



Applying a European Marketing Strategy to TDM Programs in the U.S.

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Social marketing can be a useful transportation demand management (TDM) planning approach, to change people's travel behavior. A NITC study led by Philip Winters and Amy Lester of the University of South Florida's Center for Urban Transportation Research (CUTR) explored a consumer market segmentation technique called SEGMENT, which is successfully used in Europe.

SEGMENTING THE MARKET

SEGMENT (SEGmented Marketing for ENergy efficient Transport) was a three-year project started under the European Commission, and the NITC researchers sought to test its applicability to social marketing campaigns in the United States. As it turns out, we are not so different from our European counterparts and the outcomes were very similar.

KEY FEATURES OF SOCIAL MARKETING

Social marketing has at least seven distinguishing features which set it apart from other popular behavior-change planning approaches, such as education and mass media campaigns. These seven features are:

1. A focus on socially beneficial behavior change;
2. A strong consumer orientation;
3. The use of audience segmentation techniques
4. The selection of target audiences;
5. The use of marketing's conceptual framework (marketing mix and exchange theory);
6. The recognition of competition; and
7. Continual marketing research.

The validation of this segmentation technique for use in the United States is a major contribution of this research effort. Using SEGMENT stands to maximize the impact of TDM social marketing campaigns on changing travel behavior, without the added costs of customized segmentation studies.

As part of this NITC project, the researchers created a spreadsheet implementation tool and the documentation of a use case of the research. The tool allows users of the segmentation results to easily sort their customers into groups based on the "golden questions," which are the nearly two dozen behavioral and attitude questions that are used to predict into which one of the seven market segments a customer should be grouped.

WHAT'S NEXT?

The results of this research can be used to support future TDM social marketing campaigns in U.S. metropolitan areas. For example, a Florida Department of Transportation project is using a community-based social marketing approach to encourage Tampa Bay residents to increase walking and biking, increase the ridership of public transit, reduce traffic congestion, and create a more healthy and livable community.

Future iterations of this community-based social marketing project, like similar projects in other states, could leverage the results of this research to better segment household members and tailor information unique to their needs and attitudes. Results of this study suggest that several distinct market segments exist in the U.S. with regards to travel behavior, similar to the European study that this project replicated.

ABOUT THE AUTHORS

The research team consisted of Philip L. Winters, Amy B. Lester, and Minh Pham, University of South Florida Center for Urban Transportation Research.

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THE FULL REPORT and ONLINE RESOURCES

For more details about the study, download the full report **SEGMENT: Applicability of an Existing Segmentation Technique to TDM Social Marketing Campaigns in the United States** at <https://nitc.trec.pdx.edu/research/project/1057>

Watch an October 2018 webinar presented by Philip Winters to learn more about this SEGMENT technique and how to use the spreadsheet tool to apply it to a travel behavior campaign: <https://nitc.trec.pdx.edu/news/applying-european-marketing-strategy-tdm-programs-us>

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