

COPENHAGEN BUSINESS ACADEMY



SUSTAINABLE CONSUMER BEHAVIOR

Based on the SHIFT framework (White, Habib, Hardisty, 2019)

Agenda

- | | |
|----------------------|---|
| 10 min. | Introduktion til dagen |
| 30 min. | Introduktion til bæredygtig købsadfærd og forskellen på traditionel adfærd og bæredygtig adfærd |
| 30 min eller 90 min. | Gruppearbejde (udarbejdelse eller færdiggørelse af SHIFT præsentationer) |
| 90 min. | SHIFT præsentationer og diskussioner |
| 20 min. | SHIFT framework i praksis (denne del kan uddybes og kombineres med adfærdsdesign) |
| 10 min. | Afrunding |

Sustainability definition

Everybody is talking about it –

But what do you understand by sustainability?

Sustainability definition

Sustainability

"Meeting the needs of the present without compromising the ability of future generations to meet their own needs." (UN Brundtlags Commission, 1987)

Sustainable consumer behavior:

"Actions that result in adverse environmental impacts as well as decreased utilization of natural resources across the lifecycle of the product, behavior, or service" (White, Habib, Hardisty 2019)

Sustainable products:

"Products with a positive impact on society and/or the environment, for instance by securing fair labor practices and reducing environmental impact" (Luchs et al., 2010; Phipps et al., 2013)

The Attitude-Behavior Gap

SHIFT Framework

SHIFT Framework is based on a literature review on “*what* the main drivers of sustainable consumer behaviour are according to existing research” (JoM 2019, Vol 83(3) p31)

In the framework construct, the question is asked:
How can

- Social influence
- Habit formation
- Individual self
- Feelings and cognition
- Tangibility

be harnessed to encourage more sustainable behaviors

Key challenges that make sustainable consumption distinct from typical consumer behavior

- The self-other Trade-off
 - Traditional consumer behavior holds that consumers will choose and use products and services that satisfy their own wants and needs. Views of sustainable consumer behavior often imply putting aside wants that are relevant to the self and prioritizing and valuing entities that are outside the self
 - Consumers are more likely to select sustainable options when the setting is public or status motives are activated

Key challenges that make sustainable consumption distinct from typical consumer behavior

- Long time horizon
 - Sustainable behavior requires a long time horizon for outcomes to be realized
 - More traditional consumer behavior have consequences that are more immediate
 - People often have to undergo hedonic (nytte) costs to the self in the present to maximize some positive sustainable outcomes in the future. However, helping others can provide positive affect – the “warm glow”

Key challenges that make sustainable consumption distinct from typical consumer behavior

- The challenge of collective action
 - Sustainable behaviors often require collective as opposed to individual action. In traditional consumer behaviors the outcome is realized if the individual engages in the action alone.

Key challenges that make sustainable consumption distinct from typical consumer behavior

- The need to replace automatic with controlled processes
 - Adoption of sustainable behavior often requires overriding an automatic habit with a controlled one
 - Those who have a fresh start mindset will be more inclined to change to sustainable consumer behavior habits

SHIFT Framework

Group work: finalizing presentations (30 minutes)



SHIFT Framework

Group presentations – 10 minutes per group



S **I**ocial Influence

Social Influence

- Social norms
 - Descriptive norms (what others are doing) vs injunctive norms (what others think you should do)
- Social identities
 - Ingroups and outgroups (dissociative groups)
- Social desirability
 - Disassociation – avoiding actions that you do not want to be identified with (eg. a “female” action for a man)
 - Select sustainable options to make a positive impression on others
 - Public commitment

Social Influence

- Social norms
 - Descriptive norms (what others are doing)

- Social norms
 - injunctive norms (what others think you should do)



Uanset hvor meget vi har hældt op, så spiser langt de fleste voksne alt på tallerkenen.

KUN 8 PROCENT AF VOKSNE SPISER IKKE OP

WRITTEN BY REDAKTIONEN. POSTED IN SPISEVANER

Coronavirus: What you need to do



Wash your hands

Wear a face covering

Keep your distance

Social norms

- All norms start as injunctive norms – some become descriptive when absorbed in culture



Social Identities

- Ingroups

Identification with a group and its behavior norms can leverage sustainable behavior



Siem Reap—An army of young volunteers took part in the 4-day Water Falling Festival Plastic Clean-Up in Siem Reap province during which more than 2,000 medium sacks of plastic waste were collected in and around Tonle Sap Lake.

