

USING BEHAVIOURAL PSYCHOLOGY TO PLAN MARKET AND MANAGE TRANSPORT

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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?

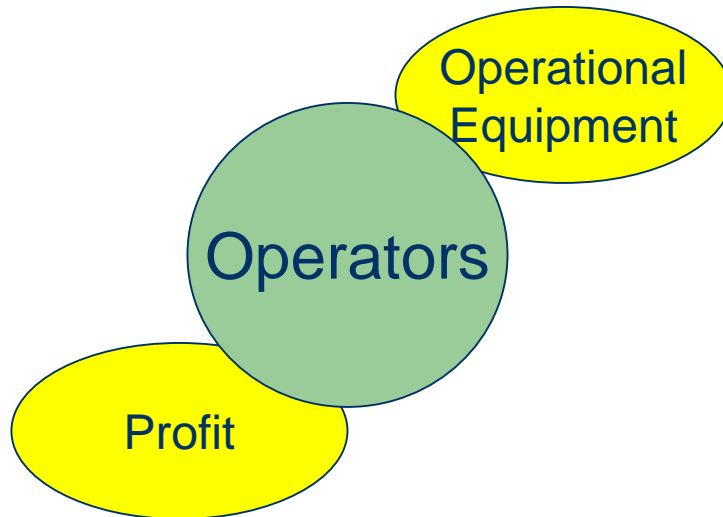
Why Understand Motivations of Stakeholders in Transport?

- WE HAVE TO!
- Fostering integration, joint working and transport co-ordination
- 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

