



COST 358

Pedestrians' Quality Needs

# Preparedness to walk (more) is a function of satisfaction with preconditions

Ralf Risser & Karin Ausserer



COST 358

Pedestrians' Quality Needs

# General approach

- Campaigning → make advantages of a change of behaviour visible
  - Needs one does not think of, e.g. to feel fit and healthy → relevant only when deficits perceived
  - Behaviour without immediate negative consequences but problems at a later stage could do irreversible damage
- Campaigning reminds of those aspects



COST 358

Pedestrians' Quality Needs

# Logic

- If preconditions for walking good then why do not people walk more or more people walk?
- Or do they walk enough?
- But: 15% car trips shorter than 1 km  
= 10-15 min walk (< 2 km ~30 per cent)



**COST 358**

Pedestrians' Quality Needs

# Preconditions ...

- Preconditions not good enough → improve
- If preconditions not so bad → people could walk more
- Individual preconditions: Laziness?  
Erroneous assumptions, facts and feelings:
  - biased knowledge of facts: weather, infrastructure, network
  - feelings (or expectations): tiring, boring, time-consuming, etc.



**COST 358**

Pedestrians' Quality Needs

# ...and their perception

- Campaigning should
  - support correct view on preconditions, present facts, let testimonials express different views on preconditions
  - discuss difficulties of walking with a bit of irony, neutralise exaggerated expectations in this respect, etc.



**COST 358**

Pedestrians' Quality Needs

# Perception is relevant

- For our behaviour it is relevant how the environment is perceived
- Objective preconditions and their subjective assessment are interrelated in a complex way → not necessarily a linear relationship



# Interrelation of objective and subjective Parameters

COST 358

## Objective Parameters

**Presentation** of walkers (e.g. how do media report about pedestrians), equity (e.g. are the rights of pedestrians codified?)

**Environment** Energy consumption of different traffic modes; noise; smell average fuel consumption of new car compared to walking...

**Economy** Costs of walking (e.g. how much costs do walker produce versus how much money can be saved, if you walk due to e.g. less health costs)

**Policy** Infrastructure provided for pedestrians, budget for pedestrian infrastructure compared to other modes

Perception of objective conditions

## Subjective Parameters

- Security (or subjective safety)
- Perception of the social climate or communication
- Comfort
- Aesthetics
- Perceived costs
- Spontaneous mobility
- Perceived accessibility

C  
O  
M  
M  
U  
N  
I  
C  
A  
T  
I  
O  
N  
  
P  
O  
L  
I  
C  
Y

F A C T S A N D P E R C E P T I O N

Behaviour



COST 358

Pedestrians' Quality Needs

# Social Marketing

- Term coined by Kotler & Zaltman in the 1970s
- Aims at finding solutions for social questions
- Targets complex, often socially controversial behaviours with delayed and distant feed-back



COST 358

Pedestrians' Quality Needs

# Marketing Model by Kotler

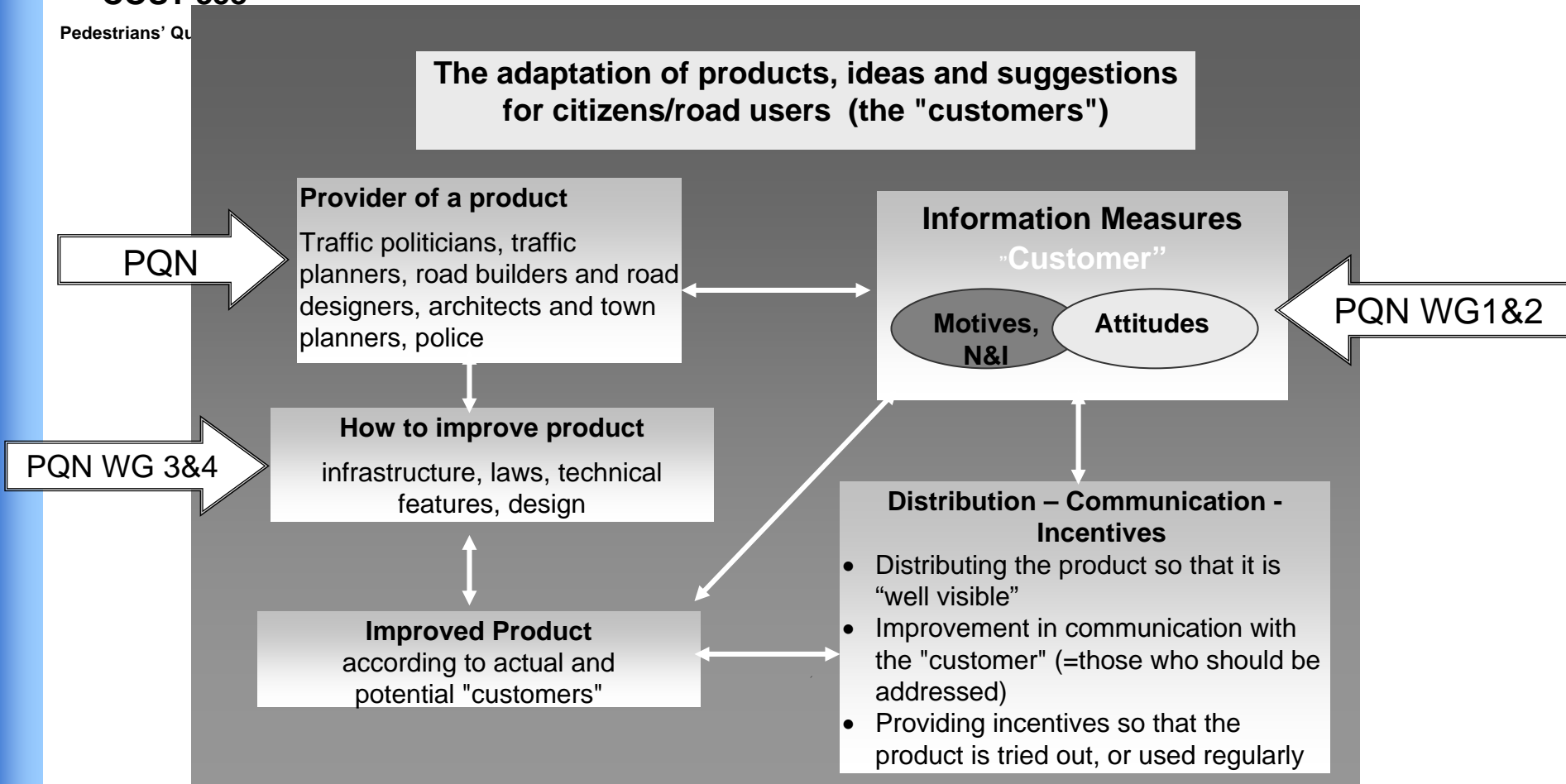
- **Marketing content:** Definition of what is going to be market
- **Information policy:** Learn about existing and potential customers of the product
- **Product Policy:** Analysis of the customers' wishes regarding the product
- **Communication Policy:** Informing about and advertising the product in a way that will be appreciated by the customer(s)
- **Incentive Policy:** Provide incentives that will keep existing and win new customers
- **Distribution Policy:** Choice of appropriate places to address customers as efficiently as possible