<https://www.plasticdisclosure.org/post/thousands-of-volunteers-collect-plastic-trash-in-and-around-tonle-sap-lake>* accessed Nov 6, 2021

- Outgroups (dissociative groups)

Competition may arise when groups not identified with show positive sustainable behaviour.

MAERSK TRANSPORTER

MAERSK TRANSPORTER, an anchor handling tug supply vessel, is heading now towards the North Pacific where will be deployed for approximately one year, collecting plastic from the ocean with specially made long floating screens, attached to the vessel, collecting plastic debris for recycling.



The partnership with The Ocean Cleanup is a natural fit for Maersk Supply Service who bring different areas of expertise to the table which, combined, play a key role in developing a solution to one of the world's most important environmental

<https://www.maersk.com/news/articles/2019/06/25/ocean-cleanup>* accessed Nov 6, 2021

Social Desirability

Sustainable behaviour may be reinforced when it is possible to engage in it conspicuously.



Copenhagen Pride 2019

Habit formation

Habit formation

- The habit discontinuity hypothesis
- Penalties
- Implementation intentions
- Making it easy
- Default
- Prompts
- Incentives
- Feedback

Habit discontinuity hypothesis

- Disruption of context can give rise to new habits



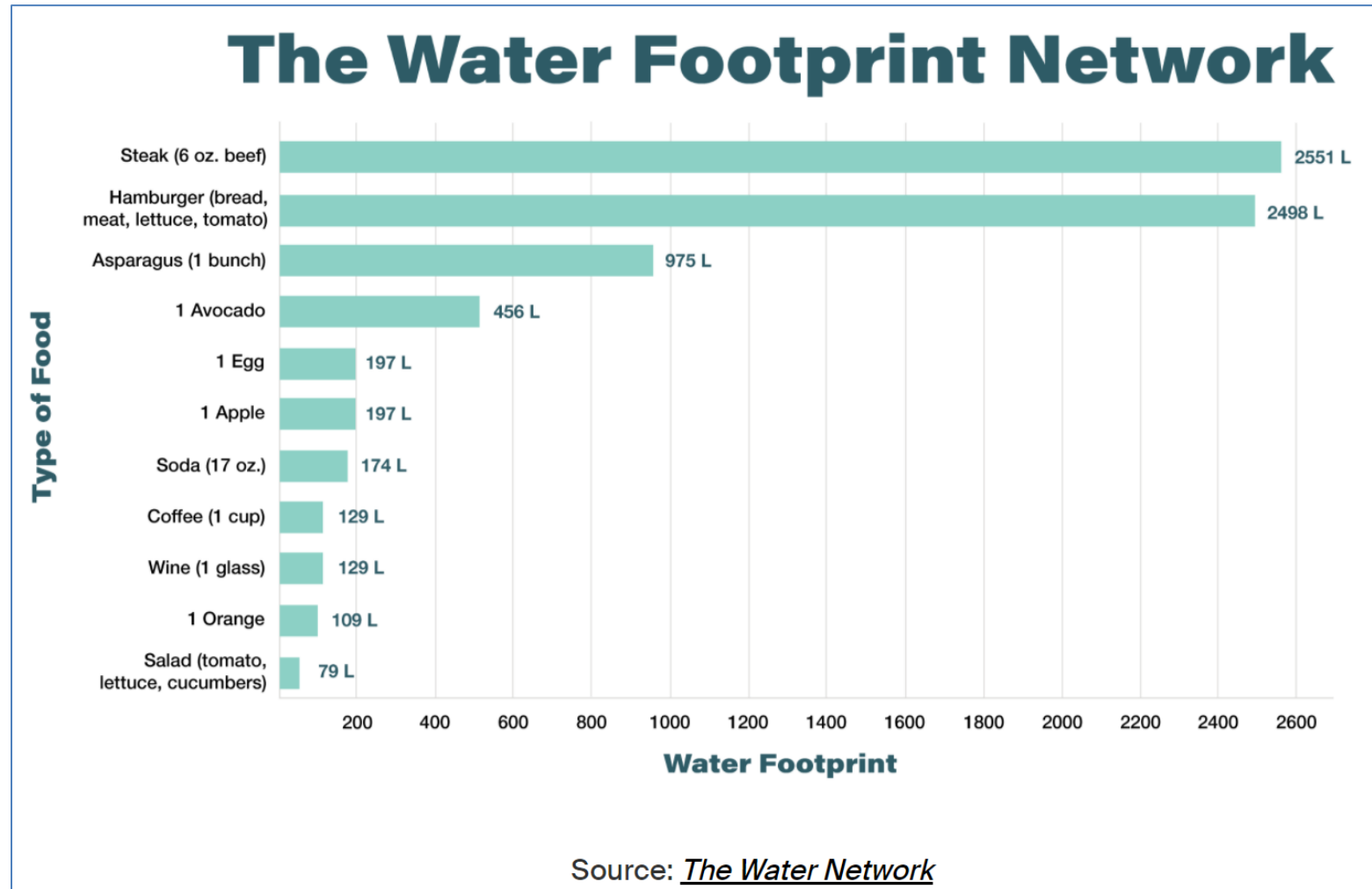
(Courtesy: Cleveland Clinic)

