

Consumer research on behaviour change

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Quick bio

- Academic background in Social History and Linguistics.
- Consumer research and teaching experience since 1989.
- Since 2003 – at GlobeScan Inc. as VP of Methodology
- Major projects in wildlife conservation since 2012

Wildlife Demand Reduction Work June 2017–Oct 2018



USAID
Saving Species Research study
Research Study on Consumer Demand for Elephant, Rhino and Pangolin Parts and Products in Vietnam

USAID Saving Species Vietnam (USS)

Research Report submitted by GlobeScan
October 2018



USAID
Wildlife Asia

Research Study on Consumer Demand for Elephant, Pangolin, Rhino and Tiger Parts and Products in China

Presentation
12 June 2018

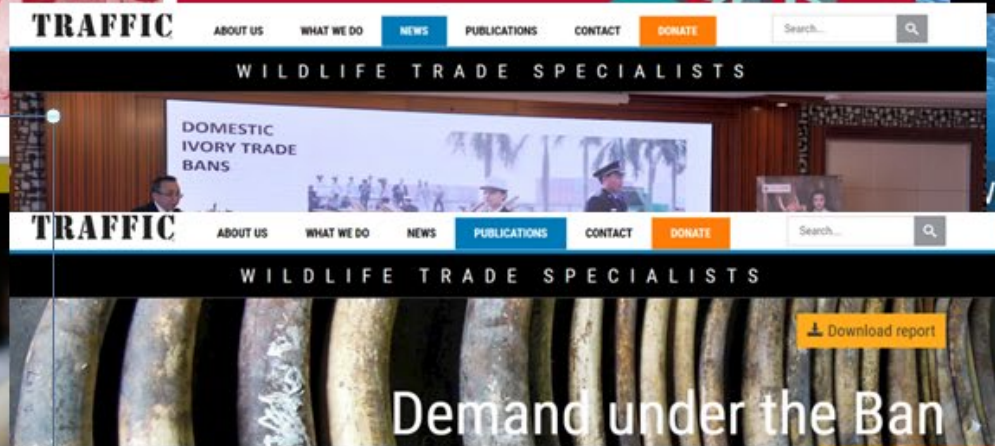


GLOBESCAN
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**Shark fin soup demand reduction:
Drivers of demand and supply**

Report on qualitative research amongst consumers and restaurants in Malaysia

GlobeScan Incorporated
September 2018



TRAFFIC ABOUT US WHAT WE DO NEWS PUBLICATIONS CONTACT DONATE Search...

WILDLIFE TRADE SPECIALISTS

DOMESTIC IVORY TRADE BANS

TRAFFIC ABOUT US WHAT WE DO NEWS PUBLICATIONS CONTACT DONATE Search...

WILDLIFE TRADE SPECIALISTS

Demand under the Ban

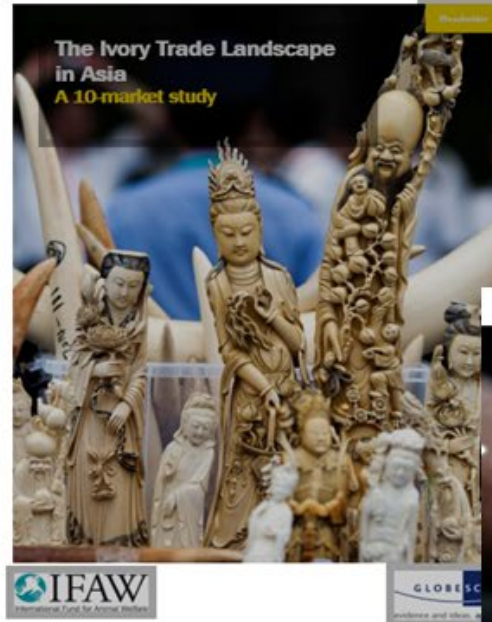
Download report



**Workshop on the Shark Fin Soup
Consumption Reduction Survey 2018**

Drivers of demand and behavior change in Mainland China, Hong Kong, SAR, Taiwan (POC) and Singapore

ADM FOUNDATION WWF GLOBESCAN



**The Ivory Trade Landscape
in Asia**
A 10-market study

IFAW
International Fund for Animal Welfare

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**WHAT IS THE
IMPACT OF CHINA'S
IVORY BAN?**

New research has found that China's elephant ivory trade ban has had positive effects, but more must be done to tackle demand from overseas travellers and auction houses.

