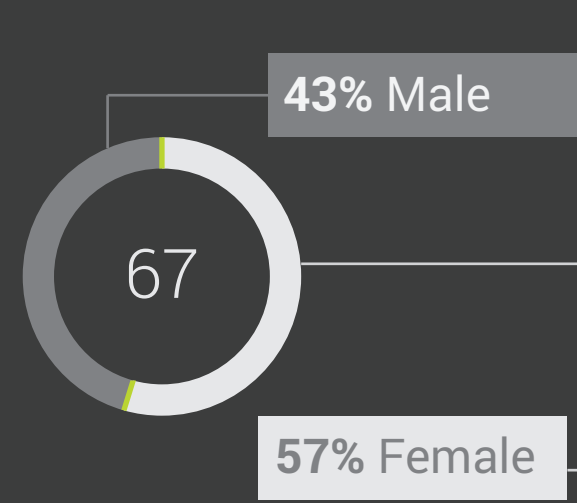


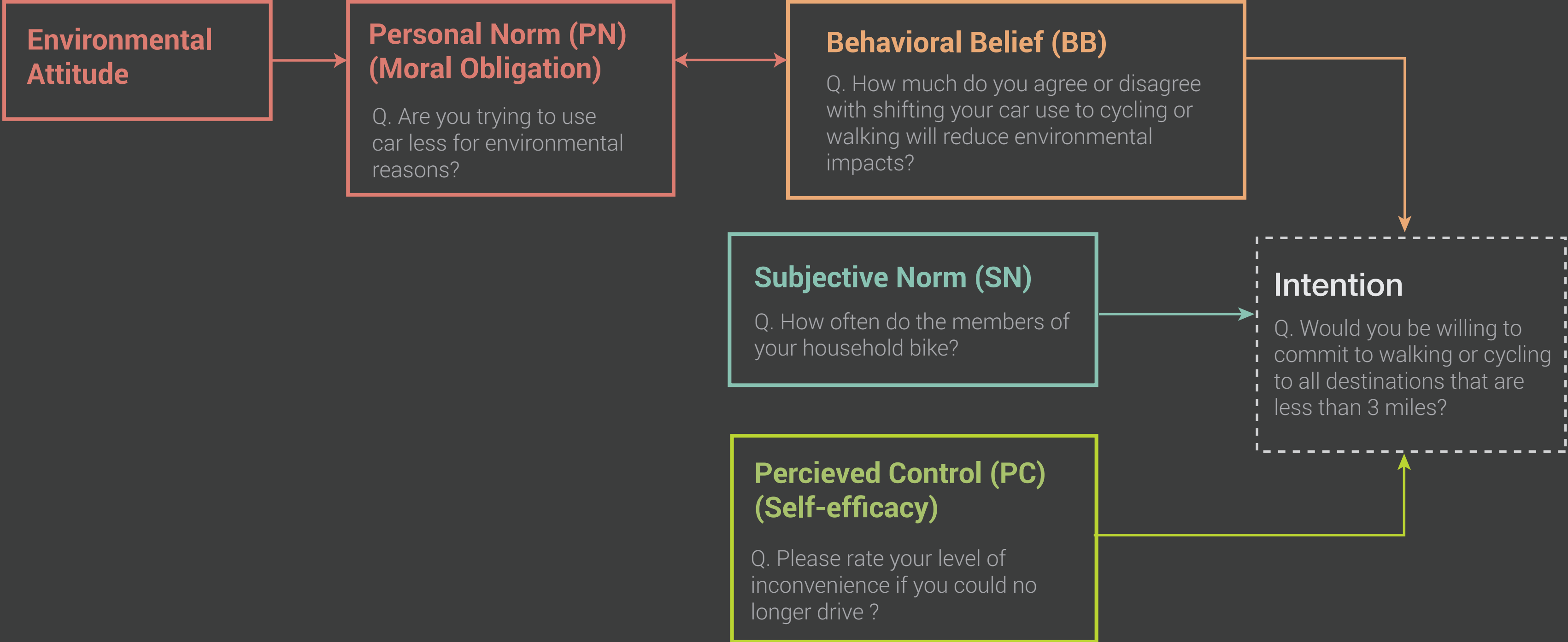
PURPOSE

In order to test the applicability of the combinations of theories to the specific context of my study (travel mode choice for short trips). Items in the questionnaire were designed to assess the variables of the theories.

