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Assumed models of human behaviour in the promotion campaigns of public and non-motorised transport in the Gauteng city region

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Abstract

This study applied a case study approach to analyse assumed human behaviour models applied in the conceptualisation and implementation of the promotion campaigns for public and non-motorised transport in the Gauteng City Region and how this might have influenced the transition towards public transport and non-motorised transport. Besides the primary data collected through interviews with diverse participants, secondary data from reports and media articles were captured and analysed. The study found a diverse range of promotion campaigns for public and non- motorized transport such as *You make Joburg great* and the *Ecomobility Festival.* The related promotion campaign activities included educational campaigns and billboard messaging. Using behavioural insights such as prospect theory and rational choice theory, the study analysed the activities and tools of the promotion campaigns in order to understand the predominant assumed model. The study finds that the rational agent model of human behaviour was the most assumed model for the promotion campaigns.

Due to the fact that the outcomes of the campaigns were not systematically evaluated, specific transition-impacts of the assumed model could not be analysed and therefore no relevant finding could be made on the related sub-question. However, secondary data sources clearly indicate that IMT use continues to grow in Gauteng City Region in spite of the ongoing campaigns. The study therefore went on to identify gaps within the delivered campaign activities and considered better ways to improve such campaigns in the context of the non-rational model. The study finds that in spite of close to over three decades of scientific questioning of the rational model, the model remains as the predominant framework in the promotion campaigns for PT and NMT. Although there might be other contributing factors, this predominance of the framework possibly undermines the anticipated impacts, and in particular, inhibits the responses to such campaigns and overall transitioning towards public and non-motorised transport.

Key words: econs, framing, non-motorised transport, non-rational model, nudging, promotion campaign, public transport, rational model.