.**  
LOOK AT YOUR  
PRODUCT /  
SERVICE THROUGH  
THE EYES OF YOUR  
TARGET GROUP

**4.**  
PUT THE  
IDEAS INTO  
ACTION

# 1

## Clarify your development needs and goals

Develop your business activities from both the customer experience and business perspective. Clarify and summarise what things you need to develop and specify your development work goals as accurately as possible.

- **CLARIFY THE CURRENT STATE OF CUSTOMER EXPERIENCE**

Which of the customer's problems does your product/service solve now?  
What about in the future?

- **CUSTOMER EXPERIENCE GOALS**

For example: ease of transaction, willingness to recommend, fast service, loyalty.

- **CLARIFY THE CURRENT STATE OF BUSINESS OPERATIONS**

What is your biggest business challenge?

- **BUSINESS GOALS**

For example: amount, time, sales.

# 2

## Identify potential target groups

Acquaint yourself with the motivation profiles and compare them to your clientele.

- **CAN YOU IDENTIFY YOUR CURRENT CUSTOMERS?**

Who are they? Why them in particular?

What is it about your products/services that speaks to them? Why?

- **DO YOU RECOGNISE YOUR POTENTIAL CUSTOMERS?**

Who are they? Why them in particular?

What is it about your products/services that speaks to them? Why?

- **PUT THE PROFILES IN ORDER AND SUMMARISE**

Who have you already reached with your products and services?

Who are the next ones that need to be reached?

Who will be targeted later on?

Who are to be excluded from your customer focus?

# 3

## Look at your product/ service through the eyes of your target group

Start by dealing with each of your important profile groups separately so that you can comprehend the particular characteristics and perspectives of the different groups. In particular, go through the profile-specific *Remember when planning* guidelines and think about what generates added value for each profile group.

- **WHAT SHOULD BE FAVOURED?**

What creates added value?  
What things bring joy? What things have appeal?  
Why use the product/service?  
Positive incentives? Wishes?

- **WHAT SHOULD BE AVOIDED?  
/WHAT WOULD TURN THEM AWAY?**

What would keep someone from using this product/service?  
Negative motivations?

- **PRODUCT/SERVICE**

For example: What should the product/service be for them?  
What kind of service/product feature would ease their lives/speak to them?  
Why? What will distinguish your product/service from your competitors?

- **PACKAGING AND COMMUNICATIONS**

For example: What kind of a brand would speak to them?  
What channels are good for reaching them? How do you sell things to them?  
Do they buy independently, or do they need help?  
How much are they ready to pay? What speaks to them in communications?

# 4

## Put the ideas into action

- **SUMMARY: INTEGRATE YOUR INSIGHTS FOR EACH TARGET GROUP INTO YOUR SET GOALS**

What do the things you have learned for each profile signify for your business as a whole?

In what direction should the company be developed?

What kinds of things are worthy of attention and investment?

- **CREATE A ROAD MAP FOR THE STEPS OF YOUR DEVELOPMENT**

What will you do today?

What about in the coming months?

In the coming year?

What are the visions for the future?

- **NEXT STEPS**

1. Sum up your development ideas as either a text, picture or some other illustrative example.

2. Test your development ideas by talking about them with as many different people as possible, such as your inner circle, your colleagues or your potential client groups.

3. Think about how you could test/pilot your development ideas in an authentic environment at low risk.

# **FINAL WORDS**

# Conclusion

Finnish people can be divided into seven motivation profiles in terms of their approach to smart consumption. The comfort-seeking hedonist, tribal follower, day-to-day survivor, impulse buyer, traditional voice of reason, trendsetting feel-good green and resourceful eco-warrior provide descriptions of our choices relating to housing, mobility, eating and consumption.

Smart consumption is a practice where the consumer considers both their own needs and the earth's carrying capacity when making their choices, but this is only one motivating factor among several others. Finnish people are not yet very used to using services aimed at smart consumption or to thinking about their own daily choices in relation to the earth's capacity, even though there seems to be interest in the topic. We would interpret the evidence to indicate that there is demand for focused, engaging, easily usable and reasonably priced alternatives.

