

Behavioral Economics Strategies to Improve Road Safety in Emerging Countries: A Vision Zero Approach Perspective

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Cite as:

Munaier Christian, Mazzon Jose, Lara Iuri (2024), Behavioral Economics Strategies to Improve Road Safety in Emerging Countries: A Vision Zero Approach Perspective. *Proceedings of the European Marketing Academy*, (122542)

Paper from EMAC Regional Conference, Lisbon, Portugal, September 25-27, 2024



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Abstract

Approximately 1.19 million people lose their lives each year due to traffic accidents. We sought to analyze projected speed behaviors, intention to comply with road limits, and intention to rest through three studies. The first study confirmed that a higher perception of road safety is associated with higher speeds and that a safer perception of the road is inversely related to drivers' intention to comply with established speed limits. The second study evaluated the impact of electronic visual nudges on promoting rest during long trips, revealing a gap between expectations and the actual effects of these nudges. Finally, the third study demonstrated that physical visual nudges can positively influence drivers' projected speed reduction in the last stretch of their journeys, especially when communicated assertively. These findings underscore the importance of an integrated and holistic approach in promoting road safety, considering both objective aspects like road infrastructure and subjective aspects such as safety perception and communication strategies.

Subject Areas: *Consumer Behavior; Decision-Making; Intention-Behavior Link; Public Policy*