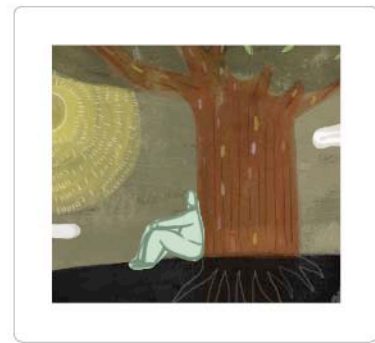


An Overview and Excerpt of



THE HARTMAN REPORT ON S U S T A I N A B I L I T Y

Understanding the Consumer Perspective

SUMMER | 2007

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100% post-consumer content

Overview

Consumer Comprehension of “Sustainability”

With all the media support surrounding the “greening” of corporations, government policies, the environment, the economy and consumers, one would surely think that “sustainability” would be a household word by now. Yet, we find that the term “sustainability” is little used in consumer circles and is not widely understood as a holistic concept. In fact, “sustainability” has different, more personal meanings to today’s consumer. Nevertheless, it is a very useful umbrella term when applied to the current cultural movement towards health, wellness, organics, environmental consciousness, fair trade, simple living, buying local, etc. From the consumer perspective, the underlying assumption behind all of these trends is that, if society continues on its current path, systems will break down, resources will become scarce and public health will be at risk.

The Hartman Report on Sustainability: Understanding the Consumer Perspective provides a comprehensive in-depth view on how public perception of sustainability affects consumer behavior. The report examines the roots of sustainability as defined from the consumer viewpoint and addresses how American attitudes and behaviors are shifting to reflect key distinctions that intersect with sustainability. These distinctions include improving outcomes for personal health, the community and the global natural environment, as well as improving outcomes both now and in the indefinite future. The results of the study, which are based on extensive qualitative ethnographic and quantitative research, clearly demonstrate that a cultural shift is taking place in terms of consumer awareness, acceptance and practices that relate to sustainability measures. From a marketing perspective, the umbrella term “sustainability” may currently be of little help in marketing messaging, but many of the

Sustainability is not seen by consumers as simply “saving the earth.” It is a multi-dimensional topic that encompasses the environment, the family, the community and even the economy of today’s world. Many of the consumer values driving the interest in health and wellness stem from a foundation of sustainability.

concepts within sustainability have the ability to resonate powerfully with certain segments of the consumer market.

Framework of Understanding: “Sustainability Consciousness”

The Hartman Report on Sustainability provides insight into some of these key market segments, including the consumer relationship with the fragmented and evolving “World of Sustainability,” and the pathways that consumers typically follow as they navigate through a world filled with a myriad of often conflicting information, choices and pressures that relate to sustainability. The first three chapters of the report focus on defining sustainability from The Hartman Group’s segmentation of Core, Mid-level and Periphery involvement and its world perspective and consumer attitudes and behavior with this world context. While most consumers have a limited understanding and usage of the broad concepts of sustainability, consumer engagement with the term can be described in terms of varying degrees of “*sustainability consciousness*.” This refers to the way consumers link everyday life to “big” problems (e.g., food, water and air quality). Sustainability consciousness is not just about “eco-conscious consumers” and the environment; it is broadly distributed across society, to include “everyday people.”

For this study, The Hartman Group has developed a theoretical framework to describe sustainability consciousness, the substance of which is developed throughout the report and includes exploration of:

1. The idea that the primary driver of sustainability consciousness is the perception of risk factors present in everyday life.
2. The most important triggers to the perception of risk in everyday life.
3. The development of individual sustainability consciousness, as it spreads from personal physical well-being outwards to concern for the household, concern for the community and, finally, concern for the entire planet and its long-term future.
4. How different consumer segments fit into the “World of Sustainability,” both in terms of the traditional Hartman Group segmentation of Core, Mid-level and Periphery involvement, but also in terms of five categories of “Adaptive Reactions.” These segments, categorize consumers in terms of their overall personal outlook on how best to address the world’s major problems.
5. Finally, tying all of these pieces together, we discuss the key trends and hot buttons that can increase the likelihood that consumers perceive a given product to be high quality, to offer protection against key risk factors and to ultimately add value.