*Involving customers and planning together with them is critical for designing business activities that will impact the future.*

When business resources are scarce, the profiles can help to get started with investigating the customer's values and motives and to guide your own thinking in a more customer-orientated direction. The profiles are one interpretation of qualitative and quantitative information and are intended to provide fuel for business planning.

Our work has succeeded if it resonates with the entrepreneur and brings insights, passion and new energy. We would be happy to hear about the situations where this work has been employed and how it has helped to move things forward. Please send your case-use examples to [sari.laine@sitra.fi](mailto:sari.laine@sitra.fi). By doing so, you will be offering practical applications to help with the development of this cognitive tool.

**May your journey be a successful one!**

# How was the research done?

First of all, we carried out in different parts of Finland a total of 19 exploratory in-depth interviews on consumption motives and attitudes and smart behaviour.

Based on these interviews, we formed the motive-based profile hypotheses, which we then validated with nationwide quantitative research using a Kantar TNS consumer panel, N=1 069.

The final profiles have been formed from the quantitative data using cluster analysis. Behind the clustering process was a value statement

questionnaire which probes consumption behaviour and motives for smarter choices. The purpose of the cluster analysis was to identify attitudinal groups that are internally homogeneous and are also as clearly distinguishable from each other as possible.

The analysis also made visible the demographic concentrations for the different motivational profiles.

This work was carried out in September and October 2017.

# **APPENDICES**



# THE COMFORT-SEEKING HEDONIST

## – motivators and barriers

### MOTIVATES SMART CONSUMPTION

- Comfort and pleasure
- Making everyday life easier
- Buying new things
- Quality
- Luxury
- New experiences



### REMEMBER WHEN PLANNING

- The product/service should be of higher quality and technologically more advanced than the competition.
- The product/service should either have the “wow factor” or make life more comfortable and pleasurable.
- Communicate the idea of quality, or even luxury. Boost status.
- Try to make effective use of trendsetters in your communications.
- Create an interesting story for your product/service.
- Create experiences around your product.

### INHIBITS SMART CONSUMPTION

- Difficulty, complexity
- All kinds of organising
- Bad quality, bad design



### AVOID WHEN PLANNING

- The need to learn about it.
- The “average guy” approach, no mass products.
- A lack of aesthetics or novelty in the brand.



# THE TRIBAL FOLLOWER

## – motivators and barriers

### MOTIVATES SMART CONSUMPTION

- An easy life
- A sense of belonging to a group
- Examples set by other people
- Social media
- Cost-effectiveness
- Enjoyment or benefit that can be directly seen in one's own life
- Easiness (easy to adopt and understand, easy to try out)



### REMEMBER WHEN PLANNING

- Influence through reference groups and thought leaders.
- Offer comparisons to others (for example, online tests).
- Be visually impressive and inspiring.
- Cut out complexity.

### INHIBITS SMART CONSUMPTION

- The desire for pleasure and comfort and the search for an easy life.
- No interest/energy to analyse the issues and to examine one's own behaviour and choices.
- A sense that they cannot have much impact and a belief that other people do not care.
- Not ready to pay extra for smarter choices.



### AVOID WHEN PLANNING

- "Carry your responsibility" messages.
- Avoid large and weighty (social) topics in your communications.
- Avoid premium pricing.



# THE DAY-TO-DAY SURVIVOR

– motivators and barriers

## MOTIVATES SMART CONSUMPTION

- Basic needs
- Saving money at the point of consumption
- Effortlessness
- Low cost (compared to other similar products)
- The hope for something better



## REMEMBER WHEN PLANNING

- Think how basic things could be made more gratifying without extra costs.
- In the product/service, focus on basic needs.
- Make it cheap (at least the same price as the non-ecological option).
- Make it effortless.
- Communicate the context specifically and visibly, and focus on the low price.

## INHIBITS SMART CONSUMPTION

- Environmental friendliness (if it costs extra)
- Fair trade (if it costs extra)
- Premium



## AVOID WHEN PLANNING

- Don't start using tricks and gimmicks.
- Don't overestimate the importance of experience for this group.
- Don't trust in customer loyalty or assume the customer will proactively seek out the product/service, but rather look to outdo the competition in each specific context.



