

ADV385: Advertising, Sustainability and the Conscientious Consumer
Fall 2011
Atkinson

Group Project: Conscientious Consumer Typology

Conscientious consumers come in many different stripes. Some are motivated for environmental reasons, some for animal welfare reasons, still others for social justice reasons. As well, conscientious consumers differ significantly in the ways they enact their concerns in the marketplace. For marketers, this mess of motivations and methods is overwhelming. How do marketers successfully appeal to specific segments of conscientious consumers? Who is represented in any particular segment of conscientious consumers? What bonds them to each other and their consumer lifestyle? How do they differ from other conscientious consumers, in particular, and consumers, in general? What motivations and desired goals underscore their consumer choices?

Your task is to tackle these issues and develop a typology of a particular group of conscientious consumers. You will describe this group in as much detail as possible, explaining their internal consistencies and contradictions, while describing how they differ from other groups of consumers. You will then explain the managerial implications of your findings. What are the best ways marketers can appeal to this group? What kind of advertising approaches will be most successful? What kind of approaches should marketers avoid?

Your findings and conclusions will be based on a review of the literature concerning your consumption group but primarily on data collected through four qualitative market research techniques: observation, depth interviews, projective techniques, and netnography. I have outlined soft deadlines for each of these data collection methods, but these are very flexible and will adapt to the realities and constraints of your informants' timetables and availability. It is up to you to make sure you don't leave this project for the last minute. You cannot do it in a couple of weeks; it will take several weeks to organize and orchestrate your meetings with your informants and to discuss and analyze the results with your group partners.

Data collection methods:

- Observation:
 - You must identify and engage in two participant observation sessions. You can do these individually or as a group.
 - This fieldwork will produce field notes and photographs
- Depth interviews:
 - Each group member must interview two informants
 - These interviews must be taped and each tape turned in with your final report
- Projective techniques:
 - Each group member must ask one of their depth interview informants to complete a collage in line with the Zmet technique
 - The collages must be turned in with the final report

- Netnography:
 - Each group member must carry out a netnography of online content relating to their consumption group.
 - You must identify and analyze at least two Web sites relevant to your consumption group

Deliverables:

- Synthesis of findings:
 - Group paper
 - Maximum 15 pages (excluding supporting material, references, data, etc.)
 - To be handed in Friday Dec. 2
 - OR Multimedia report
 - Video, animation, voice-over, etc.
- Presentation
 - 20 minutes
 - Each member must speak
 - Allow time for Q&A