Through linguistic analysis of our qualitative data, we have found that “sustainability” is an umbrella term for six key values in the mindset of consumers:

- Healthier
- Local
- Social responsibility
- Environmental responsibility
- Simple living
- Control

Each value has unique sentiments that evolve as consumers' experiences with the external world change over time. Among these, health is the most significant, as consumers tend to link health to other key values and find it easiest to understand and participate in.

Key Triggers to “Sustainability Consciousness”

While the first chapters of the report provides a framework for understanding the consumer perspective of sustainability, the balance of *The Hartman Report on Sustainability* scrutinizes consumers' search for sustainable solutions, how consumers make Adaptive Reactions to “world problems,” who comprises the largest segment within the World of Sustainability, perceptions of corporate citizenship within the context of sustainability and the intersection on sustainability with health and wellness and the larger movement toward seeking high-quality experiences.

Risk is a fundamental driver of consumer perceptions of sustainability practices and beliefs: To consumers, sustainability implies both the existence of macro-level, socially produced risks, as well as various kinds of responses to these risks. Most consumers believe that daily life requires practical adaptations to these risks, if potentially harmful outcomes are to be avoided. Some adaptations to risk are firmly established habits. For example: Avoiding unfiltered tap water whenever possible or wearing sunglasses and sunscreens to “block out harmful UV rays. The report provides insights into other adaptations to risk that are only now emerging.

The report identifies that there are key triggers to sustainability consciousness prevalent in American society today, but the specific content of these triggers changes constantly. For example, “Save the Rainforest” was a common sentiment in US popular culture just a few years ago, especially with environmentalists; yet, it does not appear as a key trigger for consumers today. Key triggers that bring consumers into the world of sustainability today include:

- **Changing nature** and perceptions of climate change, cloning, nanotechnology and bioengineering
- **Health risks** and perceptions of low-quality water, additives in food, UV rays, low-quality air, the spread of germs, etc.
- **Traveling & mobility** and perceptions of seeing how other people live firsthand, moving from one city to another

- **Disasters** and perceptions of Hurricane Katrina, Chernobyl, Exxon Valdez, September 11, the Indian Ocean Tsunami, etc.
- **Media promotion** and perceptions of a nuclear holocaust, world wars, global pandemics, super-volcano eruptions and a worldwide energy crisis
- **Forced changes** and perceptions of new laws & regulations, unwanted development and changes in one's region

Sustainability consciousness can be conceptualized as “Zones of Risk Awareness” centering on the body and ranging outward to the broader environment. In general, the body is the hub of category adoption and pathways to sustainability consciousness, and follows the hierarchy below:

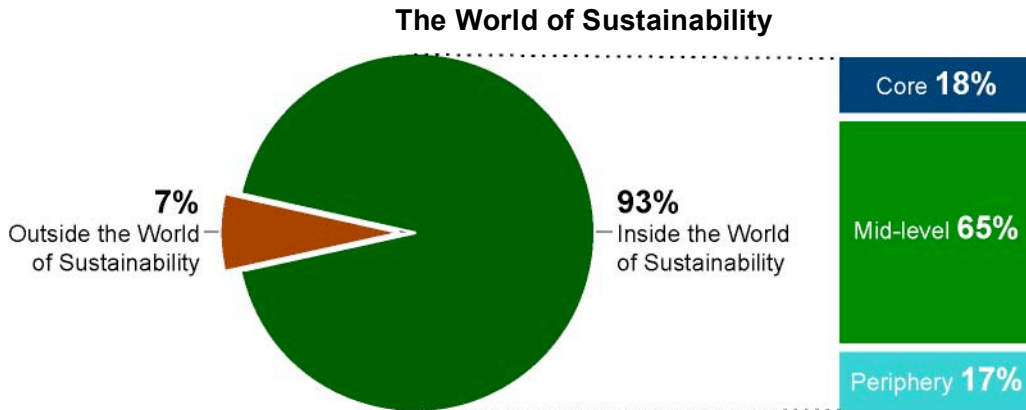
- In the body
- On the body
- Around the body

The World of Sustainability

A world perspective can be applied to any product or service category, including sustainability that has a significant lifestyle component.¹ The World of Sustainability, as developed in this report, illustrates how the intensity and relevance of “sustainability” varies depending upon which consumer segment is participating. We see the World of Sustainability as being divided into three consumer segments—Core, Mid-level and Periphery—based on their levels of participation in that World.