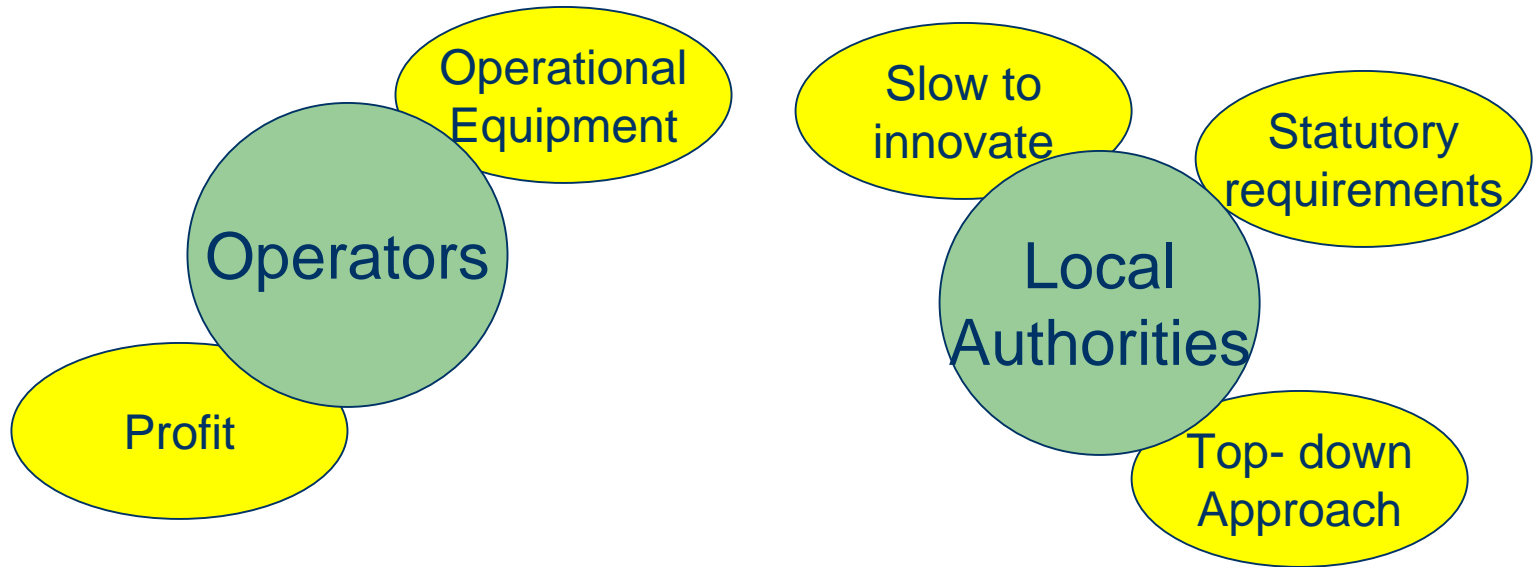
Key PT Stakeholders: Characteristics



The Bus Operator



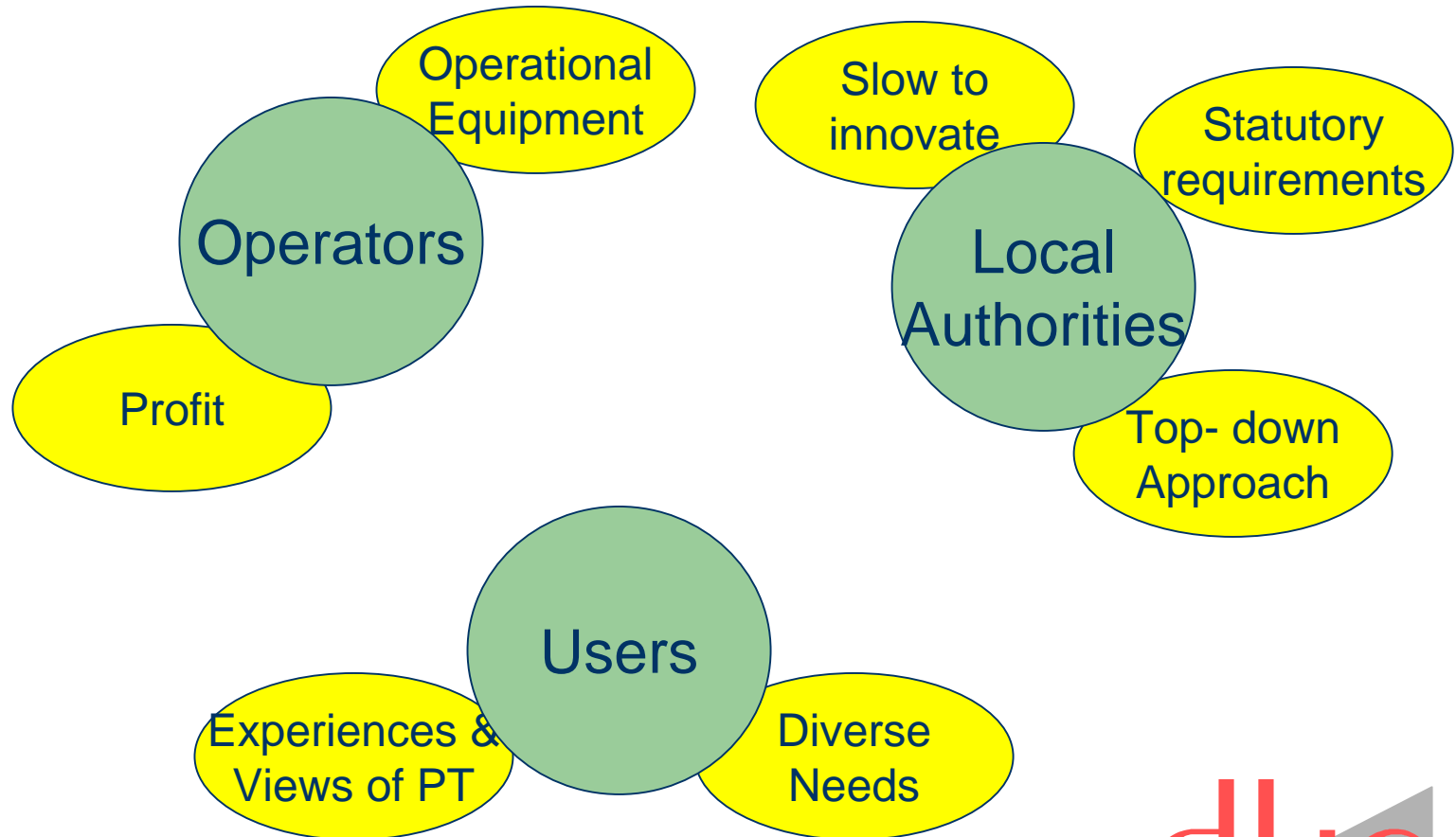
