**Marketing 3.0**

Persons called ‘’thinkers’’ in VALS are the main market type. They are open to new ideas. They belong to type of client most likely to be influenced from more decisions by making those most responsible of them. However, experts of marketing must work out programs that offer them best possible options but can also be confused from them. Inform on options of green products, besides being regular, will make those who seek value make the best options.

In the meantime, those who seek value are also cautious buyers and practical ones; they look for durability, good function, and value in the products they get. In order to reach this goal, experts of green marketing need to focus in what way their product could offer more value with less impact on environment. This way, communication of marketing must reverse concept of ecologic efficiency.