WWF WILDLIFE WHERE WE WORK WHAT WE DO WHO WE ARE SUCCESS STORIES GET INVOLVED ADOPT DONATE JOIN



**ZSL Pangolin Study in
Guangdong Province, Mainland China**

Qualitative research findings
IDIs and FGDS

June 2018

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Some theory

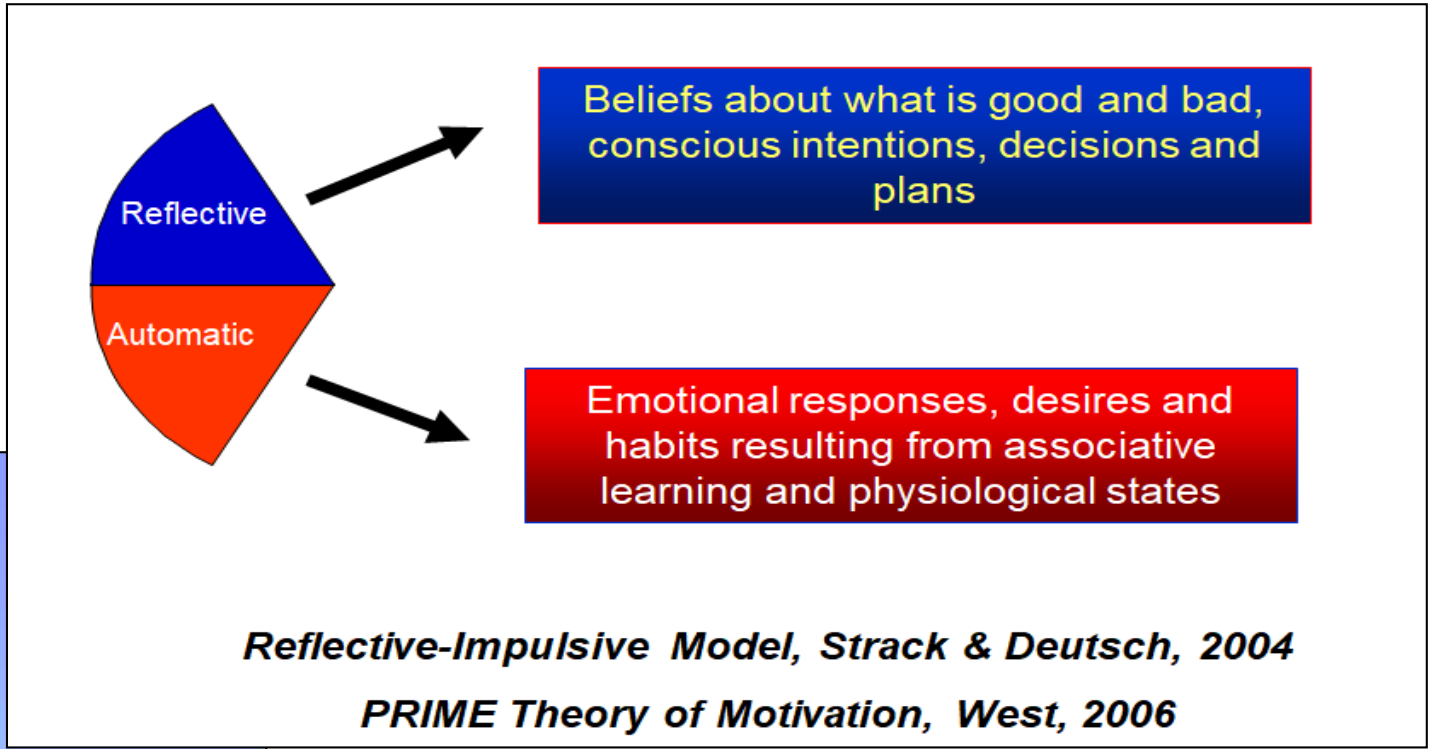
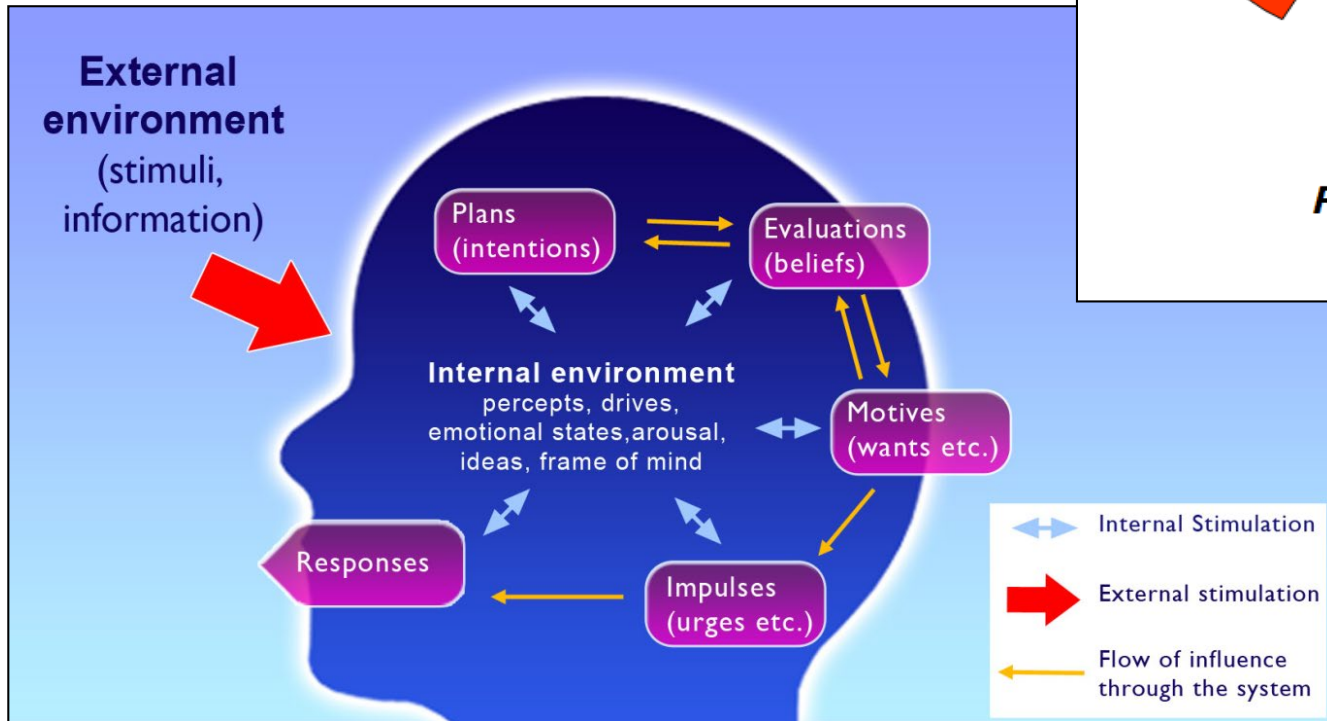
Behaviour - actions, emotions, verbalisations and thoughts