Key PT Stakeholders: Characteristics



The Town Hall



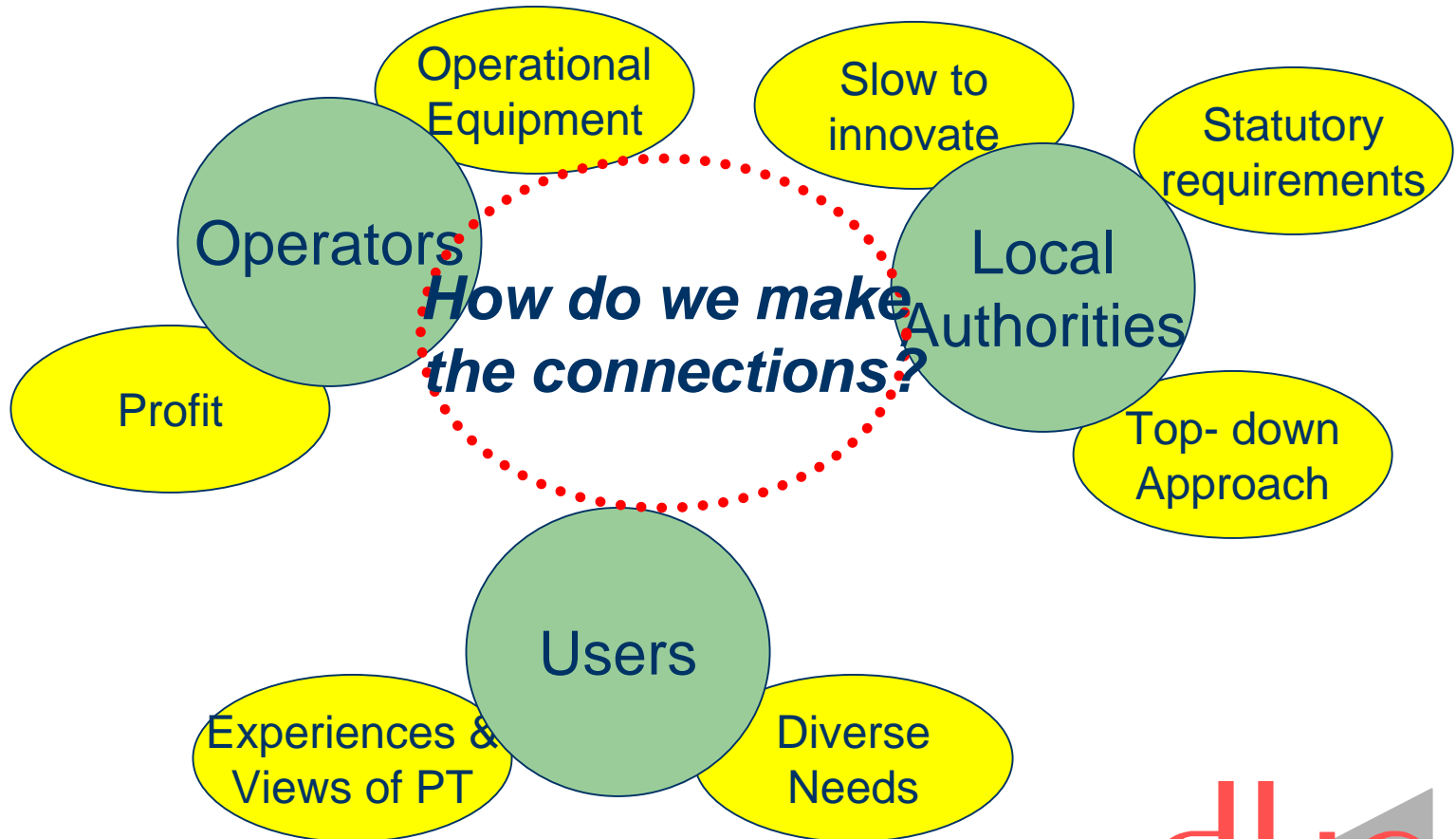
Key PT Stakeholders: Characteristics



“Who can we speak to?”