A small portion of Americans (7% of respondents) fall *outside* the World of Sustainability. Comprising those consumers involved in the World of Sustainability are those 93% of Americans, which we classify as Periphery, Mid-level or Core consumers. The 93% is based upon including any consumer who *expressed or demonstrated* through their self-reported attitudes and behaviors a *conscious willingness* to incorporate some aspect of sustainability in their normal routines. Consumers within the World of Sustainability have different behavioral and emotional mindsets when it comes to how intensely they are involved with sustainable beliefs and activities.

¹ A world perspective is a way of conceptualizing consumer behavior organized around a “world” of activity. See *Appendix II, The Hartman Model* for further details on the world perspective.



Source: The Hartman Group 2007 Sustainability Survey (n=1,606).

Those consumers at the “Periphery” of the World of Sustainability (17%) tend to concentrate their awareness of risks on their personal lives and bodies, while those consumers most active in the World of Sustainability at the “Core” (18%) tend to extend their risk awareness outward from their bodies to broader environments ranging from their community to globally. In between those Periphery and Core consumers with a sustainability consciousness, are Mid-level consumers who comprise a substantial 65% of those inside the World of Sustainability. While tending to focus on risks to their bodies, they also examine risks to their surroundings at home as well as in society.

As would be expected, there are some notable differences between consumers inside in the World of Sustainability and those outside of it. Some of the major differences can be summarized as follows.

Consumers INSIDE the World of Sustainability:

- Are over twice as likely to think it is important to buy environmentally friendly products.
- Are nearly four times as likely to pay a 10% premium for sustainability products (75% at least somewhat likely).

Consumers OUTSIDE the World of Sustainability:

- Are over twice as likely to think the benefits of recycling are exaggerated.
- Are less familiar with the term “sustainability.”

How Things Are...And Will Be

Many consumers feel they have control in their own households but feel out of control when it comes to regional, national or global issues. Implications of these beliefs are: heightened interest and participation in purchasing sustainable products for personal health and safety benefits in the home (e.g., organic food, natural household cleaners) and from convenient local sources (e.g., farmers' markets, independent retailers, local artisans and production). Unsurprisingly, top issues of concern skew toward factors believed to be out of their control—terrorism and war—whereas air pollution, contaminated drinking water and genetically modified foods rank significantly lower. Consequently, health and safety in the home affects purchase decisions. The report provides insights into what entices consumers to participate in sustainability within the home and extending beyond the home into the community. The vast majority of consumers at this time will not pay more or go out of their way to participate in regional, national or global issues.

The Search for Solutions

The concept of sustainability consciousness is important for understanding the things that Core, Mid-level and Periphery consumers perceive—and do or not do given their exposure to—risks.

Purchasing power is typically one way for determining consumers' support of sustainable products and services that have been certified as “green,” eco-friendly or otherwise sustainable. Predictably, the practice of selecting products on the basis of eco-friendly labels (such as the “Green Seal”) is most common in the Core and least prevalent in the Periphery.

The Hartman Report on Sustainability finds about three-quarters of consumers who participate in the World of Sustainability say they are likely (“very likely” or “somewhat likely”) to pay 10% extra for sustainability products and those who believe it is “important to purchase environmentally friendly products” are much more willing to do so. The willingness to pay more clearly increases with greater sustainability consciousness (as indicated by attitudes toward buying environmentally friendly products). The report also examines:

- Which sustainability activities have become so ingrained in our culture that they are practiced by large numbers of consumers.
- Systems and devices that are finding their ways into a growing number of consumers' homes.

