



‘GUM DROPPERS’ SEGMENTATION STUDY

Stage 1 RESEARCH DEBRIEF

January 29th 2004



T H E M A R K E T I N G W O R K S

OBJECTIVES STAGE ONE

Overall Research Objective:

To understand the attitudes and behaviours of gum droppers and to identify how their attitudes segment, in order to develop messages that will change their behaviour



A WORD ABOUT THE SAMPLE

- Recruitment was difficult in all three geographies:
 - some gum chewers were offended about being asked whether they dropped their gum
 - children were the easiest to recruit (although some parents were in denial about their children's habits)
 - men were easier to recruit than women (and some women having been recruited cancelled because of concerns about what others would think of them)
 - the older sample were more difficult to recruit than the younger adults
- There was no perceived difference between Regular gum droppers and Occasional gum droppers except that their consumption of gum was heavy or light. Their disposal methods were the same irrespective of how often they were consuming gum

METHOD & SAMPLE

- 7 Focus groups were conducted with men and women between the ages of 19-55. Half were BC1 and half were C2D
- 4 Quads were conducted with children between the ages of 12-17
- All were chewing gum once a fortnight or more and had to agree that they regularly or occasionally dropped gum
- Quotes throughout the report are colour coded as follows:
 - Women *in red*
 - Men *in blue*
 - Children *in green, boys underlined*
- The research was conducted in Langley/Slough, Sutton Coldfield and Timperley in January 2004
- All groups were moderated by Simon Strutt and Carolyn Bird of The Marketing Works



CONTENTS

- ▶ Why do they chew gum?
- ▶ What is the image of gum chewing?
- ▶ How do they feel about disposal methods?
- ▶ The barriers to correct disposal
- ▶ So how bad is dropping gum?
- ▶ Disposal solutions
- ▶ Segmentation
- ▶ Next steps





MAIN FINDINGS:

THE APPEAL OF CHEWING GUM



THE MARKETING WORKS

THE APPEAL OF CHEWING GUM

- There were many reasons why consumers chewed gum, and several brands were mentioned; Wrigley's Extra, Airwaves, Wrigley's 'sticks', and Orbit were the most commonly mentioned. There were low level mentions of Dentene, PK, Stimorol and Colgate.
- The 'tablets' were generally preferred to the sticks for ease of consumption. *"If you're driving you can pop a piece out, the other gum you've got to mess about"*
- **Breath freshness** was the most commonly mentioned benefit especially after eating or drinking. *"I'm dealing with the public every time" "when you're meeting girls" "when you've got bad breath" "there's nothing worse than alcohol fumes, better a minty smell"* For smokers, fresh breath was especially important. *"Just so you don't stink" "it takes away a bit of the smelly smoke smell"*
- Many smokers were also using gum to **replace cigarettes**, either to help give up or just to reduce the amount smoked. *"It does take the craving away" "she gave up smoking and it was something else to constantly be putting in her mouth"*



THE APPEAL OF CHEWING GUM

- For many it was a **replacement for food** or snacking. *“It stops you eating at the wrong time” “substitute for chocolate” “it I don’t want to have a sweet or chocolate, it’s like a bit of a less guilty thing for me”* For others though, chewing gum created hunger *“I think it makes you hungry as well” “my stomach juices get going”*
- More general **oral hygiene** was a driver for others. *“They say it’s the saliva helps the decay” “after you’ve just eaten something to get the food out of your teeth” “after chewing gum your teeth feel quite smooth again”*
- **Aiding concentration** especially at work or when driving was thought to be an advantage of chewing gum for some and several hinted at the oral gratification provided. *“When I’m driving it does tend to wake me up a little bit” “when I’m working, chewing away it helps you concentrate” “you get focused into a job at work”*
- The act of chewing was thought to relieve **boredom** *“it’s something to do”* and to provide a feeling of relaxation *“I think it’s a tension reliever” “it takes your mind off things”*

THE APPEAL OF CHEWING GUM

- For a few the nice (strong) taste was the main appeal of chewing gum whilst for others, it was simply a habit. *“I think I’m addicted to it”*
- The long lasting nature of gum contributed to a sense of value for money. *“It lasts longer than sweets if you chew it”*
- For one or two, chewing gum helped to relieve a cold or alleviated a dry mouth *“you don’t always want a drink of water”*

DISPOSAL CLUES?

**Personal hygiene very important,
and a major driver for at least
half the sample**

*“Chewing gum
makes you feel
clean”*



THE UNIQUENESS OF CHEWING GUM

- Long lasting breath freshness was the unique appeal of chewing gum. *“There’s absolutely nothing like it is there?”*
- Mints were cited as the closest replacement for the fresh breath benefit, chewy sweets were mentioned as chewing substitutes, whilst hard boiled sweets delivered the value of gum *“because they last a long time”*
- If deprived of chewing gum, respondents said that they’d eat more sweets and chocolate *“I’d eat all the time”* smoke more, brush their teeth more often, chew their pens and nails (and suck a thumb)
- But they would miss the convenience of chewing gum *“you wouldn’t be able to brush your teeth everywhere”* and the action of chewing. *“You like something in your mouth don’t you?”* *“moving your jaws”*

Chewing gum uniquely delivers long lasting fresh breath without calories, AND provides all-round oral gratification



RATIONAL MOTIVATIONS FOR CHEWING GUM

MOST IMPORTANT:

FRESH BREATH

THEN:

REPLACEMENT FOR FOOD OR CIGARETTES

OTHERS:

Oral hygiene

Aids concentration

Relaxation

Relieves boredom

Habit

Taste

Value

Element of oral gratification

CHEWING GUM OCCASIONS

- There were very many different occasions during the day especially, when gum was chewed; when driving, at work and at school
- It was less common in the evening especially at home, but there were mentions of on the way to the pub (in the pub) or at football. *“If I was home in the evening with the family I wouldn’t even think of putting chewing gum in my mouth”*
- Gum consumption was largely beneficial when around other people. *“It’s more when I’m out. I think it’s more of a point of fresh breath”* *“if I’m going out with my friends”*
- And although many were consuming in a solitary way, the sharing of gum was thought to be sociable. *“I always pass it round”* *“you always say ‘do you want one’, it’s just being polite in a circle of friends”*

DISPOSAL CLUES?

Chewing gum enhances social acceptance

THE ACT OF CHEWING

- There were two main ways of chewing:
 - Discreetly
 - Playfully/obviously
- Firstly most felt that it was inappropriate to chew noisily with an open mouth especially in public or in company. *“It’s awful, I can’t stand it”* *“in work, I’m on reception, my boss wouldn’t like it if you were sat there chewing”* *“when you’re chewing it and a teacher sees you’re doing it and your flick it behind your teeth so when you open your mouth there’s nothing in your mouth”*
- Chewing in this way was something you would only do either when you were alone, with good friends perhaps showing off, or when you were a child. *“Maybe when I was little...smack your lips together and get shouted at”* *“when you’re on your own you might chew differently, chew with your mouth open”* *“I think it stems from even just being at the tea table and ‘don’t eat with your mouth open’”* *“but if you’re with your own friends or whatever, your barriers go down”*
- Those who did chew inappropriately and in public were derided. *“You see all the football managers doing it on the sidelines, chewing like that”* *“it takes 65,000 to drown out the noise”*

THE ACT OF CHEWING

- However, when alone, many did admit to ‘playing’ with their gum, blowing bubbles, popping it, pushing their tongue through it, moving it from side to side and front to back. *“I swirl it around my mouth as well and stick it under my tongue”* *“I pop it, not at work...but if I’m just walking down the street”* *“just roll it into a ball with your teeth and squash it out again”*
- But ‘everyday’ chewing, especially when in a social setting, was discrete, with the mouth closed, making no noise, so that it was difficult to tell that they were chewing

DISPOSAL CLUES?

