

Summary: Catalyst and Gateway Behaviours

1st Experience of consumption
e.g. gift received

2nd Experience of consumption
e.g. larger product purchased

3rd Experience of consumption
e.g. multiple products / more frequent purchases potentially

Evolution of the Consumer Archetype

Time →

More 'passive' behaviour...

...More 'active' behaviour

Enabling Factors and Influences (both positive and negative)
Behavioural theory can provide particular insights on these and how they can change consumption choice to 'stop' the next 'experience' / disrupt the purchase pathway

Easier to change using BCC
Non-'sticky' behaviour...

...Hard to change using BCC
...Super 'sticky' behaviour

Content

- Information and research needs
 - Conducting [research] to understand the evolution of the consumer archetype
 - Preparing a visualization of the journey from 'non-sticky' to 'sticky' consumption behaviours, using one 'end' commodity/ country as the lens (e.g. Tiger bones / skins in China)
 - What are the various archetypes / who are their influencers / how do they evolve / what journey do they undertake?
 - What existing models can help us understand?
- Case studies
 - Drawing together examples from other fields (Health: Sameer / Envmt: Sara)
- Tools
 - Training in Behavioural Journey Mapping

Commitments

- Heather, Gayle and Xu Ling to work on the Tiger products example
- Sameer to prepare a mapping of e.g. heroine consumption in the U.S
- 'Intervention design toolkit' to identify the significance of gateway behaviours and why the balance of effort to changing them is less than those more habitual / 'sticky'