Penalties



Implementations intentions

Informations having people considering their behaviour:



Making it easy - Default

NEWS & STORIES

Zalando Enables More Customers to Shop Sustainably With **New Value-Based Browsing Experience**

Published on 20.04.2021

<https://corporate.zalando.com/en/newsroom/news-stories/zalando-enables-more-customers-shop-sustainably-new-value-based-browsing> * accessed Nov 6, 2021

Prompts

- Large, clear and easy to follow



Photo: Pinterest

Incentives

- Encouraging sustainable behaviour:



Aflever din pose med brugte tekstiler til Garment Collecting i din lokale H&M-butik. Vi tager imod alle tekstiler – fra alle mærker og uanset stand – også de enlige strømper, de slidte T-shirts og det faldede sengetøj. De indleverede tekstiler sendes til det nærmeste sorteringsanlæg, hvor de håndsorteres. **For hver pose tøj du afleverer, giver vi en voucher, du kan bruge til dit næste køb.** Tøjet genbruges, genanvendes og genvindes på den måde, der er bedst for miljøet.

Feedback

Storytelling about making a difference

LastObject

SHOP NOW

About Us

FAQ

Blog

Reviews

Track Order



According to WWF (World Wildlife Fund), it takes up to 5,280 gallons (20,000 litres) of clean drinking water to produce 2.2 lbs / 1 kg cotton (circa 2,000 cotton rounds). This makes cotton production the largest user of water among all agricultural commodities.

We are proud to have made a Reusable Alternative to an Everyday Single-Use Item.



the **I** individual self

The Individual self

- The self concept
 - Maintain positive self-views
 - Self affirmations
 - Self defensive reactions
 - Motivated biases
 - Identity loss
- Self-consistency
 - Personal commitment – especially if they are made in writing
 - Self assessment
 - Licensing effects: Individuals that engaged in sustainable actions will later (for some) be less likely to engage in an other sustainable action (especially for those low in environmental consciousness)

The self concept and self consistency

Living your sustainable beliefs



The Individual self

- Self-interest
 - Self-benefits (fulfillment of self-relevant motives)
- Self-efficacy
 - The belief that you as an individual can engage in a required action and that carrying out the behavior will have the intended impact
- Individual differences
 - Personal norms
 - Demographics have been shown to relate to sustainable consumption behaviors
 - Target responsive segments

