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The influence of personality traits on airport public transport access mode choice: A hybrid latent class choice modeling approach

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ABSTRACT

Many objective and subjective factors affect individual tendencies. Such subjective factors include personality traits, attitudes, identities, perceptions, and feelings. The choice of transportation mode is an individual tendency that is considered important in policy-making decisions, and it can affect sustainable transportation, particularly in metropolitan areas. The present study's main aim is to determine the impact of the Big Five Personality Factors on individual preferences toward public transportation modes. We use data from a survey conducted in January and February of 2013 at Imam Khomeini International Airport (IKA). Passengers were asked to indicate their preferred mode of transportation to access the IKA and to respond to questions on the NEO Five-Factor Inventory. Based on 357 valid responses, hybrid discrete latent class modeling was conducted to understand the heterogeneity in the respondents' individual preferences regarding the Big Five Personality Factors and their preferences toward public modes of transportation. The results indicated that individuals who display neuroticism were more likely than the others to be concerned about carrying heavy luggage and about inclement weather conditions when using public transportation. In addition, interesting results indicated that conscientious individuals likely paid more attention to travel cost than to any other attribute of public transportation, and the model of the conscientious latent personality trait was a better fit to the data. Finally, this paper examined the taste heterogeneity of each personality trait and the results indicate the usefulness of considering personality traits in mode choice models for richer insights toward sustainable transportation.

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1. Introduction

1.1. Research objective

Although research on the impact of psychology on transportation is not new, focusing on the psychology of the transport user as an active agent for organization toward more sustainable processes is a novel challenge (Gebert et al., 2013). Thus, an in-depth understanding of how psychometric variables affect individuals' behavior regarding more sustainable transportation is needed to alleviate this challenge. Due to the important role of public transportation in policy making, mode choice analysis is probably the single most important element in transport planning (Ostendorp and Willemsen, 2011). Therefore, analyzing the influence

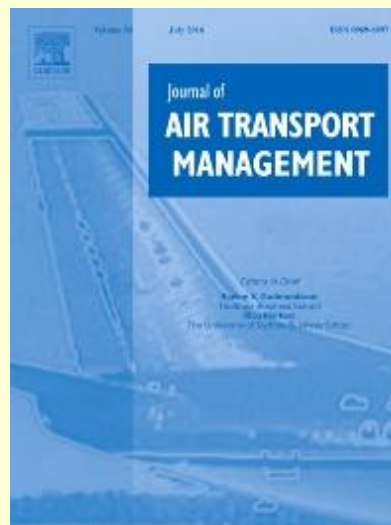
of psychology on mode choice models, particularly those focusing on public transportation, can produce more applicable results for transportation psychologists, engineers, and policy makers.

There have been many attempts to psychologically determine the mode choice process by using action theories such as theory of planned behavior (TPB) (Barnberg and Schmidt, 1998) and norm-activation model (NAM) (Hunecke et al., 2001) or habit (Friedrichsmeier et al., 2013). Other studies have used a combination of theories, like the TPB with a habit construct (Verplancken et al., 1994), the combined TPB and habit resistance to change model (Nordfjærmo et al., 2014), or the comprehensive action determination model (CADM), which integrates the main assumptions of TPB, NAM, habit, and the ipsative theory of behavior (Bökénier and Börsman, 2010). Other research studies have employed modeling approaches that consider different psychological variables; for instance, a study concluded that multiple identities are related to travel mode choice on regular journeys (Murtagh et al., 2012), the effect of attitudes on freight mode choices (Bergantino et al., 2013), and the attitudes and awareness

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The influence of personality traits on airport public transport access mode choice: A hybrid latent class choice modeling approach



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Research Article

The Impact of Perception toward the Built Environment in Airport Access Mode Choice Using Hybrid Choice Modeling

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Built environment (BE), as an objective variable, plays a substantial role in urban residents' behavior. However, the perception toward a BE, as a subjective variable, varies among people. To identify the role of perception toward BE, we used a stated preference (SP) survey conducted in January–February 2015 at the Imam Khomeini International Airport (IKIA), Tehran, Iran. The data was drawn from 641 individuals, 359 of them were residents of Tehran. For the estimation of the model, a hybrid discrete choice model was used to capture the latent variable, in addition to mode attributes and trip conditions, with 795 SP observations. Psychometric questions concerned the perception of ease in access to main streets or highways and good traffic conditions within their residential areas. The results showed that the latent variable (positive perception toward built environment or PBE) had a significant positive effect on people's willingness to park at the airport. Moreover, the gender, age, marital status, level of education, experience living in a foreign country, and income level also influenced the formation of perception toward the BE and airport transportation mode choice.

1. Introduction

Previous studies regarding built environment (BE) and transportation mode choice indicate that higher population densities, better local transport accessibility, and more choice diversity often result in less car and more public transport usage [1]. However, not all people perceive their BE in the same way, and their perceptions are subject to various behavioral influences [2, 3].

Many studies considered the objective effects of a BE, but there is little work available that focused on attitudinal and perceptual behavior toward the BE [1, 4, 5]. There are excellent studies that capture psychometrical variables affecting active travel preferences, such as walking and cycling [6–10], but little research exists that analyzes the psychometric effects of BE, particularly the influence of perceptions toward BE on access to the airport. Therefore, this study investigated the simultaneous effects of perception toward BE and airport access mode choice.

