

## More than Just a Nudge: Customer-centred promotion of sustainable mobility behaviour in outdoor tourism

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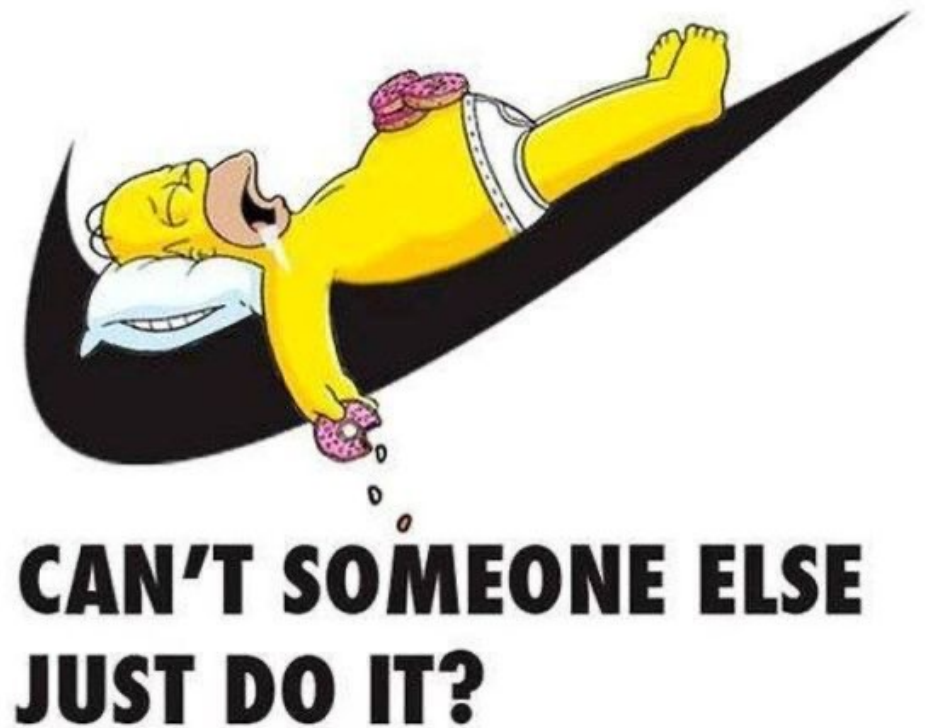
**MONA**



