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Understanding Mode Share and Consumer Behaviours in Halswell.

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Report compiled by Matthew Boult, Tom Crasborn, Rebecca Joyce and Wrik Mukherjee. 1 1 1

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EXECUTIVE SUMMARY

Research Aims and Objectives:

This research aims to 'Understand mode share and consumer behaviours in Halswell'

Achieved through investigation of:

- Consumer's modes of travel to retail spaces
- How frequently they visited
- If these behaviours were characteristic
- Reasons behind their decisions

Context

Halswell, a semi-rural suburb south-west of Christchurch's Central City, has some of the lowest observed walking and cycling rates in the Christchurch area. Initiatives to increase the rates of those participating in alternative travel modes through methods such as provision of supporting infrastructure and potential reallocation of road space can often be met with opposition from local business owners. Despite many studies suggesting those who

Key Findings

The results of our investigation found that automobile users represent the predominant customer base

Understanding

The research conducted by Bent & Singa (2008) also explored the effect of congestion charges in the Downtown San Francisco area and alongside prior research in London suggested that this would not detract from retail success and rather could aid in the development of multi-modal access and enhanced streetscapes making them more attractive to all consumers. Similarly, the concept of political intervention in facilitating active transport through the use and tolls and taxes on gasoline has been seen to dramatically increase the proportion of those choosing to cycle in Germany

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4. RESULTS & DISCUSSION

This section describes the results of key questions in our consumer survey, used to understand consumer behaviours in relation to mode share in Halswell. The results of the survey conducted at the two interest points at the Halswell Junction Rd and Sparks Rd set of shops and Halswell New World complex, recognised as IP 1 and IP 2 respectively. These have been considered separately and interpreted in relation to our research aim, with consideration of concepts explored in the review of relevant literature.

4.1 What is the relationship between travel mode and consumer expenditure at local business in Halswell?

Figures 2 and 3 display the relationship between participants mode of transport to each of the interest points and their expected expenditure on the day of the survey. Figure 2, clearly shows that car users make up the predominant customer base at Interest Point 1, while the only other alternative transport mode users were pedestrians. There is a significant difference in spending patterns where in general it appears consumers arriving by car spent more than those who walked to the set of shops. Figure 3 displays the results collected at Interest Point 2, where it also appears the most common mode of transport used to arrive at this set of shops is by car. The results of the survey show that the use of alternative travel modes to this set of shops is somewhat higher than would have been expected based upon the census mode share data. Although consumer expenditure was relatively well spread amongst all modes, car users can still be interpreted to contribute the most economically to local business at the two shopping hubs.

Figure 2: Participants expenditure on the day of the survey in relation to their travel mode, at Interest Point 1.

Because Halswell is semi-rural and relatively suburbanised satellite town it can be assumed that distance and convenience play a significant role in consumers transport choice, where automobile use is the most practical to engage in retail activity at these shopping areas. Similarly, the carrying capacity associated with alternative modes of transport is limited, so it is to be expected that often where more is spent the number of items is larger so a car would be the most practical mode choice.

Understanding Mode Share and Consumer

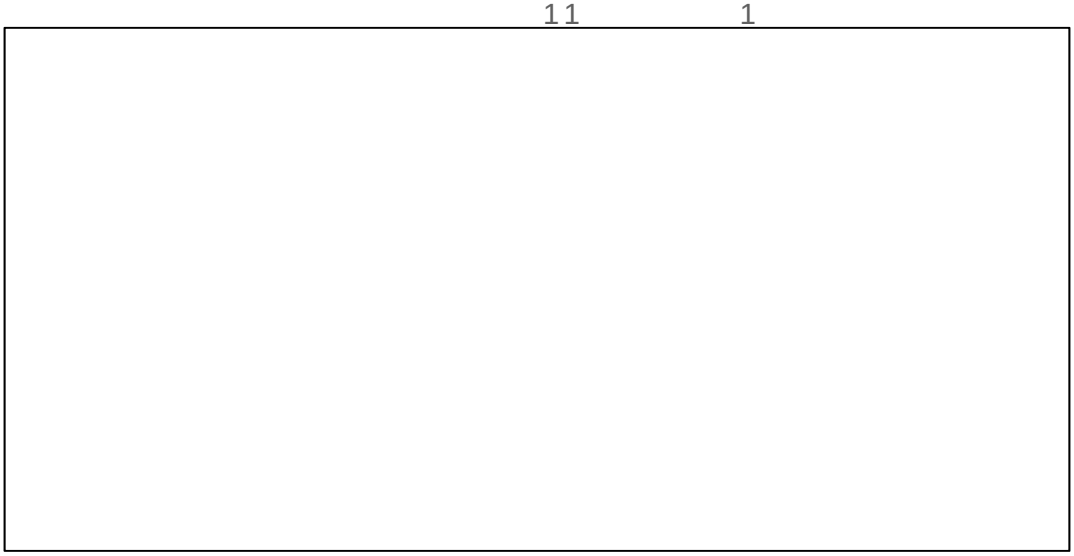

Figure 6: Frequency of visits to stores and services at

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4.4 Main activities while visiting the set of shops:

To complement the previous question participants were also asked to indicate the main activity they were engaging in during their visit (figures 10 and 11). These were grouped into several categories to establish which activities drew the greatest number of consumers at each site. For the purposes of continuity between the sites the categories remained the same. It must be noted services included the library and post office, while grocery shopping encompassed those who were visiting the supermarket or butcher.

