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## MAPPING MOTIVATIONS

Combatting consumption of illegal wildlife in Viet Nam

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# INTRODUCTION AND CONTEXT

This report summarizes the results of research regarding the motivations of consumers of endangered wildlife in Viet Nam, with a focus on rhinos, elephants, and pangolins.

The desk-based research that forms the basis of this report focused on previous consumer and other market studies with an aim of guiding the development and implementation of demand reduction and behaviour change initiatives. The synthesis of the findings lays the foundation for new Social Behaviour Change Communication (SBCC) initiatives geared towards the reduction of demand for rhino horn, elephant ivory, and pangolin products in Viet Nam - initiatives that are designed from the perspective of a Vietnamese consumer. The findings do not aim to quantify the level of consumption of each commodity; rather, the aim is to use data to develop frameworks of product use. The results are represented in motivational cluster diagrams.

In the literature concerning the consumption of wildlife products, a Western and/or conservation perspective is often taken - a perspective that does not always accurately articulate the motivational clusters in wildlife conservation in a Vietnamese, or an Asian, context. It is necessary to understand the perspectives and motivations of the consumers of rhino, elephant, and pangolin products, and to engage and influence this group of people in order to change their practices and reduce demand for these wildlife products.



A motivational cluster can be used to group all similar values, beliefs, and motivations to provide insights into particular aspects which drive the consumption of endangered wildlife.

“ the consumption of endangered species in Viet Nam appears to be primarily focused around **emotional and functional motivations** ”



Ivory bracelets for sale © Minh Nguyen / TRAFFIC

## METHODOLOGY AND DATA

The theoretical framework for the motivations for wildlife use and consumption in Viet Nam was developed with reference to consumer behaviour research and was compiled with a wide variety of information from peer-reviewed articles, grey reports, and unpublished data and interviews from local conservation-focused non-government organizations (NGOs) specifically related to rhinos, elephants, and pangolins.

Sources were included based on their availability within the study window, as well as their perceived relevance. An overview of the different types of data sources used in this summary report are laid out in *Figure 1* and detailed in the full report.

DATA TYPE	QUANTITY
Peer-reviewed journal articles	35
Published reports	25
Books/chapters	6
Unpublished data from NGOs	5
Interviews with local conservation practitioners	2
Academic theses	2
Web pages	4
Conference proceedings	2
Documentaries	1
Newspaper articles	5

Figure 1. Data sources and quantity of references

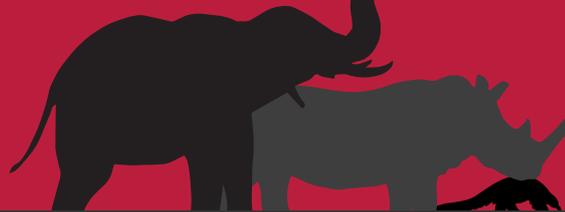
“ Demand reduction is both a process and result: reducing the desire for specifically selected wildlife commodities, and influencing the intent of consumer groups

## THE ANALYSIS

**Desire** provides the direct impetus for **intentions and motivations** and is a critical factor in the decision to take action. This is confirmed in the scientific research into decision making (Prasad and Jha, 2014; Perugini and Bagozzi, 2001). The variables of attitudes, subjective norms, and perceived behavioural control are all components of decision making, but desire has been argued to be an even stronger predictor of intention and motivation (Sutton, 1998).

In the context of demand reduction, it is important to understand the motivations behind behaviours rather than merely the function of the behaviours themselves. For example, it is not enough to know that pangolin meat is consumed in restaurants, one needs to know which desire is driving the consumption in order to change it. The frequency of the behaviour and the cultural context in which the behaviour takes place form part of the analysis needed to understand the motivations behind the behaviour.

# THE MOTIVATIONAL CLUSTERS



Currently, SBCC approaches are focused on specific species and their products. However, shifting the development and implementation of behaviour change initiatives to focus on motivational clusters could address both the motivations behind the behaviour and a range of species affected by the behaviour. Therefore, a motivational cluster approach could be more effective and efficient in changing the desire and behaviour associated with wildlife consumption.

