**Marketing 3.0**

The cautious buyers, fourth segment, are usually skeptical clients that avoid to buy green products, outside green company environment, already being a brand. It’s much more difficult to have such client or convince them to change.

Adopt a product in one’s personal life means adopt it as long as it is sold as such and under certain/specific properties, and under influence of market. In the phase of launching, experts of marketing need to use green as the main factor of variety. In the meantime, experts of marketing need to use marketing of word in order to create this fame of product and handle the effect of snowball in order to reach phase of growth. According to book, *Crossing the Chasm,* Geoffrey Moore has a gap in market-a loss which separates original market from market mainstream. Green products then need to cover this gap, and become popular. If a product has reached phase of maturity, competition becomes stronger and professionals/experts need to find other factors of variety, instead of being just green.