

"The Responsible Traveller"

A German Market Segmentation

based on the analysis of secondary data from:

- Lucerne University of Applied Sciences and Arts
 - Regeneration Roadmap
 - South African Tourism

interpreted in the context of the Forum Fairer Handel segmentation model based on Sinus Millieus

BASIC ASSUMPTIONS AND APPROACH:

Segmentation combines **socio-demographic** characteristics (e.g. education, profession, household income) with **psychographic** factors (e.g. worldliness, lifestyle and values)

These facts were added up to **consumption behaviour** regarding fair traded and sustainable **products** and **sustainable travel behaviour**

To finally make statements for **behaviour change tactics** and give recommendations for the **communication** with the target groups

Only the four most important target groups of fair trade and sustainable consumption were chosen

The Socio-Ecologicals

Basic Description

- This group of consumers has a very clear awareness of Fair Trade and a sustainable lifestyle, they expect the total fair product, they have a distinct tendency to implement sustainable and fair principles in their life and they actively look for sustainable, environmentally friendly options when shopping and consuming, they are growth and globalisation sceptic, open-minded and have a desire to downsize and decelerate

Attitudes

- Persuadable green purchasers, they feel like the supporter of global responsibility and are against consumerism they are interested in local products and the welfare of the workers, they wish to increase consumption of fair products, they are keen to travellers paying for the environmental damage they cause

Says

- "Let's consume less, but more sustainable", "action speaks louder than words", "we can make the world better", "think global but act local"

Barriers

- Could easily be, that they are perceived as "tree huggers", they don't like limited offers in products or travel packages, in parts they are price sensitive, don't like expensive Marketing Campaign, not stress too much on economical settings

Communication for behaviour change

- They are easy to gain as multipliers due to their perceived sense of responsibility toward the planet; like to be part of the solution and are positive change believers, they are easily motivated if they see positive impacts of their action, they want background information

Travel Attitudes

- Travelling is very important to this group of consumers, but they almost certainly book sustainable travel option (close destinations Europe, Germany); this group is conscious of the environmental effect of long-haul travel, if they decided for a long distance trip, they are almost certainly willing to pay for carbon offsetting (in 2012, consumers in this milieu used the aircraft for about 7% below average)

Do's and Don'ts of Communication

- Do's: put producers and locals in the centre of interest, do it in an emotional manner, raise awareness, inform the tourists about the positive impact of fair and sustainable tourism in the destination, give detailed information about environmental management of the hotel
- Don't's: focus too much on economical and/or business details, avoid graphs, show environmental or social facts with text or symbols, avoid an expensive Marketing campaign

socio-ecologicals

Household Income

Travel Behaviour

Travel Type

Price sensitivity

Buying Behaviour

Media

Influencers

Product Description

Middle to high income

Tend to 1 or 2 international trips per year

Family balance seekers, goal-oriented rationalists

2 to 4 star hotels

Specialised travel agent

Travel catalogues, usual medias, travel literature, TV

Very label conscious, Fairtrade label means high quality

2 to 4 star fair and sustainable hotels, lodges or home stays with high quality, travel to experience culture and nature

Liberal intellectuals

Basic Description

- This group of consumers belongs to the German upper class, believes in meritocracy, are well educated, deal easily with work and family-challenges, enjoy having time, master it and have a quiet life, they are individualistic, they like to be real (authentic); they appreciate meaningful enjoyment at a high level and political commitment

Attitudes

- They take responsibility in living a sustainable lifestyle, they believe in creating a new world society by consumer behaviour changes, they buy sustainable and fair products because they feel better doing this and this is an expression of their individualism, acting in a sustainable and fair manner is a "mission" and they want to purchase with purpose

Says

- "Less is more", "we are the people who can control", "we can do it", "courage to change"

Barriers

- Money is less likely as a barrier, limited product availability and little product diversity, they are sceptic against credibility of Fair Trade, non-transparent labels, products or offers without flexibility

Communication for behaviour change

- They need a high level of scientific information and explanations backed by tables and data for product accuracy, they act sustainable if they are sure that this is good for them and their families, almost certainly they will be convinced with facts and figures which prove the positive impacts of sustainable and fair offers

Travel Attitudes

- They love travelling, certainly would do sustainable and fair travel if there were more offers, this group of consumers tend to approve conditions in the destination critically, they are very quality conscious and are looking for travel offers which guarantee balance between body, mind and soul; they almost certainly are willing to pay for carbon offsetting (in 2012, consumers in this milieu used the aircraft for about 4% above average)

Do's and Don't's of Communication

- Do's: promote quality and individuality of the touristic offer, give detailed information about environmental management of the hotel, do it in a scientific manner but combine it with emotional aspects, use positive messages, raise awareness
- Don't's: avoid negative messages or charity aspects, don't say unassigned things