# THE IMPULSE BUYER

## – motivators and barriers

### MOTIVATES SMART CONSUMPTION

- Joy of discovery at the moment of purchase
- Beautiful displays, marketing communication
- Bringing joy to daily life
- Making daily life easier
- Low cost and discounts (brings savings so you can buy more)
- Easy to try out, doesn't require planning



### REMEMBER WHEN PLANNING

- Use inspiring and impressive branding and communication.
- Invest in methods for influencing them at the point of purchase (Point of sale marketing).
- Offer solutions that connect with daily life and make it easier, and which do not have a price premium.
- Influence and change habits through children and others close to them: show them how to follow a better example.

### INHIBITS SMART CONSUMPTION

- High prices
- Having to learn about it
- Giving up comfort
- Difficult or weak accessibility



### AVOID WHEN PLANNING

- Complicated services or messages
- Unnecessary effort
- The need to be well organised



# THE TRADITIONAL VOICE OF REASON

– motivators and barriers

## MOTIVATES SMART CONSUMPTION

- The desire to support Finnish or local production
- Higher-quality, durable goods
- The feeling of making a sensible choice
- The well-being of family and the immediate environment
- Reputation and tradition
- Benefits that can be easily seen in everyday life: saving time or money



## REMEMBER WHEN PLANNING

- Offer facts and understandable long-term research information.
- Do not emphasise environmental/green values, but rather daily benefits and savings.
- Emphasise the product's domestic origin and durability: "traditional business", "years of experience".
- Influence them through their children/grandchildren.

## INHIBITS SMART CONSUMPTION

- Technological complexity
- Doubting the functionality of new solutions
- The concept of environmental friendliness does not bring any positive connotations
- The individual's impact is seen to be small



## AVOID WHEN PLANNING

- New solutions are suspect: there may be little certainty about their quality or sensibility (wind power or electric cars, for example).
- "Try it, test it out, be among the first to take it on" – this approach does not work.
- Do not emphasise environmental friendliness/green values, but rather the daily benefits.
- Difficult terminology and complex user interfaces will lead to immediate rejection.
- Price: the target group are not willing to pay extra for environmental friendliness.



# THE TRENDSETTING FEEL-GOOD GREEN

– motivators and barriers

## MOTIVATES SMART CONSUMPTION

- Opportunity to be an example to others
- Good design, quality and durability
- Emphasis on individuality: personal look, style and identity
- Finding a choice which fits one's own style, world view and identity
- Green values, environmental friendliness
- Good quality and moderation; quality over quantity



## REMEMBER WHEN PLANNING

- Emphasise the features and quality of the environmentally friendly choice in addition to its environmental friendliness.
- Emphasise the unique look and features of the product.
- Emphasise quality, durability and long product life.
- Create a brand which is a bit better, a bit more effective and a bit more respectable.

## INHIBITS SMART CONSUMPTION

- The desire for one's own pleasure and luxury
- No compromise on quality even for the sake of being eco-friendly
- Relatively high consumption: identity constructed by consuming



## AVOID WHEN PLANNING

- The cheapest mass product and soulless budget store



# THE RESOURCEFUL ECO-WARRIOR

– motivators and barriers

## MOTIVATES SMART CONSUMPTION

- Environmental friendliness, responsibility and information
- Reducing consumption
- Minimising waste
- Domestic and local production
- Quality and durability
- The feeling that one has done the right thing
- Values and conscience strongly connected to choices (buys when the need and the values come together in the purchase)

## REMEMBER WHEN PLANNING

- Emphasise practicality and ease of use.
- Reduce the footprint of the individual. Emphasise the need, the ease of use and the simple life.
- Emphasise the ethical arguments, quality (durability), long product life and domestic and local production.
- Create a good, green reputation and social approval for the purchase, for example through crowdsourcing or a campaign.
- Connect the need for and benefits of the product/service to the environmental perspective.

## INHIBITS SMART CONSUMPTION

- Not always the most aware of new products and trends
- Cautious about technology
- Clumsy with technological matters

## AVOID WHEN PLANNING

- Offering the cheapest mass product through the budget store.
- The “more is better” approach.
- The impression of conspicuous consumption and of being visibly carried along by trends.
- Technological stunts and hype about how you should always get something better, more efficient and more powerful (instead go for “more moderate”).

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