**Well established socially
acceptable norms for chewing**





THE IMAGE OF GUM CHEWERS



THE MARKETING WORKS

THE IMAGE OF GUM CHEWERS

- The stereotypical image of a gum chewer was generally younger rather than older and male more than female. Very young children weren't thought to be chewers of gum. *“I think most people chew gum except for really little kids. I wasn't allowed chewing gum when I was little because I used to swallow it”* Secondary school children rather than primary school kids were thought to be the main consumers. *“They all want Hubba Bubba when you're about 11 or 12”*
- Older people weren't thought to be typical chewers of gum. *“My mum and dad wouldn't dream of having chewing gum”* *“I reckon old people don't do it as much”* *“older people in my family I know don't like chewing gum...they're over 40 they just don't like it”*

**CORE PERCEIVED TARGET AUDIENCE
TEENAGERS & YOUNG ADULTS**



THE MARKETING WORKS

THE IMAGE OF GUM CHEWERS

- There was felt to be an image associated with chewing gum. For a few this was a flattering image. *“It’s like James Dean and John Wayne and that sort of people”*
- But for many more the imagery was broadly unattractive. *“I think you associate it more with working class”* *“I think it looks unattractive...it looks common”* *“it looks slovenly, it looks uncouth”*
- Adults claimed not to be chewing for image reasons, but they imagined that children were. *“It’s an image thing up to a certain age...then it’s a habit thing...yes”* The children in our sample claimed not to be chewing for image reasons either. *“Maybe it looks a bit cool for some geeky people.”* However, a large number of respondents recognised the image factor, but were uncomfortable admitting it for themselves

THE IMAGE OF GUM CHEWERS

**WHILST CHEWING GUM IS LARGELY DRIVEN BY
RATIONAL MOTIVATION AND HABIT**

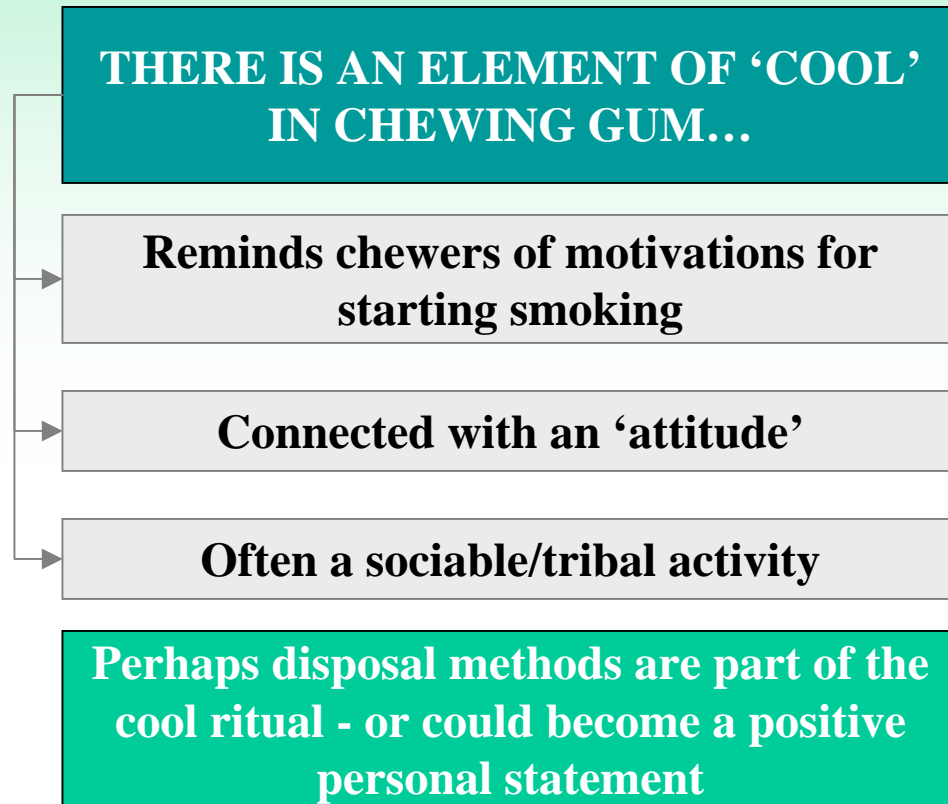
THERE IS AN IMAGE ASSOCIATED WITH GUM CHEWERS

**SMART AND OLDER PEOPLE WOULD BE LESS
LIKELY TO DO IT**

BUT HARD PEOPLE WITH ATTITUDE DO

SO HOW DO THEY DISPOSE OF THEIR GUM?

THE IMAGE OF GUM CHEWERS



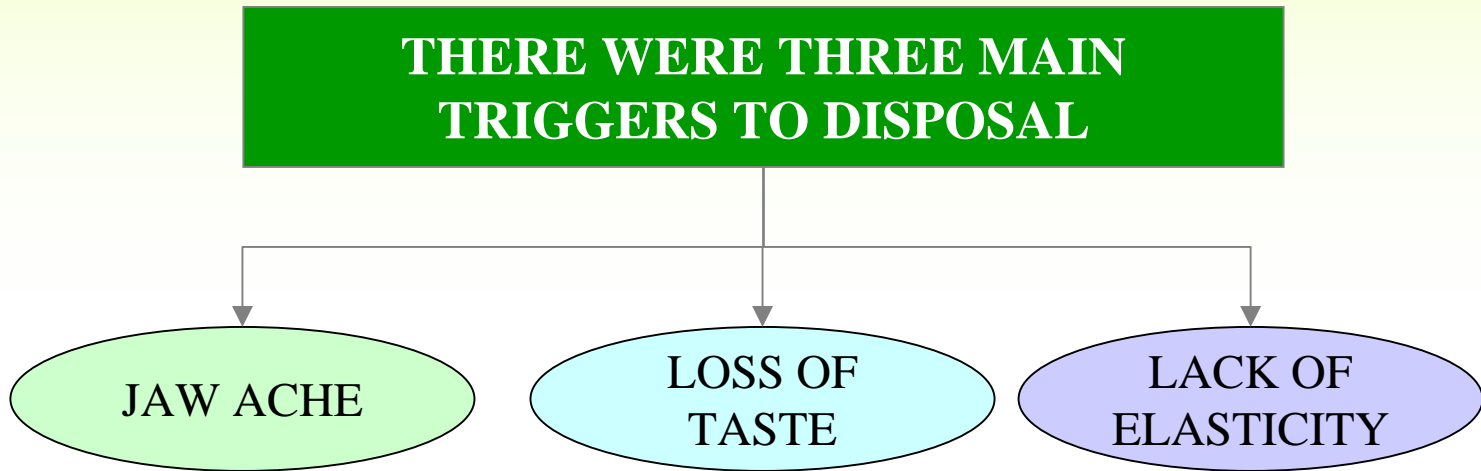


DISPOSAL OF GUM



THE MARKETING WORKS

TRIGGERS TO DISPOSAL



**In addition, there were situational factors
(about to eat, drink, go into a meeting)**

The disposal urge was immediate



DISPOSAL OF GUM

Everyone in our sample was dropping or spitting out their gum routinely, and most were making occasional use of the bin. The disposal decision was very much driven by **where** they were and **who** they were with. *“It depends on who is around and where you are”* *“if I’m with someone I don’t know very well I won’t just throw it on the floor”* *“if I was with a child I wouldn’t try and show them the bad ways I’ve got”* *“my mum and dad would go mad if they knew I just throw it”*

- They would occasionally make use of a bin, but only under the right circumstances. *“If I’m in work then obviously it will go in a bin”* *“if I’m at home I find a bin”* *“if I was in town or something and there was a bin nearby I’d put it in the bin”* *“if my boss was watching me”* *“if I was with an adult I’d probably be polite and put it in the bin”* *“when I go out for a fag, there’s a bin right outside, so it goes in the bin”*
- For some children, they were keen not to be seen doing the ‘right’ thing. *“Some people might think that if they’re with a group of friends and they’re walking up to the bin to throw it away, some of their friends would probably laugh at them for it”*

DISPOSAL OF GUM

For the majority of the time, they were spitting and dropping their gum. For many the decision to spit was driven by a desire not to have to touch their gum. *“It gets stuck to your fingers, so I just spit it in the bin”* *“I wouldn’t touch it with my fingers”* *“if you’re rushing you wouldn’t bother with the bin, spit it on the floor”*

- Spitting out gum was especially prevalent from the car. *“I like to keep the car tidy so it would go out of the window”* *“There is nowhere to put it in the car, that’s the problem”*
- They justified and excused their actions in a couple of main ways. *“It’s easier than taking your hands off the wheel”* *“I wouldn’t do that at the lights...when I throw mine out of the car it’s on the motorway at 70-80 mph...at speed where nobody can catch me”*
- Apart from spitting out gum, dropping it on the floor was also common. *“If I’m out I chuck it on the floor”* *“I’m not being funny but if you’re in the High Street there’s nowhere but to put it on the ground”* *“if no-one is watching me I’ll put it on the floor”*

Undesirable to touch used gum

Driven by desire to clean up personal environment

Lots of excuses

SEGMENTATION
CLUES?