Liberal Intellectuals

Household Income

High income, 45% > 3.000€

Travel Behaviour

Tend to 2 or 3 international trips

Travel Type

Service-oriented paradise seekers, goal-oriented rationalists

Price sensitivity

Not price sensitive, 4 to 5 star hotel

Buying Behaviour

Internet, travel agent, tends to increase online-booking

Media

New media, travel guides, TV, specialised magazines

Influencers

Label conscious, serious labels and brands, family and friends

Product Description

4 to 5 star responsible hotel, exclusively lodges

High Achiever/Performer

Basic Description

- This consumer group belongs to the social upper class, is performance – and efficiency oriented and can be seen as the new multi-optional power elite with high IT and multimedia capabilities, job and career are more important than family, claim to be the vanguard in terms of style preferences and lifestyle, they seek for distinction and exclusivity

Attitudes

- The early adopters, well educated, love to travel; High quality seeker, the perfect designed offer and multi media are very important, they are conspicuous consumers, they only choose fair and sustainable products if the quality corresponds to their requirements and if there is an added value
- Would buy more sustainable products if they performed comparable to and/or better than their usual brands

Says

- "A passion to perform", Always a step ahead, "Everyone is the architect of his own fortune"

Barriers

- They don't really believe in Fair Trade at global level, they are not very interested in information about Fair Trade, Sustainability and environment, won't buy old fashioned and boringly presented products, for them nothing works if they don't find high quality and a very exclusive service, as they are trend-setters and active social media users; they could be used as promoters of the touristic offer (TripAdvisor)

Communication for behaviour change

- There is a little step between thinking and doing, awake interest by using modern, high tech, new media and a nice, cool and minimalistic design, make them feel trendy and exclusive, make them understand that fair and sustainable products can be of very high quality and exclusive services, move them to more sustainability need creating new business models that deliver value with fewer impacts

Travel Attitudes

- Performers like to travel, especially long-haul outbound travel and they want active and sporty vacations (extreme and adrenalin sport), they love to know other cultures, won't seek special fair or sustainable offers, but if they find this in combination with vanguard travel option, high quality and exclusively services ; they almost certainly are willing to pay for carbon offsetting (in 2012, consumers in this milieu used the aircraft for about 13% above average)

Do's and Don'ts of Communication

- Do's: use highly valued words, present the benefits of using high quality for one's own sake, guarantee a minimalistic but professional Marketing campaign, use new media and social networks, use phrases like "you can", companies should consider social branding initiatives
- Don'ts: ethical appeals, negative emotions, avoid too much information's about the producer and the locals, too much importance of raising awareness, never use "you shall not"

High Achiever/ Performer

Household Income

High income, 43% > 3.000€

Travel Behaviour

Tend to 3 or 4 international trips

Travel Type

Informed adventurers,
easygoing encounters, goal-
oriented rationalists

Price sensitivity

Not price sensitive, like to pay
for high/exclusive quality

Buying Behaviour

Internet, seldom travel agents

Media

New media, social media, travel
portals, radio, lifestyle
magazines

Influencers

community of peers, celebrities
and bloggers

Product Description

Exclusive 5 star hotels, never
mainstream

Adaptive Pragmatists

Basic Description

- This group of consumers belongs to the middle class and makes up the new young centre of the society; they are looking for security and social anchor but also aim for success and professional establishment, they are flexible and pragmatic and adapt to the demands of the workplace and show clear identification to meritocracy and competitive society, they enjoy life but also like a variety of youth and cultural interests

Attitudes

- They are modern, cosmopolitan and they love travelling, they are not extreme, are determined, goal-oriented and open minded, are less globally orientated and are looking for "flexicurity" (balance between security needs and experience orientation and flexibility), they're just not seeking sustainable options and aren't likely to take time to learn more, they tend to be laggards in purchasing more sustainable products

Says

- "Down to earth"

Barriers

- Because they are not actively searching for information, there is a knowledge gap, which needs to be closed with clear and well structured information, actually the fair and sustainable travel option offer is too limited and they are discouraged by high prices

Communication for behaviour change

- Because they consume fair trade products as a small difference in everyday life, they could be convinced to consume more by making them aware that they are acting fair in booking sustainable travel options, rewards or promotions may be a way to introduce them to new products and behaviours

Travel Attitudes

- Would only consider a sustainable travel product if it meets all their needs with no premium pricing, social and environmental benefits are viewed as add-ons, travel is a reward and they don't want to feel guilty about it. Most likely they are not willing to pay for carbon offsetting; (in 2012, consumers in this milieu used the aircraft for about 10% above average)

Do's and Don'ts of Communication

- Do's: give only basic information, not too scientific, play with emotions, give only decent insight in the life of locals, use results of consumer reviews
- Don'ts: avoid technical facts and graphs, ethical and charity aspects

Adaptive Pragmatists

Household Income

Travel Behaviour

Travel Type

Price sensitivity

Buying Behaviour

Media

Influencers

Product Description

Middle to high income

Tend to 1 or 2 international trips

Service-oriented paradise seekers, family balance seekers

They are price sensitive, 4 star experience at 3 star rates

Internet, travel agents

New media, TV, mainstream magazines, posters

Peers, popular brands, performer, consumer reviews and ratings

3 to 5 star mainstreaming or special deal packages