



LEEDS BECKETT UNIVERSITY
LEEDS BUSINESS SCHOOL



Adoption of Non-Durable Eco Products

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Aerosol Spray – Gas vs No-Gas



Traditional (T)

Keep Trigger Pressed for a continuous Mist.



No Gas (NG1).

Repeat Trigger for a continuous Mist.



Compressed Air (CA)

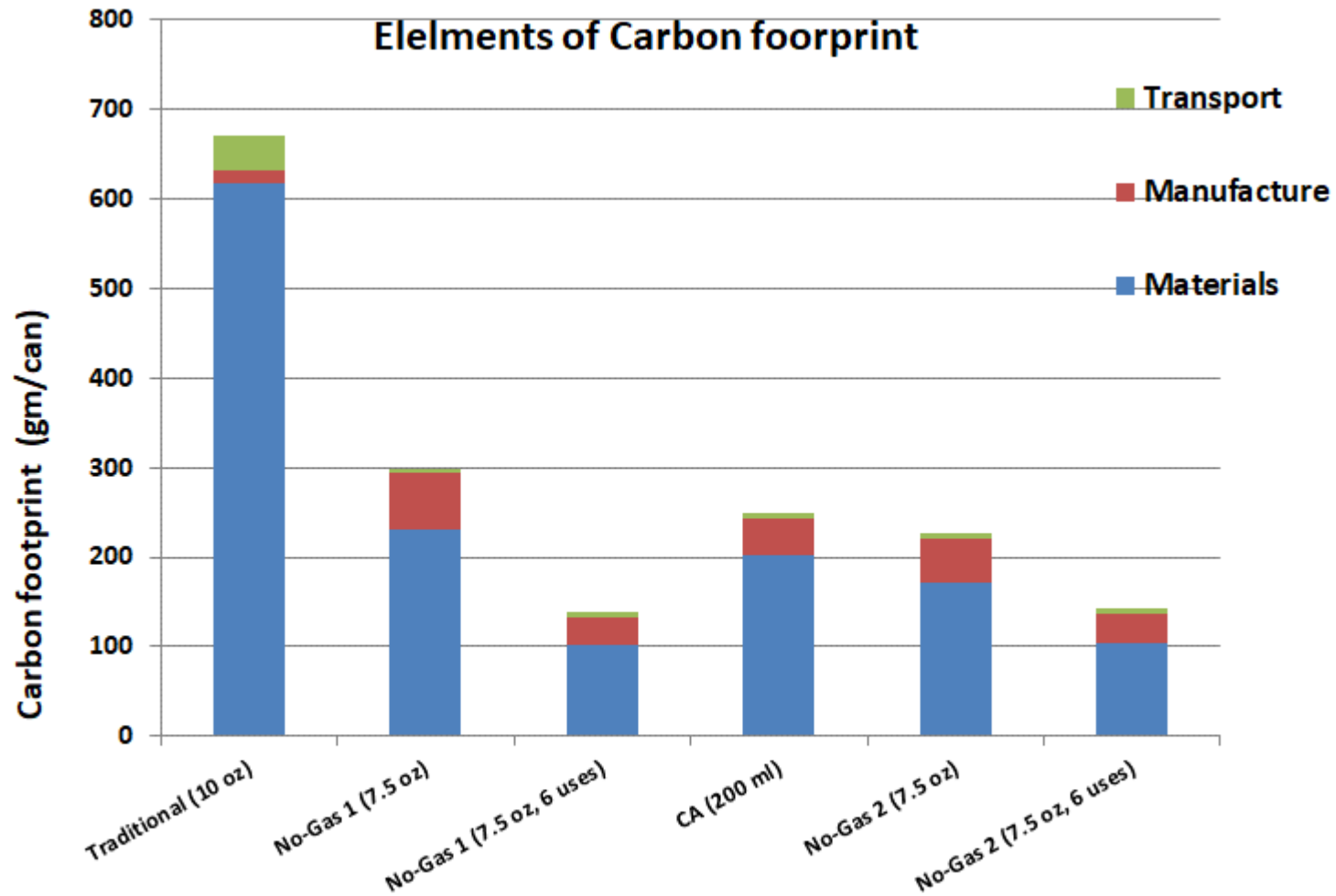
Keep Button Pressed for a continuous Mist.



No gas (NG2)

Twist and keep button pressed for a continuous mist of 7s.

