



Audience Profiles

Primary Audience

Riad – The Successful Provider – Males 25 – 35 years

Riad is a 30-year-old married man who has two children. He has finished secondary school and owns his own small business, where he works at least 10 hours each day. He's proud of his hard work since it allows him to provide for his family and to buy nice things, like a TV. He usually earns between 13,000-15,000 BDT each month. He and his family live in a rented home since they moved to Savar from another town on the other side of Bangladesh. Riad loves his wife's cooking but has noticed that it has become pricey because of rising wood fuel costs. He and his wife have talked about how to keep the cost of fuel down but they need to feed their growing children so have little choice. They own a kerosene stove but only use it to heat things up and make snacks. Riad makes the purchase decisions in his home. He would be interested in a new stove but it is sometimes difficult to make large purchases in one go. Also, he needs to know that any new stove will be durable and comes with reliable after-sales support in case there are problems.

Psychographics:

- Very family-oriented and takes great pride in providing for his family
- He aspires to move up the social ladder by growing his business and equates material possessions with success
- Heavily influenced by the buying habits of his peers (neighbors, friends), if they have something "new" he wants it too

Expected Benefits:

Riad is trying to improve his life and provide for all the needs of his family, which is why he works so hard. He doesn't like the idea that he is wasting his hard earned money on fuel. If he can find a way to reduce the amount of money that he spends on fuel, but still allows him to provide for his family, then he would be interested in making such a change. He is also the type who would like to boost his social status by buying a new product, especially if others in his social network already have such a product.

Barriers:

- He hasn't heard much about the ICS so is unaware of its benefits and where he can purchase one
- He isn't always able to make big purchases in one go, will usually wait to make big purchases around the holidays

- He is sensitive to price and needs to know that his money is going for something that will last

Media Habits:

- Likes to watch TV during his down time, mostly cricket matches
- Listens to FM radio, usually on his mobile phone
- Owns a low-cost smart mobile phone

Openings:

- Actively participates in business co-operatives, sees it as a social function, not just business
- Loves cricket, especially watching the Bangladesh Tigers
- Socializes with his friends in tea stalls
- Uses public transportation, a rickshaw around town and a bus for longer trips

Secondary Audience

Salma – The Perfect Homemaker – Females 20 – 30 years

Salma is a 25-year-old married woman who has two children. She has completed primary school and is primarily a homemaker, although she does take on part-time work from time-to-time to contribute to the family's finances. She lives with her husband, Riad, in a rented home since they moved to Savar from another town on the other side of Bangladesh. Salma takes great pride in her cooking and has been told by many people that she cooks very well. She does most of her cooking in a standalone kitchen with a traditional stove. Her husband complains about how much they spend on wood fuel but she doesn't feel like she has much of a choice since they have to feed their growing children. She knows that her current stove uses a lot of wood fuel but she views her cooking as an act of love and generosity for her family. She may worry that an ICS would change the taste of her food.

Psychographics:

- Very family-oriented
- Take her cues from Momtaz, an influential women in her community
- Attends local fairs that are organized around holidays as a social function
- Loves to spend time with her family and friends

Expected Benefits:

Salma would accept an ICS to reduce the cost of fuel burden on her husband but she needs to know that it would not change the taste of her food. She likes the idea of having a stove that takes less time to cook and makes cleanup easier since it means she would have more time to spend with her family and friends.

Barriers:

- She likes her traditional stove since she built it herself
- She believes that food tastes better when it is cooked on a traditional stove
- She needs to be convinced that an ICS won't require more of her time or attention, it needs to perform as well or better than her current stove
- She doesn't make purchase decisions but she can influence her husband's decisions

Media Habits:

- Watches TV during her downtime, mostly cable channels (Zee Bangla)
- Enjoys watching cooking shows
- Owns a basic mobile phone

Openings:

- Member of a women's savings group (microfinance institution)
- Drops off and picks up her children from school
- Goes shopping with her friends and husband during big festivals and events
- Goes to the health center for regular check-ups and when she or the children are sick