For this purpose, we conducted a survey at Imam Khomeini International Airport (IKIA) during January–February 2015. The airport is located 30 kilometers (19 miles) southwest of Tehran and was designed to replace the Mehrabad International Airport (MIA), which is now inside Tehran's city boundaries [11]. Currently, IKIA serves only international flights with one passenger terminal, consisting of a total annual handling capacity of 6.5 million passengers. However, a second terminal for the pilgrimage flights is currently under construction. IKIA's capacity has grown impressively from 2005 to 2014 with an average annual growth rate of 23% [12]. Airport access from Tehran is currently provided only by hired cars—either taxis or vans or private cars—parked at the airport or using passenger drop-off. Currently, there are two car parking options at IKIA: a covered parking area near the terminal, which is fully occupied during peak hours, or outdoor parking areas, from which passengers are ferried to and from the passenger terminal by a free bus service [11]. Plans for an extension of the southern part of Tehran's metro

The Impact of Perception toward the Built Environment in Airport Access Mode Choice Using Hybrid Choice Modeling



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The Role of Personality Traits through Habit and Intention on Determining Future Preferences of Public Transport Use

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Abstract: A complex set of factors may affect transportation mode choice. While earlier studies have often considered objective factors in determining preferences of public transport use as a sustainable transportation, subjective factors such as personality traits are underexplored. Therefore, this study aimed to investigate the influence of personality traits on the number of future public transport use. Additionally, “car habit” and “intention toward using public modes” were considered to be important. For this purpose, a case study from departure passengers at Imam Khomeini International Airport (IKIA, Tehran, Iran) was conducted between January and February 2015 at IKIA. Results of structural equation modeling (SEM) shows that only neuroticism and extraversion personality traits were significant in determining future public transportation mode choice. However, the model indicates that these traits indirectly influence intention and car habit. Neuroticism was found to have a total effect of -0.022 on future public transport use, which represents a negative association with public transport use, while extraversion positively influenced future public transport use with a total effect of 0.031 . Moreover, the results found interestingly that car access had a better fit to the data than the number of cars in household (NCH); both had significant positive effect on car habit, but only car access had a significant influence on intention. Furthermore, the effect of socio-demographic variables such as age, gender, educational level, income level, and body mass index (BMI) were determined to be significant in identifying choice of future transport mode to airports, which is explained in the discussion section of this paper.

Keywords: public transport use; sustainable transportation; personality traits; intention; habit; car access; structural equation modeling

1. Introduction

Previously, objective variables such as travel time and cost have been widely used for determining the transportation mode choice process. However, in spite of the significance of some qualitative variables such as comfort, convenience, safety, and reliability outlined in numerous transportation mode choice studies, there is no standard measure for measuring these variables [1].

Personality traits and their impacts on various behavioral patterns have been investigated in previous studies [2–9]. Specifically, in transportation studies, there is considerable literature about personality traits and their relationship with driving style and risk-taking behaviors [10–21]. Almost all of these studies conclude that assessing personality traits is useful for predicting driving behavior. However, there have been limited studies that investigate their roles in determination of transportation mode choice. This could be attributed to resources required for understanding their effects [1] which

The Role of Personality Traits Through Habit and Intention on Determining Future Preferences of Public Transport Use



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تسلط و آشنایی با نرم افزارها

Minitab



BIOGEME

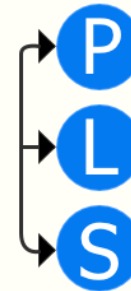
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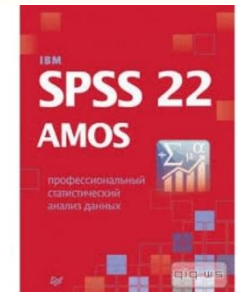
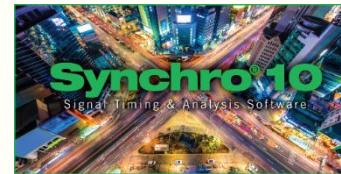
NLOGIT6
LIMDEP11



SmartTM
Next Generation Path Modeling



sas



TransCAD
Transportation Planning Software

Arc
ESRI
GIS



دوره های تخصصی و سمینارها

دوره تخصصی بین المللی حل و نقل شهری

کوایی می شود:

جناب آقای مهدی نژاد پناه

در اولین دوره تخصصی بین المللی حل و نقل شهری تبار و یکم دبینه سازی مصرف انرژی که در تاریخ ۱۵ و ۱۶ اسفند ۱۳۹۱ توسط پژوهشگاه فرهنگ، هنر و معماری جادو دانشگاهی با همکاری موسسه تحقیقاتی تکنولوژی و جامعه دانشگاه فنی برلین و با حمایت سازمان نظام مهندسی ساختمان استان تهران، مرکز مطالعات و برنامه ریزی شهر تهران و شهرداری قزوین، به مدت ۱۶ ساعت برگزار گردیده، شرکت داشته و از مباحث علمی آن بهره مند شده است.



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دوره‌های تخصصی و سمینارها

