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*

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More ‘passive’ 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

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Easier to change using BCC  
Non-‘sticky’ behaviour...  

...More ‘active’ 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 / Envmnt: 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’