



# ‘GUM DROPPERS’ SEGMENTATION STUDY

**Stage 2 RESEARCH DEBRIEF**

**February 26th 2004**



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

## **Overall Research Objective for Stages 1 & 2:**

**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**

## **Specific Research Objective for Stage 2:**

**To validate the segments identified in Stage 1 and to test ways of persuading them to dispose of their gum responsibly in the future**



## METHOD & SAMPLE

- 8 Focus groups were conducted with men and women. 2 groups were carried out per segment, one younger (18-30) and one older (31-50.) Half were BC1 and half were C2D
  - 2 groups were conducted with the Excuses Excuses segment *quotes in purple, older group underlined*
  - 2 groups were conducted with the Bravado segment *quotes in red, older group underlined*
  - 2 groups were conducted with the Revolted segment *quotes in blue, older group underlined*
  - 2 groups were conducted with the Selfish Cleanser segment *quotes in green, older group underlined*
- The research was conducted in Ruislip, Sutton Coldfield and Timperley in February 2004
- All groups were moderated by Simon Strutt and Carolyn Bird of The Marketing Works

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THE MARKETING WORKS



## A REVIEW OF THE SEGMENTS FROM STAGE 1

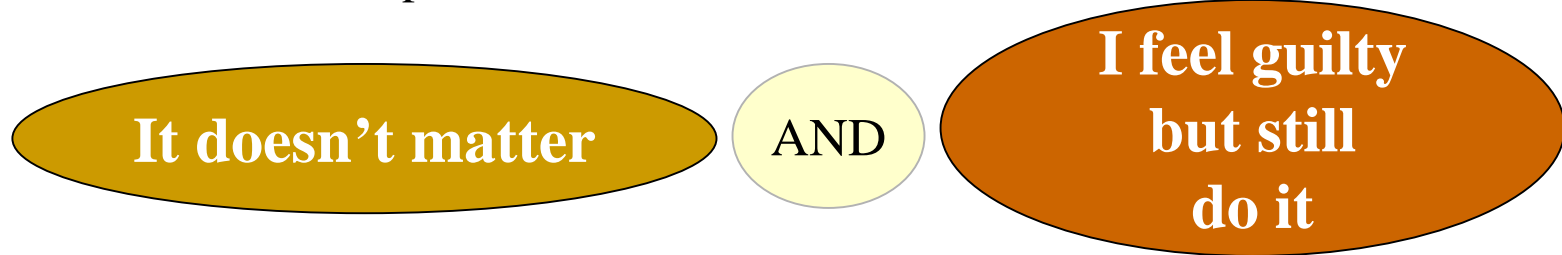


THE MARKETING WORKS

## Findings from Stage 1

### WHERE DID THE SEGMENTS COME FROM?

- 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:

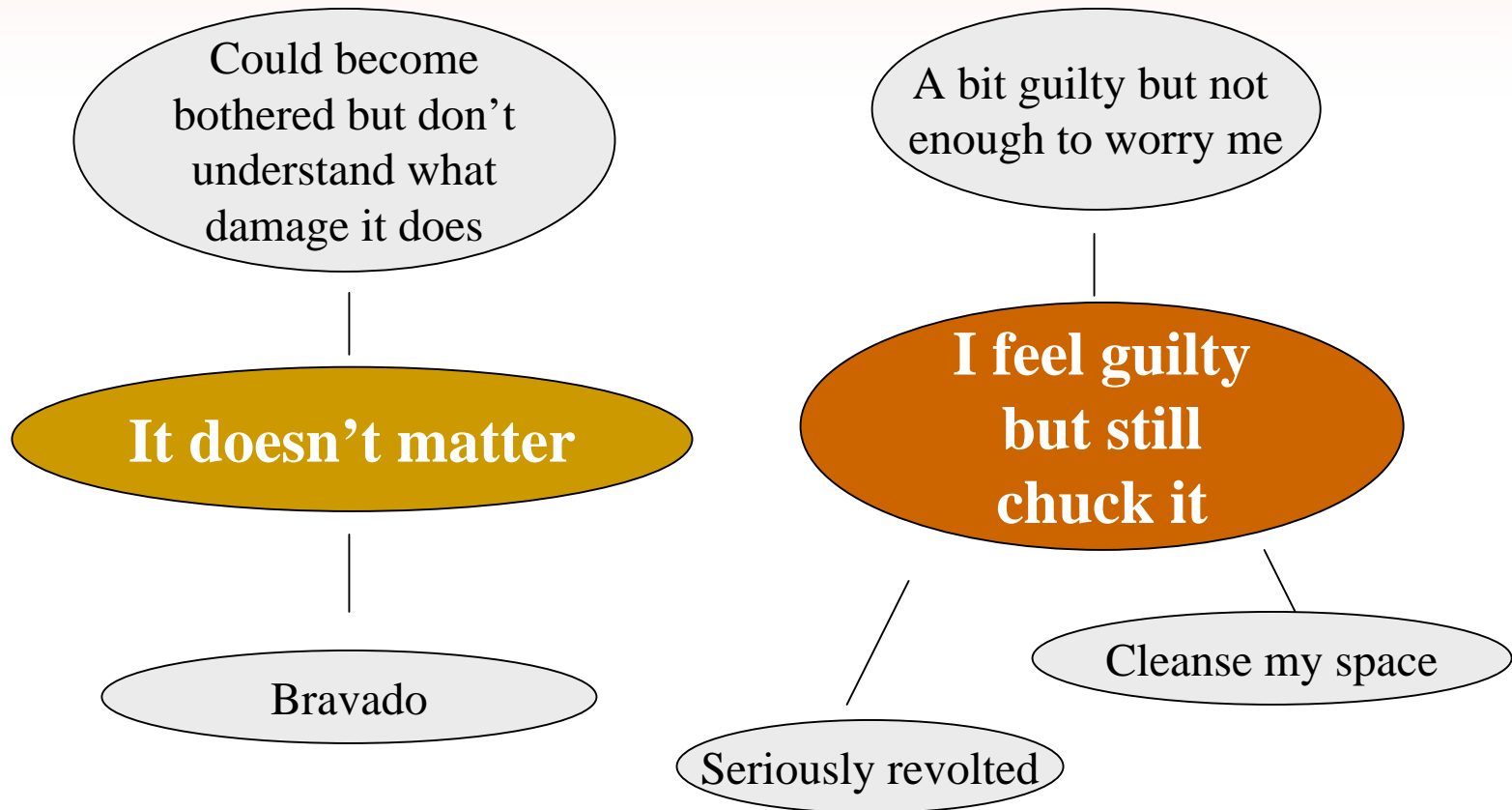


- And each of these had shades of intensity which are likely to affect how they respond to messages about disposal

## Findings from Stage 1

### WHERE DID THE SEGMENTS COME FROM?

- Within the main attitudinal split, there were some sub-categories



- These were narrowed down to 5 main attitudinal segments

## THE SEGMENTS

### EXCUSES EXCUSES



- In Stage 2 the ‘Excuses Excuses’ segment were recruited to agree with the statement *‘I know it’s wrong to drop gum, but I do it discretely and hope no-one sees me’*
- Two in each group smoked
- They enjoyed mainstream TV programmes (Soaps, dramas, documentaries) as well as socialising, reading, walking, golf, swimming and football
- Their guilt about dropping gum was evident both from the manner in which they went about disposal (discretely) and the way in which they excused their own behaviour.
- They were very quick to say that everyone else was dropping gum too, and to blame the lack of bins for their habitual dropping and spitting

