

Hansa GREEN & SUSTAINABILITY

Psycho-Economic Approach to Gaining Business Results from Green Products and Marketing

Firms are increasingly asking basic questions about Green and Sustainability:

- Is there a market for a “greener” product?
- What green positioning will be credible and valuable to customers?
- How can green positioning produce favorable decisions?
- Will customers pay more for green products?

Increasingly, both business and consumer customers profess concern for our environment, but actual decisions and behaviors can suggest otherwise. How can your business close the gap between stated green and sustainability interests and attitudes and actual purchase and business behaviors?

Our deep expertise in customer experience research allows us to present an innovative research framework. Hansa uses the psycho-economics of green as a lens to help your company build deeper and stronger relationships with customers and other stakeholders, leading to improved business performance and profitability.

Hansa utilizes psycho-economics to deliver green insights:

Hansa’s psycho-economic perspective provides data-validated insights on how to deliver on the promise of being green, having a credible green brand, and realizing business results by connecting to customers through greener products and services.

What is psycho-economics?

Psycho-economics measures the impact of cognitive and emotional factors and social influences on how customers make decisions. Using this psycho-economic perspective of green, Hansa identifies which factors drive decisions, where barriers lie and what actions can overcome the inertia that inhibits green behavior, all with the goal of closing the gap between intentions and behavior.

Our specific green and sustainability services include:

- Concept tests for new green products
- Analysis of the impact of green factors on customer purchase decisions
- Green and sustainability message and positioning tests
- Analysis of drivers of green brand attraction

Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team, including PhD-level statisticians, uses innovative, data-driven methodologies tailored to our clients’ research needs.

We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.