Behaviour change – change in the incidence, volumes, attitudes, motivations, etc.

Theory of Planned Behaviour (TPB) – new behaviour as a result of cognitive efforts.

It posits that individual behavior is driven by behavior intentions, where behavior intentions are a function of three determinants: an individual's attitude toward behavior, subjective norms, and perceived behavioral control (Ajzen, 1991).

Behavioural Economics – new behaviour as a result of emotional response to various stimuli. The three prevalent themes in behavioral economics are: Heuristics: Humans make 95% of their decisions using mental shortcuts or rules of thumb. Framing: The collection of anecdotes and stereotypes that make up the mental filters individuals rely on to understand and respond to events.



Consumer research on behaviour change

- Role of consumer research in developing a behaviour change strategy
- Draft strategy – research – refined strategy – implementation – progress tracking
- Importance of conceptual fit between strategy and research activities.
- Importance of continuous collaborative effort between client and research consultancy starting at very early stages, ideally prior to issuing RFP.

Types of consumer research

Qualitative: ethnography (observations, interviews) and phenomenology of consumption

Quantitative – tests hypotheses, descriptive vs causal.

Digital listening, content analysis, discourse and influence mapping.

Consumer surveys

Quantitative surveys

- Robust and efficient, deliver estimates that we then have to interpret and validate
- Opinion polls vs census
- Reliable estimates (e.g. consumption rates) vs statistical relationships/dependencies.
- Match between intervention strategy being developed and survey structure and thematics
- Target audience, population, sampling and representation
- Testing strategy through consumer polls.

Vulnerabilities of the survey method:

- a. Online panels are not random and not representative of the populations of interest
- b. Panellists are professional survey takers
- c. Response biases
- d. Data quality, fabricated data

Data fabrication in consumer research.
Way to deal/prevent data fabrication
Quality control filters are essential

	Good respondents	Straight liners	Delta
RANGE	7.77	0.32	
Attribute 1	72.96	74.29	1.33
Attribute 2	68.58	74.26	5.69
Attribute 3	68.67	74.18	5.51
Attribute 4	70.32	74.50	4.18
Attribute 5	72.53	74.16	1.63
Attribute 6	67.26	74.26	7.00
Attribute 7	59.21	73.93	14.72
Attribute 8	64.29	74.25	9.96
Attribute 9	71.04	74.17	3.12
Attribute 10	72.78	74.26	1.48
Attribute 11	67.07	74.15	7.07
Attribute 12	66.10	74.15	8.04
Attribute 13	67.90	74.01	6.11
Attribute 14	72.16	74.26	2.10
Attribute 15	66.00	74.22	8.22

Case: "Cinderella"

100-point scale, 28 attributes

Ratings of straight liners have variance < 1 point on

the 100 point scale

Straight liners invariably give more favourable ratings

Consumer polls :