## THE SEGMENTS

### BRAVADO



- The ‘Bravado’ segment were recruited to agree with the statement *‘It’s good fun spitting and kicking chewing gum after I’ve finished with it’*
- Most of this segment were male
- Everyone in the younger group **smoked** and 5 of the older group did too
- They enjoyed comedy TV programmes (The Office, The Simpsons, Only Fools and Horses) as well as going to the pub, playing and watching football, socialising, taking their kids out and DIY
- They all enjoyed not only spitting but also kicking their gum, a game which they created to be shared with their mates (younger segment) or simply to be individually challenging (older segment)
- They were generally unconcerned about the consequences of dropping or kicking their gum (especially the younger segment)

## THE SEGMENTS

### REVOLTED



- The ‘Revolted’ segment were recruited to agree with the statement *‘The idea of getting chewing gum stuck in your hair or on your clothes or shoes is disgusting’*
- None of the older group smoked, whilst 3 of the younger group did
- They enjoyed socialising, shopping and going to the pub and were a **very sporty group of people**; playing netball, football, squash, going to the gym and bike riding
- Many had had **first hand experience** of getting chewing gum in their hair or on their clothes and shoes, and they felt very upset about the consequences of dropping or spitting chewing gum
- Their disposal behaviour reflected this attitude, as they were the most concerned to drop their gum in places where others would not come into contact with it

## THE SEGMENTS

### SELFISH CLEANSER



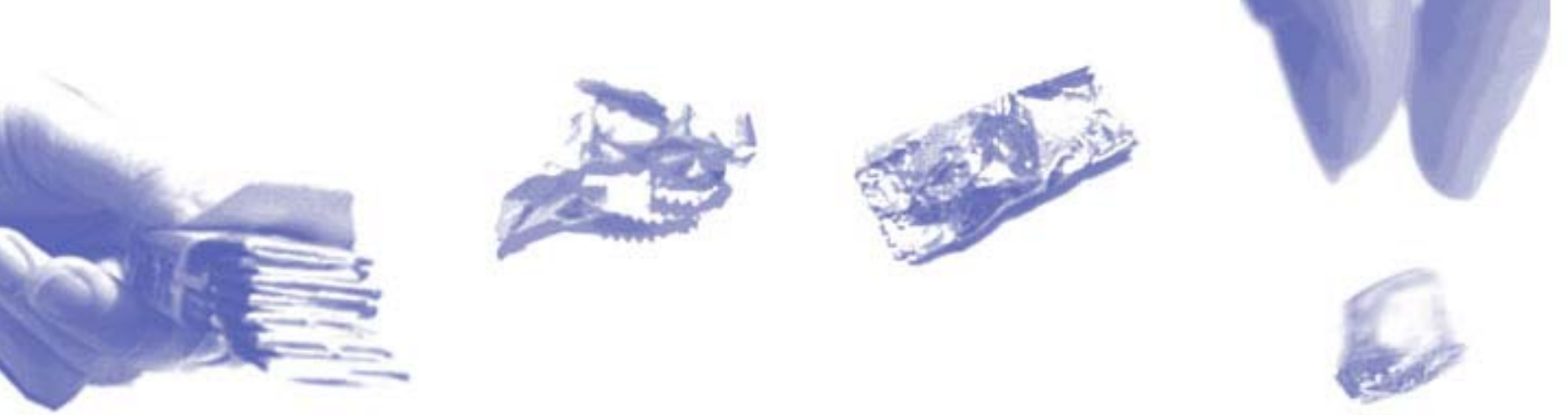
- The 'Selfish Cleanser' segment were recruited to agree with the statement *'When I've had enough of my gum I don't want it anywhere near me. I just want to get rid of it'*
- None of the older group smoked, whilst 6 of the younger group did
- They enjoyed socialising, soaps and films as well as playing sport (hockey, gym, horse riding, football, swimming) and running football and rugby teams for children
- Their desire to get rid of their gum quickly once they were finished with it lead to many of them preferring to spit the gum away, for reasons of speed and cleanliness
- They were the most **resistant to the idea of wrapping up their gum** and keeping it on their person until they found a bin as they regarded this as unhygienic and potentially dirty

# THE SEGMENTS: AN OVERVIEW



**Some respondents displayed characteristics from another segment**

**But the segments were broadly confirmed**



## MAIN FINDINGS:

# THE APPEAL OF CHEWING GUM



THE MARKETING WORKS

## THE APPEAL OF CHEWING GUM

- As was the case in Stage One, chewing gum had wide appeal for our respondents
- The **‘Selfish Cleanser’** segment were particularly interested in the fresh breath benefit along with taste and help to stop smoking. They were most commonly consuming gum after eating, drinking and smoking
- The **‘Bravado’** segment were most motivated by the simple act of chewing. *“Something to do with your mouth. It keeps you occupied”* At work, in the car and before a football match were all common chewing occasions
- The **‘Excuses Excuses’** segment enjoyed the fact that chewing gum was a good substitute for sweets, chocolate and biscuits, although some did acknowledge that chewing gum made them feel hungry
- For the **‘Revolted’** segment, fresh breath and the ability to concentrate were thought to be the main appeal of chewing gum
- Other reasons for chewing gum included to alleviate stress, instead of brushing teeth, habit and long-lasting value