Adaptive Reactions to World Problems

While earlier chapters in the report delineate how consumers behave in the World of Sustainability in terms of The Hartman Group's segmentation of Core, Mid-level and Periphery involvement, a later chapter provides detail on common consumer responses to world problems, referred to as "Adaptive Reactions."² In a quantitative portion of the study, consumers were classified into these "Adaptive Reaction" categories based on the answer they selected in response to the question "*Thinking about the major problems facing the world, which of the following most closely resembles your perspective?*" These "Adaptive Reactions" describe the general attitudes that frame individual decision-making processes when consumers consider questions of sustainability:

- **Radical Engagement:** *"If people do not band together and employ radical means to overcome major problems, our future is bleak."* This is an attitude of practical efforts to mitigate perceived sources of danger. It is the optimistic view that, although beset by major problems, people can and should mobilize to reduce their impact or to transcend them.
- **Sustained Optimism:** *"If we rely on rational intelligence and science, we can overcome major problems and secure a hopeful future."* This is an attitude marked by a persistent faith in reason, in spite of whatever dangers are perceived as threatening in the current time period.
- **Divine Faith:** *"If we leave things in God's hands, everything will turn out as it should."* This is an attitude similar to that of pragmatic acceptance in that it is based on the assumption that what goes on in the world is beyond personal control. It differs from pragmatic acceptance in the way it leads people to interpret and often embrace "whatever happens" as an expression of a fate (often determined by a higher power) emerging towards a pre-destined future.
- **Cynical Pessimism:** *"Save the planet? Who are we kidding? We can't even take care of ourselves."* This is an attitude that dampens anxieties through humorous or world-weary responses to perceived sources of danger. Cynicism takes the edge off pessimism, because of its emotionally neutralizing nature and because of its potential for humor.
- **Pragmatic Acceptance:** *"I don't worry about the major problems facing the world because they are beyond my control."* This is an attitude based on the belief that what goes on in the modern world is outside of personal control. According to Giddens, it implies a numbness frequently reflecting deep underlying anxieties—anxieties that do not always, or often, manifest at a conscious or verbal level.

² We've adopted and refined the concept of "Adaptive Reactions" from Anthony Giddens's writing on "high modern" societies.

Understanding the Mid-Level Consumer in the World of Sustainability

The Mid-level segment constitutes the largest and most heterogeneous group of consumers in the World of Sustainability. Unlike Core consumers, Mid-level consumers appear much less extreme in their views on sustainability and much more open to efforts by mainstream firms to address issues of sustainability. In other words, marketing to Mid-level consumers is likely much more rewarding than marketing to Core consumers in the World of Sustainability, since Mid-level consumers will be more appreciative of conscientious attempts to operate more sustainably. Likewise, Periphery consumers constitute a less attractive target than Mid-level consumers in that they have less interest in sustainability and correspondingly less interest in efforts by firms to promote their sustainability works.

Because of their marketing importance, *The Hartman Report on Sustainability* placed special emphasis on analyzing the Mid-level segment to identify any subgroups with distinguishing attitudinal or behavioral characteristics. As the report highlights, marketing to consumers on a platform of sustainability generally appears best delivered in terms that appeal to Mid-level consumers first and other consumers second.

As the report indicates, the Mid-level consumer is not one consumer, but many. We examine three different groups of Mid-level consumers, defined by their Adaptive Reaction to problems of sustainability, as a way to understand the major differences within this large segment.

- One group, taking a *Radical Engagement* position, brings environmental causes to the forefront.
- Another group, the followers of *Divine Faith*, tends to be more concerned about issues of social responsibility.
- The third group of *Sustained Optimism* shares elements of the two other groups, but has a more moderate, pragmatic way of dealing with sustainability.

The report points out the key differences between each group and why the reasons why it is important to recognize these differences when setting out to target Mid-level consumers.