Self-interest

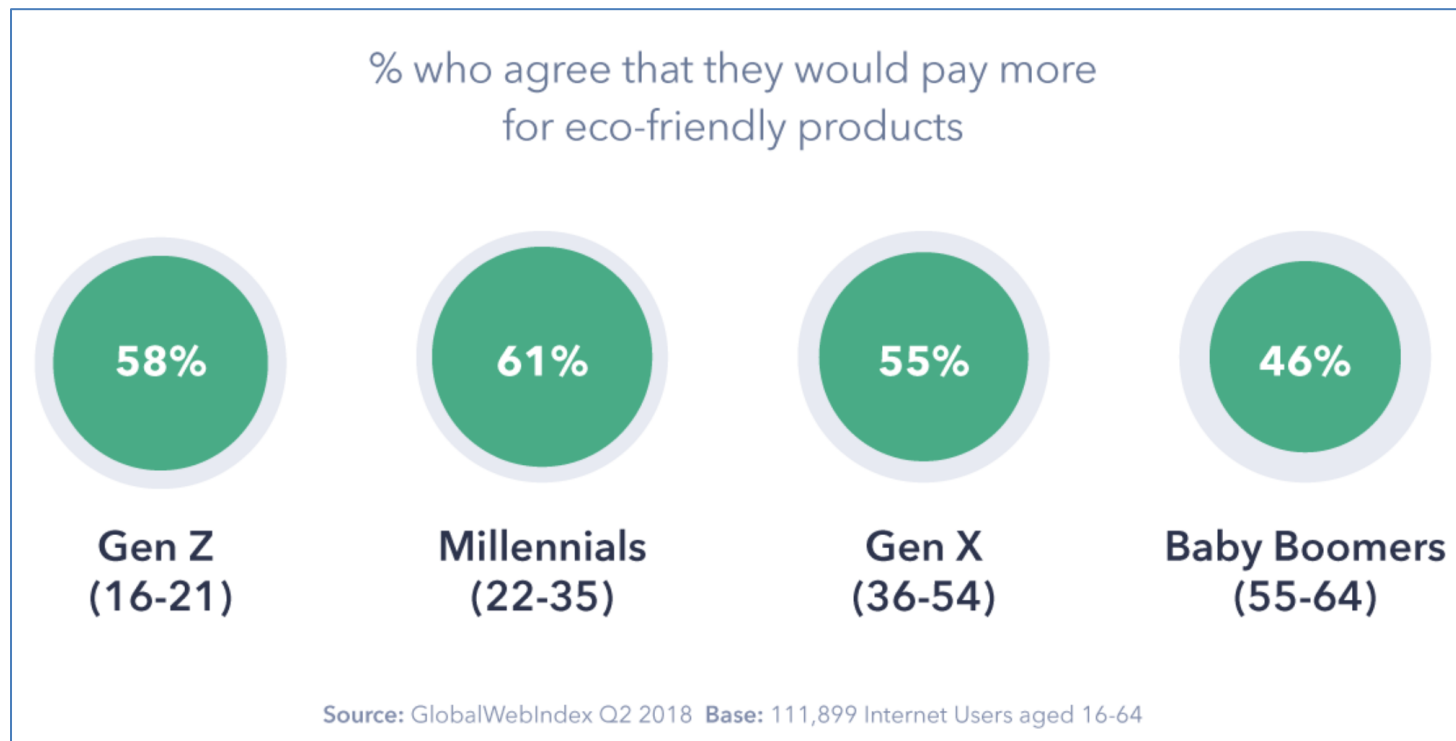
Win win if sustainability behaviour is profitable for consumer



Studies reveal that buildings use 30% more energy than needed. As energy prices rise, managing energy costs is a critical concern. Automated forecasting and billing intelligence help you track inefficiencies, predict costs, and identify opportunities to save.

Individual differences and self efficacy

- The sustainable persona? More evidence should be produced



Feelings and cognition

Feelings and cognition

- Negative emotions
 - Fear
 - Best to use moderate fear appeals combined with information about efficacy and what actions to take
 - Guilt
 - Assuming individual responsibility for the unsustainable outcomes
 - Anticipated guilt
 - When asked to consider their own self-standards of behavior
 - Collective guilt (eg your country has a substantial carbon footprint)
 - Sadness
 - Such as an energy footprint calculator (?)

Fear



Fear



LEGO: Everything is NOT awesome.

UPDATE: Great news! LEGO has announced it will not renew its contract with Shell. This is a massive victory for over 1 million Arctic Defenders globally. But Shell