*Findings from Stage 1*

# RATIONAL MOTIVATIONS FOR CHEWING GUM

**MOST IMPORTANT:**

**FRESH BREATH**

**THEN:**

**REPLACEMENT FOR FOOD OR CIGARETTES**

**OTHERS:**

**Oral hygiene**

**Aids concentration**

**Relaxation**

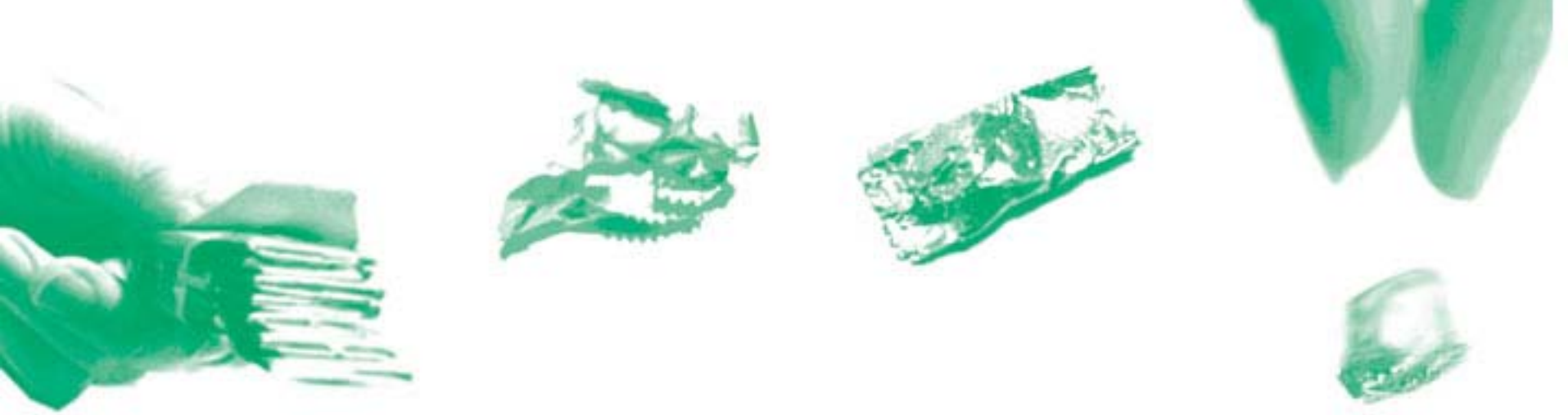
**Relieves boredom**

**Habit**

**Taste**

**Value**

**Element of oral gratification**



## DISPOSAL OF GUM



THE MARKETING WORKS

## HOW DO THEY DISPOSE OF THEIR GUM?

- Firstly, the urge to dispose of gum was driven by loss of flavour, change in texture *“it starts getting hard”*, jaw ache/boredom and the desire to eat, drink or smoke
- All segments agreed that the choice of disposal method depended on where they were and who they were with. *“If you’re with your friends you don’t really care as much”* *“if I’m on my own I’m more likely to throw it on the floor...because I don’t like people to know I’m doing it”*
- The **‘Bravado’** segment were overwhelmingly spitting and kicking their gum in a demonstrative way. The younger group were enjoying impressing their mates *“if you’re with your mates, you spit it out and kick it”* *“you might have a competition to see who can actually get it furthest”* whilst the older group were much more likely to be disposing in a solitary yet dramatic way. *“I either flick it or kick it like a football if I’m walking”* *“sometimes I flick it up and then I hit it”*



## HOW DO THEY DISPOSE OF THEIR GUM?

### ‘Bravado’ (continued)

- If they weren’t disposing of it in a fun way, then they would typically simply spit their gum straight out, either from the car or when out and about. *“If you’re just out in the street, you’d just spit it anywhere”*
- ‘Selfish Cleansers’ were throwing or spitting their gum sometimes onto the floor *“I chuck it under the car”* and sometimes in the bin. The main benefit of spitting out their gum was that they didn’t have to touch the gum itself *“it’s sticky” “straight out”*
- The ‘Excuses Excuses’ were throwing their chewing gum onto the ground, but were the most careful to be discrete. *“If I was with a guy, I’d do it while he wasn’t looking” “I do throw it on the floor, but in its wrapper”* while a few were wrapping and binning *“If I’ve got a tissue in my pocket”*

## HOW DO THEY DISPOSE OF THEIR GUM?

- The **‘Revolted’** were keenest on discrete and thoughtful disposal and often chose the grass verge, drain or gutter. “I’m putting it out of the way of where people normally walk hopefully” “down the nearest drain...in a bush or something” “you just sort of put it in your hand and roll it somewhere”
- A few of the older segment did on occasions swallow their gum, but only as a last resort. “It’s only in a situation where I can’t throw it away or there’s no bins about and it does actually take a lot of concentration for me to swallow it” “I really have to pretend it’s something else and get loads of spit”

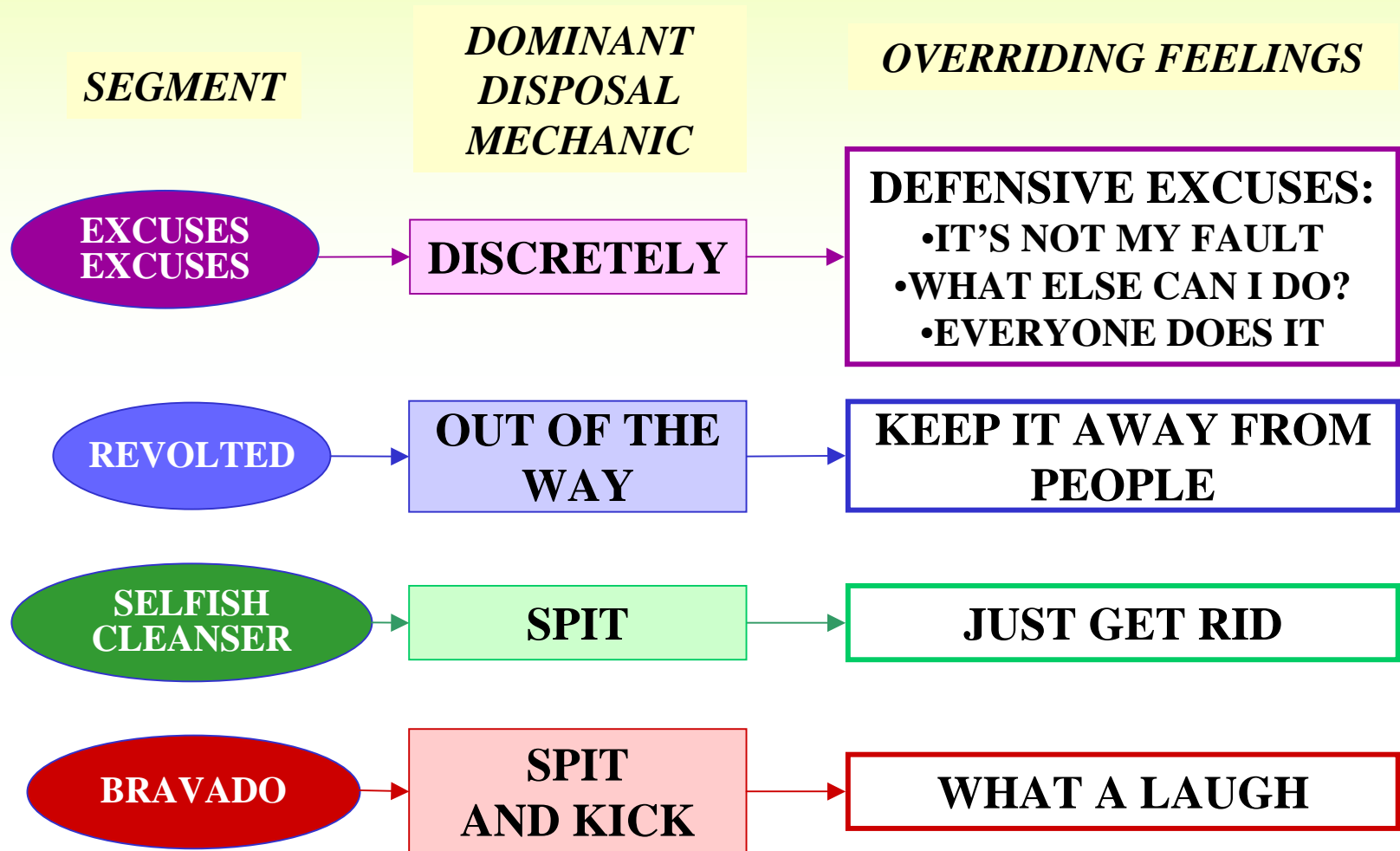


## HOW DO THEY FEEL ABOUT THEIR DISPOSAL METHOD?

- The **‘Revolted’** admitted to feelings of guilty selfishness. *“I think I launch mine for selfish reasons, I don’t want it to end up on me” “it’s guilt, but if truth be known I don’t really give it a second thought until it comes back and haunts me, when I get chewing gum on my foot I suppose”*
- The **‘Selfish Cleansers’** were largely driven by their need to get rid of their chewing gum quickly. *“Sometimes when it has lost its flavour you think ‘ugh’ and you just have to spit it out straight away”*
- The **‘Excuses Excuses’** were keen to excuse their behaviour on the grounds that dropping and spitting gum was common place *“I think it’s just the norm, you see chewing gum all over the place”* but a few did concede that it was undesirable *“you feel a bit dirty don’t you?”*
- The **‘Bravado’** segment gave their disposal act little thought and were unconcerned about their behaviour. *“It’s a habit”*



