Using Community Based Social Marketing to Foster Conservation through Fishing License Sales: An Application of the Theory of Planned Behavior

Matt Bartley* and Dr. Brian Eisenhauer**

*Graduate student at Plymouth State University
Center for the Environment

**Director of Office of Sustainability
Plymouth State University

March 22, 2013
Outline for today’s presentation:

• Why fishing license sales are important
• Previous trends in NH
• Current predictive model
• Theory of planned behavior
• Community Based Social Marketing
• Our research
• Selected preliminary results
• Next steps
Travel and tourism is the second most important export industry in terms of employment size for the state's economy, after manufacturing. – The institute for New Hampshire Studies

Photo by Patrick LaFreniere

http://www.fourseasonssir.com/

https://www.facebook.com/nhfishandgame

www.loon.org
Total Number of New Hampshire Annual Resident Fishing License Sales

- Actual
- Predicted
Icek Ajen’s Theory of Planned Behavior

CBSM Strategies

Social Norms

Attitudes

Perceived Behavioral Control

Intention to perform behavior

Behavior (purchase license)

Values

Information
Community Based Social Marketing (CBSM) is a pragmatic community level framework that looks at specific behavior changes.

**CBSM**

1. **Commitment** - Human nature to behave consistently
2. **Social Norms** - Build community support
3. **Social Diffusion** - ‘Start a revolution’
4. **Prompts** - Reminder to engage in behavior
5. **Communication** - Know your audience
6. **Incentives** - Enhancing motivation to act
7. **Convenience** - Making it easy to act
Face-to-face Interviews

Focus Group Discussions

Survey

NH Fishing Survey
Questions to get started

1. Which of the following categories best represents the majority of your fishing activity?

2. Which of the following options best describes your level of dedication to fishing?

3. In how many of the last five years did you purchase a New Hampshire Fishing license?
Face-to-face Interviews

- 14 “key informants”
  - Conservation officers
  - Fish and Game officials
  - Conservation organizations
  - Campground managers
  - Baitshop owners
  - Fishing program volunteers
  - Fishing charters

- Licensing agent come and go- not everyone knows which stores sell licenses
- Most buy licenses right before going fishing
- Most people don’t know where their money goes
- Gender roles may be barrier at some bait shops
Focus Group Discussions

- 4 focus group discussions
  - Held in August 2012
  - 3 at campgrounds
  - 1 at Squam Lake Association Headquarters
  - Averaged over 5 participants/group

- Anglers would respond well to discounts
- Lack of awareness for some of the resources offered
- Person-to-person communication is important
  - Technology can also be a useful tool
Survey

- Created questionnaire on Surveymonkey.com
- Mailed letters to 3,000 anglers
- Emailed letters to 4,000 anglers

Mail mode
- 326 responses (10.9%)

Email mode
- 891 responses (22.2%)
Do you know where the money goes from your license purchase?

Nonlapsed: n= 683
Lapsed: n= 453
How familiar are you with the following resources available from the New Hampshire Fish and Game Department?

(1= Completely unaware, 5= Use it very often; * = sig. difference in means at the 0.05 level)
How valuable would the following incentives be to a license purchase?

(1= Absolutely not valuable, 5= Extremely valuable; * = sig. difference in means at the 0.05 level)
(1= Definitely would not use it, 5= Absolutely would use it ; * = sig. difference in means at the 0.05 level)
Next steps

• Finish statistical analysis
  • Multiple Regression Analysis
• Pair strongest factors with specific CBSM tools
• Implement
• Evaluate

And go fishing!!!
Acknowledgments

Liz Kelly - undergrad assistant
Ashley Hyde - assistant moderator