The Consumer View of Corporate Citizenship

Many consumers believe their purchase decisions are at least as important as their votes in effecting social change, and in many instances, they feel their purchasing power has a greater impact on society than their voting. In the World of Sustainability, consumers relate to at least two fundamental dimensions: social responsibility and environmental responsibility. The report examines consumer impressions of major companies along both of these dimensions. When consumers think of “environmentally friendly companies,” certain company characteristics—some more than others—

come to mind. Aside from traits obviously related to environmental impact, consumers associate four broad characteristics with such companies:

- They aren't solely concerned about "the bottom line"
- They offer extensive information on its products
- They maintain supportive relations with the local community
- They represent principles consumers agree with

While sustainability consciousness is growing among consumers, many still have yet to associate sustainability with specific companies. Most consumers who say they are familiar with the term "sustainability" also admit they don't know which companies support sustainable values. And almost half—though more in the Periphery—say they don't know where to buy sustainable products (most also don't know what products are sustainable). Still, it also appears that most consumers don't have preconceived notions against sustainable products or companies. The primary concern is that sustainable products tend to be too expensive, a notion held less in Core but found to be more prevalent in Periphery. From a list of corporations, consumers ranked those they view as socially and environmentally responsible.

The Intersection on Sustainability and Health and Wellness

Sustainability is not a standalone concept with consumers; at some levels sustainability intersects with health and wellness, which leads to surprising nuances related to broader notions of quality. Perceived benefits of organic, local or shade grown are not exclusive to notions of health and wellness or sustainable practices, but extend further to ideas of quality experiences.

To be certain, consumers have not abandoned their interest in healthier eating habits or healthier products. But before those attributes can even resonate with consumers, the experience must first qualify as a quality experience—and the rules for qualification are not necessarily what you might expect. Likewise, if the experience is truly sufficient to resonate as authentic quality, that resonance will often prove far more powerful—and contribute much more to overall brand halo—than lower order attributes such as healthy, organic or local. In simple terms, the pursuit of authentic quality experiences has subsumed what were once major trends (healthy, organic and local) and transformed them into more minor experiential attributes.

Just as dynamics behind so-called "green" and "environmental" markets have evolved, the dynamics of sustainability in American consumer culture will continue to change and evolve. We are currently experiencing a significant cultural shift in which consumers will continue to adapt their behavior to align with companies, products and services they find to be relevant to their current lifestyle.

There is no boilerplate formula to successfully replicate a single best "sustainable product and experience." *The Hartman Report on Sustainability* is a valuable tool for policy makers, advocacy groups,

corporate leaders, marketers, retailers, manufacturers and other stakeholders in identifying the emerging trends, opportunities and barriers to the sustainability marketplace. While the marketing implications of sustainability vary by types of products and services, the report presents those maxims that ring true with consumers in most cases.

Appendix I

Methodology

Quantitative Methods

Quantitative National Survey

This report presents results from an online survey of 1,606 US consumers conducted in January 2007 to understand consumer attitudes and behaviors related to sustainability practices and products. Consumers were surveyed to get a complete picture of the current state of sustainability attitudes and practices in the US. Methodological details of how the data were collected and how key measures were developed are provided here. The sampling error for the full sample of 1,606 respondents is less than ± 2.5 percentage points at the 95% confidence level.

Sampling Frame

The sample for this study was drawn from a panel of adult US consumers with online (i.e., Internet) access. Therefore, the population sampled is a subset of the national population of the US. Over the years, the population of Internet users has grown and extended to households from every walk of life and in every region of the world. Nowhere is this expansion more complete than in the US. As a result, online samples for the US are generally considered to be nationally representative of the national population.³ The sample for this study was designed to provide good representation of the

³ In fact, online samples tend to outperform many other methods in their ability to reach a diverse consumer population. Telephone surveys, for example, must contend with the widespread practice of screening calls. The use of caller ID and answering machines has reduced response rates to telephone surveys to extremely (in some cases, unacceptably) low levels. Mail surveys, which rely on consumer panels enjoy response rates comparable to online surveys, but the technology of online surveying enables researchers to craft more complex survey instruments or, as was the case with this survey, to control respondent access to questions. Thus, the order of presentation can be strictly enforced and irrelevant questions can be hidden. With mail surveys, the logical flow of questions is under the control of the respondent. For these reasons, online surveys are quickly becoming the standard against which other methodologies are compared.

