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MATPP Seminar

By

Dr Jason Ni

Transportation Planner and Consultant

On

Motorization and Vehicle Purchase Behavior in China

Time: 7:00-8:00 p.m., Friday, 10th February, 2012

Venue: Room 222, Hui Oi Chow Science Building, HKU

About the Speaker

Dr Jason Ni is Manager and Senior Transportation Planner of THI Consultants, Inc. Dr Ni holds dual Master degrees in Transportation Engineering and City Planning from University of California at Berkeley (2003), and a PhD degree in Transportation Technology and Policy from University of California at Davis (2008). Dr Ni's dissertation is about the Motorization in China; so far he has published more than 20 reports and journal papers. Jason has various professional experiences. Before his current position with THI, Dr Ni was a Transportation Planner/Engineer at Parsons Brinckerhoff, USA. Dr Ni was involved with projects of US DOT, DOE, Caltrans, and he is currently working on multiple projects in Macau. In terms of professional membership, Jason served as the President of International Chinese Transportation Professionals Association (ICTPA), Northern California Chapter (2008~2010), and he is still on the Board of Director of ICTPA.

Seminar Abstract

Motorization is the transition from non-motorized travel means (e.g., walk) to motorized travel means (e.g., car). China, as the most populous country in the world, has started the motorization process, and its results will have huge impact on the whole world in transportation, energy, environment and automobile market. Two topics will be presented and discussed at this seminar: What are motorization pathways in China? What is the vehicle purchase/use behavior in China? In terms of motorization pathways, survey (designed and implemented by Dr. Ni) shows that motorization pathways in Shanghai are diverse, complicated (multi-staged), and as one would expect at this point, do not include cars for many households and individuals. About half of the respondents don't simply follow the hypothetical motorization direction. In terms of the purchase/use behavior, variables such as gender, perceptions of different aspects of the utility of different travel means, as well as personal or household income are significant. Purchasing a car may be considered a "family decision" as it is positively associated with household income; however, weekday car use seems to be a more personal choice as it is positively associated with personal income.