Insights from the shopper’s trolley: the challenges of behavioural change

Professor Andrew Fearne
Outline

- Measuring Behavioural Change
- Enabling and Sustaining Behavioural Change
  - Carbon labelling
- Conclusions
What will you remember?

- Our understanding of behavioural change is incomplete due to fundamental flaws in our (conventional) research methods.
- Sustainable consumption and behavioural change is an aspiration not a reality – those of us who care want to believe that consumers will ‘see the light’ but social and environmental sustainability are simply not on the radar of the masses.
- The barriers to sustainable consumption and sustaining behavioural change are far more powerful than the enablers – the market is failing and stronger regulation is inevitable (if those who really care have the courage).
Orientation
Flagship Project - Who Buys My Food?

- **Structure**
  - Partnership between NBS, dunnhumby and Tesco

- **Mission**
  - To help farmers and small food producers improve their businesses by increasing their understanding of **shopper** behaviour

- **Delivery Model**
  - Industry funded PhD students and research assistants
dunnhumby data

- 2 years of weekly supermarket transactions
  - 1.9 million shoppers
  - Over 30,000 food products
- Segmented by:
  - Geo-demographics (Cameo)
  - Detailed Lifestyle
  - Lifestage
  - Region (TV)
  - Retail Channel
  - Simple Lifestyle
  - Retail Format
Assisted over 600 SMEs over the last decade

- Two thirds have used shopper insight for market/brand development
- A third have used shopper insight to retain or increase their business with retailers
- A third have used shopper insight for NPD
- A quarter have used shopper insight for promotional planning and range reviews
Case Studies: www.uea.ac.uk/norwich-business-school/who-buys-my-food

• Promotion
  - KG Fruits – Raspberries
  - Long Clawsons – Blue cheese
  - Fiddleford Mushrooms
  - Bath Ales

• NPD
  - Coastal Grains – Rapeseed oil
  - Sue Gwilliam – ‘Get Real’
  - Rebecca Rayner – Glebe Flour
  - Morelli’s – Ice Cream
  - Provenance Salads

• Market/Brand Development
  - Sarah Petit - Organic vegetables
  - James & Lucy Barclay – Speciality beef & pork
  - Sunnyfields Organic – Organic retail
  - Anthony & Lucy Carroll – Heritage potatoes
  - Paul Southall – Runner beans
  - Dingley Dell – Fresh Pork
  - Donnelly Horticulture – Salad crops & cut flowers
  - Cornish Country Larder
  - Burts Chips
Measuring Behavioural Change

- Change behaviour
- Attitude – Intention - Behaviour Gap
- Change attitudes
- Increase Knowledge
- Raise Awareness

Necessary but not sufficient

Need to evaluate impact here
not here
Measuring Behavioural Change

Value propositions **must**:
- Be clearly targeted
- Communicated effectively
- Delivered consistently

Necessary but not sufficient

- Raise Awareness
- Increase Knowledge
- Change attitudes
- Create enabling environment
- Change behaviour

Need to evaluate impact here

not here

Measuring Behavioural Change
Enabling and Sustaining Behavioural Change

• Increasing the use of carbon labels – young families

• Reducing obesity – single parent families
Conceptual Framework

**INTENTION**

**BEHAVIOUR**

**MOTIVATION**

**ABILITY**

**OPPORTUNITY**

**PRE-STORE SITUATIONAL FACTORS**
- e.g. Awareness, knowledge, meal occasion, shopping mission

**INDIVIDUAL CHARACTERISTICS**
- e.g. attitudes, values, beliefs

**IN-STORE SITUATIONAL FACTORS**
- e.g. marketing (packaging, labelling, promotions), merchandising (availability, POS)

**NON PURCHASE**

**PURCHASE**

Important enabler but long term and difficult to change – key role for education

Some scope for intervention – raise awareness and increase knowledge

Most scope for intervention - behaviour change
Research Methodology

- **Stage 1**
  - Establish current *behaviour* towards carbon labelled products (analysis of dunnhumby data)
  - Identify reasons for current food purchasing *behaviour* and current awareness, understanding and use of carbon labelling (barriers to *behaviour change*) (Focus groups)

- **Stage 2**
  - Experimental Intervention (pre-store and in-store)

- **Stage 3**
  - Determine impact on understanding and awareness (store exit questionnaire, parent questionnaire, teacher interviews) and *behaviour* (dunnhumby data)
Interventions – Pre-Store

Primary Schools – curriculum materials & carbon footprint week
Interventions – In-Store

Helping you to help the environment

Look out for the carbon footprint label we have put on over 100 Tesco products. It's there to help you understand the product’s environmental impact and give you information to make a greener choice.

To find out about your carbon footprint and how to reduce it visit tesco.com/greenerliving

Every little helps

What is a carbon label?

You have asked us to find ways to make it easy to identify the carbon footprint of your shopping. So we joined forces with the Carbon Trust to put a carbon label on some of our products.

How will it help?

We hope that this simple label will allow you to easily understand the carbon footprint of individual products – and therefore help you to reduce your carbon footprint. Remember, almost half of your footprint comes from products you buy and services you use.

Which products have a carbon label on them?

The following Tesco products have a carbon label on them: potatoes, orange juice, washing detergent, tights, milk, kitchen towel and toilet tissue.

For each product, we compared a variety of different types. For instance, we compared chilled fresh juice with cartons of juice made from concentrate to see how the carbon footprints differed.

What do the Carbon Trust do?

They manage the carbon labelling scheme which Tesco, with other companies, are using. They have helped develop the methodology for calculating product carbon footprints and they certify our calculations. You can find out more at www.carbon-label.com

Tell us what you think about the label!

We would love to know what you think of this label, and whether you find it helpful. Write to Climate Change Team, Tesco Stores Ltd., Cheshunt, EN8 9GL.

working with the Carbon Trust

CO2

This visual is only approximate. Actual garment, print sizes and colours may differ.

UEA University of East Anglia
Impact - Reported

Teachers

- Positive feedback on the education pack
- Highlighted complexity of carbon label concept despite good level of enthusiasm, interest and understanding about environmental issues in general
- Two teachers commented on children bringing carbon labelled products into school suggesting the message had been passed on to parents
- Teachers felt trial stores were too far away for some parents, so homework was either not done or completed at a different (closer) Tesco store
Impact - Claimed

Parents

- 70% claimed their awareness of carbon labelling increased as a result of their child’s involvement in Carbon Footprint Week.
- 54% claimed their understanding of carbon labelling increased as a result of their child’s involvement in Carbon Footprint Week.
- 28% claimed that they had purchased low carbon products as a direct result of their child’s involvement in Carbon Footprint Week.
Impact - Claimed

Shoppers

- Without prompting, 32% of respondents noticed something different in the store (19% noticed the leaflets, 10% noticed the green T-shirts but only 1 respondent noticed the shelf talkers)
- When prompted, 17% claimed to have noticed more information in store about carbon footprint labels, of which the majority noticed the leaflets (nobody mentioned the shelf talkers)
- 20% claimed awareness of Tesco’s carbon labelling
- 10% claimed they had previously made a purchase decision specifically due to the information on the carbon label
- 28% said that carbon labelling will definitely influence their purchasing behaviour in future (53% said it would possibly do so)
Conclusions

Looking at markets in aggregate and exploring behaviour from a distance leaves us ‘blind’ to the reality and heterogeneity of **shopper** behaviour.
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THANK YOU!

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