US population according to geographic area, age, gender, race and income. Although the sample provides full coverage of these characteristics, sample weights were developed to adjust for small departures from current US Census estimates of the population.

Segmenting Sustainability Consumers

We have divided the World of Sustainability into three consumer segments defined by their level of participation in the World. The construction of these segments made use of several pieces of data regarding: attention to information about Sustainability, attitudes toward Sustainability, price sensitivity, and reasons for participation in the World of Sustainability. The procedure for classifying respondents according to these three Sustainability consumer segments was a two-step process. The first step involved constructing summary measures corresponding to key attitudes and behaviors and the second step used these summary measures to identify the three segments.

We determined membership in each of these segments by assessing each respondent's answers to two fundamental questions:

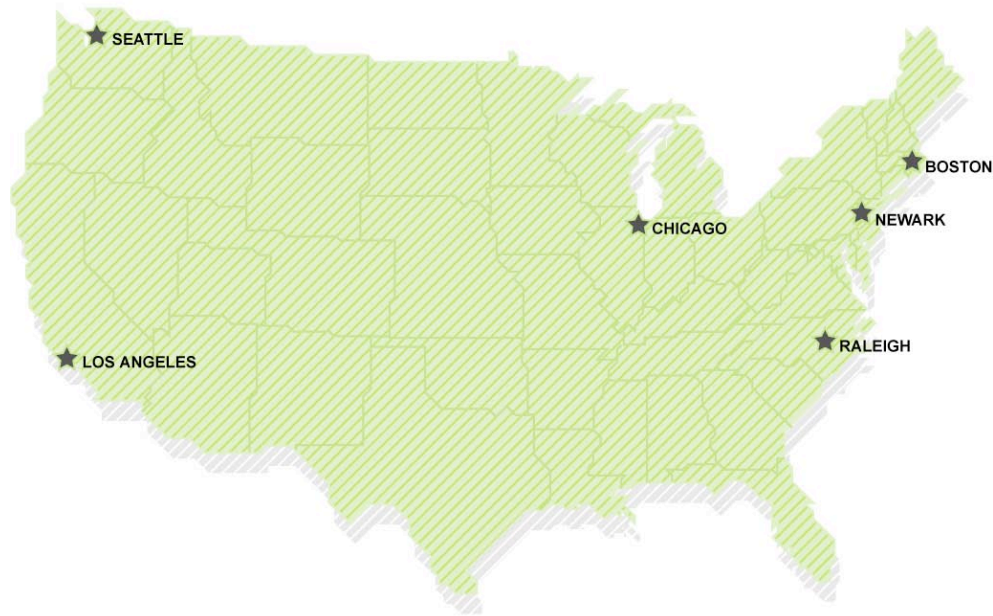
1. How often are your purchasing decisions based upon your concerns for issues such as the environment and social well-being? (Rarely, Sometimes, or Usually);
2. If the store(s) you usually shop for food carried sustainability products at 10% higher prices than products made with other methods, how likely would you be to try such products? (Not at all likely, Hardly likely, Somewhat likely, or Very likely).

For this study, we defined such “**Outside** consumers” as those who (according to their survey responses) “rarely” base their purchasing decisions upon their concerns for issues such as the environment and social well-being AND fail to do so because (at least in part) “I’m not really concerned.” We also identified as Outsiders two (2) additional respondents who selected “I don’t think there are significant problems facing the world at this time” to the question “Thinking about the major problems facing the world, which of the following most closely resembles your perspective?”

Qualitative Methods

The qualitative and ethnographic research methods used in this study included a combination of data collection practices we have found to be a useful means with which to do a quality analysis of consumer attitudes and behaviors. We undertook research interviews in Seattle, Los Angeles, Chicago, Raleigh, Newark and Boston during September through December of 2006, resulting in a total of 150 hours of consumer engagements were interviewed, resulting in over 100 hours of in-depth discussions.