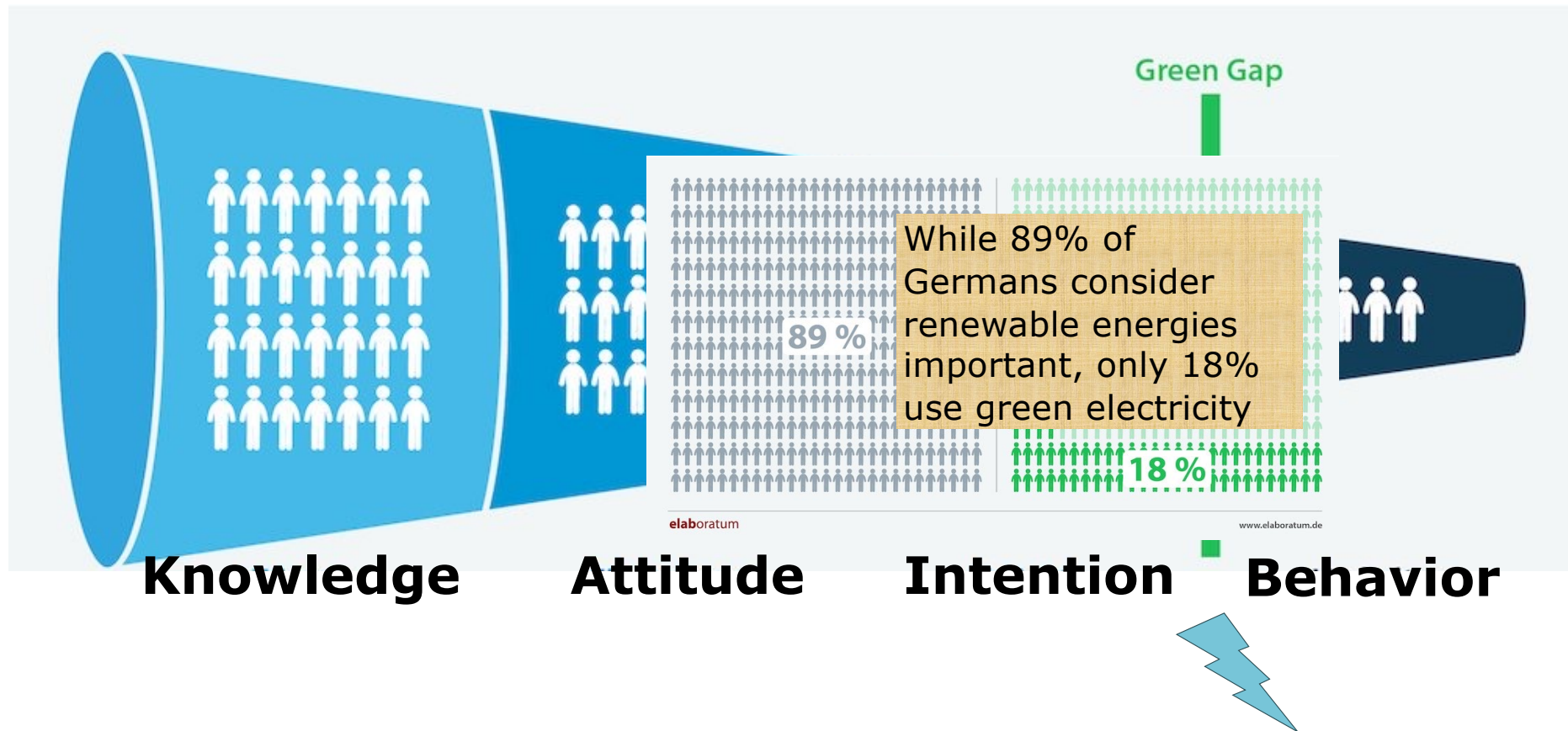
## Attitude-Behavior Gap

= paradox between "saying" and "doing"

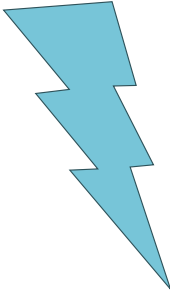
The gap between declared concern for the environment on the one hand and actual consumer behavior on the other is known in psychology as the "attitude-behavior gap» (sometimes also «value-action gap»).



Why is this important for the sustainability debate?



## The Green Gap - Does effectiveness depend on the right target group?

- 75% of respondents in the study by Roman et al. (2021) show a fundamentally increased willingness to pay for a more sustainable travel experience.
  - Pulido-Fernandez et al. (2016) customer segment with a high level of "sustainable intelligence" is willing to pay more to visit a more sustainable destination.
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- Only 5-10% of respondents would be willing to pay even a moderate sustainability surcharge (Reuters, 2021).
  - Only a small percentage of consumers use (voluntary) CO2 compensation payments.

## Overcoming the Green Gap with Green Nudging

- Nudges are one (but not the only) design element of choice architecture.
- Nudging means designing a decision environment in such a way that the decision or the behavior of a person is systematically influenced.
- However, this is done without restricting freedom of choice and by avoiding (purely) monetary incentives.



<https://www.green-nudges.com>

Thaler and Sunstein (2008)



## Nudging in Tourism

- Social Influence
- Defaults
- Framing
- Simplifying/Convenience



CIPRA International

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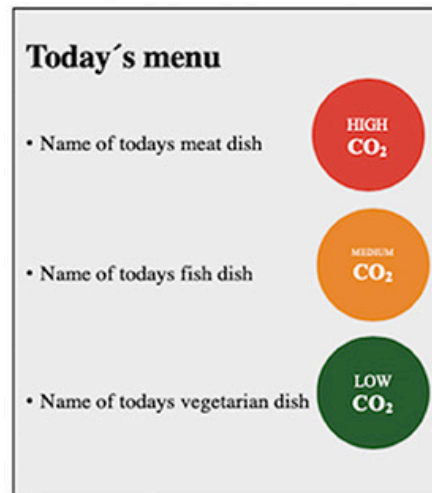


