

Commuting to school by public transport: on the development of marketing strategies to change travel behavior

Summary

The research aimed to develop meaningful solutions for younger generations' mobility choices and hence promote an immediate and long-term change in societal public transport perception. I created a 4 Ps marketing mix model as a novel and potentially far-reaching tool to evaluate the uptake of PT in school commuting, sustained in a Stakeholders' triangle for action. Hence, this work proposed a pioneer marketing strategy for promoting PT uptake in school commuting.

A case study included two paper-based surveys of pre-university schools in three municipalities of the Lisbon Metropolitan Area during two school years. I developed Discrete Choice Models (DCM), Structural Equation Models (SEM), Latent Dirichlet Allocation (LDA), and Hazard Duration-Based Models (HDBM) based on survey data collected.

With the implementation of pioneering Stimuli to Public Transport and an easy-to-implement methodology to evaluate their impact, the thesis made available a novel marketing strategy and suggestions for guidelines to promote PT uptake in school commuting and even in Mobility in general. Additionally, the research presented still missing but much-needed practical tools based on Communication, Mobility plans, Mobility management, and schools' management to reinforce the marketing strategy and the tactics to leverage PT. These tools covered the full actionable scope of the school mobility PT option by providing scalable solutions from the PT user to the PT management entities.

Keywords

Public transport, mobility, travel behaviour, school commuting, marketing strategy.



Marketing Stimuli applied in the action research to promote PT in school commuting (LMA: Cascais, Oeiras & Sintra).



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