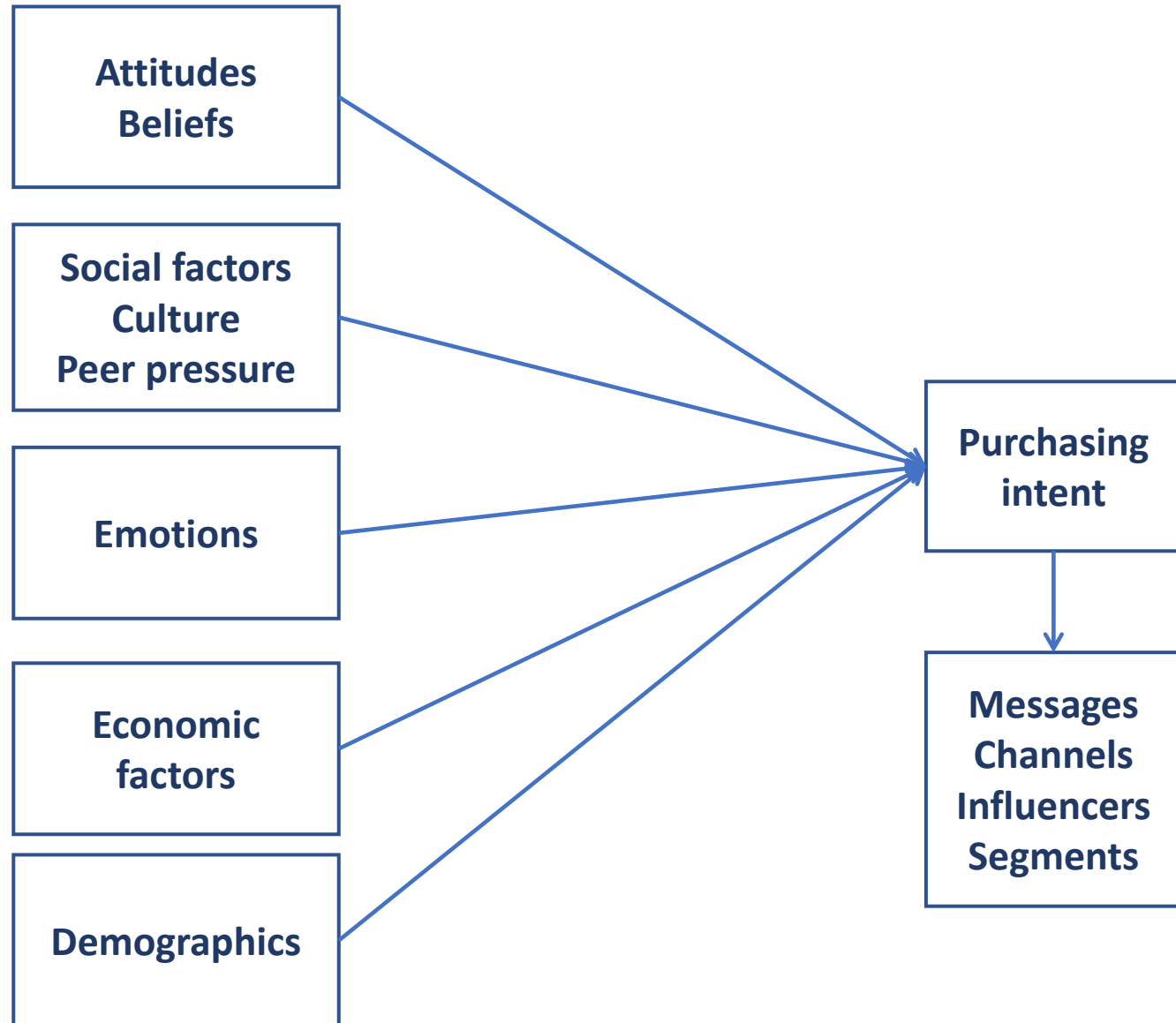
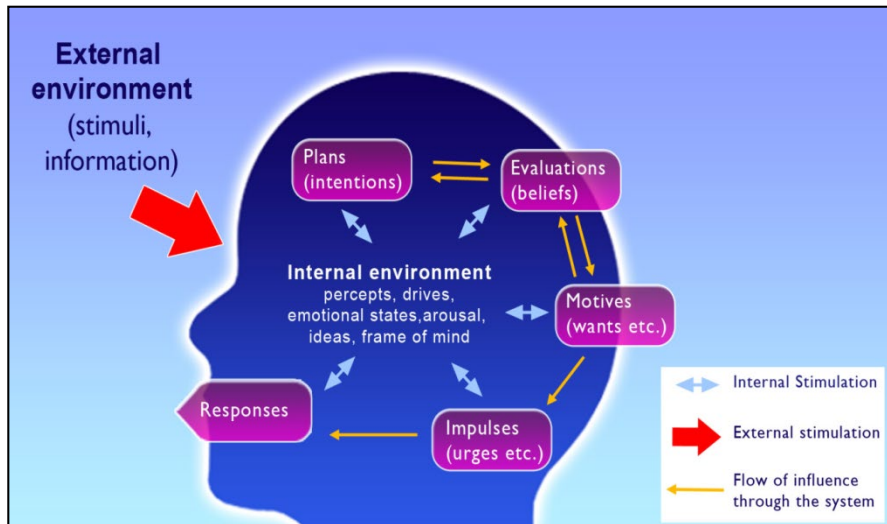
Questions to include and questions to avoid

Volumes of ownership – quantifying uncountable:

“How many items made of ivory do you own?”

- Importance of adequate goal setting.
- Research goals and research objectives are not to be confused.
- Research goal: to inform BC strategy development
- Research objectives are steps to complete in order to achieve the goal.
- Research objectives without clearly defined goals will lead to fragmented and superficial findings and weak, not actionable strategy.

Sample conceptual model for communication research



Constructing messages

Discourse 1: Status representation.

I am buying ivory because:

Status is very important in our society. Noble, sacred, precious and exotic, Ivory is harvested from wise and noble animals and brings power, happiness, confidence and wisdom to those who own it. It would be very embarrassing if the person I am giving ivory to would reject it for ethical or environmental reasons.

Discourse 3: Prestige and self-confidence.

I am buying ivory because:

I am non-conformist, non-materialistic, extravagant and generous. I truly believe that ivory increases personal strength. I really enjoy giving valuable gifts because it gives me the sense of pride and prestige.

Discourse 2: Normative acceptance.

