

Full of Beans Learns About Going Green

A Washington, DC business owner wants answers about how to target environmentally friendly consumers.

Published: 05/13/08

Contact: Jennifer Kaplan

info@greenhance.com

202-288-2183

WASHINGTON, DC – May 13, 2008 – Mary Hutchens, owner of Full of Beans on Connecticut Avenue in Upper Northwest, DC was thinking about “going green.” But Hutchens, like million of small business owners, had a lot of questions and did not know where to find the answers. So Hutchens enlisted the help of Jennifer Kaplan, partner in Greenhance, a marketing consultancy that helps small businesses grow greener. Kaplan was teaching an undergraduate marketing research class at Marymount University in Arlington, VA and was looking for a real life project for the students. From this, a green consumer behavior survey was born.

As consultant, Kaplan has worked with many small business owners in their efforts to go green: “Clients want to go green for all kinds of reasons—to control skyrocketing energy costs, to meet customer expectations, to be on the leading edge or simply to promote sustainability. Some believe their customers want them go green—or even expect it. Others have gone green at home, but are afraid of the impact green practices might have on their bottom lines. Some imagine that, whatever steps they take, it will have little impact on the overall environment. These small business owners have a lot of questions about going green and don’t know where to find the answers.”

The survey, completed in Mid-April yielded some valuable insights:

- 95% of respondents agree with the statement: “Being environmentally conscious is part of my day to day life.”
- 95% of respondents agree with the statement: “I prefer to purchase products that are environmentally friendly.”
- 85% of respondents agree with the statement: “I prefer to patronize businesses that are environmentally friendly.”
- There are a variety of green practices that respondents identify as having an “extremely positive” effect on their likelihood to patronize a particular business.
- The simple act of informing consumers that green practices are being employed in order to reduce the impact on the environment significantly increases consumer receptivity.
- The majority of respondents are receptive to practices that reduce the waste and

materials typically associated with gift-wrapping and shopping bags. For example, 100% found it acceptable to receive environmentally friendly gift-wrap and ribbon with their purchases in lieu of gift boxes.

- Respondents were overwhelmingly in favor of Full of Beans adding a variety of “green” products and services.
- The majority of consumers are willing to pay five percent to ten percent more for “green” products.

What does all this mean for Full of Beans? By analyzing the marketplace, Full of Beans has identified a clearer picture of consumer needs related to the "green" trend. The next step will be implementing the plan. Look for more news from Full of Beans soon.

Greenhance is a marketing consultancy that helps small businesses grow greener. Greenhance helps small businesses unite all the moving parts of the going green process. Our diverse, proven experience in marketing, communications, graphic design and social enterprise enables us to provide actionable advice on how to create strategic and sustainable green programs. Greenhance demystifies the going green process so that small business owners can reap the benefits of going green in order to reduce expenses, improve profitability, improve their competitive position and do the right thing. info@greenhance.com.

Full of Beans features clothing for boys, girls and infants through size 16. The boutique carries a wide selection of designer clothing including Flapdoodles, Cakewalk, Baby Lulu, Biscote, and Cherrytree outerwear as well as a first-rate selection of children's accessories and toys. Full of Beans is a *Washington Post* Editors' Pick. 5502 Connecticut Ave., Washington, DC 20015 202-362-8566.