

The "Cheat Sheet" for Tracking Consumer Behaviors in Nutrition and Agriculture

June 26, 2023



Credit: Feed the Future/Yamba Malawi



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LEARNING OBJECTIVES

By the end of the session, participants will be able to:

- Articulate a shared concept or definition of consumer demand in nutrition-sensitive agriculture.
- Identify and unpack elements of consumer demand to measure in nutrition-sensitive agriculture with a demand generation focus.
- Practice identifying program adaptations based on consumer demand data for their own programs and contexts.



Credit: Feed the Future, Myanmar/Sithu, ACDI/VOCA

STICKY NOTES RESULT REVIEW

What does consumer demand mean to you?



Feed the Future Mali Sene Yiriwa/Hamdia Traore, DevWorks International

DEFINING CONSUMER DEMAND

- Consumer Demand is a behavior
 - Behavior is defined as **a specific action performed by a specific actor/audience at a specific time or place.**
- To focus our efforts on supporting consumers who are most vulnerable to poor nutrition outcomes, we define the consumer demand behavior as—
“Low-income consumers **regularly purchase** nutrient-rich foods.”

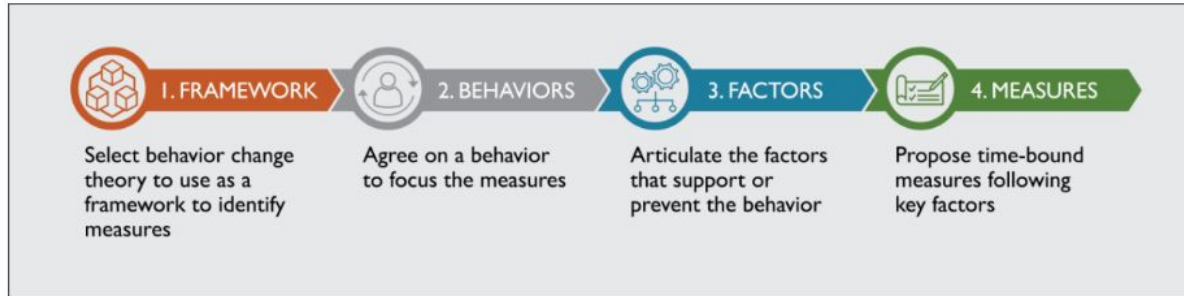
THE IMPORTANCE OF CONSUMER DEMAND

- Increased safety and availability of supply
 - Demanded by high-income urban communities
- Desire to increase demand in low-income, rural populations
- Demand generation efforts in public sector nutrition programs vary in success
 - Variety of ways to measure and define change, progress, and success



THE IMPORTANCE OF MEASURES FOR CONSUMER DEMAND

- Understand **how** demand is generated for healthy diets.
 - Faltering points along the full impact pathway of demand generation and explain **why**
- Incremental measures are needed to understand impact and where and how to adjust programs
- No validated measures available
- Used a process to develop our own measures.



COM-B MODEL OVERVIEW

To guide the development of measures, we reviewed several theories and behavior change models; we selected the Behavior Change Wheel, which is based on the Capability-Opportunity-Motivation to Behavior (COM-B) model (Michie, van Stralen, and West 2011):

- **Capability:** physical strength, skills, and psychological ability
- **Opportunity:** environment and social opportunities
- **Motivation:** automatic and reflective of brain processes through plans and evaluations.

Figure 1. Behavior Change Wheel



UNPACKING ELEMENTS OF CONSUMER DEMAND



Figure 1. Behavior Change Wheel

CONSUMER DEMAND MEASURES

Prioritized Consumer Demand Measures for Testing

Behavior	Average frequency of household purchase of [program-promoted nutrient-rich food] in the previous month
	Percentage of households consuming purchased [program-promoted nutrient-rich food] the previous day
Capability	Percentage of consumers who know where to buy the [program-promoted nutrient-rich food]
	Percentage of consumers who think that locally available [program-promoted nutrient-rich food] is safe
Opportunity	Percentage of consumers who feel they were able to access [program-promoted nutrient-rich food] in the last month
	Percentage of consumers who paid a price that was at or below what they were expecting to pay for [program-promoted nutrient-rich food]
Motivation	Percentage of consumers who report that family members or trusted influencers expect them to purchase the [program-promoted nutrient-rich food]

CONSUMER DEMAND CAN BE DIFFERENT IN EACH CONTEXT

- Gather and review existing research
- Conduct formative research to fill in the gaps
 - Focus on the behavior (repeat purchase)
 - Understand the factors (barriers and motivators) that influence consumer behavior



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INSTRUCTIONS: COMMUNITY SIMULATION ACTIVITY

- Walk around “door to door” to learn about consumer demand from different community members’ perspectives!
- Think about what factors help or hinder each community member in purchasing the activity-promoted nutrient-rich food.
- We will discuss in small groups after **20 minutes**.