# DISPOSAL BY SEGMENT





# CONSEQUENCES OF INCORRECT DISPOSAL

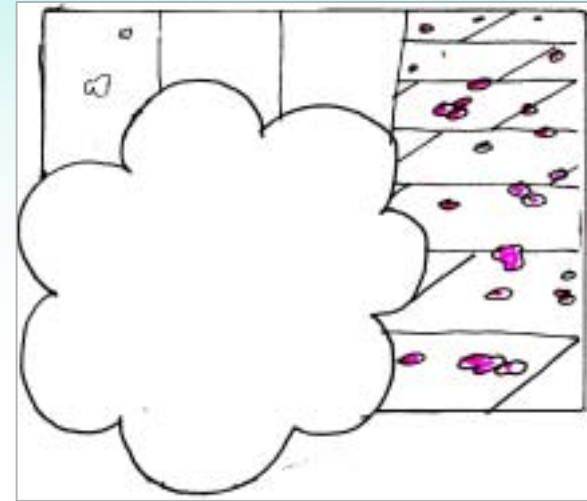
## THE CONSEQUENCES OF DROPPING OR SPITTING GUM

- The majority of our sample **did** think that it was wrong to drop or spit gum with the exception of the young **‘Bravado’** segment *“not really, if it’s on the floor” “just throw it in the kerb, no-one will step in it in the kerb or in the garden”*
- The **‘Selfish Cleanser’** segment were mainly concerned about the hygiene implications of improper disposal. *“Whatever you’ve got in your mouth is going out with the gum” “it’s like spitting” “I wouldn’t be happy if it came near me”*
- The **‘Revolted’** segment were most appalled by the personal impact of gum on their shoes, clothes and hair. *“It annoys me when you’re on a tram or something like that because I’ve had it on my clothes before...I put my skirt in the freezer” “it’s just a major inconvenience”*
- The **‘Excuses Excuses’** segment shared these views. *“If you get it on your floor and you walk into your house and it’s stuck” “only when you sit on it”*

## HOW DO THEY FEEL ABOUT THE CONSEQUENCES OF IMPROPER DISPOSAL?

### Visual Impact

- The **‘Bravado’** segment were largely not bothered and said that they didn’t notice it *“it’s just part of the pavement”* These views were shared by many of the younger respondents, irrespective of segment
- The **‘Revolted’** segment were mainly annoyed and ashamed, although they were quick to say that it wasn’t their gum which was causing the problem. *“Mine’s not made that much difference”*
- The **‘Selfish Cleanser’** segment were largely disgusted about how unsightly it looked *“you might notice it and think it’s gross”* and they were keen to avoid walking in it
- The **‘Excuses Excuses’** thought that it would be costly to remove and they wondered *“why hasn’t it been cleaned up?”* *“where’s the bin?”*

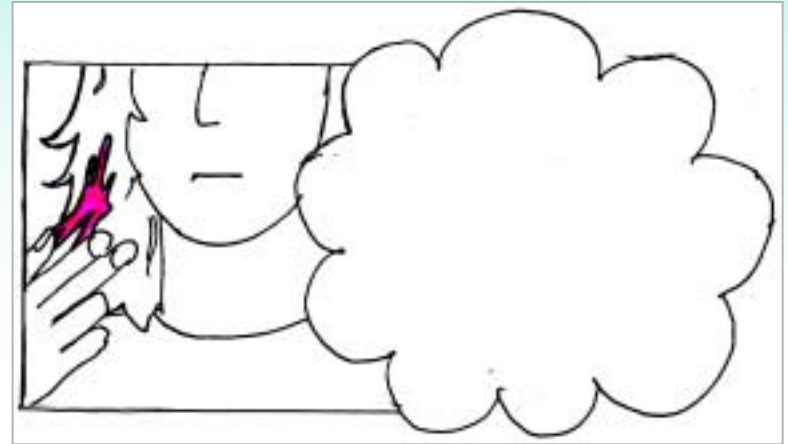


**Of all the visualised consequences, this one caused the least concern for all segments**

## HOW DO THEY FEEL ABOUT THE CONSEQUENCES OF IMPROPER DISPOSAL?

### Gum in hair

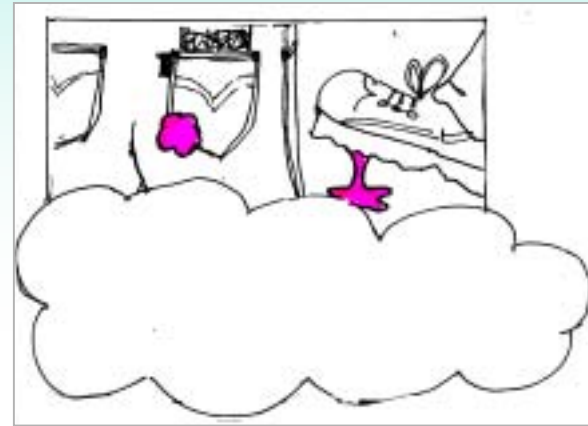
- All segments thought that this consequence was awful, with the **'Excuses Excuses'** groups stating that this was the **most** terrible impact of disposing of chewing gum incorrectly *“gutted” “absolutely devastated” “appalled”*
- Many wondered about how they were going to get the gum out, and the **'Revolted'** in particular were anxious about having to cut it out of their hair. Several members of this segment had had first hand experience of chewing gum stuck in their hair or their children's hair
- The **'Selfish Cleansers'** said that they would be livid if it ever happened to them. *“I just think it's the most disgusting thing in the world”*
- Some of the **'Bravado'** segment were less concerned, partly at least because some had short hair, but mainly because they couldn't imagine it happening. *“I don't think you'd really get it in your hair would you?” “how did that get there?”*



## HOW DO THEY FEEL ABOUT THE CONSEQUENCES OF IMPROPER DISPOSAL?

### Gum on clothes/shoes

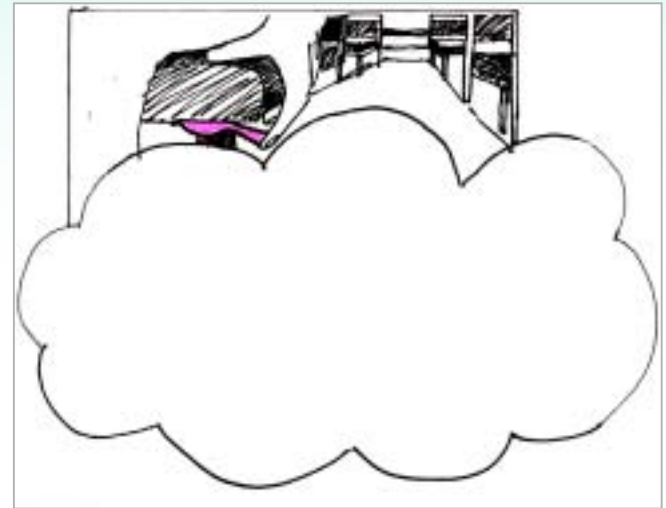
- For the **‘Bravado’** segment this was the **most** terrible consequence of dropping or spitting gum, and they were most upset about chewing gum ruining their (expensive) jeans. *“I’d be gutted about the jeans, but you’re not too concerned about the shoe”* “dirty sods”
- The **‘Excuses Excuses’** segment expressed annoyance and irritation with this consequence, and described removing the gum as a nuisance. However, they were quick to blame themselves rather than others “You’re so annoyed with yourself”
- The **‘Revolted’** were less self-effacing and pointed out just how inconsiderate other people were. They described feeling dirty and disgusted
- **‘Selfish Cleansers’** commented on the frustration and embarrassment of getting chewing gum on their clothes and shoes and were largely focussed on how to get it off “what can I wipe it off on?”