Life Cycle Analysis



Research Objectives

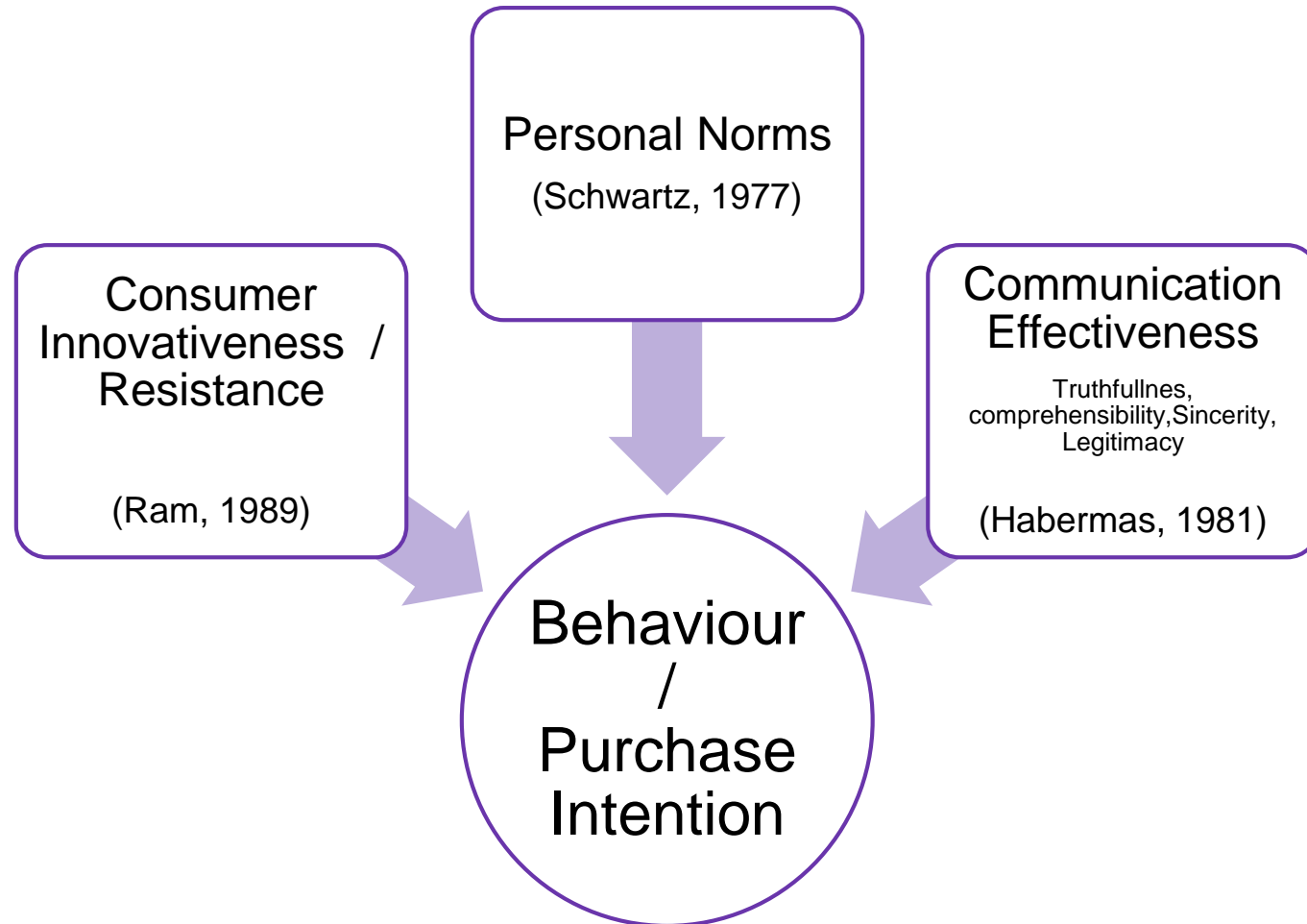
RO1: To understand the 'enablers' and 'disablers' of pro-environment behaviour for non-durables.

- RQ1: How do consumers decide between eco-attributes and other attributes such as functionality (ease of use), performance (effectiveness) and product aesthetics?

RO2: To understand whether consumers awareness of environmental issues is congruent with their actual behaviour.

- RQ2: How relevant are higher level environmental practices such as reuse in the case of low-involvement non-durables?

