DEFINING COMMUNITIES FOR GREEN MARKETING

It’s important to understand that green Marketing is far from being homogenous. Market of green products and services can be divided to four segments: innovators of tendencies, those who seek values, those who are market leaders, and cautious buyers. Innovators of tendencies are part of the old market, while those who seek values and markets leaders belong to traditional markets-and cautious buyers are those who delay. As each segment includes different level of development in regard to benefit from product, the approach of marketing of each segment is obviously different. Regarding cautious buyers, the best would be not to invest in them. See Table 9.1

**Table 9.1** The four segments of green market

Client segmentation

Innovator of tendency Those who seek values Those who are leaders Cautious buyers

**Profile of**

**Segment**

**-**It covers branches -Real green product Sustainer of green -Cautious with green products

who have enthusiastic products

visionaries

-Emotional and spiritual -Rational motivation to -Hopes and observes -Does not trust green products

motivation to use green use green products till products

products achieve mainstream of market It’s not worthy do it

Search of competitive -It uses green products -Uses green products

Advantage through green to increase efficiency that are market leaders

Innovation and save cost

**Positioning Eco-advantage Ecoefficiency Product green leader**

**to improve *segment*** *New product More value with less It’s not worthy do it*

*in order to gain impact*

*competitive advantage*