In the past, general motivational models did not include a consideration for different cultural perspectives. They required reworking for application to illegal wildlife trade. This is especially important when trying to implement an effective behaviour change initiative, as not only could motivations between Asian and Western beliefs be different, but Asian beliefs may also be different from what the West perceives them to be. For practical application in this study, Burgess' motivational clusters (Burgess 2001) were re-categorized to five motivational clusters, with the Emotional and Functional clusters containing

Behaviours that represent the purchase or use of products to fulfill hedonistic pleasure or satisfy curiosity e.g. personal adornment

EMOTIONAL



## RECREATIONAL

Behaviours that represent the purchase or use of products as part of a leisure or pastime activity

## REPUTATIONAL

Behaviours that represent the purchase or use of products for reputational gain—or “face,” to gain currency in a business transaction

## SOCIAL

Behaviours that represent the purchase or use of products for social gain—to impress a peer group with a newfound status or wealth

Behaviours that represent the purchase or use of products to fulfill an everyday purpose or function

FUNCTIONAL



## NUTRITIONAL

Behaviours that represent the purchase or use of products to fulfill a simple need for protein or food

## MEDICINAL

Behaviours that represent the purchase or use of products for perceived treatment of illness or promotion of wellness (i.e. curative/preventative)

FINANCIAL



## FINANCIAL

Behaviours that represent the purchase or use of products for investment purposes, as a financial security strategy or otherwise

SPIRITUAL



## SPIRITUAL

Behaviours that represent the purchase or use of products to bring good fortune in business or life