DISPOSAL OF GUM

- Again they defended their dropping behaviour by saying that they chose ‘good’ places to drop their gum. *“Its gone down the grid, nobody is going to stand in it”* *“I would never just throw it on the floor, into the trees or grass or bushes is better”*
- Kicking their gum was most common amongst the men in our sample, though not exclusively. *“Sometimes I kick it, I do actually to get it away”* For the men, they enjoyed the sporting aspect of kicking the gum. *“Give it a good volley”* *“kick it...try and catch it on the back of your neck”* *“I try and kick it before it hits the ground. I try and always park in the same place so I can gauge how well I’m doing, if I’m improving or not”* *“try and kick it as far as you can”*
- A few men enjoyed aiming at a target. *“I’m a bit of a villain, I see things as targets, trying to stick it on”*

SEGMENTATION
CLUES?

Bravado, especially for some males



THE MARKETING WORKS

DISPOSAL OF GUM

- Some did sometimes wrap up their gum in a piece of tissue or scrap paper and then put it in a bin or a pocket. *“I’ve been known to walk around with bits of tissues in my coat pockets with chewing gum in there that could have been there from a couple of days ago...remember not to use it to wipe my nose”* *“If I’m in someone’s house I would probably wrap it up and put it in my pocket”* *“If I’m at home I wrap it up in a bit of tissue paper, anything that I can find and put it in the bin”*
- The perceived problem with chewing gum wrapped in tissue in a pocket was mainly the risk that it would get forgotten and then go through the wash and end up damaging clothes
- The decision about whether to wrap the gum before binning partly depended on the type of bin available. *“I mean at home like the bathroom bin or the children’s bin, it’s into an unlined bin...I’d wrap it first”* And for some at work, even if the bin was lined, it depended upon how it was emptied. They were keen to avoid chewing gum remnants inside the bin

DISPOSAL OF GUM

Other minority disposal methods included the following:

- **Swallowing it** *“I’ve even swallowed it in desperation before”*
- **Ashtray/glass/toilet in pub**
- **Back of bus seats, under seats/tables/desks, on walls** *“In the playground I stick it on the bannisters if you’re walking past some” “there’s some on the walls as well in the dinner hall”*
- **In the fire/fireplace**
- **On posters by the escalator in the underground**
- **On the edge of the football pitch** *“I can’t in the middle of a match go ‘hold on a minute lads, I’m just going to go and find the nearest bin to put my chewing gum in, I’ll be back in 5 mins, do without me’ ...that’s what they’re doing when you see them gobbing”*

**They thought these were not correct disposal methods,
but were fairly unconcerned**



DISPOSAL OF GUM

- The influence of others was a major factor in the decision about where and when to dispose of chewing gum. And their behaviour varied accordingly. *“You would probably spit it out in front of your friends, it would probably be a joke, but not a lad, a new boyfriend on the first date” “not in front of a bunch of girls”*
- Apart from the opposite sex, the vast majority were uncomfortable using incorrect disposal methods in front of authority figures, work colleagues, their parents or children or even strangers. *“I’d be scared that some old woman would come up to me” “If people can see you doing it, that’s when you’re bothered”*
- And mainly they were concerned about how other people would see them and what would be thought of them. *“I think it’s how people perceive you...they might take a dim view of you even though they’ve known you for years”*

SEGMENTATION
CLUES?

SELF IMAGE IS VERY IMPORTANT -
MAINTAINING A PUBLIC FACE

THE INCREASING IMPORTANCE OF SELF IMAGE

THEN...

“No-one’s looking at you”

Plastic surgery

Body shape

“What Not to Wear”

Diet fads

Male cosmetics

**More extrovert
fashions**

Anorexia

Body piercing

Exercise fads

**Glamour in
all media**

NOW...

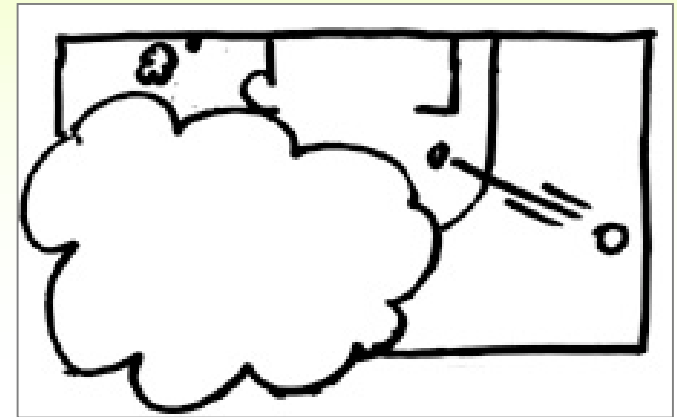
“Look at me”

Gum has benefited from this change

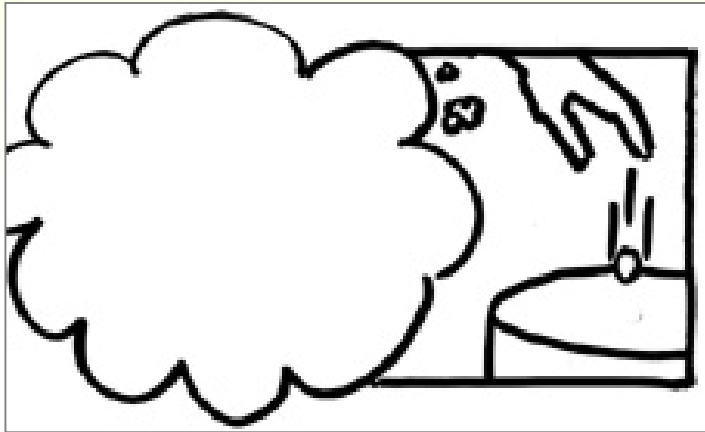
**Gum disposal behaviour is also self
conscious**

HOW DO THEY FEEL ABOUT THE DISPOSAL METHODS FOR GUM?

- The largest number of responses to this bubble diagram reflected the need to dispose of the gum fast *“this has lost its taste, get rid of it quick”*
- The next cluster of comments revolved around the fact that respondents were unfeeling about their actions. *“I don’t care”* *“if I’m just talking I just do it while I’m talking”* *“just open the window and spit it out”*
- Then there were a number of responses featuring bravado. *“Goal”* *“Good shot”* *“How far will it go”* *“got you”* *“Look at me I’m cool”* *“Sod anyone who gets in the way”*
- There were low level responses about what others might think if they were seen spitting out their gum. *“No-one is looking I think I can get away with it”* *“I hope no-one is looking”*



HOW DO THEY FEEL ABOUT THE DISPOSAL METHODS FOR GUM?