## HOW DO THEY FEEL ABOUT THE CONSEQUENCES OF IMPROPER DISPOSAL?

### Gum on hand

- The **‘Revolted’** segment found this consequence the **most** appalling overall “disgusted because it’s been in someone else’s mouth...ugh” “it’d make me cringe”
- The overwhelming response from the other 3 segments was also one of disgust and horror. “It’s like you’ve touched somebody else’s it’s been inside their mouth and I would be gagging”
- The **‘Excuses Excuses’** thought that the act was particularly child-like and stated that there was no consideration of others, while the **‘Selfish Cleansers’** were concerned about the hygiene aspect *“wash my hands immediately”*



# HOW DO THEY FEEL ABOUT THE CONSEQUENCES OF IMPROPER DISPOSAL?



**REVOLTED**

Most affected by touching someone else's gum



**BRAVADO**

Most affected by damage to their possession



**EXCUSES  
EXCUSES**

Most upset and angry at personal impact



**SELFISH  
CLEANSER**

## ARE THE CONSEQUENCES WORRYING ENOUGH TO CAUSE A CHANGE IN BEHAVIOUR?

- Overwhelmingly across all segments, the answer was **NO**
- The **‘Bravado’** segment pointed out that they didn’t think dropping or spitting gum was a problem and they said that others thought this too. *“I’ve been commented on how far I can spit it, but no-one has ever said ‘that’s dirty, disgusting’, no-one has challenged me about it”*
- The **‘Selfish Cleansers’** didn’t think that it was anti-social like smoking and they didn’t easily imagine these negative personal consequences happening to them. *“It doesn’t effect the individual person”*
- Whilst the **‘Excuses Excuses’** were aware of the consequences of getting chewing gum on their clothes or shoes they blamed others rather than themselves *“it’s not my bit, mine’s in the gutter”*
- And the **‘Revolted’** felt that there was no advertising or signage to suggest that they shouldn’t. *“You’re not made aware that you’re doing it”*
- Only 2 older **‘Revolted’** and 2 younger **‘Excuses Excuses’** said that they’d change their behaviour





## IS GUM LITTER?



THE MARKETING WORKS

## IS GUM LITTER?

- The vast majority of this selected sample did not think that dropping or spitting gum was the same as dropping litter for a variety of reasons:
- Firstly, they did not drop litter. *“I wouldn’t throw litter, but I would chewing gum”* *“I’m against dropping litter”*
- Secondly chewing gum was thought to be different to litter because of its size and colour. *“It camouflages itself in the pavement, a sweet wrapper’s more colourful, you notice it more”* *“a can of coke is like more obvious isn’t it?”* *“it just gets trampled into the ground and then it’s gone, it’s not like a crisp packet”* *“it’s only small, not like dropping a Twix wrapper or a carton...it’s so little”* *“it’s discrete, it’s just a little ball, it’s not a chip wrapper...it’s different”*
- Thirdly, it was thought to be easy to hold on to litter until you found a bin, in a way that it was not when it came to gum. *“It’s easier to take litter home isn’t it, you can’t take your gum home, you can’t put that in your pocket like you would a sweet wrapper”*



## IS GUM LITTER?

- The food value of chewing gum was another reason why it was thought to be permissible to drop or spit it on the floor. *“Like a food substance, it’s OK to put food on the floor”* *“it’s the same as a crisp or chip on the floor”*
- And like cigarette ends, many felt that there was simply nothing else they could do with their gum *“you know you can’t dispose of it anywhere else”*



## IS GUM LITTER?

- **On the other hand**, gum was thought to be worse than litter because of its stickiness. *“It’s less noticeable, but it’s more of a menace isn’t it? It’s a sort of silent, deadly menace”* “paper doesn’t stick to you” “if you get it on your shoe there’s nothing worse” *“if you sit on a chewing gum on the bus you’d be really pissed off, if you sit on a wrapper you’re not going to be bothered”*
- And a few knew that chewing gum wasn’t biodegradable. “It’s not biodegradable, whereas apple cores are”
- There was very low level admittance that perhaps gum was litter. “Someone else has got to clear it up” “it must cost the Council thousands of pounds just to get it up”
- And some felt that once the gum was wrapped in paper, then it ‘became’ litter. “You’d automatically throw that away as litter” “even if you chucked it then, at least it’s sweep-able. You know you’re not treading it into the pavement and costing the Council millions”

## IS GUM LITTER?

**Previous general litter research indicated that amongst a broader sample, gum is regarded as litter**

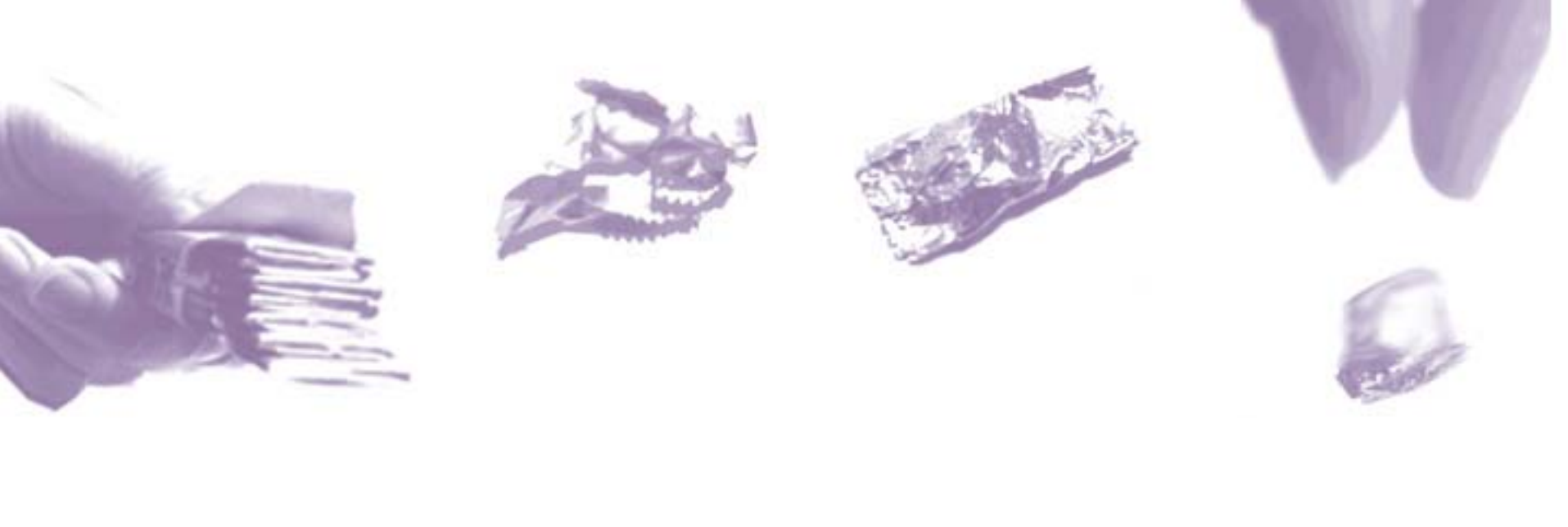
**But this sample – of gum chewers who dispose of gum incorrectly – do not regard it as litter**