CULTURAL

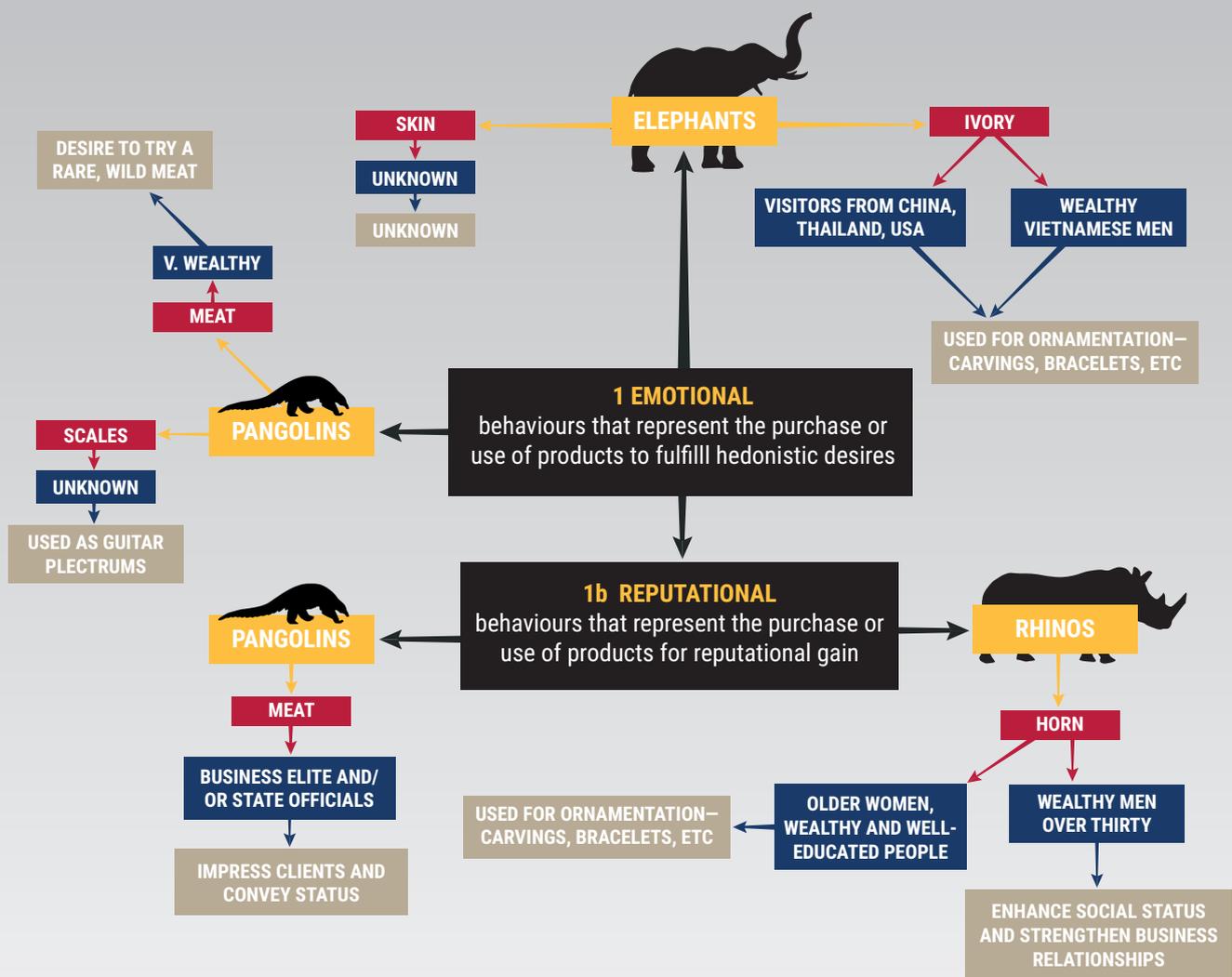


## CULTURAL

Behaviours that represent the purchase or use of products in recognition or celebration of a specific facet of cultural heritage or tradition

# MOTIVATIONAL CLUSTER 1: Emotional and reputational consumption

Research identified the most consistent data relating to the emotional and functional motivational clusters of rhino, elephant and pangolin product consumption, and mapped the clusters by motivations, consumers, products, and species. Figures 2 and 3 present the findings for the emotional and functional motivational clusters:



**KEY**  
■ species    ■ consumers  
■ product    ■ specific motivations

Figure 2. Mapping emotional and reputational clusters

# MOTIVATIONAL CLUSTER 2: Functional and medicinal consumption

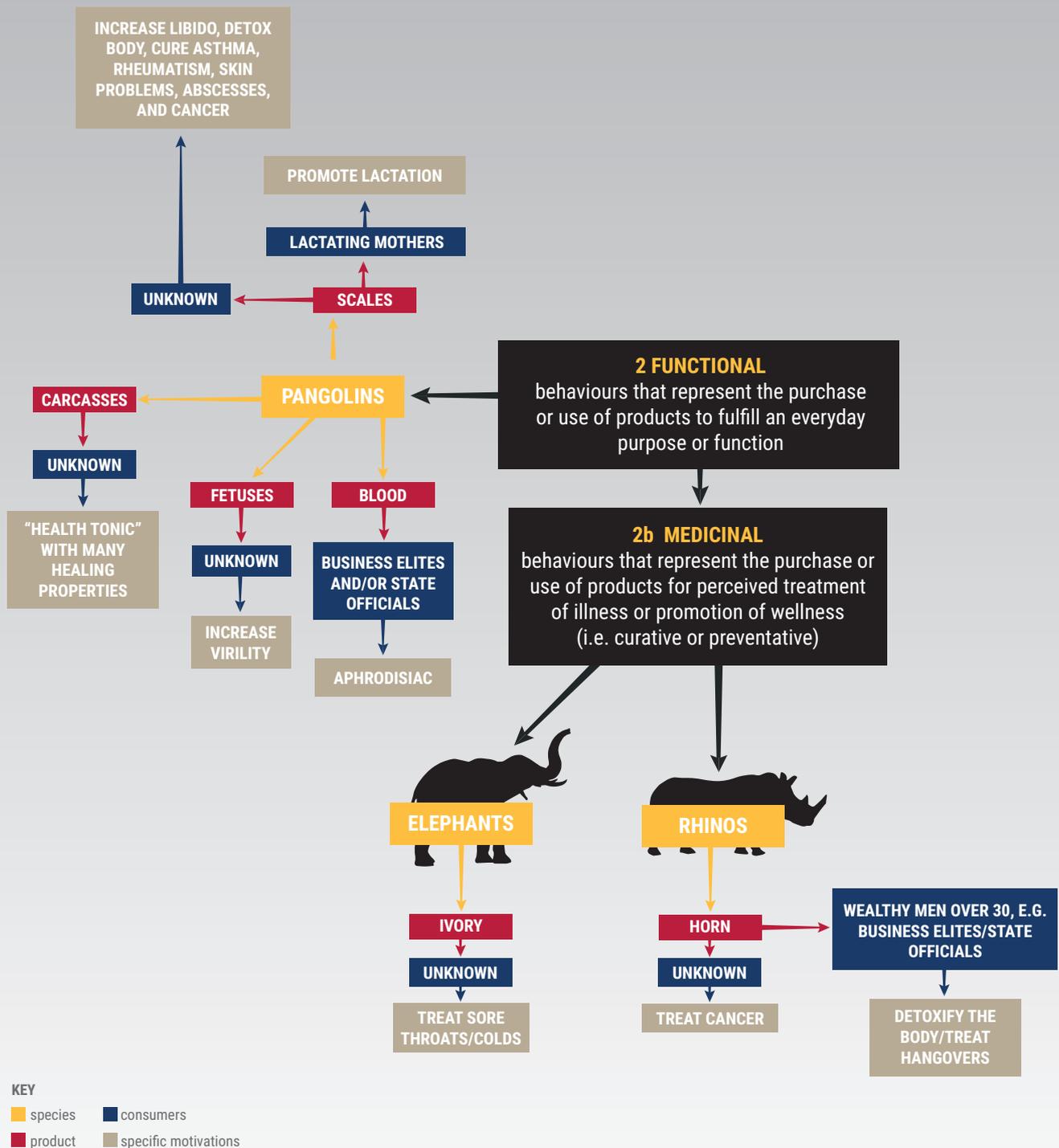


Figure 3. The motivational cluster for functional, medicinal consumption of rhino, elephant, and pangolin products

# IMPACTS, MOTIVATIONS, AND PREVALENCE

This graph plots the use of various rhino, elephant and pangolin products by their prevalence within Vietnamese society against the impact of their use on wild populations.



Figure 4. Impacts, Motivations, and Prevalence

\* Prevalence is characterized by the number of people engaging in that behaviour and the frequency of consumption  
 \*\* Impact is defined by whether the use is understood to be the primary purpose of the trade or more of a by-product



A Ho Chi Minh City street famed for ivory © Minh Nguyen /

## DISCUSSION

**In Viet Nam, the consumption of endangered species appears to be focused around emotional and functional motivations.** Behaviours illustrate this in relation to the promotion of personal reputations, in both social and commercial settings, or in traditional medicine treatments.

Rising affluence and increasing disposable income are facilitating a rise in conspicuous consumption of luxury products in Viet Nam. The fact that some wildlife products are now classified as luxury goods could have an impact on species, as markets may open to new groups of consumers of endangered wildlife.