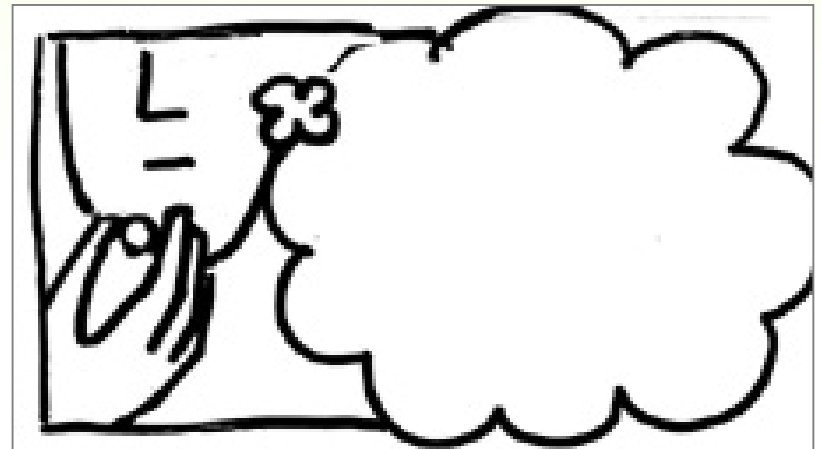
Most of the responses to this bubble diagram centred on the coincidence of there being a bin in just the right place and at just the right moment when they were thinking of disposing of their gum. *“Here’s a bin I’ll use it”* *“what a shock, there’s a bin”* *“That’s handy”*

- While for others, putting gum in a bin was simply the right thing to do. *“Keep Britain Tidy”* *“being sensible”* *“being good”* *“I won’t get shouted at as much as I would for just putting it on the floor”*
- Some felt that they would need to be pressurised into using the bin one way or another. *“Somebody is watching me so I’ve got to put it in the bin”*



HOW DO THEY FEEL ABOUT THE DISPOSAL METHODS FOR GUM?

- For the vast majority the comment here was *“where shall I put it?”* *“Hmm, now what?”* *“Has anybody got some tissue paper”*
- The problem of having a piece of chewed chewing gum in the hand was picked up by others. *“It’s very sticky. It’s stuck to my fingers now”*
- There were low level mentions for disposal without reprimand. *“Is there someone watching?”* *“I need a discreet place to dispose of my gum”*



HOW DO THEY FEEL ABOUT THE DISPOSAL METHODS FOR GUM?



- Many comments reflected respondents' desire to drop their gum on the floor without being caught. *"Hope I wasn't seen"* *"no-one will notice"* *"is anyone looking"* *"act casual"* *"going to class, don't want to get caught"*
- Again, many didn't care about the consequences of their action. *"I'm not bothered where it's put"* *"I'm bored of it"* *"I'm in a hurry I will just throw it on the floor"*
- A few were happy to blame the system rather than themselves. *"What no bins?"* *"there's nowhere else to put it"*

SEGMENTATION CLUES?

Little shame

Widespread acceptance of dropping

BARRIERS TO THE CORRECT DISPOSAL OF GUM

- Virtually everyone was able to say what they regarded as the correct disposal of gum, with most opting for wrapping the gum in paper or foil before putting it in the bin. *“We’re supposed to put it in paper so it doesn’t stick to the bag”* Dropping it in the bin unwrapped was also mentioned by some
- So although the vast majority knew how to dispose of gum in the right way *“I think deep down every person who chews gum knows the right thing to do is to dispose of it correctly”* virtually no-one was!
- And they had a long list of excuses and reasons why not....

EXCUSES FOR INCORRECT DISPOSAL

3 MAIN LINKED REASONS

They felt that there were no bins/not enough bins and certainly not in the right place for them at the moment of disposal. But when pushed, many did acknowledge that *“if we’re all that bothered about it then we would hold onto it until we found a bin, we wouldn’t drop it. But it’s ease isn’t it, it’s so small”*

They argued that they did not always have tissue/paper/foil to hand at the moment of disposal. *“In the old Wrigley’s days you’d have your foil”* *“you don’t always go out and think I must take a bit of tissue to wrap my chewing gum in”*

Closely linked to the above reasons, was **laziness**. *“It’s not caring really, not bothering...no consideration for others”* *“Even if you did have paper, it’s just like hard work so I just spit it out. Spitting it out is just easy”* *“we just don’t think”*

EXCUSES/REASONS FOR INCORRECT DISPOSAL

Other reasons with fewer mentions included...

- The difficulty of correct disposal when driving. *“You can’t start fiddling when you’re driving” “you’re meant to hold the wheel” “it’s just so much easier to spit it out the window”*



BARRIERS TO THE CORRECT DISPOSAL OF GUM

- The overwhelming need to get rid of the gum immediately. *“You pull it out with your fingers and you don’t want it on your hands then, you want rid of it straight away”*
- And the fact that gum is just so very sticky. *“It’s not something you can put in your pocket either is it? It will stick in your pocket” “even if you’ve got paper it would all seep out and get stuck to your pocket”*
- Adults imagined that school children were disposing incorrectly because of their desire not to conform/to rebel, although their desire for uninterrupted social inclusion was prevalent. *“It’s not cool for them”* Children were less inclined to agree. *“When you’re with your friends, if there’s a bin over there you don’t want to go away from the group” “no-one really makes a big deal of how you get rid of it”*

OTHER INFLUENCES ON DISPOSAL METHODS

- The vast majority thought that it was dangerous to swallow gum, and some gave this as a reason why they didn't dispose in this way. *“I was told not to swallow it because it wraps around your heart” “it could kill you, my mum told me” “I was told it will clog your guts up” “it will grow inside you” “it sticks to your ribs”*
- For some there was simply no awareness that dropping gum was a problem. *“As far as I know it doesn't harm anything. It doesn't damage the earth or whatever” “It's not really harmful”*
- However, for most others there was some awareness of the consequences. *“It stains, it's like pebble dash” “they've got big areas in the shops, it's all over the place, it's disgusting” “I shouldn't really because I know if I trod in it and it got on my shoes it would be ‘Oh’ - I would go mental”*
- And many had experienced first hand the consequences of incorrect disposal; gum in their hair, standing in it, sitting or kneeling in it and getting it on their hands from tables, chairs and desks. And despite a few putting their clothes in the freezer, most did acknowledge that removing gum was a difficult task

SEGMENTATION
CLUES?

Little concern about consequences

Except for personal gross experiences

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SO HOW BAD IS DROPPING GUM?

- In the context of other litter, dropping gum was thought to be worse than dropping apple cores/banana skins/lolly sticks because these sorts of items were regarded as ‘biodegradable’
- But gum wasn’t thought to be as bad as dog poo or food because these were messy and smelly, or syringes or bottles which were regarded as dangerous, or cans, crisp packets or fast food packaging because they were large and visible and they could blow about. *“I would throw things on the floor like apple cores or chewing gum but I wouldn’t throw something plastic or a crisp packet or a wrapper because I just think it’s bigger and I would walk with that home”* *“A crisp packet is really big, ruins the environment, you get caught easier”* *“the cans they blow at night and you can hear them going up and down the road”*
- Dropping gum was often compared to dropping cigarette ends. *“There’s nowhere to put them...you can’t exactly put hot ash in the bin in case it caught fire”* *“you wouldn’t put a cig end in your pocket because it stinks”*
- However, gum was felt to be worse than cigarette ends with regard to germs and stickiness on the floor



SO HOW BAD IS DROPPING GUM?