# Where is PQN active?

COST 358

Pedestrians' Quality





**COST 358**

Pedestrians' Quality Needs

# Why market walking?

- The product „walking“ has to be presented in a way that „shows“ that walking will satisfy them
- The audience should be offered services that will support behavioural change
- Motivation for walking should become stronger than the one for the behaviour so far



# The scale of motivation

**Behaviour so far:**

**Perceived benefits**

*Financial benefit*

Car perceived as cheaper than public transport

*Non financial benefit*

Strength & power etc.

**Wished-for behaviour**

**Perceived costs:**

*Financial*

Time is money

*non-financial costs*

Loss of prestige etc

**Behaviour so far:**

**Perceived costs:**

*Financial costs*

*Non-financial costs*

Umweltbelastung, Gefährdung, Stress, Hektik

**Wished-for behaviour**

**Perceived benefits:**

*Financial benefit*

*Non-financial benefit*



COST 358

Pedestrians' Quality Needs

# How to affect perception

- Increase perceived costs of behaviour so far and increase perceived benefits of wished-for behaviour
- Lower perceived benefits of behaviour so far and lower perceived costs of wished-for behaviour

$$\rightarrow M_{\text{wished-for behaviour}} > M_{\text{behaviour so far}}$$

M = motivation for a certain behaviour



# Potential strategies

- **Product enhancement** e.g. improve the infrastructure for pedestrians
- **Pricing** e.g. charge something for car parking or increase the costs, reward those who come to work on foot
- **Place** posters and billboards at appropriate places
- **Promotional aspects** avoid negative promotion emphasise the positive aspects of walking e.g. 10 000 steps for your heart



COST 358

Pedestrians' Quality Needs

# Provide incentives

- An extrinsic motivation to behave in a special way
- Provided by persons or institutions who are interested in addressed people to behave in a special way

Main Aim:

Make persons try a certain product

→ experience positive feelings (satisfaction) in connection with the product



COST 358

Pedestrians' Quality Needs

# Types of incentives

- From public institutions to companies (e.g. tax reductions, our-employees-walk-to-the-job certificates)
- From public institutions to citizens (e.g. tax reductions for walking to work = reduces health costs)
- From public and private institutions to their employees (e.g. fewer days of sick-leave by walkers → more days off)



COST 358

Pedestrians' Quality Needs

# Incentives known in practice

- Free public-transport tickets
- Bonus for fashionable sports-shoes shop
- Equipment provided, e.g. reflectors, pedestrians GPS
- Reduced entrance fees for museums, theatres etc.
- More days off at the company
- Km-tax refunding
- Physical condition check for free



COST 358

Pedestrians' Quality Needs

## Communication & incentives

- Have the potential to influence the way, how e.g. infrastructural measures for pedestrians are subjectively perceived
- Have the potential to gain new walking customers, by advertising e.g. the advantages of walking as healthy, environmental friendly etc.
- Bear the risk of boomerang-effects: People are convinced to walk BUT then experience preconditions as disastrous  
→ *it is not enough just to talk, preconditions have to be worked with and/or improved in reality*

Next possibility  
park right and ask  
a pedestrian for  
the way!

Thank you for  
your attention!!