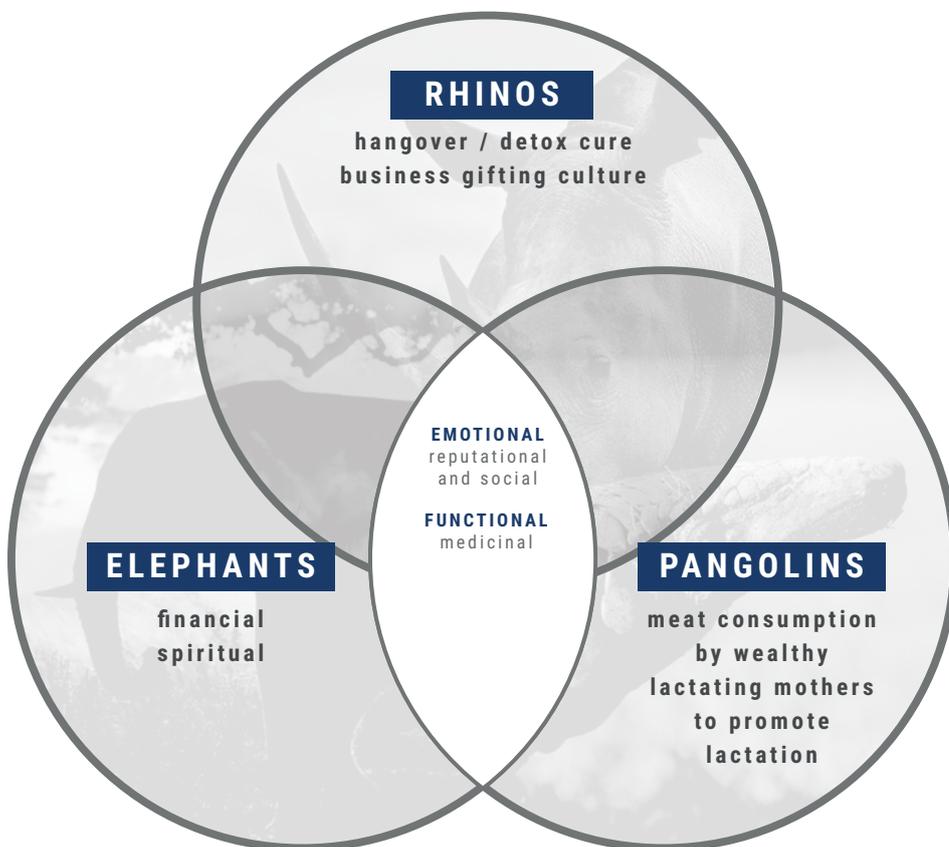


Figure 5. Mapping interlinking motivations by species

# OUR RECOMMENDATIONS

With the aim of reducing the consumption of products from rhinos, elephants, and pangolins, this report recommends the development and implementation of a SBCC approach that addresses the functional motivational cluster and adapts and expands TRAFFIC's approach of Chi\* for the emotional motivational cluster to address the consumption of elephants and pangolins as well.

## SOCIAL BEHAVIOUR CHANGE COMMUNICATION (SBCC)

### BEHAVIOUR IDENTIFICATION



clearly identifying the behaviour to be changed using insights into when, where, and how it is and conducted, as well as any triggers or prompts for it.

### AUDIENCE SEGMENTATION



understanding who to target to change the identified behaviour, and segmenting the audience based on e.g. attitudinal, psycho-social, and socio-economic factors.

### MARKETING FRAMEWORK



developing a (social) marketing framework, to map out which messages, messengers and mechanisms will be used in initiative implementation.

### INITIATIVE IMPLEMENTATION

using an adaptive management approach, reviewing and refining as implementation proceeds, ensuring efficiency and maximum impact



### BEHAVIOUR MODELLING

using insights from steps 1 and 2 to identify the most appropriate approaches to achieving behavioural change, referring to a diverse theoretical foundation.

1

2

3

4

5

5

STEP PROCESS FOR BEHAVIOUR CHANGE

Figure 6. The five-step approach for behaviour change

\* "Chi" or "Strength of Will" is a campaign which promotes the idea that success, masculinity, and good luck flow from an individual's inner strength of character and refutes the view that these traits come from a piece of horn.

## OUR RECOMMENDATIONS (continued)

The development and implementation of interventions to reduce the motivations for the functional and emotional consumption of rhino, elephant, and pangolin products will take place under an SBCC framework. SBCC applies insight into the personal, interpersonal, and social influences on individual intentions and actions, in order to achieve change in practice.

Once motivations are understood, the SBCC approaches of advocacy, social mobilization (or community engagement), and behaviour change communications can be better utilized. The Five-Step Process provides a pathway for the application of SBCC, ensuring that interventions are developed to target specific audiences, deliver messages that resonate through different channels, and provide the means to evaluate the impact of the initiative.

**With an understanding of the motivational clusters, the SBCC strategic approach can be developed ensuring that:**

**Cultural differences and specific messaging/messengers are addressed**

**The potential that lies in distinguishing between utility and motivations is recognized**

The SBCC strategic approach in relation to motivational clusters is mapped out in Figure 7 and will inform the development and implementation of the SBCC efforts under the USAID Saving Species Project in Viet Nam.



Figure 7. An SBCC model showing the potential roles for the three SBCC components in reducing demand for endangered wildlife products in Viet Nam, colour-coded for relevance to motivational clusters



A herd of African Elephants © Martin Harvey / WWF

**TRAFFIC, the wildlife monitoring network, is the leading non-governmental organization working globally on trade in wild animals and plants in the context of both biodiversity conservation and sustainable development.**

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This publication was produced for review by the United States Agency for International Development by TRAFFIC under subcontract to Tetra Tech, through the USAID Saving Species Program, Contract No. AID-440-C-16-00002.

TRAFFIC thanks USAID for making this research possible through the financial support for independent consultant Laura Thomas-Walters.

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*Design by Marcus Cornthwaite*

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