Abstract

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Semantic Approach to Capture Psychological Factors Affecting Mode Choice: Comparative Results from Two Countries in America.

Purpose Study the causal effect of psychological factors on mode choice, using an instrument which gathered attitudinal, affective and habitual behaviour factors, with an application to a Canadian and Chilean sample. Approach Ad hoc questionnaire used to collect information related to psychological factors, studying the role of these factors upon mode choice using structural equation modelling, combining a measurement model and the latent variables. Findings Emotional (affective) factors have a strong influence on mode choice, as well as attitudinal and habitual factors. Car users have a strong positive emotion to the transport mode they use, when compared with public transport users and transit utilization. Research limitations The inclusion of social factors, such as norm, role and self concept, is desirable for a better understanding of people’s behaviour regarding transport mode usage. The structural equation modelling was used to analyse the causal effects among factors, but it is not intended to model mode choice. An advanced approach would be to estimate a hybrid discrete choice model. Practical implications Realizing the real importance of personal psychological factors on mode choice is a key issue when intending to implement mobility and travel demand management strategies. The success of these strategies strongly relies on people’s change of behaviour, which does not depend only on instrumental and socio demographic factors, such as cost, time and income, but also on these very inner personal aspects. Originality/value Capture psychological factors through a comprehensive survey, which rests on a psychological framework and considers simultaneously attitudinal, affective, and habitual personal factors, as well as instrumental and socio demographic information. Make a comparison among cities belonging to different countries regarding the role of these factors, cities with a different cultural and social background.