www.youtube.com

Guilt

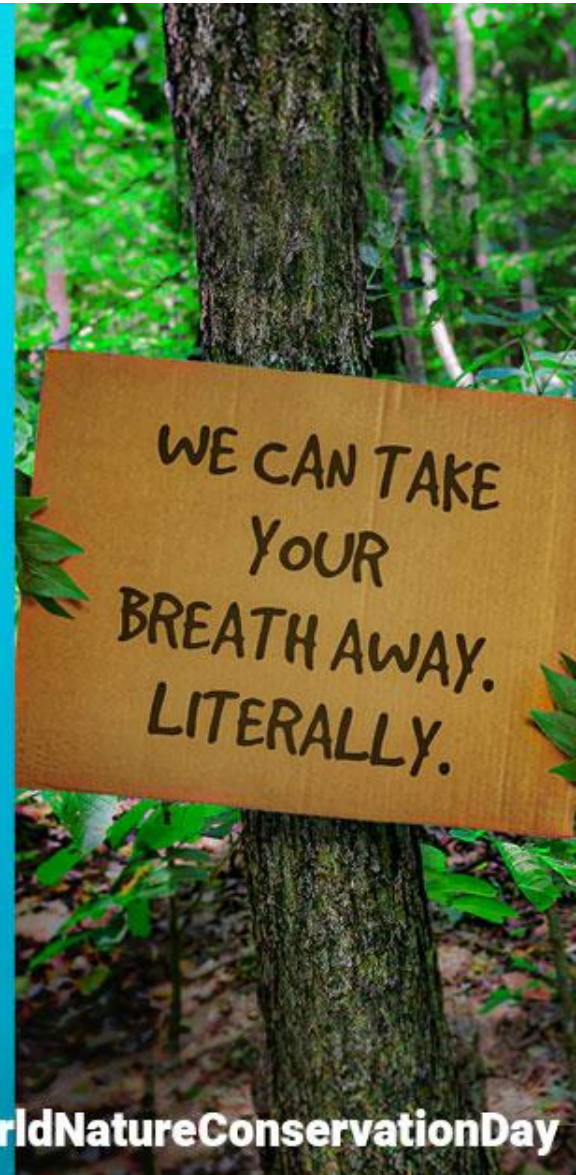


WORLD ENVIRONMENT DAY JUN 5



#BeatPlasticPollution





[#WorldNatureConservationDay](#)

Feelings and cognition

- Positive emotions
 - Hedonic pleasure or positive affect from the behavior
 - Joy and pride

RECYCLING FOR A BRIGHTER FUTURE

By turning used plastic bottles and fishnet into new fabrics and fibre fillings, we help remove harmful materials from nature.



We're big fans of wind power!

We're proud of our achievement of being 100% balanced by renewable energy, due to the investments made in offshore wind farms in Germany and the UK by KIRKBI A/S – parent company of the LEGO Group. In 2018, the energy output from our investments in renewables was greater than the energy used at LEGO® factories, offices and stores.

Feelings and cognition

- Information, learning and knowledge
 - Limiting sustainable behavior: lack of exposure to information, information overload and confusion
 - Increasing sustainable behavior: intelligence, education and knowledge
 - Interventions providing information only are often not enough to spur long-term sustainable change. Must be combined with other tactics
- Eco-labeling
 - Works best when they are certified by a third party that validates the sustainable claims
- Framing
 - Consumers care more about future losses than future gains – labels on eg energy efficient appliances should compare energy costs rather than savings

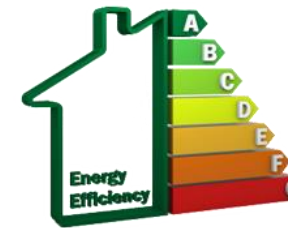
Feelings and cognition

Information overload



Source: theconversation.com

Framing:
Comparing energy cost



		
	9W ENERGY STAR certified LED bulb	43W Halogen
Brightness	Estimated Energy Cost	Brightness
800 lumens	\$1.26 per year	800 lumens
		Estimated Energy Cost
		\$6.02 per year

Eco labelling



I angibility

Tangibility

- Eco-friendly actions and outcomes can seem abstract, vague and distant from the self
- Matching temporal focus
 - Sustainability is future-focused but consumers are present-focused
 - Asking consumers to focus on future generations can reduce present-focused biases (with consumers that have a greater focus on the future) and prompting the consideration of legacy increases sustainable choices



Tangibility

- Communicate local and proximal impacts
 - Communications that relate the more immediate consequences of pro-environmental behaviors for a given city, region or neighborhood can make environmental actions and outcomes seem more tangible and relevant
 - Emphasizing personal experience with climate change and using current issues such as extreme weather.

