

“The Responsible Traveler”

A Swiss Market Segmentation

based on analysis of secondary data from:

Sinus Sociovision 2006

University of Lucerne – Wehrli, et al (2012) – Sustainable tourism
research

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Fairtrade global data

BASIC ASSUMPTIONS

Segmentation is based on *attitudes* not demographics

Key attitudinal differentiation is the *degree of social consciousness* of a person and how that is converted to buying behaviour

Education and worldliness are seen as a determinant for social consciousness

Household income does not necessarily impact attitude but will determine type of product consumed; as such - the segments are divided into *luxury and budget consumers*.

The segments which have no history of ethical consumption are excluded

The Aware Consumer

Basic Description

- Not only is this segment fully aware of the implications of their consumption, they have fully integrated responsible purchasing into their lifestyle.

Attitudes

- I believe in actively participating in creating a better world. As they understand the impact their consumption can have - they want to make a positive difference.

Says

- "I am aware of the impact my consumption has on the world, and I want to actively participate to create a better world."

Barriers

- Availability and quality of products. Price is not a barrier.

Communication for behaviour change

- As they see themselves as pioneers who want to make a difference, communication needs to dial up the positive impact of the offering. They are however critical of sustainable claims so it will need to be backed up with information and "proof"

Travel Attitudes

- Considerate of long haul travel impact on the environment, but will consider this in the broader context of the impact of the holiday. Open and keen to meet new cultures and see positive impacts of their travel.

The Aware Consumer

Travel Behaviour

- Frequent travel to new destinations and will offset flight emissions

Price Sensitivity VFM

- Not price sensitive but do seek quality

Buying Behaviour

- Specialist travel agents and online.

Media

- Intellectual journals, daily newspaper and internet

Influencers

- Experts and friends

Product Description

- Quality and higher end products, but also open to different travel experiences

The Experienced Consumer

Basic Description

- Sensitive to sustainable consumption and opts for sustainable products when they are offered

Attitudes

- Further to a commitment to the environment- health and comfort are also important considerations

Says

- "I do my best to make sustainable choices wherever I can but I don't want to give up any comfort"

Barriers

- Product must be easily accessible and available. A slightly higher price will be tolerated. If sustainable products are not available, they will buy other products and not feel bad about it.

Communication for behaviour change

- They want to understand the connections between their consumption and sustainability and be given relevant information. They are open to rational arguments and data.

Travel Attitudes

- Travel is important to them and they will make sustainable choices if available, but will not be restricted if options are not available.

The Experienced Consumer

Travel Behaviour

- Generally upper middle class and travel frequently to new destinations

Price Sensitivity VFM

- Seeks and individualised solution and is comparatively less price sensitive

Buying Behaviour

- Travel agents and internet

Media

- Newspapers, magazines and internet

Influencers

- Experts, friends and the media

Product Description

- Broad range of experiences and destinations required to fulfil explorer nature. Midrange product requirement to higher end products.

The Inexperienced Consumer

Basic Description

- This group is sensitive to the question of sustainable consumption but their purchasing decisions are not based on environmental concerns or social criteria. Sustainable offers must be more attractive or at least as attractive to be preferred over other products.

Attitudes

- Often motivated by a bad conscience but behaves sustainably provided it is not much effort or cost

Says

- A wholesome environment is important to me, even if I don't know what more I could do.

Barriers

- High prices are a barrier as this group is price sensitive. Availability of product is also a barrier.

Communication for behaviour change

- Emotional connection on the topic is essential. Pictures and impressive real life stories.

Travel Attitudes

- Careful travelers, but don't take notice of labels and have not explicitly booked a sustainable holiday.

The Inexperienced Consumer

Travel Behaviour

- The group is quite varied in its travel behaviour, but do travel internationally, if less frequently than other groups.

Price Sensitivity VFM

- Price sensitive yet demanding of value for money

Buying Behaviour

- Internet and travel agents.

Media

- Newspapers, magazines and media

Influencers

- Experts, friends, media

Product Description

- Varied in consumption from low to midrange products and even high end options, depending on income bracket.