- Overall dropping gum was thought to be broadly acceptable *“because it’s so small I don’t feel as bad about it” “it’s not terrible” “it’s just chewing gum”*
- As litter goes, gum and cigarette ends were thought to be less visible than other kinds of litter *“it’s out of sight out of mind”*
- Additionally gum was thought to be less ‘bad’ because it doesn’t blow about. *“Chewing gum doesn’t go like all over the place, it just stays in one place”*
- **Chewing gum as litter was only thought to have a negative impact when interacted with.** *“It’s only bad litter if somebody stands in it. If it sits in the place I’ve thrown it for the next 10 years...it’s not bad litter is it?” “it’s unacceptable to throw gum, to drop it where people can walk on it and sit on it” “it sticks to the bottom of your shoe...if someone stands in it...or you sit on some on a bus”*
- The vast majority of the sample claimed not to be dropping litter other than chewing gum (and cigarette ends). *“I wouldn’t throw rubbish, I’d feel bad, really bad” “I wouldn’t drop litter, but I would drop gum”*

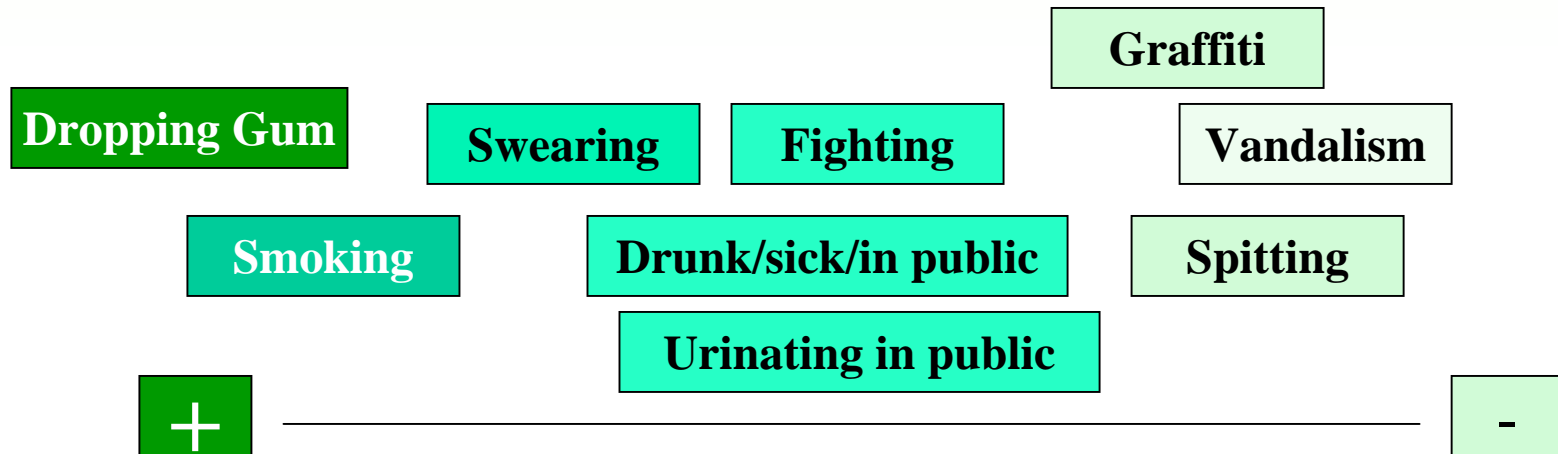


SO HOW BAD IS DROPPING GUM?

- **Chewing gum was not generally regarded as litter.** *“You don’t associate it with litter, it’s foodstuff”* For a few it ‘became’ litter if it was wrapped in a piece of paper or foil
- There was strong feeling that dropping gum was something which ‘everyone did’ and this served to make the act feel acceptable. *“It seems to be more acceptable because more people actually do it, spit chewing gum on the floor or put a fag end on the floor”*
- Just a couple confessed in the groups to litter dropping (and the rest of the group reacted with horror). *“I have on occasions thrown a whole bag full of empty wrappers out the window of the car, but only when it’s dark, and you’re going really fast, not on a major motorway”* *“the other day I bought a sandwich...I didn’t take my bag so I had the empty sandwich box and I just stuck it in a hedge”*

SO HOW BAD IS DROPPING GUM?

- When compared with other anti-social behaviour, gum was thought to be at the most acceptable end of the spectrum. *“It’s a minor thing”* *“loads of people do it”* *“I don’t think it’s offensive”*



SO HOW BAD IS DROPPING GUM?





DISPOSAL SOLUTIONS



THE MARKETING WORKS

AWARENESS OF EXISTING SCHEMES

- Awareness or knowledge of existing disposal schemes was very limited. There were low level mentions for the following:
- Removing gum from handbags prior to entering a nightclub. *“they even check your mouth sometimes...at a lot of places if you’re chewing gum they presume you’ve got pills on you or something”*
- Gum boards on lampposts (one had seen it on a ‘watchdog type’ programme)
- Banned in schools. *“I know my eldest son’s school the headmistress stands outside the gates, if they come along chewing gum she gets them to throw it in the bin”* *“detentions”*. At one school the Headmaster had displayed clear bin bags of chewing gum gathered from the playground and under the desks, at assembly
- In Leeds, one knew of on-the-spot fines for dropping litter
- One respondent admired a gum target in America which was positioned at the top of the subway escalator and one knew of a scheme in Australia where used film boxes were utilised for gum and cigarette ends on the beaches

THE MAJORITY COULD NOT RECALL ANY

DISPOSAL SOLUTIONS - SPONTANEOUS SUGGESTIONS

- There were many suggestions for how to dispose of gum ‘correctly’
- The immediate reaction in many cases was ‘**more bins**’ although they would have to be in just the right places (outside chip shops, schools and newsagents) and be of the best design for gum spitters! *“More bins, more open bins...but like really wide so you can just walk past and spit it in” “it’s the design of them, it’s got to be a big open funnel type thing to put your gum in” “you don’t want to get your hands sticky”*
- Others also suggested special bins designed just for gum. *“A gum box for like throwing purposes” “if they had bins with Extra written all over it, people would actually know it’s a gum bin”*
- However, some did acknowledge that even an increase in the number of bins would be unlikely to change their behaviour. *“Maybe it’s just where I work, but every day outside our office there’s two bins and you see kids or adults 10-15 feet away just drop stuff, chuck stuff on the floor” “I think it would work for some people, but it wouldn’t solve it completely”*

**MORE BINS AUTOMATICALLY SUGGESTED -
BUT ON FURTHER THOUGHT, NOT SEEN AS THE
WHOLE ANSWER**

DISPOSAL SOLUTIONS - SPONTANEOUS SUGGESTIONS

- **Changing the product** itself was a very popular suggestion. Either making it biodegradable or non-sticky so that having dropped it on the floor, over time it would disappear or be easier to clear up
- Or making it eventually dissolve in the mouth. *“If you could make it so it did actually disappear, gradually getting smaller and smaller and disappear after about 30 minutes”* *“most things you put in your mouth disappear”*
- Many suggested **packaging innovations** to help encourage correct disposal of gum, with the most common request being small pieces of paper attached to the existing box or pack somehow. *“What if they gave away like little pieces of greaseproof paper or something you could just wrap it in?”* A couple suggested a Rizzler paper type solution and one suggested a resealable bag attached to the box
- There was also the idea of creating a separate compartment within the gum packaging to dispose of the old gum. *“Half your chewing gum and half empty so when you finished it you could put it in there and then dispose of it afterwards”*
- However, once again, not all were convinced that they would make use of this facility. *“Once it’s become of no more use to them they don’t want to keep hold of it”* *“but then would people be bothered?”* *“you’re not going to put it in your pocket because it’s going to stick to your clothes”*

DISPOSAL SOLUTIONS - SPONTANEOUS SUGGESTIONS

- **Punitive action** was recommended by some, including fines or banning gum completely. *“Don’t sell it to the under 16’s” “you’d have to get the Government involved...you can catch AIDS from this...scare everyone”*
- The policing of fines was thought to be problematic; catching the culprits in the first place and then enforcing the fine once issued. *“It’s unworkable” “it’s a waste of time” “but who is going to see it?” “it’s against your liberty rights”*
- Although a few did feel that the threat of a fine would act as a deterrent. *“If I knew I was going to get a £50 fine if I got caught, it would probably make me think twice” “if it was an on-the-spot fine”*



DISPOSAL SOLUTIONS - SPONTANEOUS SUGGESTIONS

- **Educating the general public** about the harmful effects of gum was a strong suggestion for some. *“We don’t think it’s a problem, you need to educate people that it’s a problem” “I think the main thing is to actually tell people the consequences of dropping the gum, the damage it can do to the environment”*
- Advertising, billboards, leaflets, newspapers and the packaging itself were all suggested as a means of campaigning. *“I’ve not seen an advert on telly for years for keeping Britain tidy” “something on the packets as well” “you could show people the cost of clearing up chewing gum”*