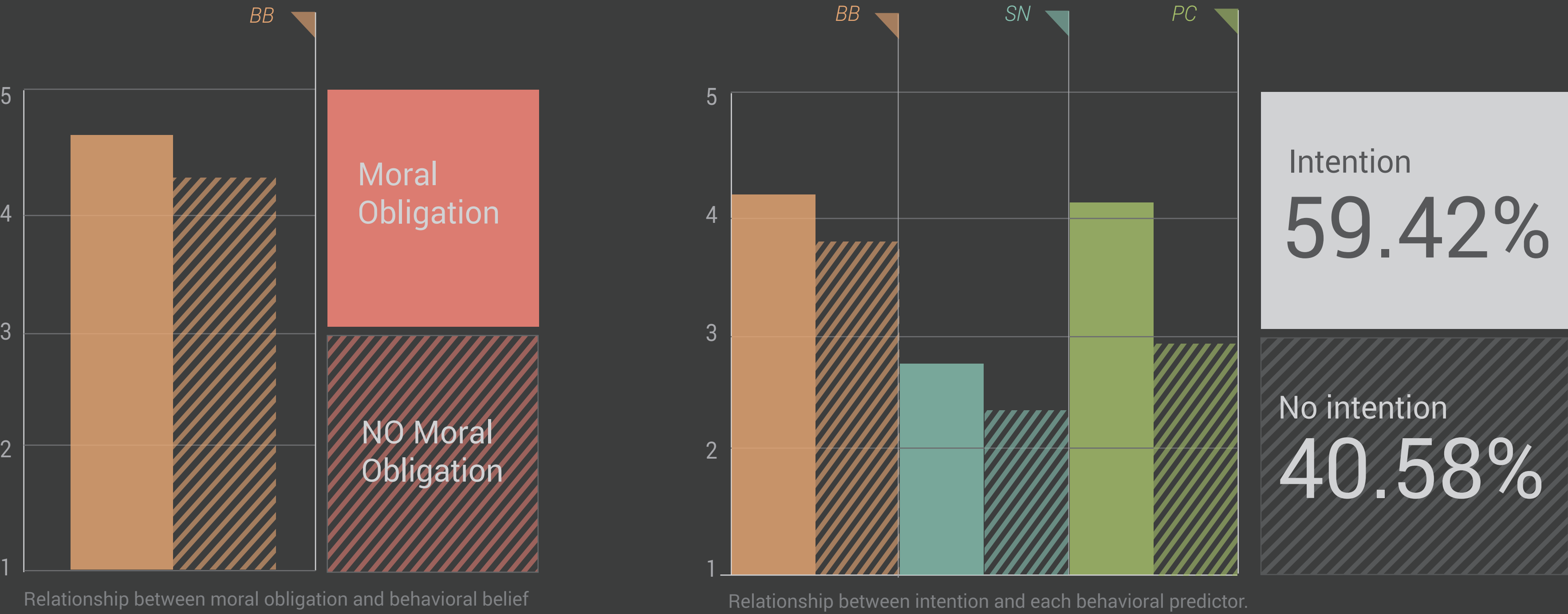
PARTICIPANTS



QUESTIONNAIRE DEVELOPMENT



RESULTS



CONCLUSION / DESIGN STRATEGIES

- Strengthen awareness of behavioral consequences.
- Building environmental appreciation
- Creating social influence to change behavior
- Setting a goals to motivate behavior