**They display denial that chewing gum is litter**

**The ‘reason’ is it’s small and insignificant, hard to carry, and there’s nothing else to do with it**

**They acknowledge it’s difficult to clean up**

**But they don’t care very much *“it just kind of blends into the road”* *“you live with it though don’t you?”***



## SPITTING



THE MARKETING WORKS

## HOW BAD IS SPITTING?

**We explored the link between spitting and spitting out gum, as a possible theme to deter undesirable disposal**

- We first established whether spitting itself was regarded as ‘bad’ or not, and the overwhelming response was that spitting was disgusting, especially for women *“Most lads when they go into the bathroom in the morning and they make all those horrible noises. Oh my God!”* *“it just turns my stomach, even watching the football and the way they do it with their nose...I think that’s just vile”* *“I think it’s minging”* *“you can hear them really revving it up”* *“you think ‘you dirty bastard’”*
- All the segments were concerned (spontaneously) about germs and many mentioned the possibility of spreading colds and perhaps worse diseases too *“you can get AIDS if there’s enough saliva apparently”* *“spreading germs, T.B.”* *“bacteria, viruses, colds”* *“your mouth is the most filthiest part, yes”*



## HOW BAD IS SPITTING?

- Several of the men felt that there were certain circumstances when spitting was acceptable. When they had a cold for instance *“sometimes you have to do it, if you’ve got a cold or flu or cough, you’ve got to cough loads of phlegm up”* or when they were running or playing football *“it all collects in the back of your throat when you’ve been running about on the football pitch”* or because they were smokers *“I do it when I’m running in the morning, I’m a smoker so sometimes I have to get rid of it”*
- For the younger Bravado segment, many said that they enjoyed spitting. *“I think I’m cool when I spit” “I love spitting me, I love it, I do it all the time”* and the other segments agreed that there were people who thought it was ‘tough’. *“I think the young ones do it as a bit of an image thing, want to look tough and hard and all that” “it’s a lad thing”*
- One or two admitted to spitting when they were younger. *“I were in Year 9 or something and we would have spitting competitions. I know it sounds really disgusting but we did” “then we’d have spitting fights”*

## IS SPITTING AND SPITTING OUT GUM THE SAME THING?

- Spitting was felt to be much worse than spitting out gum. *“Yuck, green mess, I’d avoid stepping in that over chewing gum. I’d rather step in chewing gum”*
- Part of the reason was that spitting out gum was more **discrete and cleaner** than spitting. *“It’s not green, it’s not a big sound, it’s not a big delivery about it”* and it wasn’t thought to contain the same amount of germs *“it’s not from the bottom of your stomach”* *“gum only has a little bit of spit on it”* *“chewing gum you’re trying to make everything smell nicer and spitting and regurgitating certainly isn’t going to”*
- Additionally spitting out chewing gum felt purposeful. *“Spitting gum is to get rid of something”* *“it’s like spitting out a pip”* *“one step down from that is a boiled sweet, you get half way through a boiled sweet, you chuck it, it’s not a great deal different from chewing gum”*
- Overall spitting and spitting gum just weren’t seen in the same light. *“If you saw them spitting their gum out you wouldn’t think ‘Oh that’s awful’ whereas if you saw somebody spitting you’d think ‘no need to do that’”*



## COULD SPITTING AND SPITTING OUT GUM BE LINKED?

- Only a few thought that spitting and spitting out gum were similar.  
*“It’s the same thing really...you’re still throwing something out your mouth”* *“it’s exactly the same thing, but if you spit it dries up, if you spit chewing gum it stays”* *“I think gum is probably worse than spit because chewing gum collects all the stuff from your mouth”*
- However, many agreed that a link could be forced, to good effect.  
*“Maybe they could show a person spitting and say ‘if you think this is wrong, why don’t you think this (spitting gum) is bad?’”* *“I suppose if you did an advert and it showed you spitting out gum and it was like someone spitting out a big greenie, that’s pretty bad isn’t it?”*

**SUGGESTS POTENTIAL TO HARNESS THE  
HORROR OF SPITTING**

**AND MAKE SPITTING GUM SEEM ANTI-SOCIAL**





# DISPOSAL SOLUTIONS



THE MARKETING WORKS

## BARRIERS TO CORRECT DISPOSAL

- All acknowledged that the correct way to dispose of chewing gum was to wrap it and bin it or simply to bin it
  - However, the main barriers to correct disposal included the absence of a wrapper *“in some of the new packets, there’s no paper in that is there?”* – or even if there were a wrapper *“you take your chewing gum out of the wrapper and then you bin your wrapper”* – and several stated that there were not enough bins
- For **‘Selfish Cleansers’** there was an aversion to keeping hold of their chewed chewing gum and a concern that correct disposal was not discreet enough. *“In front of someone, taking it out of your mouth, putting it in a bit of paper...people are going to look at you and think ‘gross’”*
- The **‘Excuses Excuses’** were insistent that they weren’t encouraged to dispose in the correct way. *“There’s nothing on the wrappers that I’ve noticed that says dispose of your chewing gum in a proper manner”*



## BARRIERS TO CORRECT DISPOSAL

- For the **'Bravado'** segment, incorrect disposal was thought to be fun. *"You do enjoy kicking it"* Additionally the older segment were concerned about the anti-social aspect of disposing correctly. *"It's embarrassing to take it out, if you've got something horrible in your mouth like food, it's the embarrassment factor, actually removing it from your mouth"*
- The **'Revolted'** segment were seduced by the convenience of incorrect disposal *"you just want to get rid of it immediately"* and admitted that it was a well-established habit *"chew, spit it out, chew, spit it out"*



## SPONTANEOUS DISPOSAL SOLUTIONS

- The younger ‘**Bravado**’ segment spontaneously suggested fun and interesting ways of disposing of their gum: a special suction machine, targets at Alton Towers, *“Blackpool...teddy bears that you can spit your chewing gum into”* sticks to put your gum onto *“a multi-coloured chewing gum bush”* a bin that makes a noise when you throw your gum into it, a ‘coin’ machine which you could watch the gum rolling down in. Overall they were agreed that *“you need it to be fun to dispose of”*
- Other suggestions suggested by both the younger and older group were Rizzler papers on the packet *“it’s cool to have Rizzler wrappers anyway, it could be a teenage icon thing”* edible gum which dissolved, a packet with a separate compartment for used gum, an incentive or reward *“imagine you got a penny for every bit of chewing gum you took back...kids would be chiselling it off the floor”* fines *“if there’s a big clamp-down”* *“chewing gum wardens”* levying a special tax, banning it, getting the manufacturers to take responsibility and general education and awareness raising *“I don’t think there’s a problem at all”*



