

The Marketing of Behaviour Change Techniques for Public and not for Profit Organisations

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Abstract

Public and not for profit organisations increasingly apply behavioural insights to encourage behaviour change. Past frameworks for behavioural approaches, typically focus on the behaviour change techniques themselves, but fail to integrate them with strategic and operational marketing considerations. We introduce a novel framework that categorizes behaviour change techniques into Reasoning and reminders, Emotions, Social influence, Habits, Assistance, Pecuniary and material incentives, and Environment (RESHAPE). Answering calls for convergence of social marketing and behavioural science approaches, RESHAPE is embedded in the marketing literature to allow public and not for profit organisations to systematically think about how to market their interventions to their audience. The framework can be applied to all domains, including health promotion, pro-environmental behaviour promotion or social integration.

Keywords

Behaviour change, social marketing, behaviour change framework