

MARKETING A DIFFERENCE:

A BRAND OWNER'S GUIDE TO MOTIVATING SUSTAINABLE CHOICES

THE PLANET IS CLOSE TO BREAKING POINT...

It is undeniable that consumerism has played a big part in the climate crisis that we are now facing, and so it must also be a significant part of any solution

Encouraging buyers to make better and more sustainable choices has never been more important and there are clear signs that more people are more motivated to buy with sustainability in mind.¹

To address this motivation, marketers often use the various 'green nudge' guides that are available for promoting sustainable behaviour.²



... UNLESS WE CAN CHANGE OUR BEHAVIOR

However, it is difficult to build a strategy or campaign on a 'nudge' because they do little to address the 'attitude-behaviour' gap between the sustainable options that consumers say they want, and what they actually buy³

This report instead gives marketers **12 motivations** to tap into with their products and services – with the aim of shifting buyers from sustainable intention to meaningful action!

It is a **proven path to success**, with those that unlock sustainable motivation proving **both a moral and business imperative**.

THE SCIENCE OF CHANGING BEHAVIOUR

Motivations move people. Our motivation for doing something is one of the three variables that drive our behaviour, according to the highly-respected and scientifically-validated 'COM-B' model of behaviour.⁴

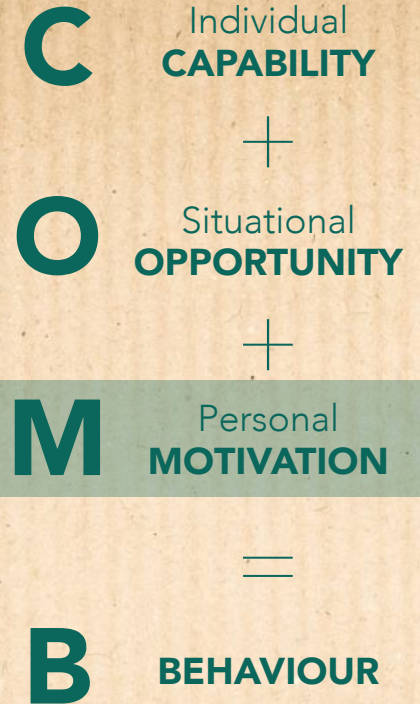
The COM-B model explains behaviour (B) as the simple output of personal motivation (M), situational opportunity (O), and individual capability (C).^a

It's the same logic that detectives and lawyers use to ascertain the innocence or guilt of suspects. Did they have the means (capability), opportunity and critically, motive to commit the crime?

COM-B is useful for marketers because it provides **three simple, levers to influence sustainable consumption**. Improve people's capability to buy better by offering knowledge, tools and skills. Enhance situational opportunities to buy better by increasing the physical and mental availability (salience) of sustainable choices. And/or appeal to the motivations that drive sustainable behaviour, such as personal gain, pleasure, and social norms.⁵

Of course marketers can use all three levers, but **this guide focuses on harnessing the motivational M of the COM-B model**.

COM-B FRAMEWORK



WHAT IS MOTIVATION?

Motivation is what drives behaviour.⁶ According to the APA (American Psychological Association) definition, motivated behaviour is goal-directed action that has energy, direction and purpose, such as when we are motivated to satisfy a need or a want or to secure a reward. The motivations that lie behind our behaviour can be conscious or unconscious, overt or hidden, and intrinsic or extrinsic.

CONSUMERS WANT BRANDS TO TAKE ACTION ...

Products with sustainability claims now account for **50% of all growth in FMCG** ⁸

47% of people would stop using a brand's products & services that violated their personal values. Sustainability topped the list⁹

Over **50%** of people now want to buy brands which are more sustainable ¹⁰



81% of people feel strongly that companies should help to improve the environment¹¹

80% want Brands to tackle societies problems ¹²

90% of people feel brands and companies have a responsibility to take care of the planet and its people¹³

Products with sustainability claims **grow 6X faster** on average than competitors⁸

THE 12 MOTIVATIONS ON A PAGE

When looking to motivate behaviour, businesses and brands can either highlight drivers (most important for accelerating preference) or address sustainability barriers (most important for convincing sceptics) we have explored 6 of each to make up our 12 key motivations for sustainable behaviour.

DRIVERS TO PUSH



1 ALTRUISM
Motivated by desire to help



4 FAIRNESS
Motivated by sense of justice



2 NEWNESS
Motivated by innovation



5 BELONGING
Motivated by affiliation



3 STATUS
Motivated by esteem and rank



6 HEDONIA
Motivated by pleasure

BARRIERS TO ADDRESS



7 REACTANCE
Motivated by freedom



10 DENIAL
Motivated by making a difference



8 VALUE
Motivated by value (benefits – costs)



11 TRADITION
Motivated by heritage and nostalgia



9 PATRIOTISM
Motivated by national pride



12 DISGUST
Motivated by purity