

## **Research-Based Persona of a Heavy Industry Worker in Poland**

### **Research Project:**

#### **“Shaping Consumer Habits Among Heavy Industry Workers in Poland and Their Attitudes Toward Climate Change”**

The persona was developed as an analytical tool supporting the understanding of consumer behaviors among individuals who combine full-time employment with higher education. Christopher represents a user segment that bases purchasing decisions on pragmatism, financial stability, and traditional family values, while maintaining a moderate and pragmatic attitude toward ecological issues.

The goals of creating this persona were to:

- visualize qualitative research findings related to everyday consumer choices,
- identify barriers and motivators influencing the adoption of pro-environmental habits,
- establish a foundation for designing services and communication targeted at users with similar profiles — such as educational campaigns, loyalty programs, shopping applications, or decision-support interfaces.

The persona was created as a strategic research tool that can be used in further design, analytical, or marketing processes. Its structure is based on in-depth interviews, behavioral pattern analysis, and the socio-economic context of the respondents.

**Persona: Christopher (26 years old)**

**Research Project:** *“Shaping Consumer Habits Among Heavy Industry Workers in Poland and Their Awareness of Climate Change”*

**Role in the study:** Representative of part-time engineering students with stable employment, making purchasing decisions based on price, practicality, and traditional values.

Christopher represents several important user segments: heavy industry workers, young adults entering life stabilization, individuals combining work with education, and middle-class employees. This multidimensional profile helps reveal the complex motivations and constraints of this group, forming a strong foundation for designing services, communication, and solutions that support their everyday decision-making.

### **General Profile**

**Name:** Christopher

**Age:** 24

**Gender:** Male

**Relationship Status:** In a committed relationship

**Education:** Technical high school graduate; 2nd-year part-time Materials Engineering student (Bachelor's degree)

**Place of residence:** City with over 200,000 inhabitants

**Living situation:** Rents a two-room apartment with his partner; saving for a mortgage down payment  
**Income:** 5,500 PLN net/month (middle class)

**Occupation:** Steel mill worker, 5 years of experience

**Career motivation:** Wants to improve his qualifications to obtain a promotion and secure financial stability for his future family

**Lifestyle:** Rather home-oriented; spends free time playing computer games and meeting friends outdoors

**Transportation:** Petrol car with an additional LPG installation (chosen for economic reasons)

### **Characteristics and Behaviors**

- Practical, frugal, focused on stability and career development
- Values a traditional family model and plans to start a family in the near future
- Self-reliant — avoids hiring professionals and performs most home repairs himself
- Slightly overweight, though it does not influence his purchasing decisions
- Prefers simple, proven solutions and avoids unnecessary complications

### **Persona as a Consumer**

#### **Shopping Approach**

- Buys groceries on an ongoing basis, without extensive planning
- Consults major purchases with his partner
- Checks prices and compares available options before buying
- Prioritizes the price-to-quality ratio

## **Shopping Habits**

- Buys cleaning products in discount stores — believes quality is similar regardless of retailer
- Purchases clothing only when necessary; prefers in-store shopping and avoids online returns
- Buys computer games mainly during promotions (pre-order deals or holiday sales)
- Watches trailers, streams, and asks friends for opinions before buying a game
- Avoids overspending because he is saving for a down payment

## **Product Preferences**

- Likes carbonated drinks; after the sugar tax, chooses cheaper alternatives
- Buys high-quality meat but avoids promotions, believing discounted meat may be less fresh
- Does not pay attention to the origin of fruits and vegetables

## **Attitude Toward Ecology and Climate Change**

### **General Attitude**

Does not consider himself an “eco-person,” but is willing to adopt environmentally friendly behaviors if they require little effort.

### **Pro-environmental Behaviors**

- Separates waste — “if it’s not a big effort, why not”
- Uses cosmetics in recycled packaging (mainly due to his partner’s influence)
- Drives an LPG-powered car — motivated by savings, not ecology

- Buys ecological meat because he believes it is healthier and better quality

## **Beliefs**

- Believes individual impact on climate change is minimal
- Sees industry and government as primarily responsible for climate action
- Does not intend to reduce meat consumption — considers it essential for men's health
- Does not pay attention to whether products are tested on animals

## **Summary**

Christopher represents young adults who combine physical labor with higher education, striving for financial stability and career advancement. His consumer decisions are pragmatic, strongly driven by price and quality, while his ecological attitude is moderate and reactive. He is a good example of a user who is not ideologically engaged but is open to simple, low-effort pro-environmental behaviors when they fit naturally into his daily routine.