Psychology of Modal Choice
Mechanisms to bring about Change

A 5 year programme of research and campaigns in support of reducing car use and promoting public transport, walking and cycling in Merseyside (UK)

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**Introduction**

- Interactions Ltd
- Transport & Travel Research
- Research for TravelWise Merseyside
- 2005 to 2010

**Objectives:**
- Reduction in car use
- Promotion of Public Transport
- Promotion of active modes (walking for short journeys and cycling)
Presentation Outline

- Personal Construct Psychology and Qualitative Research, Brand and Mode Positioning
- Results
- Conclusions

Personal Construct Psychology

- A person’s processes are psychologically channelised by the way in which he/she anticipates events
- Each person behaves like a scientist, formulating predictions, testing them and revising ways of thinking in the light of outcomes
  - Keyword – VALIDATION
Psychology & Change

Therefore if we want to change behaviour we must first know:

- How people ‘construe’ and differentiate things in their lives
- The language they use (content)
- What is important (structure)
- How thoughts are interlinked (process)
- Know what are the barriers to change

Knowing about these properties before launching into campaign design means that we can use the right language, and create images and messages relevant to the audience.

A Construct

Preferred pole is a personal choice

Preferred pole

Non-preferred pole

2 contrasting poles

Example:

Laid back
- Relaxed, Tolerant, not in a hurry

Alert
- Arrive on time
- Punctual, Reliable
Core constructs

Values

Materialistic or concrete constructs

Psychological connections

Cluster

High importance
(resist change)

Low importance
(easy to change)
The role of Marketing is to help position our transport products on the preferred ‘pole’ of relevant Constructs best matches your construct system, i.e. the one you identify with.
Psychological Change

Resistance to change
Four 'emotional' conditions that restrict 'movement' into the unknown

- **Anxiety** - No constructs to understand
  - How do I buy a ticket, how will I recognise my destination / stop?
- **Fear** - Awareness of incidental change
  - being made to look stupid, buy the wrong ticket, get on the wrong train!
- **Threat** - Awareness of comprehensive change
  - Physical inadequacy, unable to climb steps of tram, (eg. older trams in Krakow)
- **Guilt** - Dislodgement
  - Getting the sack
When we attempt to change behaviour it often involves changing our preferences on a construct. New behaviour vs. Old behaviour.

Please do not damage my construct system! When we tell people to change behaviour they may see it as a personal attack!
**Personal Change Cycle**

**INPUT**
New ideas

**OUTPUT**
New behaviours
Constant re-tests

Building new psychological structures

Circumspection

Elaborate the meaning

Control

Lasting change *always*

Anticipate the consequences

CPC Cycle

Pre-emption

needs a personal advantage

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**Seven Stages of Change Model**

1. **Awareness of problem**
   - Source of traffic congestion or opportunity to change mode?

2. **Accepting responsibility**
   - Accept personal / corporate responsibility?

3. **Perception of options**
   - Perception of sustainable modes?

4. **Evaluation of options**
   - Is there actually a viable alternative?

5. **Making a choice**
   - Really intend to modify behaviour?

6. **Experimental behaviour**
   - Trying out new travel choices?

7. **Habitual behaviour**
   - Long-term adoption of sustainable modes?
Summary

If we want to change behaviour our communications must
- Demonstrate valid alternatives
  - That work!
    - Reassure
      - Make the person feel good for making the change
Research

- Focus groups
  - to find out what constructs people use
- Hall tests
  - to measure relative importance of constructs and test concepts for images and slogans
- Large scale doorstep and on-street survey (n=1000 across Merseyside)
- Analyses
  - Cross tabulations, mean scores, principal components

Who and how to influence?

- Need to establish drivers for change
- Identify target groups to influence
- Social, demographic and geographic variables failed to define market segments
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Principal Components Analysis

- Segmentation shows no correlation with standard socio-demographics
- Instead linked to the way people think and their core personal values
- We found 3 groups:
  - Sustainable mode users
  - No change possible
  - Convertibles

Mode used

![Bar chart showing mode used for Non changers, Convertibles, and Sust modes](chart.png)
Implementation

- Identify subgroups for mode specific campaigns
- Use of appropriate campaign image
- Triggers that people relate to
- Campaign straplines
- Design of materials
  - etc
Implementation - what defines the ‘Changers’?

Market Opportunity Brand Map

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Bright and cheerful / upbeat
Young at heart
Professional
Punctual / on time
Reliable - do what I say I will
Creative / Interested in art and culture
Scientific
Materialistic - love shopping
Relaxed and mellow
Spontaneous
Like to be a leader rather than a follower
A planner - always thinking ahead
Family oriented and homely
Stylish
Like to take risks
Active / outdoor types
Prefer indoor interests
Socialiser - like parties
Changers
No-changers

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in-control
VIRGIN
lively
THE PLACE TO BE!
happy
CAR
professional / credible
female
NICE BUT RISKY
active
WALK/CYCLE

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boring
old
BUS 2
passive
dull
grumpy / miserable
BUS
RAIL
TRADITIONAL PT
Development of Communications

- Quality
- Aspirational
- Demonstrate availability
  - how to use
- Offering alternative perceptions
- Personal advantages

http://www.letstravelwise.org/index.html
Communications characteristics

- Friendly and open
- Bright and cheerful
- Reliable and punctual
- Family oriented
- Young at heart
- Brand affiliation

Segmentation 2010 (4 segments)

<table>
<thead>
<tr>
<th>Cluster Group</th>
<th>C2DE dominant</th>
<th>ABC1 dominant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustainable modifiers</td>
<td>34%</td>
<td>25%</td>
</tr>
<tr>
<td>Active convertibles</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>Motorised convertibles</td>
<td>11%</td>
<td>20%</td>
</tr>
<tr>
<td>Non-changers</td>
<td>37%</td>
<td>38%</td>
</tr>
</tbody>
</table>
Conclusions

• Differentiate walk & cycle from public transport campaigns
  • Walking significantly increased
  • Then target cycle campaigns sequentially
  • Significant barrier when people trial bus
    – Significant levels of reversion
• Not helped by service levels or marketing
• Consider differentiation of services by segment for specific routes?

Conclusions

• Increasing awareness of the TravelWise
  – Name, Logo and Message
• Linked to active interaction with TravelWise and overall local exposure
• Important to further expand brand exposure
• Important to provide overall focus for all sustainable transport actions the ‘scatter gun’ approach to communications
• Pure ‘Information Campaigns’ not effective
• Stop using the ‘scatter gun’ approach to communications
• Get to really ‘know’ the audience
Thank You

Meet us on stand **Green 5**

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