At both sites the most common activities were ‘services’ and ‘grocery shopping’, suggesting these are the main purpose for consumers engaging in retail activity at both locations. Alternative transport users typically engaged in activity that would not require large loads to be carried, while a large proportion of car users at each site were mainly there for ‘grocery shopping’ an activity that often requires a larger carrying capacity.

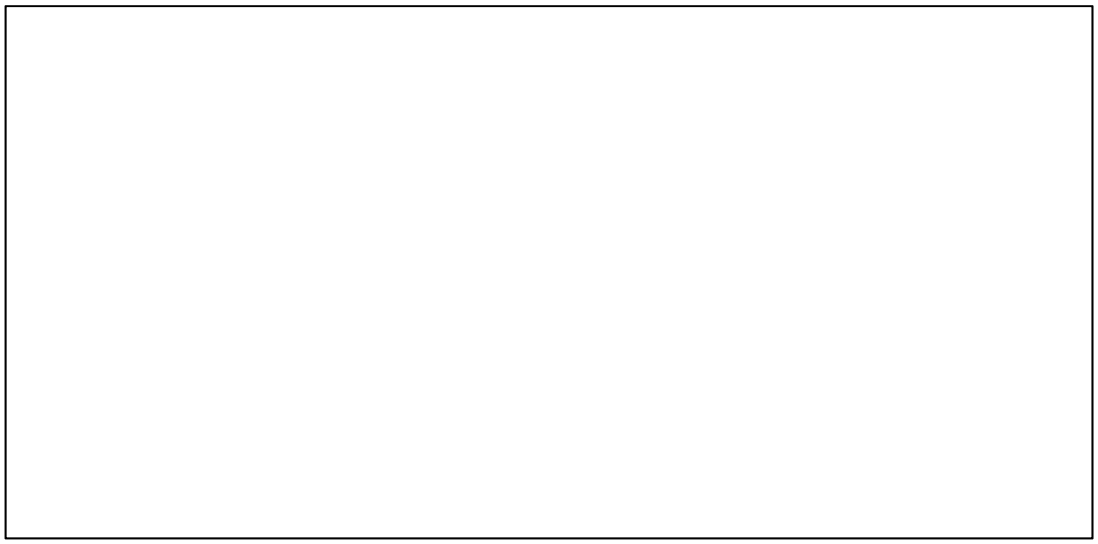

Figure 9: Response to ‘main activity’ while visiting the stores at Interest Point 1.

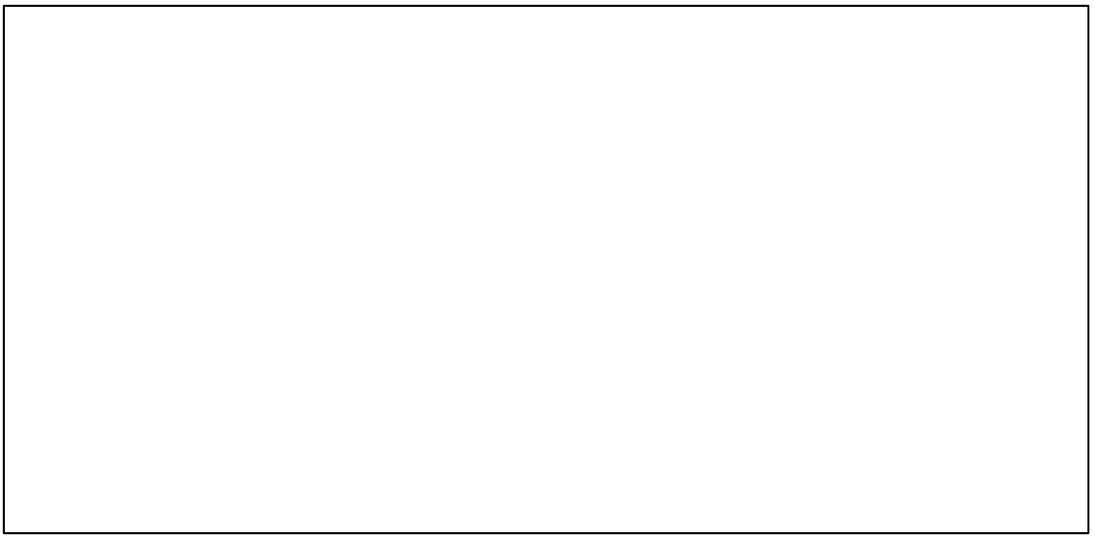

Figure 10: Response to ‘main activity’ while visiting the stores at Interest Point 2.