Figure 1. Field Locations of Qualitative Research



Ethnography

The Hartman Group qualitative research is based on traditional anthropological ethnography and complementary innovative methods that allow us to observe and converse with consumers in their most “natural” settings, such as consumers’ homes and among their private social networks. Unlike focus groups or office interviews, which place participants in unfamiliar, contrived settings that discourage meaningful feedback, our approach puts consumers in their natural environment, allowing them to behave more as they would in the course of their normal activities and routines. This is especially important when gathering information on more sensitive subjects, such as lifestyle choices. We use only highly trained anthropologists, sociologists and ethnographers to conduct and analyze these types of consumer interviews.

Our recruiting process is unique and carefully conducted in order to ensure ideal respondent profiles. We use a combination of stated project objectives, information believed to be relevant to the recruiting process, and well thought out sequencing and articulation and creativity vignettes. In addition, many of our screeners take an “open-end” and conversational approach in order to get a more “true” response from consumers during the screening process.

The following combination of research methods was used for this study:

One-on-One, In-Home Interviews

There are many things that people seldom talk about (at least not openly) or that only manifest themselves after intense discussion, particularly as they relate to purchase and consumption habits. For this reason, we carry out in-depth interviews in consumers' homes where a trained ethnographer talks with an individual in detail using a discussion guide. The interviewer gives the respondents enough space to express their opinions and leads the discussion flexibly along pre-structured topics and by asking targeted follow-up questions and probes. Mutual trust between the interviewer and the respondent develops, which enables them to talk openly about difficult questions. Following the interview, we conduct "house tours" to explore kitchen cupboards and refrigerators. These explorations help us to identify the common disconnect between what people *say* they do and what they actually do.

Social Network Parties

Social Network Parties take the place of traditional focus groups. We request lead members of social groups (e.g., neighbors, a group of friends) to host a social gathering at their homes. We introduce topics of guided conversation as a means of studying category, product and brand awareness, information gathering and dissemination; influence of social network members; need gaps; and decision-making processes.

Ethnographic Research Groups

These Groups are composed of respondents who may know one or two other individuals in the group, but not the entire group. The groups take place in a neutral location such as a coffee shop, a consumer's home or an office environment. These groups allow us to understand and assess differences in how consumers describe their attitudes and behaviors to strangers vs. intimates. This methodology serves not only to further examine linguistic variations and patterns, but also allows us to explore:

- Social context and setting of perceptions, image and values
- Social context and setting of prior experiences and memories
- Direct and active comparison of behaviors

Sustainability Event Observation

In addition to observing respondents during interviews and Ethnographic Research Groups, the research team observed sustainability-oriented events (e.g., lectures, art exhibits, public forums, festivals, etc.) in various locations. This permitted naturalistic observation of sustainability-oriented environments, behavioral patterns of consumers, and the effect of contextual factors on consumer behavior. These observations assisted in the analysis of consumer narratives.

Consumer Photo Journaling

Prior to consumer interviews, we asked consumers to take photographs that represent their fears for future generations (3 images), hopes for future generations (3 images), and people, places or things in their local communities that reflect their strongest beliefs and values (3 images). This homework

assignment was carefully worded to allow consumers free expression and self-definition. We asked consumers to organize these photographs in a small notebook, which included paragraph-long explanations of their meaning and significance. At the end of the interviews, Consumer Photo-Journals were collected for additional analysis. Through the use of these images our visual specialists and ethnographers identify patterns based upon colors, images and text that express values and factors that are important to underlying perceptions and motivations.