Key PT Stakeholders: Characteristics



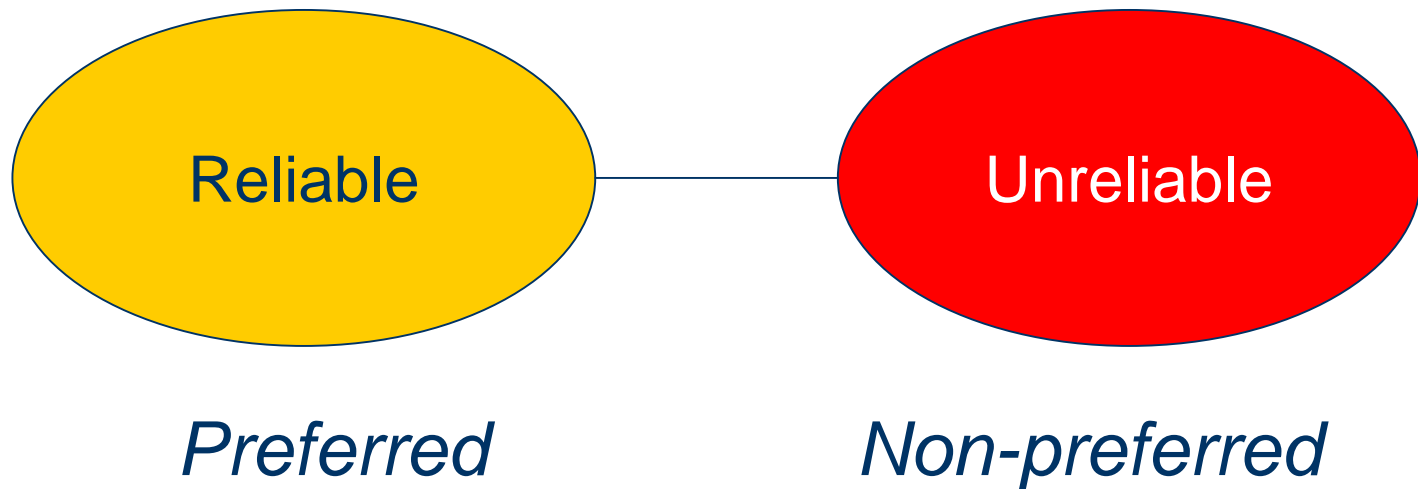
How do we understand motivations and behaviour?

- 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?

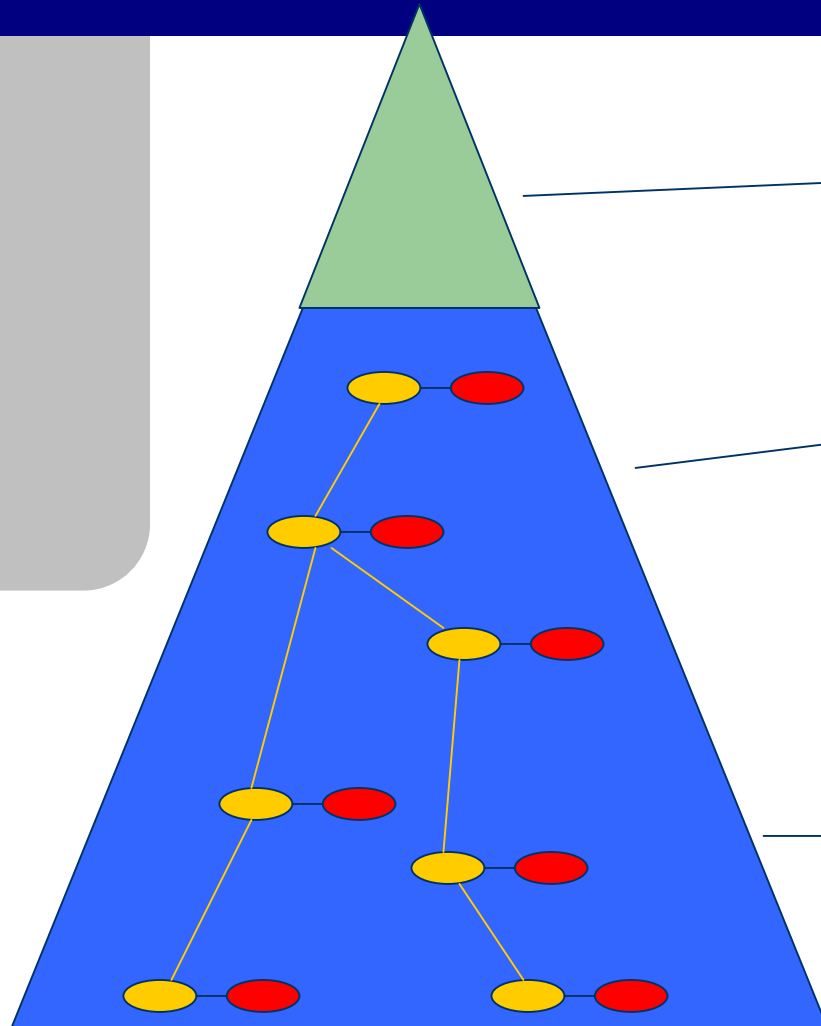
Personal Construct Psychology: Overview

- Behaviour is an experiment
- Constructs (descriptions we apply to elements)
- Elements ('things' in the real world)

What is a construct?