DISPOSAL SOLUTIONS - SPONTANEOUS SUGGESTIONS

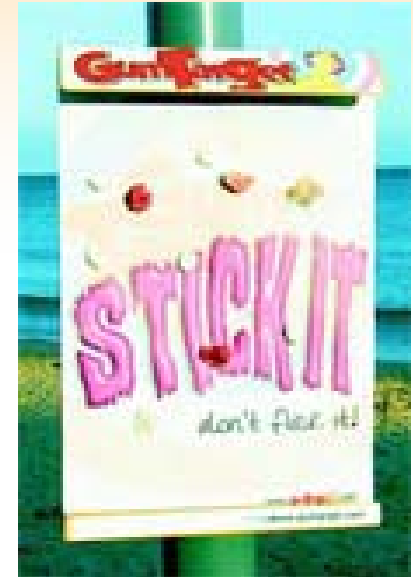
- A few thought that it was the manufacturer's responsibility to clean up gum, by providing more road sweepers and cleaners (or perhaps the Wrigley's rep could empty the gum bins when stocking the shelves was suggested by one!)
- A very few suggested imposing a levy on chewing gum. *“Even if they put 5p on a packet as a levy and that went towards the cleaning bill”* although others then objected. *“Why should we have to pay for other people?”*
- Another minority suggestion was gum targets, and this idea was most enthusiastically received by the men in our sample. *“You've got to turn it into a game” “...Olympics” “something you can aim at...the motorist driving down the M25 at 70mph, if he hits that he could win a car or something” “it's a challenge then, especially for kids”*
- And disposable ashtrays in pubs were thought to be a good idea for one or two *“so people don't have to clean out the ashtray, they just throw the whole thing in the bin”*

LARGE NUMBER OF IDEAS

DIFFERENT SOLUTIONS FOR DIFFERENT PEOPLE

DISPOSAL SOLUTIONS - PROMPTED SUGGESTIONS

- Of the three ideas presented the gum target idea was the least popular as it was thought to be unhygienic and unsightly. *“Oh no, what if you got pushed into it...the lads would stick your hair in it...that is just a terrible idea, you’d have flies around it...unhygienic”* *“you might be touching someone else’s chewing gum and that would be vile”* *“more unsightly than being on the floor”* *“it’s like encouraging them to spit”* *“you’d have to have a rubber glove...all the germs walking around on that piece of chewing gum...ugh...all gobbed”* *“that’s disgusting...oh that’s gross”*
- A small minority thought that it might work because it’s new. *“You’d do it more at the beginning because it’s a novelty”*



**THE
PROMINENT
SIGHT OF THE
CHEWED
GUM WAS
REVOLTING**



DISPOSAL SOLUTIONS - PROMPTED SUGGESTIONS



- This idea was thought to be better because the gum would be hidden away. *“It’s neater isn’t it?” “I think that would be fantastic”*
- However there were several perceived problems with this too. Firstly because the holes were so small, it was thought difficult to use in a hurry. *“It looks too fiddly to get it in the hole” “if it makes it more difficult for you to put it in, you’re not going to do it.”* Additionally some felt that they would not be bothered to use the ‘correct’ gum hole
- Secondly, several were concerned about having to handle their spent gum. They would much prefer a bin that they could simply spit directly into. *“The wide bins are the best because you can just walk past and spit in it”*
- Other barriers were that the bins would be likely to get vandalised and there wouldn’t be enough of them. *“It would be kicked over within a couple of hours or ripped off the wall or smashed in...use it as a weapon”*

TOO DIFFICULT TO USE

DISPOSAL SOLUTIONS - PROMPTED SUGGESTIONS

- The initial reaction to this idea was generally positive. *“That’s quite nice” “it looks nice and it attracts you, gets your attention”*
- However, the look of the bin was a negative for others. *“It’s a bit patronising, a bit stupid” “maybe in playgrounds” “at first it would work but then everyone would think I’ve seen it before...”*
- And once again the small size of the holes and the direct interaction with chewed gum posed a problem for many. *“You’ve got to use your hands though...unless you’ve got a very good aim...I couldn’t get that in”*
- And because of this, it was imagined that users would stick their gum all over the bin itself



POSSIBLE TO APPEAL TO CHILDREN



THE MARKETING WORKS

DISPOSAL SOLUTIONS - CONCLUSIONS

MOST GUM LITTERERS DO NOT REGARD THIS AS IMPORTANT

However, they tend to be discrete about their mis-behaviour

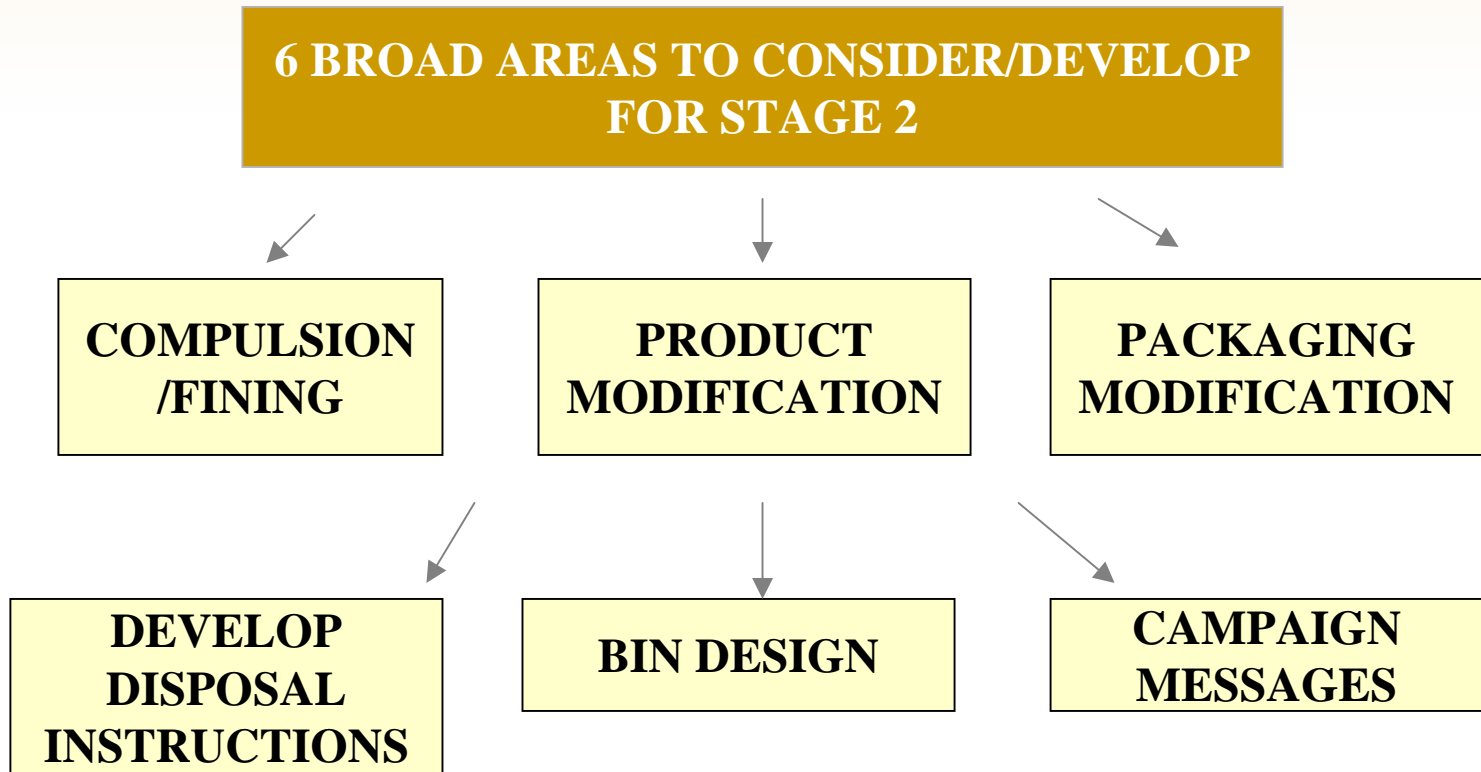
Therefore their disposal depends upon the situation (especially where they are and who they're with)

