

Analyzing Transportation Mode Choice in Ho Chi Minh City Using Discrete Choice Experiment

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Abstract: This study investigates the mode choice behaviors of Ho Chi Minh City (HCMC) inhabitants using a discrete choice experiment (DCE). In the experiment, in addition to three most popular transportation choices (motorbike, technology-assisted motorbike service, public bus), we included the metro railway as a hypothetical mode choice to investigate behavior towards this new mode. The survey was conducted on 300 respondents in 19 communes spanning the No.1 urban railway (Ben Thanh – Suoi Tien). The results pointed out that mode choice is influenced by both total travel time and total travel cost. For public transports, the findings also highlighted the importance of transiting time and transiting cost. Metro users are willing to pay 976 VND and 667 VND for a minute reduction of transiting time and transporting time respectively. When a motorbike user switches to metro mode, monetary welfare of that individual rises by approximately 56 thousand VND.

Keywords: Discrete choice experiment, Mode choice behavior, Metro.

JEL classification: R4.

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