

Applications for Social Marketing and Transportation Demand Management

Hagop Kantarjian*

Department of Leukemia, MD Anderson Cancer Center, Houston, USA

Introduction

Planners and policymakers have expressed concern that the "add capacity" strategy, in which more roads are built to solve traffic-related issues, is no longer an option. In order to comprehend how users can be persuaded to adopt a more blended approach (i.e., integrating car, public transportation, and alternative modes on a daily basis), this article examines private transportation behaviour. In order to present a number of social marketing message appeals aimed at inducing a change in participants' travel behaviors, the research methodology utilized focus groups and travel diaries. Even though the social marketing materials contain flaws, this study concludes that social marketing as an intervention program on its own cannot convince people to reduce their excessive reliance on automobiles. However, participants acknowledged that the messages were instructive and beneficial in educating them about transportation issues. According to the findings, social marketing programs may be useful informational tools for transportation demand management (TDM) policies. These kinds of programs can be a good way to communicate with commuters directly and build dialogue, gain public support for demand management policies, and convey important information about transportation. When it comes to truly determining the best course of action for transportation policy in the coming decades, one of the challenges facing policymakers is comprehending a role for TDM. Given the perceived success of the "add-capacity" strategy to date, how does TDM fit into the new horizon for addressing transportation issues? Quantitative data on this subject are abundant, but qualitative data that examine the broader issues associated with transportation behavior are somewhat scarce. Focus group discussions and travel diary analysis are used to collect data in this article in an effort to contribute to the qualitative data construct.

Description

This article provides an overview of the automobile industry in light of its ongoing global expansion in terms of both numbers and applications. In order to investigate why the marketing principles that are utilized in everyday commercial applications cannot be utilized to better effect in circumstances where it may be particularly beneficial to society as a whole, social marketing theory is briefly reviewed. This article examines a number of topics that the research participants identified as preventing them from more readily adopting other modes of sustainable transportation, such as public transportation, cycling, or walking, in light of the ongoing rise in car use and travel behavior. There are two general ways to reduce the economic, social, and environmental costs of transportation activities when looking at issues related to congestion,

pollution, human health, or safety in the transportation sector. The first goal is to reduce impacts per unit of vehicle travel. Typically, this is accomplished through the creation of engineering solutions that increase road capacity in a more efficient manner or through other means, such as innovative vehicle designs. The second strategy targets the travel behavior component by either observing a decrease in total vehicle travel or encouraging existing travel behaviour to be rearranged to make better use of the available transportation resources. This is known as transportation demand management (TDM) in general. This article focuses on the second method for comprehending how social marketing can positively influence travel behaviour choices that are more environmentally friendly. More than 24 million cars were registered in the UK at the end of 2000, which was twice as many as in 1975. Between 1998 and 2000, over 70% of British households regularly used a car, and ownership was well-divided among various segments of the population.

In North America, a few 16.6 million new vehicles and light trucks were conveyed in 2003 alone as the car business defeated significant deterrents, for example, the conflict in Iraq, worldwide monetary vulnerability, oil creation shortages and value spikes, and overcapacity, to record its fourth greatest year at any point in complete deals. The number of vehicles in use worldwide increased from approximately 75 million in 1950 to approximately 675 million in 1990. Since this time period coincides with an improvement in industrialized nations' economic conditions, it could be hypothesized that the rise in car ownership was primarily related to improvements in prosperity, independence, and security. However, numerous environmental issues have resulted from this shift in mode selection. Somewhere in the range of 1990 and 2002, the degrees of ozone harming substance emanations diminished in many areas across the 15 nations of the European Association (EU-15), in particular energy supply, industry, horticulture, and waste administration. However, transport-induced behavior's greenhouse gas emissions actually increased by 22% during this same time period. Apart from the yet-to-be-measured impact on travel behavior caused by recent increases in the price of oil, which resulted in higher gas prices at the pumps, there appears to be little evidence to suggest that this phenomenon is about to decline in the first few years of the 21st century. On the other hand, all indications point to a sustained increase in the use of private transportation over the next few decades, with few suggestions for limiting this trend. Between 1990 and 1999, the length of the EU-15's motorway network increased by more than 25% to nearly 50,000 kilometers, meeting this constant demand across Europe. As a sustainable alternative to public transportation, the rail network's length decreased by 4% in the 1990s, reaching just under 154,000 kilometers in 1999. The United Kingdom had 419 passenger cars per thousand people in 2000, according to European statistics, while the EU-15 average was 469 cars per thousand people in the same year. Individual access to motorized forms of transportation has emerged as an important symbol of progress in contemporary democratic societies, which is another consequence of the continued growth in the use of private transportation [1-5].

Conclusion

Subsequently, the opportunity of development related with admittance to this individual type of portability is difficult to smother unafraid of a threatening reaction from clients. In economically prosperous societies, the possession of one or more automobiles satisfies the desire for individual mobility as a valued aspect of life. As a result, national governments have been reluctant to challenge this behavior and have avoided any obvious attack on those who use private transportation, such as imposing punitive restrictions. The designated

*Address for Correspondence: Hagop Kantarjian, Department of Leukemia, MD Anderson Cancer Center, Houston, USA, E-mail: hkantarjian@mdanderson.org

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public authority regarded the introduction of congestion charging, which was first implemented in central London in February 2003, as an exceptional public policy decision to address London's transportation issues. Instead, many governments continue to back the add-capacity strategy, which is based on the idea that increasing infrastructure capacity can solve transportation issues. However, the most recent evidence gathered by the would refute this. In its analysis of 85 urban areas located throughout the United States, the institute looked at data gathered between 1982 and 2002. The institute came to the conclusion that only five regions have a travel demand that is closely matched by the availability of sufficient road capacity to meet this demand. The Institute concludes that the level of demand has far outstripped the capacity to construct an adequate capacity of supply to adequately meet this demand in the remaining areas, resulting in a 10-year timeframe for the majority of major road construction projects from conception to completion. To maintain constant travel times, the research suggests that there must be a corresponding growth in supply capacity at a rate slightly higher than travel growth. However, this is not a viable option because it would necessitate the construction of such road

capacity prior to the emergence of demand. Additionally, this assumes that the add-capacity strategy is the only approach taken to address mobility issues.

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