

## Abstract

Jakobsson, Cecilia (2004). *Motivational and Volitional Control of Private Automobile Use: The effectiveness of transport policies*. Department of Psychology, Göteborg University, Sweden.

This thesis focuses on car use reduction measures, such as, road pricing, which employ economic disincentives. A number of issues related to the motivational and behavioural effects of economic disincentives were investigated in four empirical studies. Public acceptance of transport policies is commonly proposed as a key factor for any successful implementation. The primary focus of Study I, surveying 524 car owners in Göteborg, was to investigate a proposed model of the determinants of acceptance of economic disincentives with perception of fairness, personal freedom, income, expectations about others' car use and intentions of own car use as predictors. The results supported the model, particularly emphasizing the importance of perceived unfairness for not accepting economic disincentives. The general conclusion of Study II, which was a field experiment employing 80 households in Göteborg, was that economic disincentives alone would not encourage car users to reduce their car use. Instead, the results indicated that conscious planning of household travel was essential. Forty households, which had planned their car use reduction in Study II, were further investigated in Study III. The discrepancies between the number of planned trips and the actual number of trips were interpreted as indicating low motivational and volitional control and were found to be largest for shopping trips, chauffeuring trips and leisure trips. Larger discrepancies were also observed for households having more than one car, children or higher incomes. Study IV examined the adaptations made in response to policies controlling private car use. In a focus group study and an internet-based questionnaire study, it was found that economic disincentives differ from non-coercive individualised marketing in that car users state that they would reduce car use more were economic disincentives implemented in Göteborg, while the corresponding difference with coercive prohibition of car use in the city centre was negligible. In addition, insights obtained from the focus groups indicate that both prohibition of car use in the city centre and individualised marketing may receive more public support than an economic disincentive such as road pricing. Furthermore, if an economic disincentive or another coercive car-use reduction measure is implemented, in the focus group study a preference for a combination with voluntary change measures was expressed.

Key words: Motivational and volitional control, private car use, car-use reduction, economic disincentives, acceptance, effectiveness.

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