

Entering Conscious Consumer Market: Toward a new Generation of Sustainability Strategies

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Resumen

More than 40% of U.S. consumers participate in the \$300 billion conscious consumer market (CCM). In the past decade, the growth of the CCM has not gone unnoticed by startups and established multinational corporations. Yet what differentiates success and failure of such forays is not fully understood. By using multi-case study design, this article explores how a range of firms have approached entry into the CCM. It develops a CCM Entry Strategies Matrix that suggests alternate market entry strategies dependent on the scope of the marketplace and the values of the target consumer segment.

Palabras clave

Palabras clave de autor: Acquisitions; Alliances; Business and society; Consumers; Corporate reputation; Diversification; Entrepreneurship; Green marketing

KeyWords Plus: VALUES; PRODUCTS; GREEN; PAY