



Vegans

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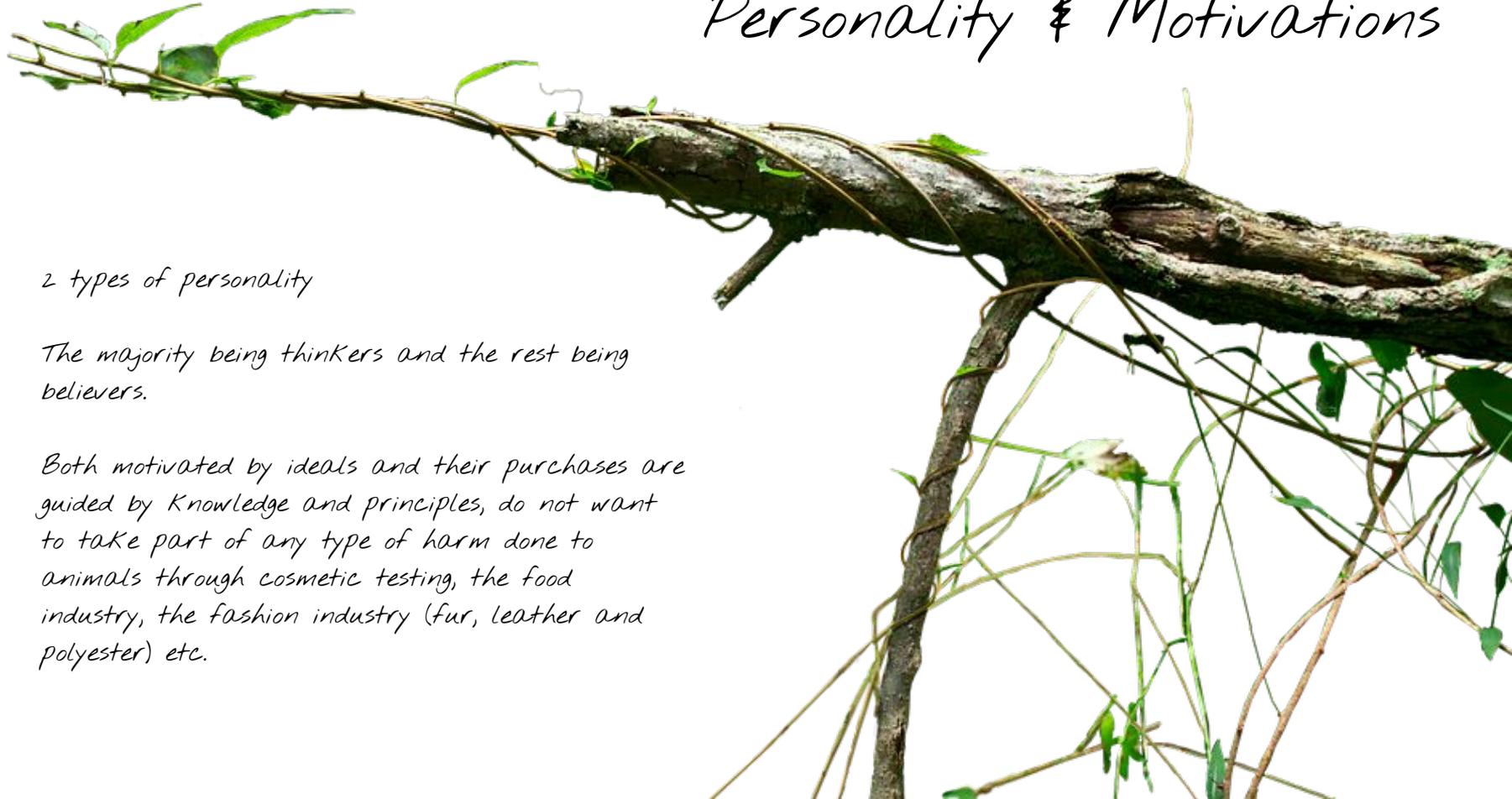
Demographics & Internal factors

- Age: 42% are 18-34 years old and 40% are 35 to 54 years old
- Generation: Millennials
- Gender: 79% of vegans are women
- Family: Empty nesters
- Life cycle: Bachelors
- Geography
 - Where they live: Mile-end
 - Nationality: British
- Social Class: High-middle to upper class
- Social Status:
 - 21% of Millennials are living with children in Canada
 - 75% of women have their post-secondary degree/diploma, 65% of male have their post-secondary degree/diploma
 - 55% of Millennials are full-time and 17% are part-time



Personality & Motivations

- 2 types of personality
- The majority being thinkers and the rest being believers.
- Both motivated by ideals and their purchases are guided by knowledge and principles, do not want to take part of any type of harm done to animals through cosmetic testing, the food industry, the fashion industry (fur, leather and polyester) etc.



Thinkers

- *University degree*
- *Stable job allows them to choose a variety of products*
- *They are not influenced by advertisements or trends*
- *They will choose a product according to their beliefs*
- *Loyal customers*





Believers

- *Motivated by ideals, but they lack the resources*
- *Mostly students struggling to buy vegan goods*
- *They will usually go for the cheapest alternatives out of the vegan solutions*
- *Loyal customers, but they are more likely to brand switch than the thinkers*



- *Referral group: Associative group; belong to the group and have homogeneous behaviors, attitudes, and lifestyle*
- *Solomon asch classification: Conformity; they are not asked to become vegan, they decide to do so in order to be part of the subculture, they don't want to be seen as part of mainstream society, the group that harm animals.*
- *Motivation maslow: Love and belonging; they are seeking to be part of a group of individuals who share their values.*



*Psychographics &
External influences*

VALS

- *Values:* Moral and ethical reasons, they strongly believe in fighting for animal rights and protection, being an environmentalist, value sustainable living and eco-friendly solutions and health
- *Attitudes:* Affirmative in their attitudes, outspoken about the things they care about, protesting and talking about the negative impacts of the food industry, support organizations such as PETA (People for the Ethical treatment of Animals), Animal Aid, the Vegan Society, etc., open minded individuals
- *Lifestyle:* Nature, spend a lot of their free time on "vegan" activities such as cooking, camping, or just discussing current events, environmentalist, taking shorter showers, buying local produce, avoiding big international chains, doing compost, using their reusable water bottles, lowering the thermostat, etc.



AIO

- *Activities:* Cooking, yoga, Au Vivre (restaurant), attend animal rights protest and other protests related to their beliefs, visit animal sanctuary and vegan festivals, spending time in the outdoors for example going on walks, they prefer to get around by walking, bicycles and other non polluting forms of transportation as it is better for the environment
- *Interests:* Environment, animals, sustainable living, standing up for your beliefs, making a contribution in the fight to preserve the environment
- *Opinions:* Do not like harming animals, want to keep earth green and believes that everyone can make a difference in the world no matter how small





Referral group

- Originated from many different sub groups
- Environmentalists; different way of thinking and living in which people try to care more about the planet and the long-term survival of life on Earth, trying to find ways to make a difference, some type of threat to a person's environment, their family or an area or place that they love. this group
- Then, evolved into hippies, pescetarians, vegetarians and hipsters

The Montreal lifestyle & Consumer behaviour experience

Bath bomb



Skincare



Lush

Try on



Soap



Matt & Nat

↗ Bags



↪ Wallets

↪ Shoes



Arterie



100% Coton



Vegan Shoes



La Panthère Verte



Nuts



Marché Tau

Organic
Food



Beauty



Organic
spices