Hierarchical Constructs



Core (e.g. Efficient) –
essential to happiness

Super-ordinate (e.g.
Punctual) – important,
abstract

Sub-ordinate (e.g. Fast) –
less important, concrete

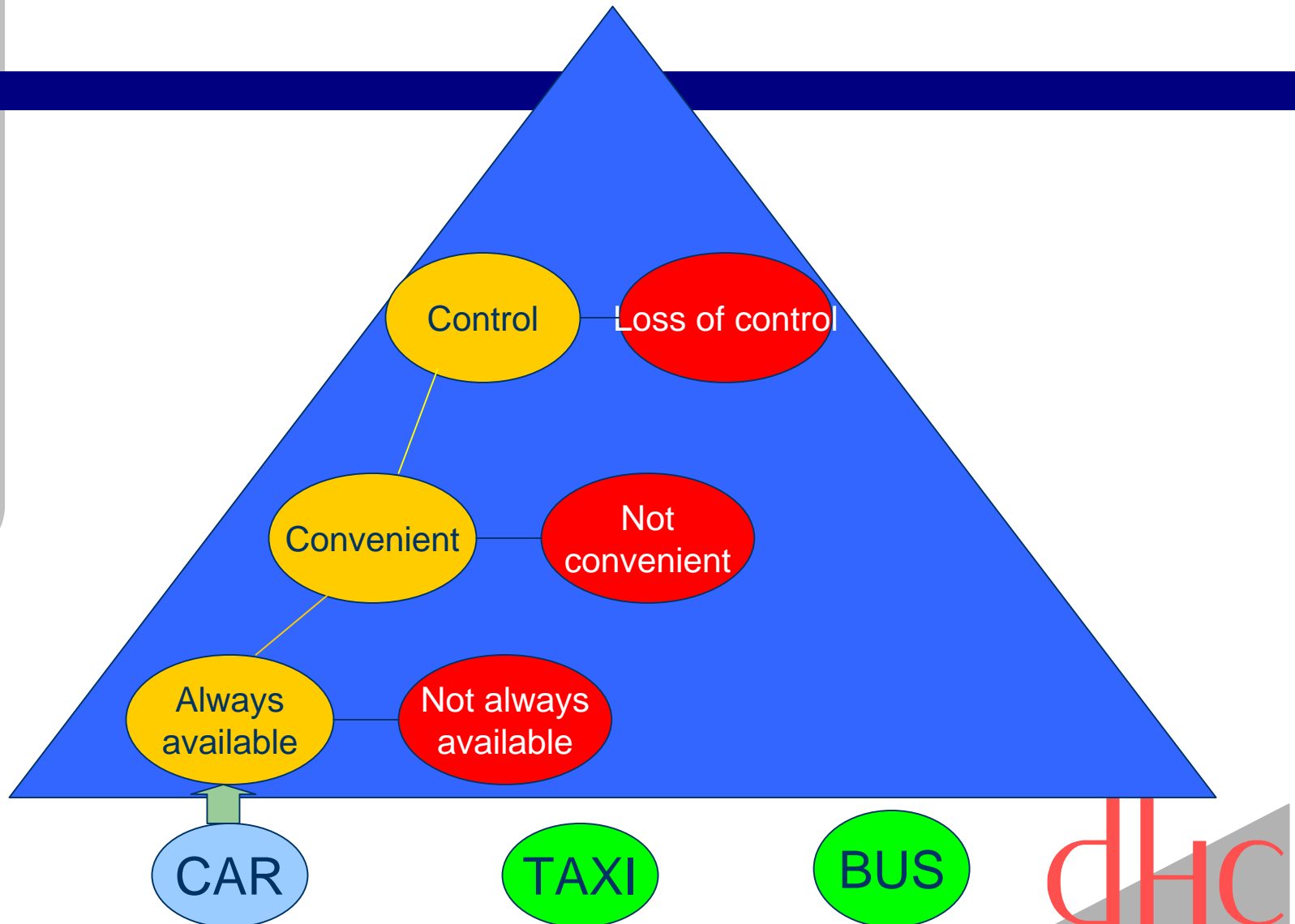
Using insights from this approach