Photo by Mark Wambui, Africa Lead

SMALL GROUP DISCUSSION - 30 MINUTES

- As a small group, discuss what you observed in the community
- Using the bag of measures handout, please answer the question:

Which of these measures will help us track progress towards consumer demand?

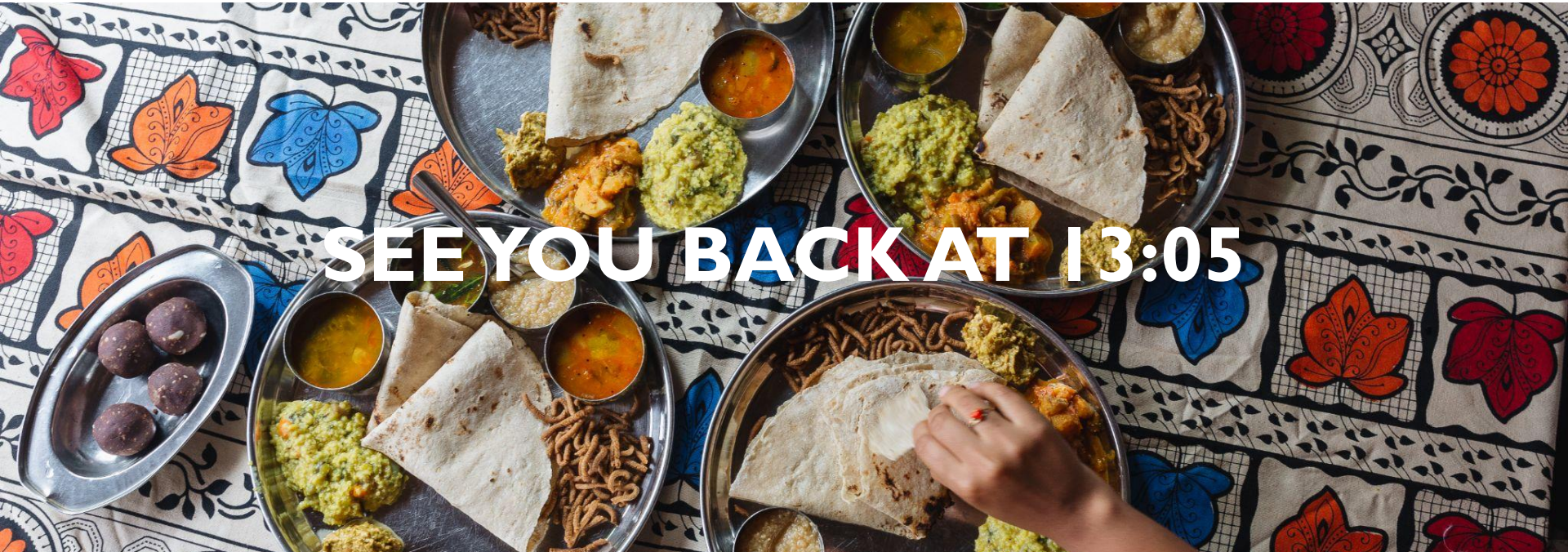


Photo credit:: Hamdia Traore/DevWorks International



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LUNCH BREAK



SEE YOU BACK AT 13:05



USAID
FROM THE AMERICAN PEOPLE

Photo Credit: Liam Wright, Smart Food, ICRISAT

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QUICK RECAP

- Understanding Community Context
Activity recap
- Translating Context to Consumer Demand
Measure Discussion group report out



Photo credit: Clément Tardif/NCBA CLUSA



**WE WANT TO HEAR FROM YOU
ABOUT YOUR PROGRAM CONTEXT**



Photo Credit: Thais Bessa, ILRG

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CHEAT SHEET FOR MEASURING DEMAND

- See handout - The “Cheat Sheet” for Tracking Consumer Behaviors in Nutrition and Agriculture
 - “List of measures” included



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CONCLUSION AND QUESTIONS AND ANSWERS



Photo credit: Adam Finch/Root Capital



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