



3P INSIGHTS, LLC
PEOPLE PLANET PROFIT

SHADES OF GREEN CONSUMERS SLIDESHOW

CAO: 20 July 2021

WHAT MOTIVATES CONSUMERS TO BUY “GREEN”?

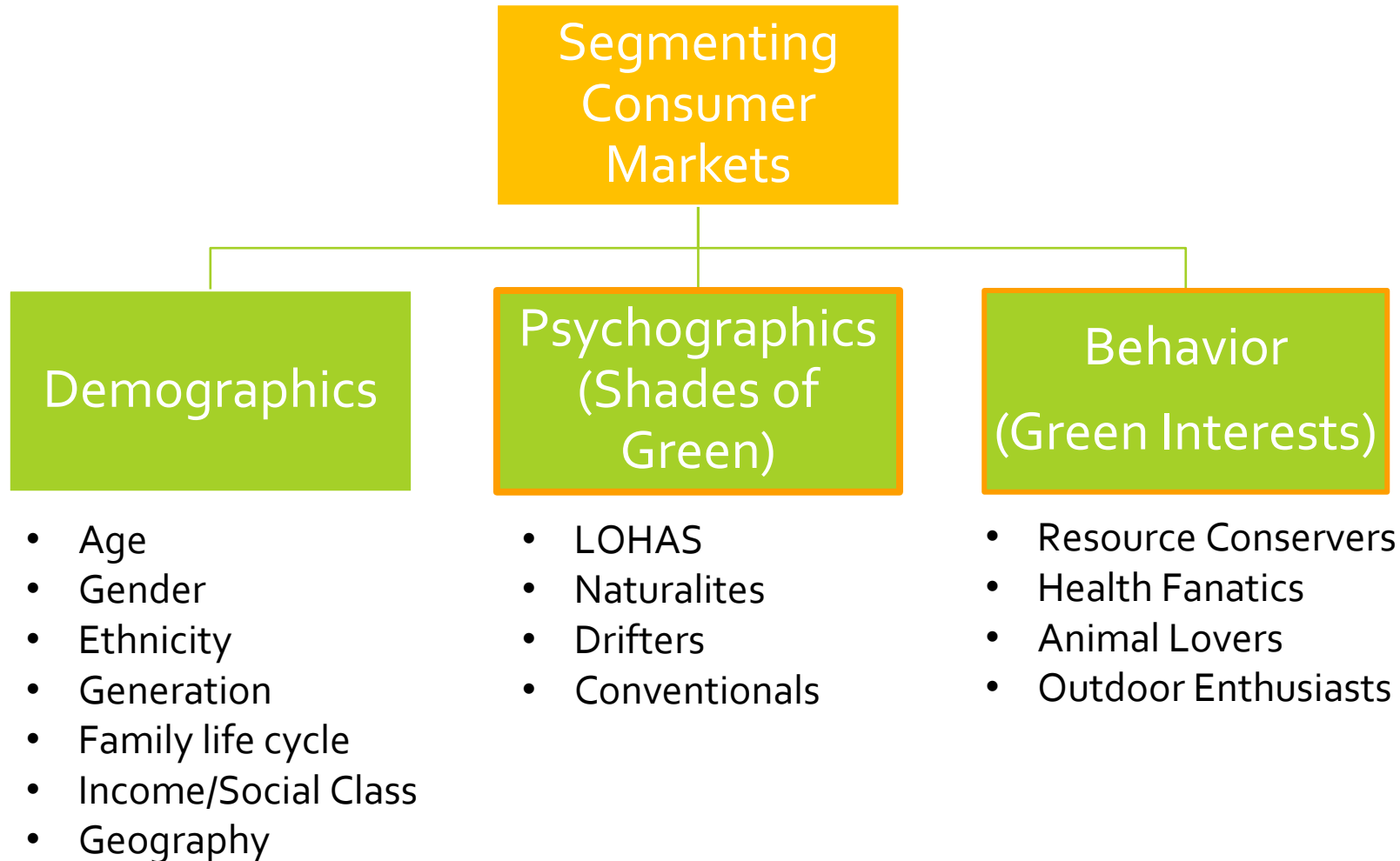


Segmenting Green Consumers

We can learn a lot about consumer motivation by segmenting them by psychographics (e.g. attitudes) and behaviors (e.g. green interests)



Segmenting Green Consumers



Segmenting by Psychographics

Shades of Green Consumers

LOHAS (Lifestyles of Health and Sustainability)

- Most environmentally conscious
- Actively seek out info about products/services
- Associate personal values with brands
- Influential within their communities
- Likely to boycott brand or organizations with less than ethical practices or less than genuine sustainability claims



Segmenting by Psychographics

Shades of Green Consumers

Naturalites

- Aim to achieve healthy lifestyle
- Believe in mind-body-spirit philosophies
- Primarily concerned with “safer” products
- Less committed to sustainability than LOHAS



Segmenting by Psychographics

Shades of Green Consumers

Conventionals

- Driven to green for pragmatic and practical reasons
- Primarily conservationists to save money
- Will reuse and repurpose to reduce waste
- Will embrace “green” behavior if they really feel it will make a difference



Segmenting by Psychographics

Shades of Green Consumers

Drifters

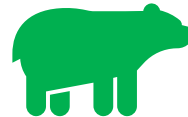
- Driven more by trends than deeply held sustainability values
- Most likely to purchase green products when convenient and affordable
- Enjoy the appearance of supporting sustainable brands
- Have a strong desire for belonging and a sense of camaraderie that a green lifestyle brings



Segmenting by Green Interests

Even the most eco-aware consumers tend to prioritize their environmental concerns

It's necessary to further divide green consumers into 4 sub-segments characterized by specific issues and causes



Segmenting by Green Interests



Resource Conservers

Hate waste and wasting money

- Carry reusable shopping bags and water bottles
- Turn down the heat in the winter
- Bike to work to save on gas
- Shun overpackaged products because they cost more to dispose



Segmenting by Green Interests



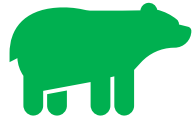
Health Fanatics

Focused on how environmental ills have consequences for individual health

- Pay premium for safer products (e.g. organic food)
- Purchase nontoxic cleaning supplies and pet care
- Wear sunscreen religiously
- Exercise often and when able



Segmenting by Green Interests



Animal Lovers

Committed to pro-animal lifestyle

- Likely to be vegetarian or vegan
- Avoid leather, wool, etc.
- Attracted to “cruelty-free” products
- Promote pet adoption rather than buying a pet from a breeder



Segmenting by Green Interests



Outdoor Enthusiasts

Serious about minimizing environmental impact of their recreational activities

- Spend time actively engaged in outdoor activities
- Nature lovers and adventure seekers
- Vacation in national parks
- Tend to be attracted to durability as well as impact



Segmenting Green Consumers

Why is it important to segment “green” consumers by psychographics and interests?

In marketing, we communicate value. The way value resonates with consumers differs based on people’s attitudes, beliefs, behaviors, and interests.



Who are they targeting?



LOHAS



Outdoor Enthusiasts



Who are they targeting?

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Conventionals
↓
Resource Conservers



Segmenting Green Consumers

Which segment(s) do you think your 'brand' appeals to?

Is this who you're trying to target?



Segmenting Green Consumers

Once you've segmented your "green" consumers, you can now begin developing and designing more eco-conscious goods and services to meet their needs.

Then, you can communicate value that will resonate with them in language they'll understand.



Questions?

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Slide Show References

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