USING BEHAVIOURAL PSYCHOLOGY TO PLAN MARKET AND MANAGE TRANSPORT

Alex Hilliam, DHC

ETC Strasbourg  4th October 2005
Overview

- Why do we need to use psychology to understand motivations of stakeholders in transport?
- How can we explore motivations and perceptions?
- What can we do with this information to help market, plan and manage transport?
Why Understand Motivations of Stakeholders in Transport?

- WE HAVE TO!
- Fostering integration, joint working and transport coordination
- Developments such as CT and DRT bring users closer to providers
- New technologies offer opportunities to enhance interaction between stakeholders
- Developments in individualised marketing / personal travel planning
Key Messages

- Developments in transport depend upon *relationships* between stakeholders
- Understanding the motivations and perceptions of stakeholders will aid success
Key PT Stakeholders: Characteristics

- Operators
- Profit
- Operational Equipment
The Bus Operator
Key PT Stakeholders: Characteristics

- Operators
  - Profit
  - Operational Equipment

- Local Authorities
  - Slow to innovate
  - Statutory requirements
  - Top-down Approach
The Town Hall
Key PT Stakeholders: Characteristics

- Operators: Profit, Operational Equipment
- Users: Experiences & Views of PT, Diverse Needs
- Local Authorities: Slow to innovate, Statutory requirements, Top-down Approach

Diverse Needs
“Who can we speak to?”
Key PT Stakeholders: Characteristics

Operators
- Operational Equipment
- Slow to innovate

Local Authorities
- Statutory requirements
- Top-down Approach

Users
- Experiences & Views of PT
- Diverse Needs

Profit

How do we make the connections?
How do we understand motivations and behaviour?

- We engage with stakeholders!!
- Opportunities for exploring behaviour/motivations through use of psychology in marketing
- What can Personal Construct Psychology (PCP) tell us in a transport context?
Personal Construct Psychology: Overview

- Behaviour is an experiment
- Constructs (descriptions we apply to elements)
- Elements (‘things’ in the real world)
What is a construct?

- **Preferred**
  - Reliable

- **Non-preferred**
  - Unreliable
Hierarchical Constructs

- **Core** (e.g., Efficient) – essential to happiness
- **Super-ordinate** (e.g., Punctual) – important, abstract
- **Sub-ordinate** (e.g., Fast) – less important, concrete
Using insights from this approach

- Interviews of target population
- Use the laddering/pyramiding exercise to explore constructs in depth
- Understand motivations and influence transport developments
Test Area Context

- Rural Aberdeenshire (NE Scotland)
- Few local bus services – highly subsidised
- High car ownership (85% vs 65% households across Scotland)
- New DRT solutions in process of being developed
- CT sector present
Example: exploring constructs

- CAR
- TAXI
- BUS

- Control
- Not always available
  - Not convenient
  - Loss of control
- Convenient
- Always available

- CAR
- TAXI
- BUS
Key Constructs: Rural Aberdeenshire

- **Core:**
  - control, comfort, independence, concern for future, happiness

- **Super-ordinate:**
  - Environmentally friendly, choice, speed, flexibility

- **Sub-ordinate:**
  - Safety, help for vulnerable users, information
How exploring constructs and motivations was useful

- Users experiences / needs, gaps in networks
- Council budget problems, political imperatives for innovation
- CT motivated by local / elderly peoples needs
- Imperative to foster integration through joint working
  - A CT / COUNCIL SOLUTION AROSE
Motivations & Bridges to Co-operation

- USERS
- PUBLIC SERVICES
- TRANSPORT
- CT SERVICES
- INFRASTRUCTURE
- PROVIDERS
- MARKETING / PCP RESEARCH / TRAVEL AWARENESS
- PUBLIC SECTOR
Levers to enhance Co-operation

- Targeted marketing based on better evidence of user needs
- Development of local hubs to promote networking and facilitate joint delivery
- Stimulation of community based initiatives
- Integration of public services
Summary

- To make the most of transport developments joint working and co-operation is needed
- Therefore we must all seek to understand each other – through a range of means
- Once we understand each other building bridges to co-operation enhances the chance of success