I am buying ivory because:

Despite of environmental threats, it is OK to buy ivory for personal use or as resalable assets. Ivory makes a perfect gift but should be given only to prominent people. It would be very embarrassing if the person I am giving ivory to would reject it for ethical or environmental reasons.

Discourse 4: Anthropocentric cynicism.

I am buying ivory because:

Animals' main purpose is to serve humans' needs. A possible extinction of elephants is natural and not

Discourse 5: Fatalistic conformity.

I'm buying ivory because:

Ivory brings pride, confidence and power. Animal rights are important. However, my abstinence from buying ivory wouldn't have any impact on wellbeing of elephants.

Qualitative research

Focus groups

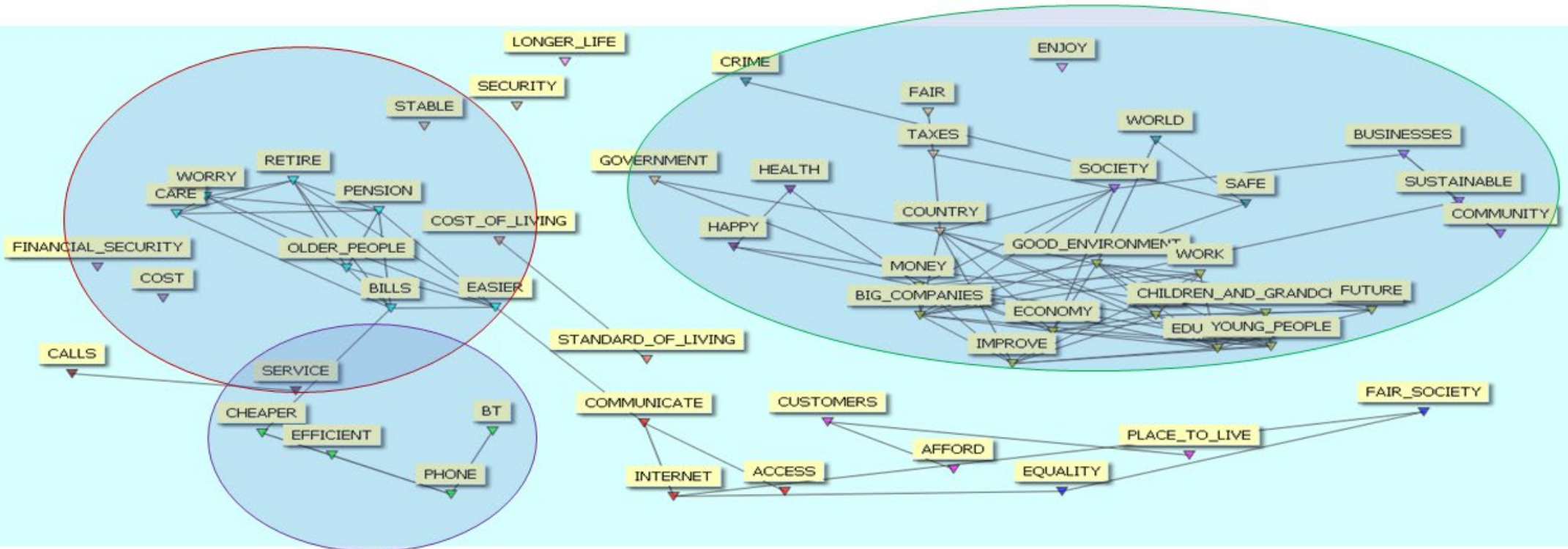
Ethnography

Phenomenology

Digital listening

- Monitoring of topic intensity
- Sentiment analysis
- Content analysis and mapping
- Identifying influencers
- Commercial platforms for digital listening
- How it works?

“A Better Future”: Structural Representation



- Two big themes “stability” (top left) and “opportunity” (top right) overarched by the path and communicational aspect of the “future”.
- “Stability” theme reflects the desire of an easier life with higher level of financial security via affordable prices, including the cost of telephone service.
- The context of X is purely business related (“service”, “pricing”, “efficiency”).
- X is in the beginning of a possible journey from delivering a comfortable life to delivering of a “fair society” that includes equality in terms of participation in social interaction (“communicate”) specifically via access and affordability of the internet..

Linking themes and influencers