Simple Concept



Focus Group Methodology

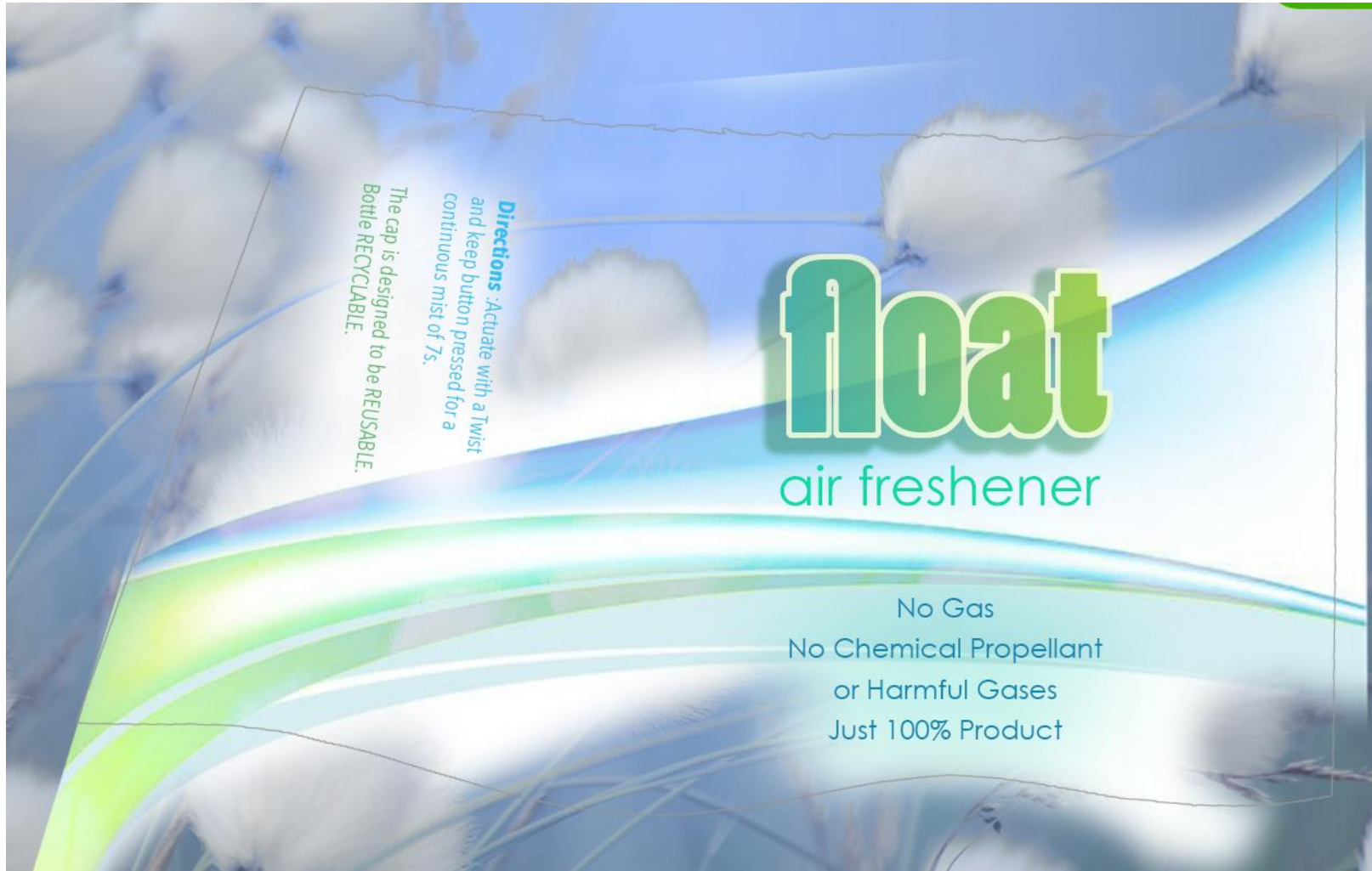
Nine Focus
Groups, 6-8
participants
each

Icebreaker
(Definition
of Green)

General
Discussion
of FMCG
examples

Discussion
on Aerosol
Sprays

Branding



Messaging

Product	Content Message	Functionality Message	Packaging Message
T	Pressurised Gas. Leak proof. Highly flammable (5% by mass flammable), keep away from fire and do not puncture.	Keep Trigger Pressed for a continuous Mist.	Container RECYCLABLE. Check local authority.
NG1	No Gas. No Chemical propellant or harmful gases. Just 100% Product.	Repeat Trigger for a continuous Mist.	The cap is designed to be REUSABLE. Bottle RECYCLABLE.
CA	Powered by Air. No Chemical propellant or harmful gases mixed with Product. Just 100% Product. 1% by mass flammable. Caution: May burst if heated.	Keep Button Pressed for a continuous Mist.	Bottle RECYCLABLE.
NG2	No gas. No Chemical Propellant or Harmful Gases. Just 100% Product.	Actuate with a Twist and keep button pressed for a continuous mist of 7s.	The cap is designed to be REUSABLE. Bottle RECYCLABLE.