THEY WOULD LIKE A BETTER METHOD OF DISPOSAL THAT IT IS MORE SOCIALLY ACCEPTABLE

But it needs to be easy, quick and not messy for them



DISPOSAL SOLUTIONS - CONCLUSIONS



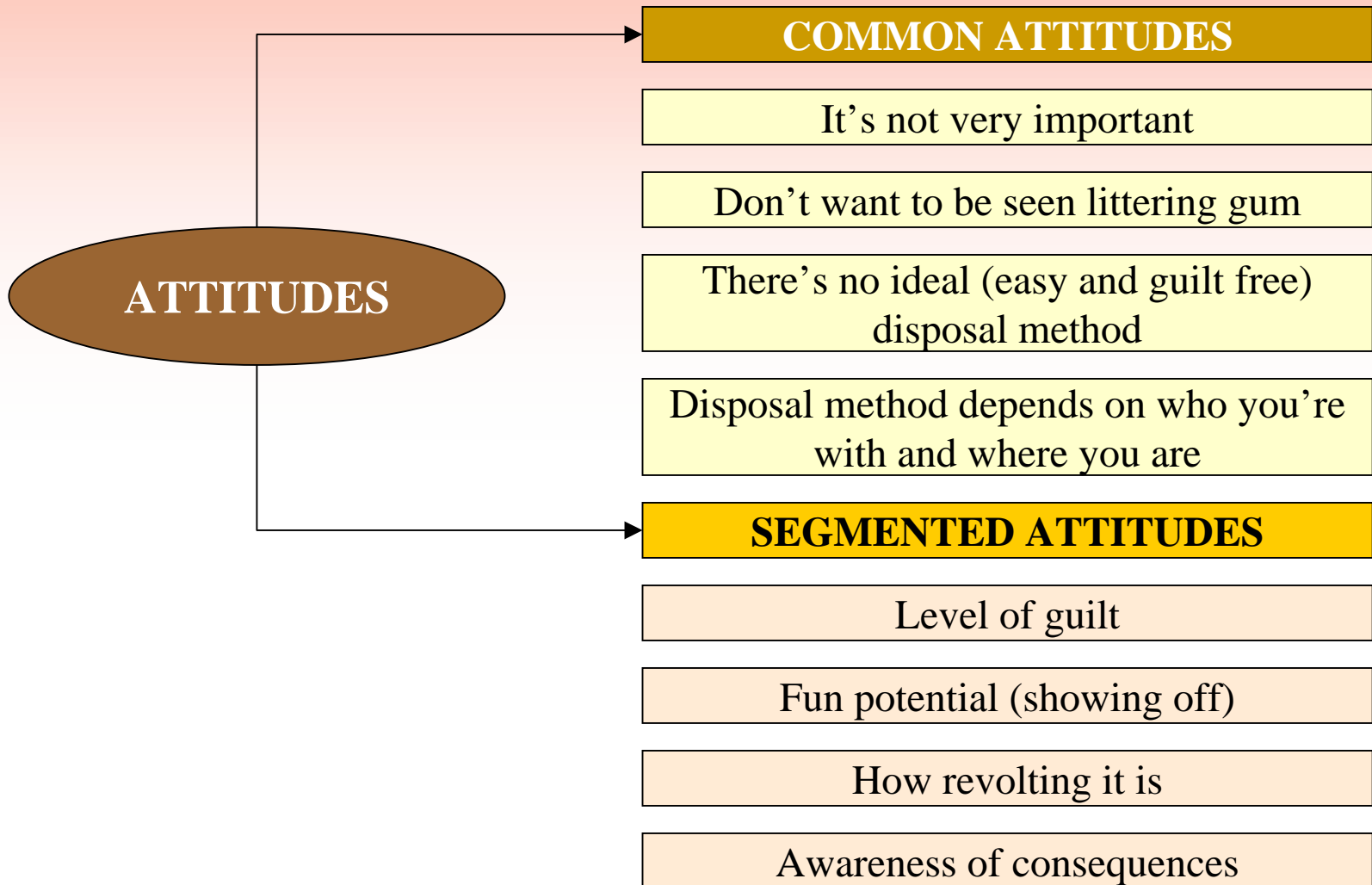


SEGMENTATION



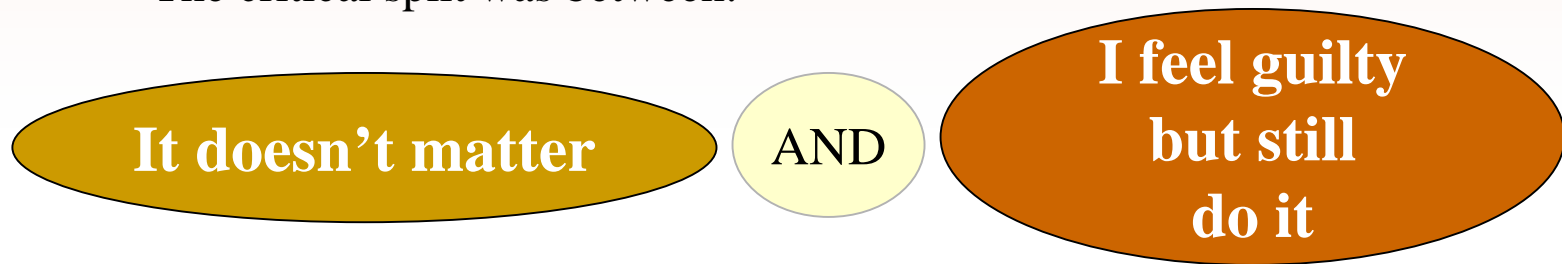
THE MARKETING WORKS

TOWARDS A DISPOSAL SEGMENTATION



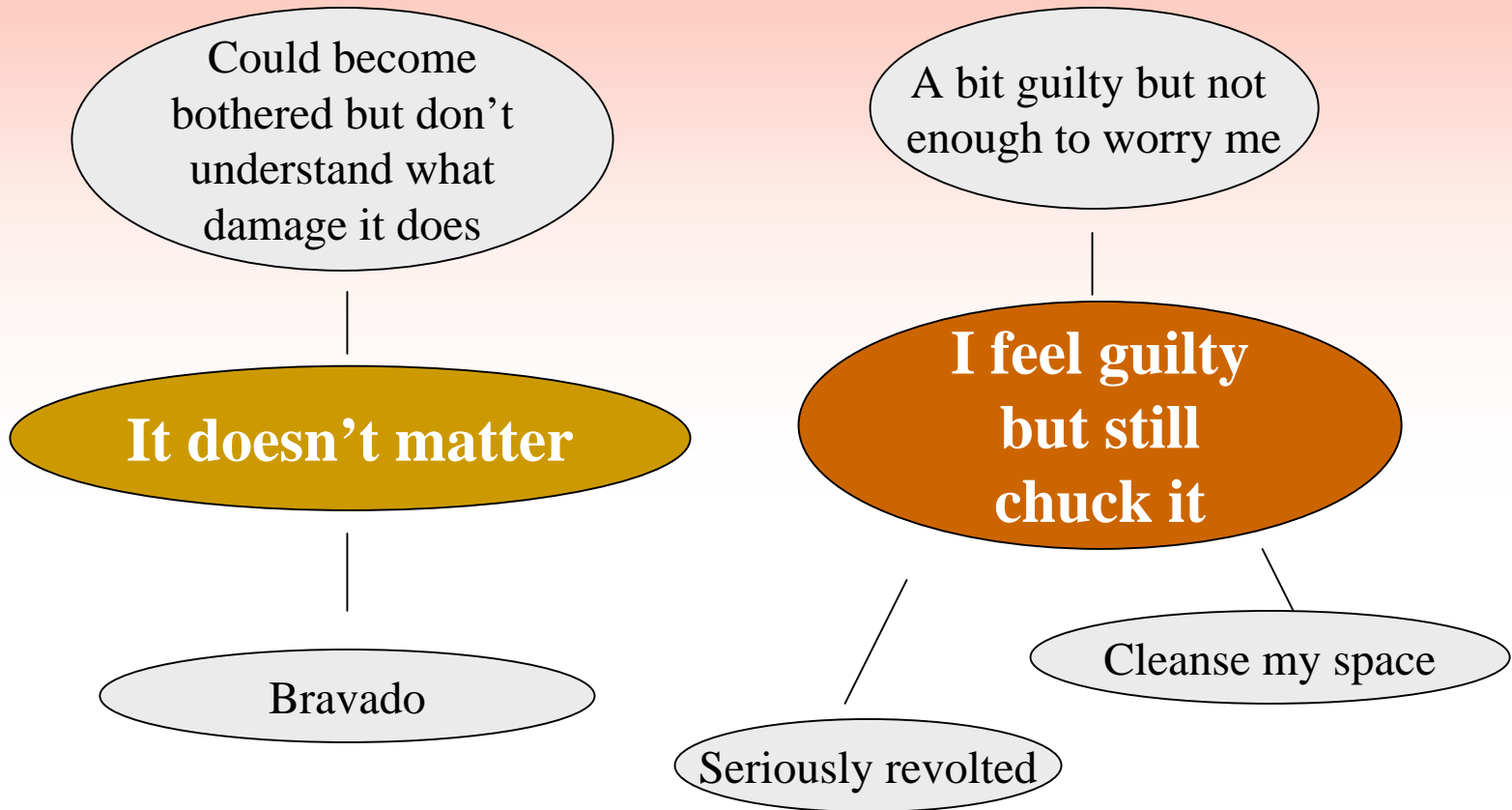
TOWARDS A DISPOSAL SEGMENTATION

- There was very little difference between actual disposal **behaviour**. All were dropping and spitting their gum routinely and most were using a bin occasionally under the right circumstances
- However, **attitudes** towards their disposal behaviour did vary across the sample
- The critical split was between:

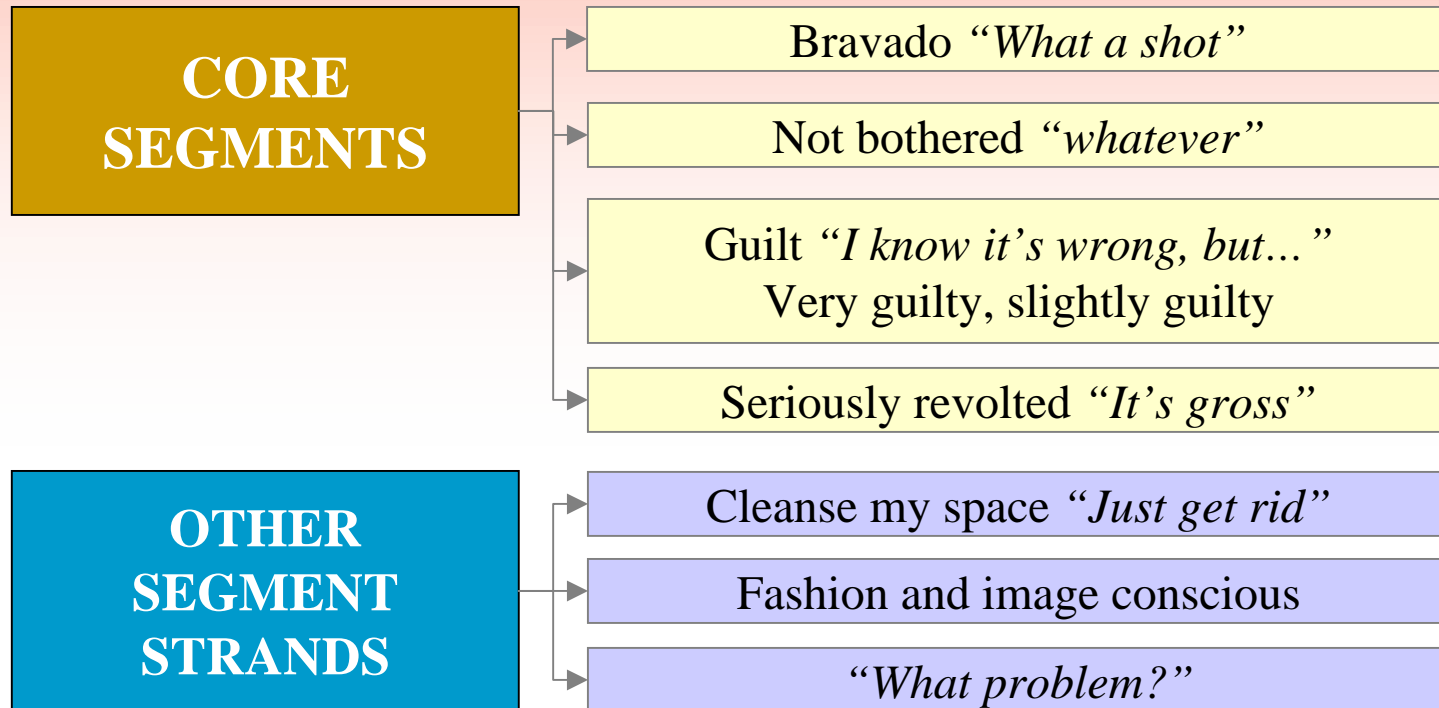


