

# Free essay about theme: imposing incentives and disincentives manages citizens be...

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Click it or Ticket is a slogan that The National Highway Traffic Safety Administration under the US Department of Transport uses to reduce deaths, injuries and economic loss resulting from accidents caused by motor vehicles crashes. Click it or Ticket model's main objective is to support and encourage states to implement specific safety belts checkpoints, adopt basic seat belt rules and assign patrols to officers' monitoring the situation. Great improvement in usage of seat belts and reduction in accidents since the year 2004 have been registered by about 84%. The efforts saw states like Arizona, California, Hawaii and Washington rose to 90% use of seat belts in the year 2005.

One key marketing tool that organizations use to achieve their marketing objectives is price. Prices influence buyer's decisions. It not only relates to fees of products, programs and services, but also, it reflects monetary disincentives, for instance, fines and tickets. When setting up prices for products, programs or services, it is important to note the objective of the price, access to the market demand, and the cost of the product. Lastly analyze the competition of the product.

Other pricing tools used to influence citizens participation and behavior include, use of monetary incentives, for example, offering discounts, use of monetary disincentives, for example, imposing fines on law breakers, use of non-monetary incentives, for example, positively recognizing performers and rewarding them and lastly use of non-monetary disincentives, for example, exposing those who evade the law and exploit citizens to the public.

Use of incentives has seen increase in school attendance especially in India, increases in the number of voluntaries joining military recruitment in US

army, reducing absenteeism in Britain and luring people to move to rural areas to decongest the cities of Kansas.

On the other hand, use of disincentives has seen improvement in environmental status. For example, purchasing and misuse of plastic bags in Ireland has been discouraged and causing harm to pets and animals have been discouraged in Italy.

Non-incentives encourage romance, purchase of environmental friendly goods and licensing of pets. Non-monetary incentives motivate owners maintain cleanliness.