Temperature control in the hotel industry, for example, using smart meters. Reduce the temperature by default and clock the adjustment easily and simply (Brown et al., 2013)

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**Traffic-light labeling**



Reduced sales of meat with 9%

**Single-green labeling**



No effect

**Single-red labeling**



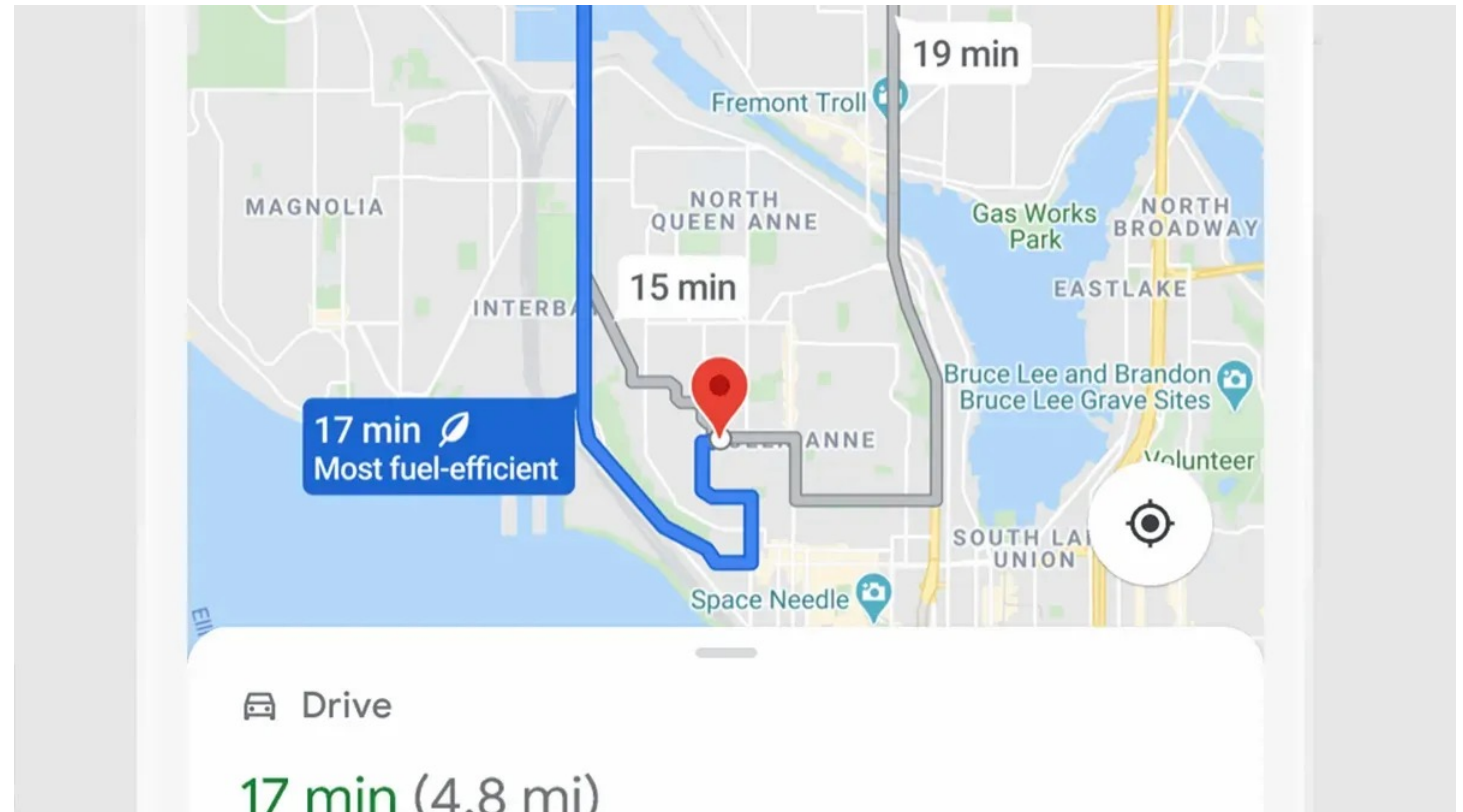
No effect

Slapø et al. (2019)