Tangibility

- Concrete communications
 - Communicate the immediate impact of environmental problems such as climate change and outline clear steps to make a difference
 - Use techniques such as vivid imagery, analogies and narratives



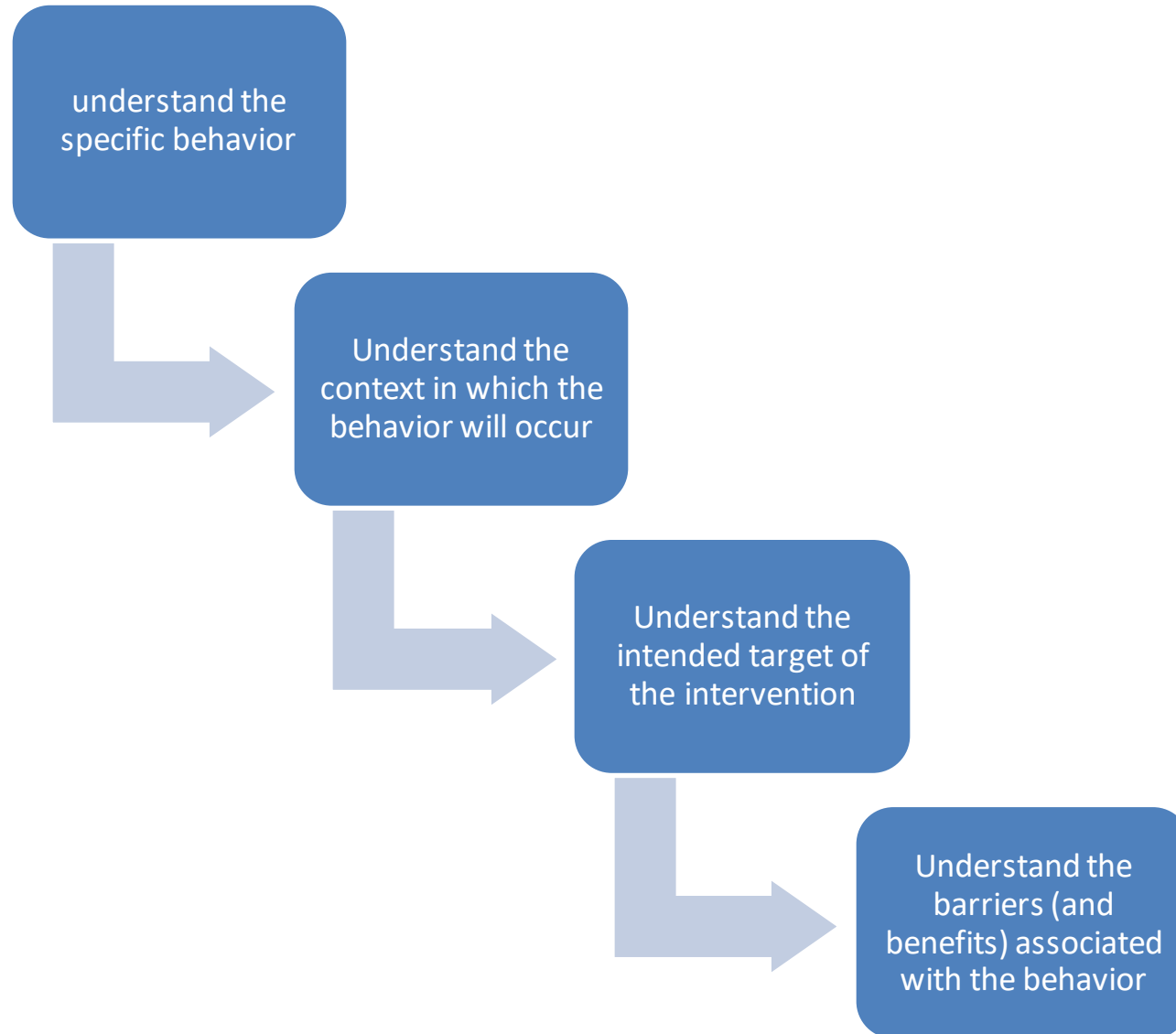
Credit: Left - Mellimage/Shutterstock.com, center - Montree Hanlue/Shutterstock.com

Tangibility

- Encourage the desire for intangibles
 - Promote dematerialization – consumption of experiences, digital products or services.
 - Sharing economy
 - Voluntary simplicity (simplify lifestyle)



How to use the SHIFT framework in practice



Tools for Sustainable Consumer Behavior Change

- Social
 - Prime or remind people of relevant descriptive and injunctive social norms
 - Show others engaging in the desired sustainable behavior
 - Link the desired sustainable consumer behavior to relevant ingroups
 - Foster healthy competition between groups to encourage sustainable actions
 - Highlight that the behavior is observable/increase observability
 - Make the behavior socially desirable
 - Encourage consumers to make public and meaningful commitments
 - Associate the sustainable consumer behavior with an ingroup the consumer identifies with

