LOHAS Characteristics

Influence Factors

- Introduce family and friends to the benefits of environmentally friendly products.

Branding Factors

- Purchase products from companies with values similar to their own
- Make choices based on image of brand/product/service

Environmental Factors

- Choose environmentally friendly/ sustainable products over conventional ones
- Concerned about protecting the environment
- Prefer products manufactured in a sustainable manner
- Prefer products made of recycled materials
- Decision to purchase based on effect on world
- Renewable energy sources
- Support sustainable agricultural practices

Personal Factors

- Social Consciousness
- Women's Issues
- Spirituality
- Realization of their own potential

Behavioral Factors

- Willing to pay 20 percent more for products made from sustainable sources.