

# What the Consumer has to say About Lawn Care-

## When You are Willing to Listen!

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Just who is this lawnmower?

What do we know about him?

1. Interest is HIGH during first 3 years—and his know-how (and success) almost non-existent.
2. Buys on impulse these first years—and with almost no brand awareness.
3. His failures lead to brand switching (and reading ads) during years 3-5.
4. Any success leads to intense brand loyalty. Continued failure leads to rapid loss of interest in what the lawn looks like—unless he moves into another home, in which event the high interest of first year ownership returns and the cycle repeats.
5. Product guarantees are of little interest in first 3 years—lawn owner doesn't appreciate how much he needs them.
6. Product guarantees are suspect in later years—lawn owner has discovered how difficult it is to achieve success in lawnkeeping.
7. . . . but product guarantee can be of vital importance in closing the sale (reason for MANY Scotts sales, completely overriding high-price hesitancy).
8. At ALL ages (and intensities of interest) there is a great hunger for the leadership of a "father image" advisor (main reason 3,000,000 families read LAWN CARE Magazine and 200,000 wrote me each year with their questions.)
9. Just about every lawnmower is delightfully articulate about lawns, eager to talk about them, eager to help others succeed in a frustrating, maddening job.



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"He's not just another duffer  
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10. . . . yet he resents being swamped with what he considers unneeded information—"Just tell me what I MUST do to be reasonably happy with my lawn—exactly what to do, exactly what NOT to do—and remember, I do NOT want to become a gardener!"
11. Accepts far less "Success" than garden writers insist he try for.
12. Likes pre-measured doses.
13. Resents anything making mistakes easy.
14. Expects products to work - do what is claimed for them.
15. . . . but only *emotional* satisfaction is necessary—"This year have a lawn you are proud of."
16. Ignores diseases, also insects, unless rampant and causing great lawn damage in the neighborhood.
17. Has no interest in preventive products *except* for crabgrass (and this only because of years of heavy advertising following years of grief with summer crabgrass killers.)
18. 50% fertilize once/year; 10% fertilize twice/year (maybe in 2 year cycle). So. Calif. is 85-50%.

From Hudson Valley Foreground

National GCSAA Superintendents survey not representative of Mid-Atlantic area— Mid-Atlantic included with all of East Coast.