



TABLE OF CONTENTS

THESIS ENDORSEMENT	i
DECLARATION OF ACADEMIC INTEGRITY.....	ii
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENTS.....	iv
LIST OF TABLES	vii
LIST OF FIGURES	ix
ABSTRACT.....	x
CHAPTER 1 INTRODUCTION	
1.1. Background	1
1.2. Problem Issues	5
1.3. Research Questions	6
1.4. Research Objectives.....	7
1.5. Scope.....	7
1.6. Originality	8
CHAPTER 2 LITERATURE REVIEW	
2.1. Sustainable Transportation.....	10
2.2. Travel Demand Management.....	10
2.3. Travel Behavior	13
2.3.1. Transport mode choice.....	15
2.3.2. Transtheoretical model of behavior change.....	16
2.3.3. Self-efficacy and decisional balance.....	18
CHAPTER 3 THEORETICAL FRAMEWORK	
3.1. Transportation on College Campus	20
3.2. Active Commuting and Active Transport.....	21
3.3. Transtheoretical Model of Behavior Change	23
3.3.1. Stages of change	24
3.3.2. Self-efficacy, motivators, and barriers to actively commute.....	26



3.4. Role of University in Encouraging Active Commuting	30
---	----

CHAPTER 4 METHODOLOGY

4.1. Structure of the Study	32
4.2. Sampling Method.....	33
4.3. Data Collection	35
4.4. Questionnaire	35
4.5. Data Analysis	37
4.5.1. Data interpretation	37
4.5.2. Correlation analysis	38
4.5.3. Analysis of varians (ANOVA)	38

CHAPTER 5 RESULTS AND DISCUSSION

5.1. Description of Study Location	39
5.1.1. Site characteristic and transport situation	39
5.1.2. University policies regarding active commuting	42
5.2. Background of Students Sample	44
5.2.1. Socio-demographic	44
5.2.2. Modal split	47
5.3. Potential of Change	49
5.4. Decisional Balance and Stages of Travel Behavior Change.....	54
5.4.1. Motivators and stages of travel behavior change.....	55
5.4.2. Barriers and stages of travel behavior change	57
5.5. Students' Perception towards Motivators and Barriers	59
5.5.1. Perceptions of motivators for active commuting.....	59
5.5.2. Perceptions of barriers for active commuting.....	64
5.6. Possible Interventions in Increasing Active Travel among Students.....	70
5.6.1. Interventions and stages of travel behavior change	70
5.6.2. Interventions for encouraging active commuting	71
5.6.3. Strategy implications	74



CHAPTER 6 CONCLUSION

6.1. Conclusion	85
6.2. Future Researches	87
6.3. Research Limitations	88

REFERENCES

ATTACHMENTS