- And each of these had shades of intensity which are likely to affect how they respond to messages about disposal

TOWARDS A DISPOSAL SEGMENTATION

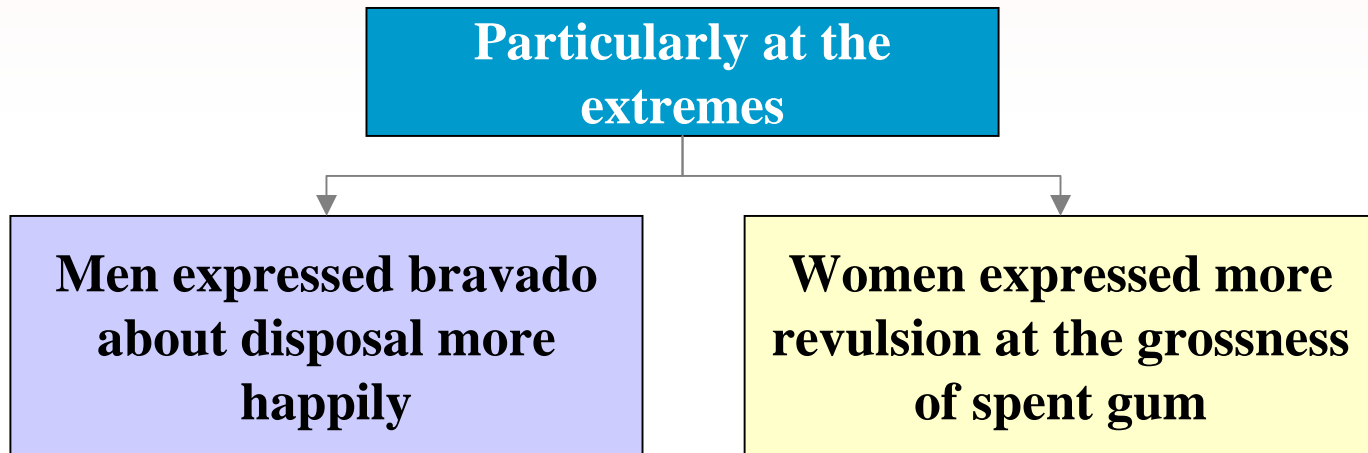


TOWARDS A DISPOSAL SEGMENTATION



GENDER

**GENDER WAS A KEY DISCRIMINATOR IN
TERMS OF ATTITUDES AND CLAIMED
BEHAVIOUR**



CHILDREN

Boys:

- Under 13, they still behave as children (not teenagers)
- 16/17:
 - A fair bit of bravado
 - But also some guilt/effort to behave

Girls:

- Consistent attitudes across age range
- Largely ‘whatever’ and ‘what’s the problem?’
- Didn't want social discourse interrupted
- But easily revolted

AGE

The older groups expressed more guilt. Old fashioned values were in evidence

The younger were happier to display bravado. They were more concerned about image



NEXT STEPS