- 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



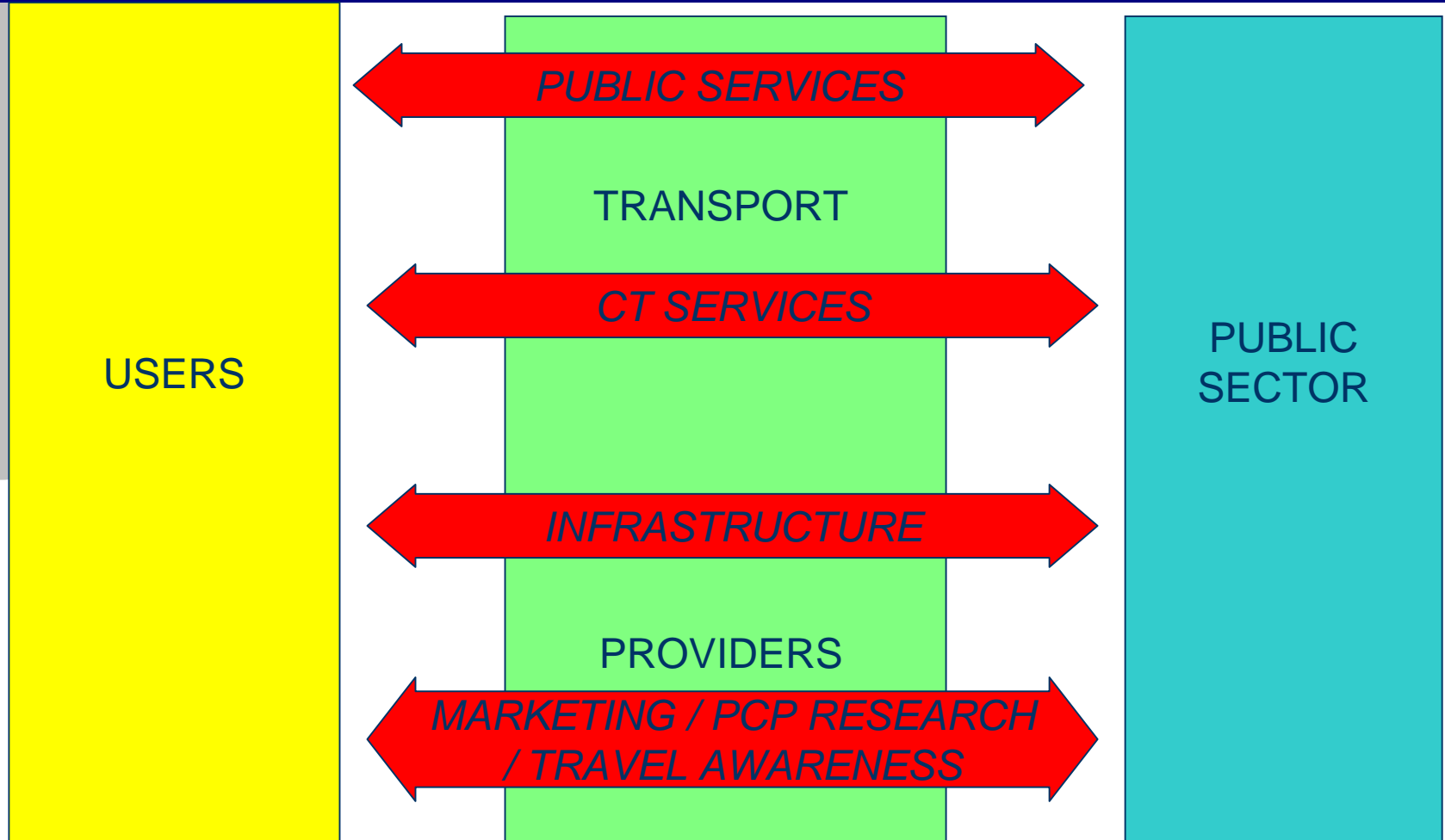
Key Constructs: Rural Aberdeenshire

- 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



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