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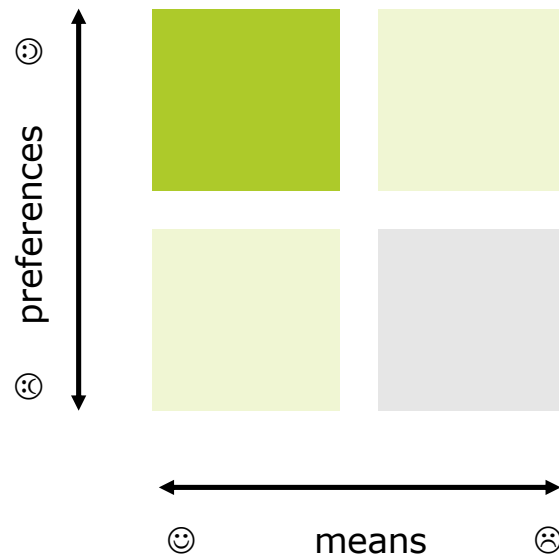
## What makes nudging attractive

Enforcing sustainable behavior while maintaining a positive image and decision-making autonomy.



## Customer centred nudging (Target Nudging)

The heterogeneity of the findings on nudging studies shows that a less generalized approach should be taken here, and that the focus should be more on the preferences and means of specific target groups.





Engelberg/POW study (2022) – The intention-behavior gap was apparently too big...



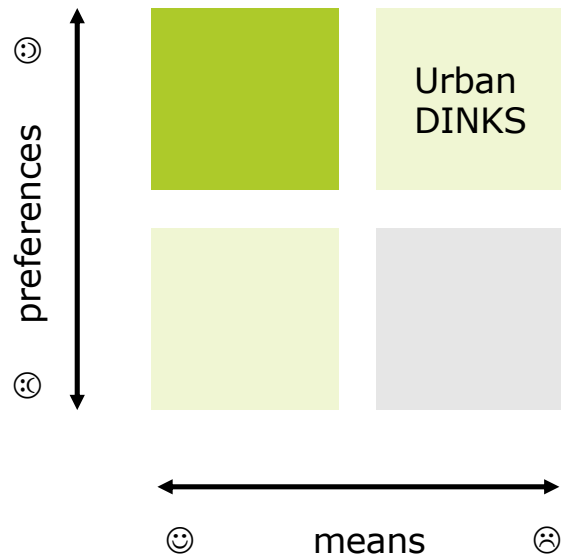
People who had travelled to the destination by car received a postcard that visualized the CO<sub>2</sub> savings as a nudge. Drivers could have redeemed this for an attractive voucher on their next visit - provided they had traveled by train.

## Target Nudging

- Social Influence – identify relevant comparison group, addressing target group directly
- Defaults – know preferences of your target group (avoid dark nudges)
- Framing – know values of your target group
- Simplifying/Convenience – valid for any behavioral intervention
- ... and always assume that one single Nudge is rarely enough



## Target Nudging in Arosa/Switzerland



## Be a smart Choice Architect

### **Make it easy**

- Defaults!!!
- Remove or add frictions
- Change choice environment

### **Make it attractive**

- Frame messages positively and highlight co-benefits
- Use smart incentives

### **Make it timely**

- Emphasize present benefits
- Help people plan and follow through

### **Make it social**

- Highlight other people's sustainable behavior
- Harness identity

- I. Choose your target behavior
- II. Understand your context
- III. Design your intervention
- IV. Test the effectiveness
- V. Reflect and Redesign

## Literature

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Thank you!

**Hochschule Luzern**  
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Dozent

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