

How can people buy city cycling? A socio-psychological approach

Generally, the promotion of city cycling has been approached from a useful and beneficial point of view that is, selling it as a means of transport and a solution to certain daily transport problems. The advertising argument for its introduction or growth is usually focused on the same issues.

For example:

Problem: city chaos

Solution: bicycle

How to sell it? Non-polluting, fast, healthy and economic

The different lifestyles, development stages and necessities are usually restricted to the population's psycho-graphic traits or segmentation.

That is, we introduce the bicycle because it might be the answer to the problem; however, is our problem considered by the public as a problem? Is its solving as important to them as it is to us? Probably not.

So, the important question for us is: to promote city cycling, is it necessary to make people buy city cycling? We do not believe so. It is a matter of forming affective bonds out of the interests and necessities of each individual

As far as our Zoom project focused on teenagers is concern, this can happen by linking those values inherent to teenagers to their satisfaction by means of city cycling elements and, at the same time, using teenagers as the central subject and not otherwise.

This chart illustrates the text aforementioned

Values	Bicycle provided associated benefits	Selling Arguments
Independency	Freedom, autonomy	You can go wherever you want, at your own pace, whenever you want to, you do not depend on others.
Rebelliousness	Strength, agility, dexterity, courage	You can confront the "combis", you are battle-hardened, nobody can stop you, you are an urban hero
Identity	Singularity, being unique, being different	You are a leader, your are not just a face in the crowd, you are admired
Gender	Looking good, resistance, possibility of flirting, being sexy is being different	You look more sexy on a bike, the best legs, you have more power and energy

This research intends to demonstrate how possible it is to design effective strategies for social change by means of social psychology and an average awareness of the behavior of a definite sector of the society such as the one Zoom project in Lima, Peru is now pursuing.