



Applying 'Nudge' principles to consumer behaviour change

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Welcome



- Associate Waste & Resource Management Consultant
- Fellow of CIWM
- 35 under 35 Awards winner 2018 and 2019
- Chartered Waste Manager and Chartered Environmentalist
- Former LA Recycling Officer
- 13 years of sector experience





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Agenda

- Introduction
- Perceptions
- Behavioural Insights
- Behaviour Examples
- The issue with 'guilt marketing'
- Charges versus discounts
- Capitalising on Social Norms
- Conclusions
- What's next?

Introduction



- Emergence of novel marketing techniques
 - Grounded in research
 - Practical evidence
 - Based on observed human behaviours
- Understanding why people behave in a certain way
- How they are likely to respond to different methods of engagement

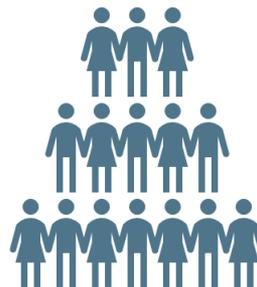


Perceptions



- Public are more accepting of certain types of negative behaviour
- The context of the behaviour is important to how serious the incident is perceived to be

People are more likely to do something if they perceive that is what the majority are doing



Behavioural Insights

- Applying psychology
- Making techniques **more representative of human behaviour**
- People will naturally behave like most

Behaviours shape attitudes





Behaviour examples

- Reducing conscious 'effort' **more effective** than offering discounts or other financial savings
- Evidence of being caught in the act makes people more likely to respond
- Laws and punishments are **less effective** at getting people to **start** doing something than **stop**
- Campaigns to get people to **not** do something can prime the brain to do the opposite



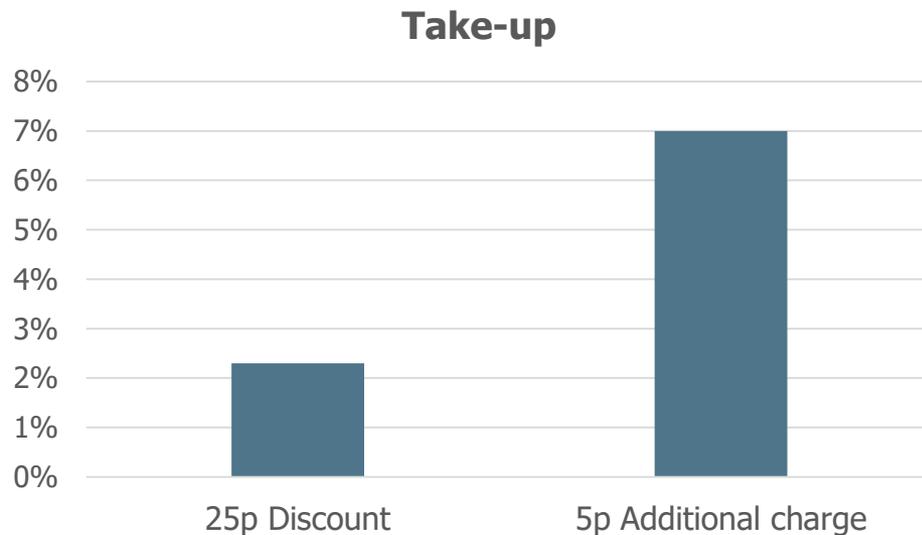
The issue with 'guilt marketing'

- Trying to 'shame' people into doing the right thing generally ineffective
 - Fear does not spur people into action
 - Pressure to buy the 'right' things isn't enough on its own
 - Convenience outweighs conscience
- OR
- People feel powerless to act if scale of issue too great

Charges versus discounts

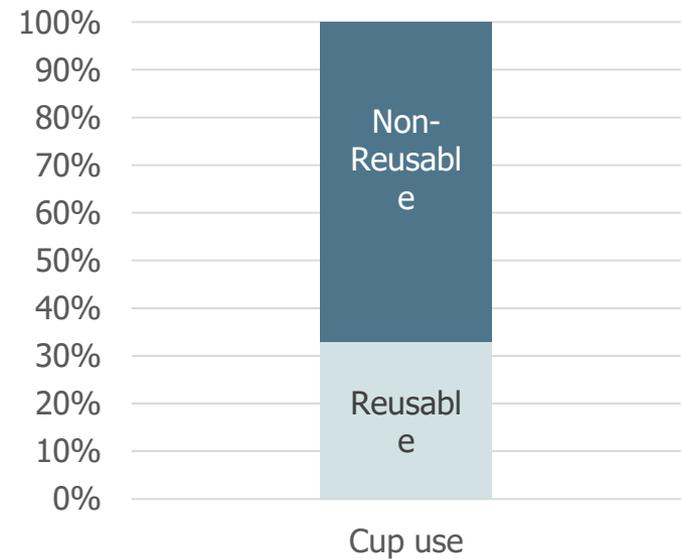
Charges work better than discounts!

- Coffee cups – small charges more effective than larger discounts
- Hubbub example



Charges versus discounts

- University of Winchester



Adding a 'penalty' to base cost is more effective

Social Norms



- Public shaming changes perception of what is the 'norm'
 - Fly-tipping campaigns have resulted in increases in incidents
- If it is a behaviour 'everyone else' is doing then people will go along with that
 - Telling people what everyone else is doing can change behaviour
- Smoking ban – not smoking is the new 'norm' and is now largely self-policing



Conclusions

- Increase in the use of psychology in behaviour marketing
- The power of conforming to what is **socially acceptable** has had a **far greater impact than legislation and penalties**
- **Charges are more effective** than discounts

Use the power of social norms



What's next?

- Rise of refill
 - Not just dedicated refill shops
 - Waitrose and Morrisons
- Fresh produce counters

Could bringing your own containers be the norm?

Could we see the coffee cup approach to other produce?



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