Tools for Sustainable Consumer Behavior Change

- Habit
 - Utilize discontinuity (life/routine changes) to break bad habits
 - Use penalties if you can monitor and enforce the program
 - Use implementation intentions to transition from undesired to desired behaviors
 - Make the sustainable consumer behavior easy to do
 - Make the sustainable choice the default option
 - Use prompts to create positive habits
 - Use incentives such as gifts or larger monetary incentives to encourage sustainable behaviors
 - Give individual and comparative feedback

Tools for Sustainable Consumer Behavior Change

- Individual
 - Ensure that the behavior you wish to encourage is positive/ not threatening to the self-concept
 - Link the behavior, product, or service to the self-concept
 - Encourage consumers to be consistent with their own values
 - Encourage individual commitments to behavior change
 - Appeal to consumer self-interest
 - Increase self-efficacy
 - Appeal to those with strong personal norms related to sustainability
 - Prime or remind people of their personal norms
 - Take into account individual differences and target those who will be receptive to your message

Tools for Sustainable Consumer Behavior Change

- Feelings and cognition
 - Consider activating feelings of guilt, but do so in subtle ways
 - Communicate in ways that activate some negative affect, but that also communicate self-efficacy
 - Encourage feelings of pride as a result of engaging in sustainable behaviors
 - Consider providing relevant information to consumers, but do so in combination with other strategies
 - Utilize eco-labeling and third-party certifications
 - Communicate in terms of loss framing, particularly in combination with concrete messaging

Tools for Sustainable Consumer Behavior Change

- Tangibility
 - Make consumers more future-focused, to match the future focus of sustainability
 - Communicate sustainable actions and outcomes in ways that convey proximal and local effects
 - Communicate the specific steps consumers can take, as well as what the precise outcomes will be
 - Use tangibility interventions such as vivid imagery, analogies, statistics, to communicate to consumers
 - Encourage the desire for intangibles

Steps to Using the SHIFT Framework

- **Step One. Clarify the Context:** The first step in using this framework involves being very clear in terms of what focal behavior the practitioner wishes to influence. Be very precise when thinking about what your higher-level goals are. Next, think about the characteristics of the context in which the behavior is likely to be enacted. What elements of the context are important in terms of implementing a behavior-change plan?
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- **Step Two. Identify the Target and Drivers:** The second step involves identifying the specific group of individuals that the practitioner will to influence. What segment will lead to the most impactful sustainable behavior change? What segment is more likely to be receptive to your intervention strategy? In this step, you will also uncover the motives, preferences, barriers, and benefits of the target market in terms of engaging in the desired sustainable behavior. The practitioner might look at existing research and/or may conduct their own research. Different techniques including qualitative research, surveys, in-depth interviews, and focus groups could be employed here.
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- **Step Three. Select and Apply the Tools:** Here, the marketer can think about which strategies might be most relevant. A strategy should be carefully selected based on the behavior and the context, the target market, and the barriers and benefits associated with behavior change. We outline one way to do this by considering the primary and secondary barriers, which we provide more detail on in Appendices C, D, and E.
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- **Step Four. Test Your Strategy:** Conduct a small pilot test of the selected behavior-change strategies. The marketer can use the results of the test to either move ahead with a larger-scale intervention or to go back and think about revising the strategy.
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- **Step Five. Implement and Evaluate Outcomes:** The fifth step involves implementing the behavior-change strategy at a larger scale, once a successful strategy has been identified. The practitioner can monitor and measure the outcomes of the intervention and consider using alternative tools if the objectives have not been met.

Using sustainability claims in new product introductions

- consumers respond unfavorably to sustainable new products given negative quality associations
- consumers might consider the addition of a sustainability claim to be a signal of lower quality that heightens their uncertainty about the functionality of a new product
- a high perceived CSR reputation can compensate for the negative effect of a sustainability claim on new product sales (CSR has the strongest effect on sales compared to other marketing strategies)
- for clearly innovative products, consumers' concern that the company is sacrificing quality for sustainability in developing the new products may be less pronounced (sustainability and innovativeness can be reinforcing constructs)
- price promotions are a *less* effective tool for stimulating the sales of sustainable new products than for conventional new products
- purchasing sustainable products is an ongoing commitment and that therefore promotions are less effective for increasing organic sales (but lowering prices might be effective)
- As sustainability becomes more mainstream, achieving a competitive advantage with a sustainability claim becomes more difficult