4.5 What are the factors that influence consumer's choices in Halswell?

In order to understand potential reasons behind consumer's transport choices to engage in retail activity participants were asked to indicate reasons for their mode choice. Based on the results at both surveyed sites it appears convenience was the main reason at both Interest Point 1 and Interest Point 2 (figures 12 and 13, respectively). Most respondents indicated they were on their way home from work or picking their kids up from school, activities which they would only consider using a car for.

Distance was also a common reason for those who arrived by car, where most indicated their origin as being a too greater for active transport and transit to be practical.

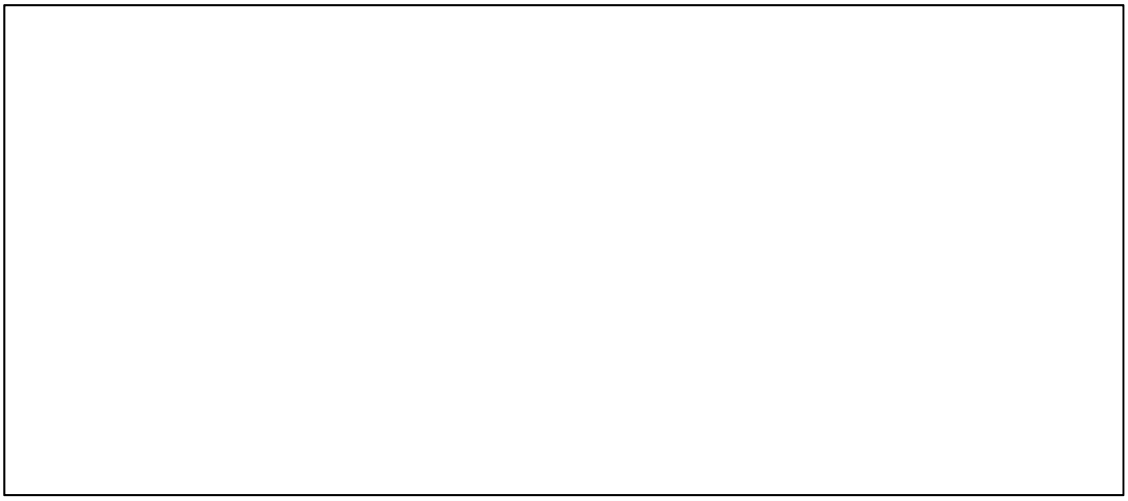

Figure 12: Factors influencing travel choices to the shops at Interest Point 1:

Figure

5. LIMITATIONS

There were several limitations to our research process that may impact the validity of our findings. Time was a major constraint, where the short time allotted for this research resulted in a limited number of survey responses. The Halswell/Wigram area has approximately 19,683 residents (Christchurch City Council, 2014) with only 92 responses it is very unlikely that our survey results truly reflect the behaviours of consumers in the area. Given more time we would have been able to more extensively survey at both localities and carry out a more thorough analysis of consumer behaviours in relation to mop503Fj/TT131Tf.rconsumer

6. CONCLUSIONS

In general it appears that consumer's arriving by car represent the predominant customer base for local business in Halswell. They were observed to spend more on average at both surveyed sites than those who engaged in more active modes of transport.

Despite the fact active transport users appeared to visit their main facility slightly more frequently, their relatively low expenditure compared with car users results in them still spending less on average per visit.

The sprawling nature of Halswell, with increasing number of subdivisions and suburbanisation has resulted in a strong reliance on car use to engage in retail activities, where distance required for travel to Halswell's retail centres results in active transport being impractical for most participants. Thus we found, distance and convenience was the main factor influencing consumer behaviours.

Finally, despite the majority of participants indicating favour toward maintaining their current mode of transport should methods be put in place to support more active modes, there was still indication that a change could encourage a greater proportion of active transport users.

ACKNOWLEDGEMENTS

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Understanding

10. How likely would you be to change your mode of transport to these stores if the travel routes (from your home to the shops) were more cycle/pedestrian friendly? (Please circle)

Very unlikely slightly likely moderately likely Very Likely

Finally, if you feel comfortable could you please indicate:

Gender: (please circle)

Male Female

Age: (please circle)

< 18 years 19 -25 years 26 -39 years 40 -59 years 60 + years

Occupation: (please circle – most appropriate category)

Retail/Sales Clerical Professional/technical Manager/official Crafts/trades Labourer/operator Service v4pÓ

APPENDIX 2 – Informative letters to business owners and survey participants