1. Ease of Use or Eco-Innovation?

Product Heuristics such as ‘Easy’ encourage pro-environmental behaviour

“The thing I like about [Product] T though is we’re so programmed in knowing that that’s an aerosol, if you put anything out that was too different on the market people wouldn’t recognise it”

“I prefer [Product] NG1 to NG2 because NG2, it says directions, it says you have to activate with a twist, whereas for NG1, it’s just a no brainer, I would just buy a product that works”



Brands and Habits



“All my deodorants that I’ve ever used have had that mechanism (referring to NG2)....., so I wouldn’t have an issue with it, personally”

“If I was already committed to a brand and they implemented something like that then I might be more inclined, you know, if X (a National brand) deodorants had a reusable thing then I might just buy like a canister or whatever that you put into the old can...”

Identifying other benefits

“I think, its more child friendly [twist and spray in NG2], ... And I think the fact that it only allows you a certain amount of time to spray, up to maximum is a good idea as well”

2. are Eco – products really more eco-friendly ?



non-eco labelled cant be really bad

*“A: I think when I go in a supermarket I look, you have a sort of standard on the shop shelf, you think oh it must be okay because it’s on sale, so that’s kind of your standard, that’s okay to use and then the green stuff is sort of oh that’s a little bit better for the environment or whatever, that’s the way I think about it ... **I don’t think about things being more harmful, [okay] I think well if they were that harmful why would they sell them?**”*

B: I don’t think that my waste water out the washing machine that potentially has conditioner and washing powder in or whatever, that would go into an open water course somewhere that might kill a fish, because surely they wouldn’t sell it if it does that ...”

They may be partly right ...



Our industry is fully committed to addressing the principle of sustainable development. Manufacturers are continually working to improve the efficiency and sustainability of their industrial and logistical activities, and to use ingredients that are more environmentally friendly. They also engage in numerous initiatives to inform consumers about how to use their products in a sustainable manner.

But, what about Nature relatedness (Biospheric values)

“... and things like washing powder and stuff, you know if it says it’s better for whites than coloured, there’s got to be something in it that’s making it better for whites, but it can’t be something natural or good and so I’m suspicious about that ...”

Recycle or Reuse



“I find the whole concept of refillable chemical stuff a bit old fashioned now. I think innovation has moved on, and recycling ability has moved on. They should be able to create, integrate products that are wholly recyclable.”

“I think everything needs to be recyclable these days and reusable is just a choice that we might want to make, if something wasn't recyclable, whether it was reusable or not, I would not buy that.”

Recycle or Reuse

“RESPONDENT ABC: I think it’s good to be in control of what you do, not dictated to by anything else or anybody else.

RESPONDENT XYZ: I think that’s why I’d go for recycle over reuse, because, the environmental impact, you can be involved in that, but also you are still in control of what you’re buying. “

Innovation = Frugality + Simplicity + Sustainability !



“What a great concept!”, “I think the idea is ingenious and I wish I'd thought of it!”.

“Great for the environment too!”.

“You are getting more for your money with a lot less waste! “They are the right price for this frugal mom”.”

(Source: mycleanpath.com)

3. Tangible Gains or Eco-Innovation ?

Low expectations of FMCG ?

“I think the products we’re talking about, like aerosols, they’re quite basic anyway, I mean I’m quite into technology and things and any innovation in terms of technology I’m really interested in but an aerosol I think it’s only got so far it can actually go.”

Aesthetics Matter



“if I was going to pick something that was different to the product I normally buy, I’d probably be most likely to give that one a go because it does look the most different [Product CA], I keep that on display. I wouldn’t mind that being out in my house whereas the other three I’d instantly want to put them in to a cupboard.”

Green is not Green

“I hate XYZ [a green homecare brand] washing-up liquid. Although it’s green it doesn’t last. You have to put loads on your sponge. Now I would never buy it. Even if there was another green one in the supermarket I don’t think I’d bother risking to buy it.”

Green is Contextual

“ There’s certain things like, I buy XX [a green homecare brand] floor cleaner because I just think it doesn’t matter how good your floor cleaner is, ..., but I buy YY [A major national brand washing up liquid] because its better and lasts longer”

“Does it depend on the product ... I think food, it’s higher up for me [Eco-friendly], things like toiletries is much lower down, it’s the effectiveness of the product is much higher up”

Validation and Verification

“100 % product doesn’t mean that a 100 % of goodness ... other companies say like no added sugar it means that there’s a load of sugar in it ... and they haven’t added any more than what they’ve got in it”

Conclusions (or Questions) from research

- Should National brands cultivate new eco-behaviour and adoption ?
- Is recycling norm hindering higher awareness/behaviour ?
- Is consumer buying of FMCG driven by aesthetics over sustainability ?