

Unraveling the Complexity of Urban Transport Behavior: A Qualitative Review of Factors Influencing Mode Choice in Developed and Developing Regions

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What determines transport mode choices of individuals and societies, and how?

Why is human behavior important in the context of transport sector decarbonization?

The Importance of Demand-side Strategies: IPCC estimates *significant mitigation potential of individual and societal behavior* in transport sector (~5.8 GtCO₂e by 2050)

What **individual, social, and infrastructural factors influence the adoption of low-carbon urban transport** options?

Need for Integrating Human Behavior in Energy and Climate Modeling: Studies *across multiple disciplines* have attempted to synthesize the key drivers of such behaviors. Recent modeling studies have tried to incorporate the drivers for mode choice to improve the *realism of demand-side mitigation scenarios*.

How do these factors **interact and vary** across different **regions and demographic groups**?

Gap in Current Behavioral Reviews: Existing *literature lacks focus on interactions between individual, social, and contextual factors* during energy transitions. Additionally, most studies *focus on high-income countries*, neglecting the growing energy demands of emerging economies.

Methods

Qualitative review of 55 studies from developed and developing countries, to investigate significant factors affecting urban mobility choices – **individual** (e.g., socio-economic, demographic, psychological, cognitive), **social** (e.g., norms, influence), **infrastructural** (e.g., built environment, public transport service quality, policies and incentives)

Examines four urban transport mode choices: **private motorized vehicles (cars and 2-wheelers), public transport, non-motorized transport (cycling and walking), Electric Vehicle preferences.**

Examines **interactions between factors** such as income levels, age, social norms, public transport service quality etc. using **causal mapping of relationships in Vensim.**

Preliminary Insights and Conclusions

Determinants of travel behavior **differ by context and region and influence each other.**

Causal mapping enables the understanding of **mutual interactions of factors and feedbacks** in behavior, to identify points of **policy intervention** for effective adoption of sustainable mobility options.

In developed countries, **past conventional car use** reduces intention (and behavior) to switch to public transport, through **reinforced habits**. Policies **reducing public transport service price** (e.g., provision of a free travel card) can **dampen the effect of habit**.

In developing countries, **financial incentive** policies (e.g., car subsidies, elimination of import levies through domestic manufacturing) and **high-income levels** of population are significantly associated with increases in both **conventional car and two-wheeler ownership**.

In both developed and developing countries, the **intention to use/switch to public transport is reinforced by the influence of social norms of sustainable mobility**. High levels of public transport **service quality** (i.e., ease of use, connectivity, and safety), can **reinforce these norms** by improving individual's perceived self-efficacy of behavior, thereby **reducing the intention-behavior gap, and increasing public transport adoption in society.**

Key references

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This research work (under preparation for publication) has received funding from the European Union's Horizon 2020 - Climate Energy and Mobility programme, under the WorldTrans project (grant agreement no. 1010816461). For more information, please contact Deepthi Swamy (swamy@iiasa.ac.at) or Sibel Eker (eker@iiasa.ac.at).

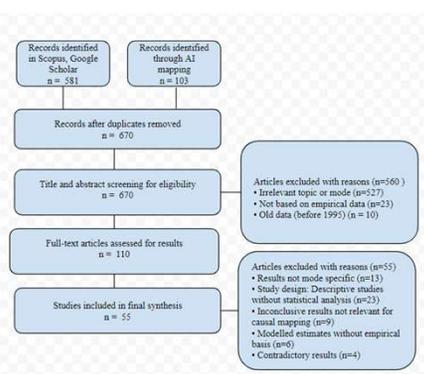


Fig. 1: PRISMA Screening Process

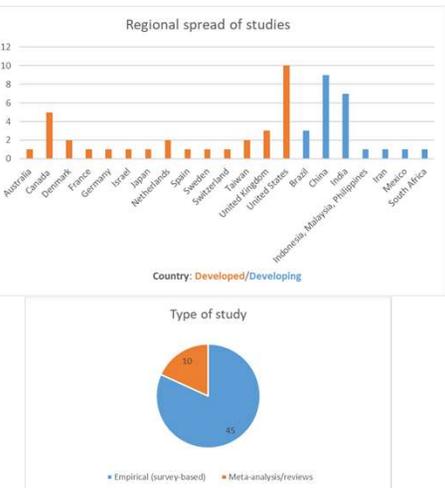


Fig. 2: Profile of Studies

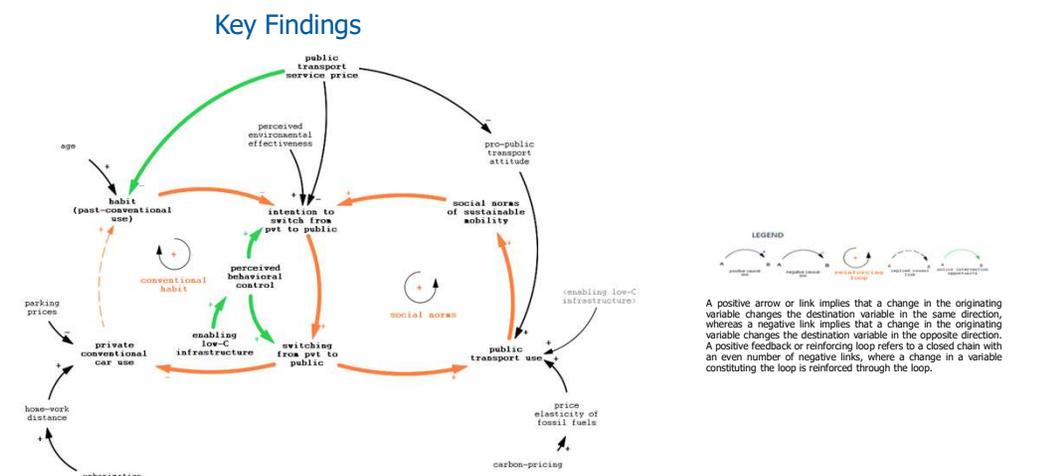


Fig. 3(a): Factors Affecting Private and Public Transport Mode Choices in Developed Countries

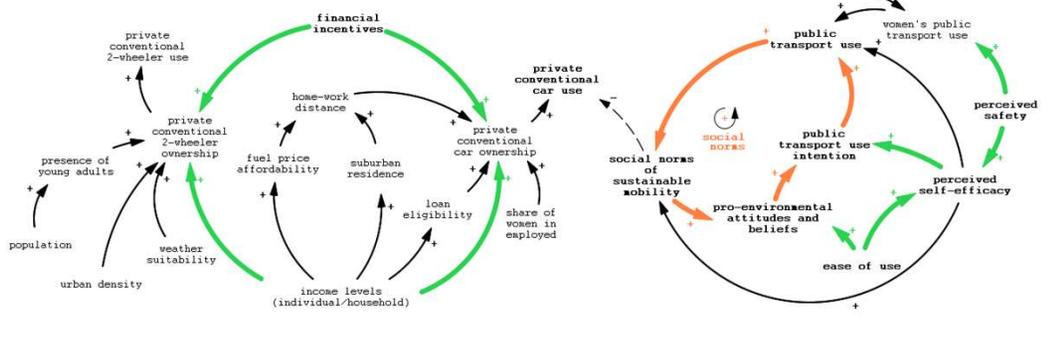


Fig. 3 (b): Factors Affecting Private and Public Transport Mode Choices in Developing Countries