Language Analysis

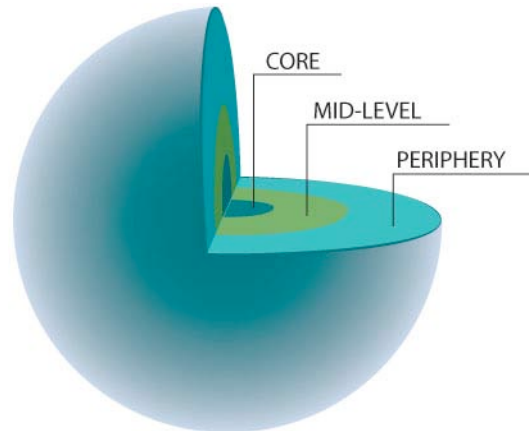
We combined the salient language gleaned from the Consumer Photo Journaling, along with all of the language used by consumers in other forms of qualitative research, and conducted analyses designed to provide additional insights on communications and messaging. As an element of consumer research, language context analysis provides a tool to help understand how consumers talk, think and act. It can provide critical information that is not available using traditional research methods. Using neurolinguistic mind maps to outline the thoughts of consumers, language context analysis can contribute invaluable depth to a research project by depicting complicated concepts in concise visual images.

Appendix II

The Hartman Model

Based on the integrated research methods of over 15 years of quantitative data combined with innovative qualitative techniques drawing from sociology, anthropology and ethnography, The Hartman Group has developed a model of consumer behavior from a “world perspective.” The individuals and organizations in the Core of a given world of activity are the most active in it, while those at the Periphery maintain only minimal, infrequent and less-intense involvement in the given world. Between these two extremes lie the majority of consumers who participate to varying degrees in what would be regarded as Core activities of the particular world, but who have yet to fully incorporate the complete range of world activities into their lifestyle.

The World Perspective



Thus, The Hartman Group segments and analyzes consumers according to their lifestyle orientation within a “world” of activity. Segments vary according to the intensity of involvement in that world. Consumers typically begin their journey at the Periphery of the World, and move toward the Core as they gain experience and knowledge. The majority of consumers are in the Mid-level. The Core is the smallest segment and consists of consumers who are the most intensely involved—early adopters, trendsetters and evangelists.

In addition to the segments, we can identify dimensions of consumption that influence decisions in the marketplace. All of these dimensions are linked by a common world theme (e.g., shopping at a health and wellness retail outlet, eating at a fast casual restaurant), with different dimensions applying more strongly as a customer moves from the Periphery to the Core. At the Periphery are familiar key buying factors, such as price, brand and convenience; while closer to the Core are dimensions such as authenticity, knowledge and the role of expert opinion.

This model is used for our consumer research and analysis and can be adapted to include key dimensions of consumption identified as critical to understanding Core, Mid-level and Periphery consumers in the world of wellness.

The Hartman Model's innovative "world perspective" offers more than simply a different way to approach market research. It provides us with insights that competing firms' methods do not. First, it allows us to classify consumer behavior in a way that addresses the need to understand varying levels of involvement in a world of activity without having to resort to unrelated segmentation schemes. Second, it permits us to analyze attitudes and values separately from consumer behavior in order to gain a better understanding of the linkages between what consumers say and believe and what they actually do.

In contrast to our method of classifying behaviors, most consumer research attempts to group or cluster consumers into a small number of segments with supposedly similar demographic or psychographic profiles. While this type of segmentation does a reasonable job of identifying the most obvious response patterns to survey questionnaires, it rarely captures meaningful consumer behavior, because it fails to represent consumer behavior as social and subject to influences that attitudinal statements do not adequately describe. Our model provides us with a context for designing, analyzing and interpreting qualitative research that is absent from standard methods of consumer research. By focusing on the occasions or situations that consumers engage in as part of a world of activity, we can assess the intensity or depth of usage without having to artificially attribute a given level of involvement to a fixed type of consumer.

With regard to the second benefit of our approach, we have found, as have many other market researchers, that consumers often say one thing and do another. In part, this reflects the difficulty of using general attitudinal data to explain or account for specific behaviors. At the same time, the attitudes expressed in surveys and in face-to-face discussions can provide important clues to general values and beliefs that significantly color the way that consumers relate to products, services and promotional messages. By not assuming a one-to-one correspondence between what people say and what they do, we can distinguish between what appeals to different sensibilities and what affects purchase decisions. In other words, we neither accept blindly nor dismiss out of hand what consumers say. Rather, we recognize attitudes for what they are—indicators of values and interests that may find expression in actual behavior under certain circumstances. The Hartman Model enables us to identify and understand the conditions that bring about these circumstances.

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