## SPONTANEOUS DISPOSAL SOLUTIONS

- The ‘Excuses Excuses’ segment had very many suggestions too; a cigarette style bin *“stuck on every lamppost...a little bin like that, they’re not going to put a bomb in there”* more advertising and encouragement to dispose correctly, individually wrapped gum, showing the consequences of gum in a child’s hair *“with their child crying, that would upset me”* on-the-spot fines and highlighting the potential to spread germs
- They were keen on solutions that allowed them to dispose correctly such as a compartment in the box for used gum *“then you’d just bin the whole lot”* or Rizzler papers attached to the packet, although *“they’d need to be big enough though wouldn’t they”*
- They did admit that even with the provision of wrappers or pieces of paper to wrap their gum in, they were still concerned about holding onto the wrapped gum until they found a bin. *“I think it’s just finding some secure way of like carrying it around so it’s like an old sweet wrapper or something...other bits of litter you’re completely comfortable you’re not going to stick your hand in it or squash it or whatever”*

## SPONTANEOUS DISPOSAL SOLUTIONS

- The **‘Revolted’** segment suggested that gum should be biodegradable “so that even if you did drop it, it wasn’t going to be sticky any longer” or dissolvable so that it could be swallowed, or simply swallowing it as it is “you won’t die,” general education or campaigning, a message on the wrapper encouraging consumers to save their wrapper for later, designated bins, fines and a chewing gum tax to provide money for cleaning up
- They also made suggestions about packaging including a box on the wall with greaseproof paper they could pull out, a little drawer in the bottom of the box “you can put your old chewies in and close it up” and a strong wrapper so that the gum wouldn’t ooze out. However they were concerned that if the pack was much bigger than at present then this would pose a problem. “If it was any bulkier than that I wouldn’t carry it around”



## SPONTANEOUS DISPOSAL SOLUTIONS

- The **‘Selfish Cleanser’** segment were searching for places to put their gum other than on the floor, and suggested a bin for tables in pubs instead of an ashtray, putting it in an empty coke can or glass, special bins on lampposts, Rizzler papers or bag, a designer ‘pink glittery box’ for old gum or a chewing gum tin for used gum

**MANY SUGGESTIONS MADE**

**THEY ARE KEEN TO FIND A  
WORKABLE SOLUTION**

**BUT IT HAS TO BE EASY AND  
DISCRETE**



THE MARKETING WORKS

## **CAN WE CREATE A NEW DISPOSAL RITUAL?**

**The groups were asked to suggest a new way of removing gum from their mouths which didn't involve spitting or throwing – and was attractive and acceptable**

**They struggled because...**

**Chewed gum was fundamentally unattractive**

**They couldn't imagine how removing something from their mouths could be pleasant to watch**

**THIS WAS ACROSS ALL SEGMENTS**

## CAN WE CREATE A NEW DISPOSAL RITUAL?

**VERY FEW SPONTANEOUS SUGGESTIONS**

**TAKING GUM OUT OF YOUR MOUTH IS SERIOUSLY UNAPPEALING**

**You have to touch it**

**Connotations of regurgitated food**

**It's childish**

**It looks obvious**

**THE SOLUTION NEEDS TO BE DISCRETE - AND SPITTING INTO A TISSUE OR PIECE OF PAPER IS NOT REGARDED AS DISCRETE**



THE MARKETING WORKS



# CONCLUSIONS



THE MARKETING WORKS

# SEGMENTS RECONSIDERED

What are the dominant attitudes?

**BRAVADO**

Disposing  
of gum can  
be fun

**WHATEVER**

It doesn't matter  
- not important -  
no consequences  
I should worry  
about

**EXCUSES  
EXCUSES**

I feel guilty - but  
what else can I  
do and anyway  
everyone else  
does it

**SELFISH  
CLEANSER**

I've got to get  
rid - out of my  
space

**Plus a Conditional Attitude**

For those who have had a bad  
experience or can easily  
imagine the impact of gum

**REVOLTED**

Revulsion  
and  
disgust

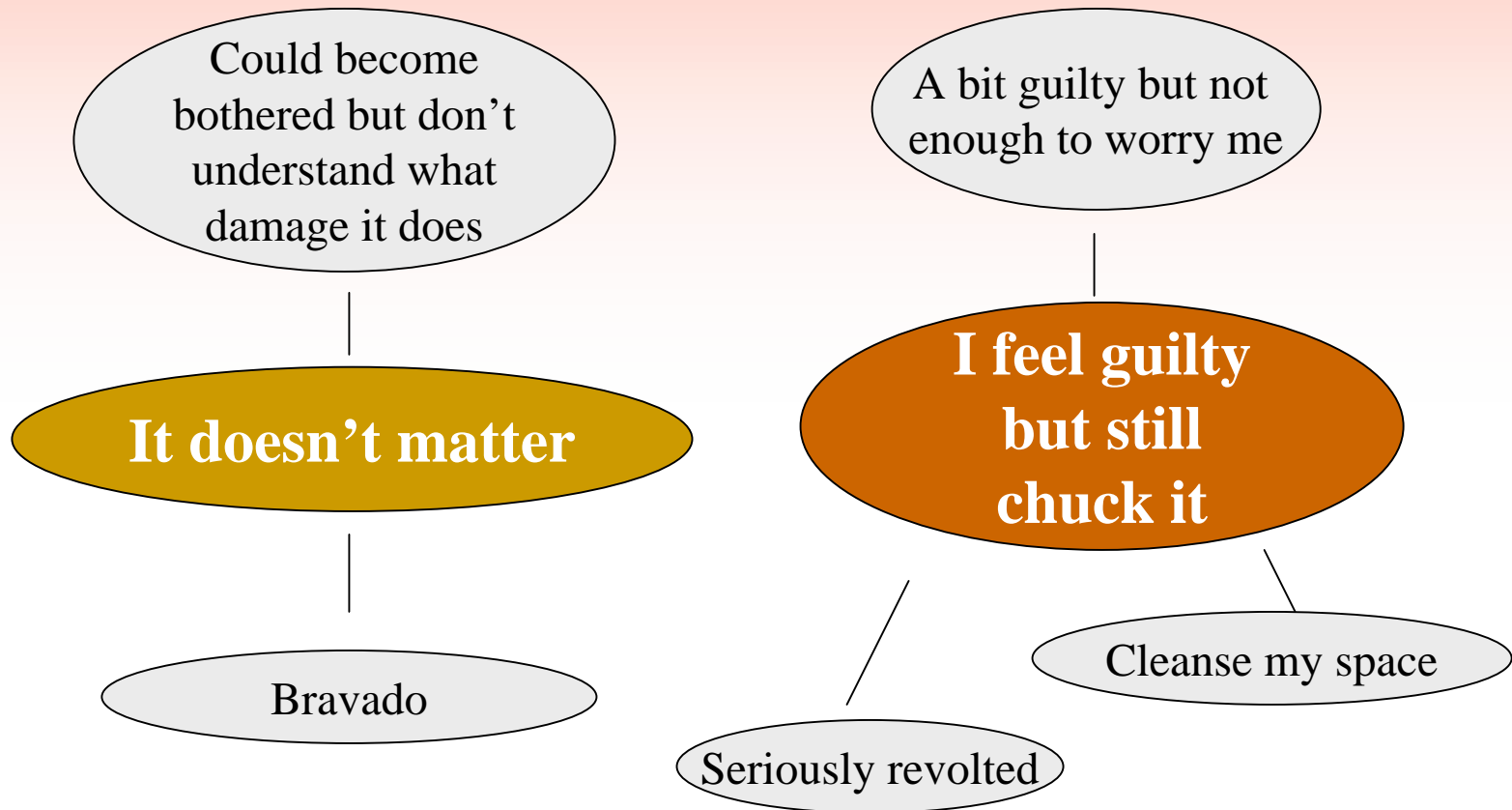
The 'Revolted' often share  
feelings of guilt with the  
'Excuses Excuses'

The 'Revolted' are still a relevant segment for  
communication themes

## Findings from Stage 1

### WHERE DID THE SEGMENTS COME FROM?

- Within the main attitudinal split, there were some sub-categories



- These were narrowed down to 5 main attitudinal segments

# SEGMENTS RECONSIDERED

*I feel a bit guilty  
but I still chuck it*

**EXCUSES  
EXCUSES**

**REVOLTED**

**SELFISH  
CLEANSER**

They pass the blame

Everyone else is doing it

Where are the bins?

What am I supposed to  
do with it?

Concerned about the  
bigger picture

The consequences of  
dropping gum on the  
communal space

The horror of  
interacting with  
someone else's gum

Personal bad  
experiences

Most worried about  
their personal space

How it affects them

Want their car/pocket to  
be clean

Lower level guilt

# AGE AXIS

**Less likely to care**

**More likely to feel guilt**

**Less likely to feel guilt generally**

**Less likely to parade bad behaviour in front of friends**

**More likely to enjoy (conspicuous) fun**

*YOUNGER*

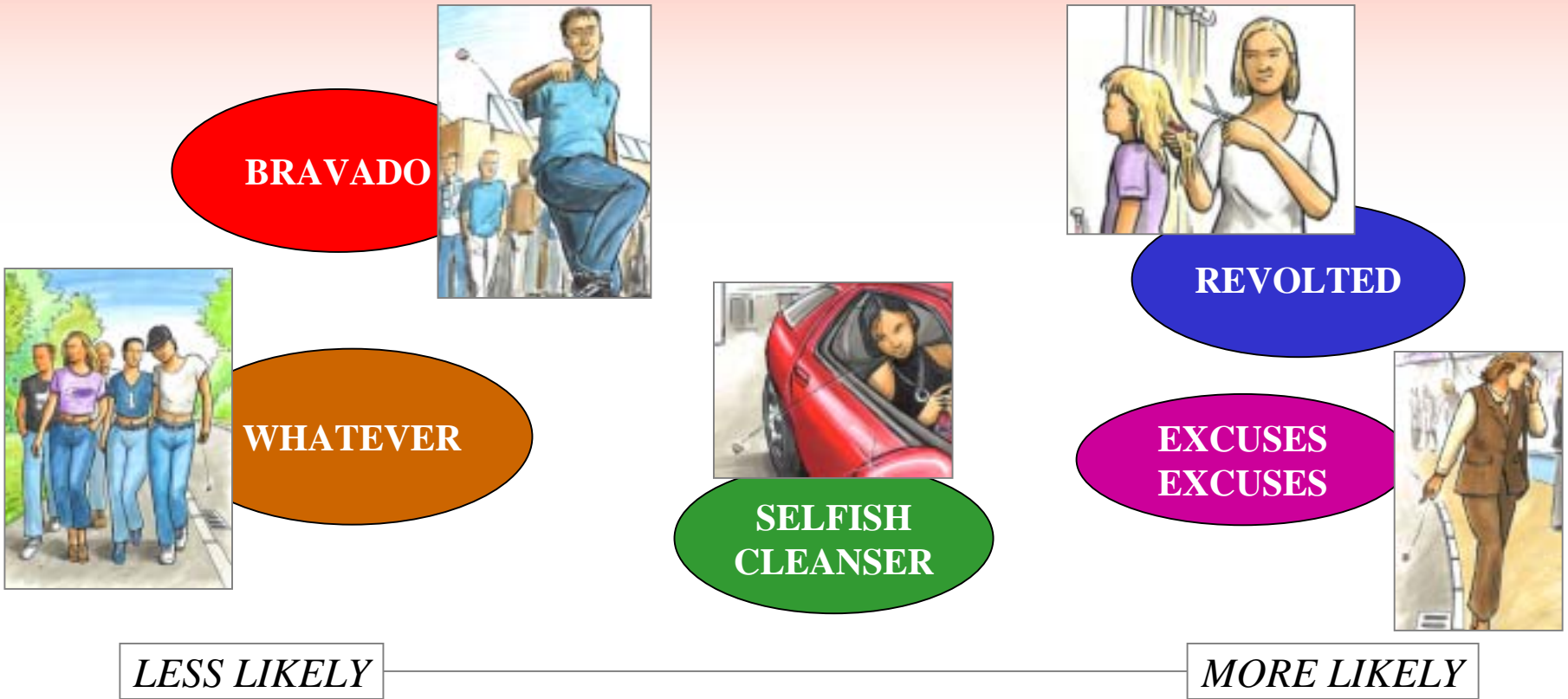


*OLDER*



THE MARKETING WORKS

# THE SEGMENTS - LIKELIHOOD TO CHANGE BEHAVIOUR



# THE SEGMENTS

	LIKELIHOOD TO CHANGE BEHAVIOUR	WHY?	SPONTANEOUS SOLUTIONS
<b>BRAVADO</b>	UNLIKELY	Major change in attitude required	Targets, fun bins, Rizzler papers
<b>REVOLTED</b>	MORE LIKELY	Harness their revulsion	Change the product, general education
<b>SELFISH CLEANSER</b>	LESS LIKELY	Unlikely to change need to cleanse their space - but could harness their tidy instincts	Disposal containers everywhere (pubs lampposts, handbags)
<b>EXCUSES EXCUSES</b>	MORE LIKELY	Harness their guilt	Packaging solutions, more advertising, information on correct disposal and consequences

# TOWARDS A CAMPAIGN SOLUTION

Across the segments, there is potential in several areas

**a** They denied dropping litter

Encourage them to behave with gum as they do with litter

**b** They were unaware of the consequences of dropping gum

Explain and dramatise

**c** They found spitting disgusting

Connect spit with 'launching' gum

They loved the 'spit or swallow' slogan

**d** They justify their unacceptable behaviour - everyone does it - I drop it in an acceptable place - it's only small

Burst the bubble and make them face the unacceptability of their behaviour



# NEXT STEPS



THE MARKETING WORKS

## NEXT STEPS

### Quantification

**To quantify the segments**

**To understand more about them (gender, age, life stage, internet access, media consumption, housing type)**

**To gather postcode information for geodemographic analysis**

**And relevant other information (e.g. recycling, dog ownership, smoking etc)**

**Design Quantitative Questionnaire**

**Stage 3 Fieldwork**

**Stage 3 Debrief**