Interest and expectations of car-sharing-users regarding integrated multi-modal mobility concepts – study design

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"SHARING MOBILITIES - New Perspectives for Societies on the Move?"
12th Cosmobilites Network Conference, 30.11.-2.12.2016, Bad Boll
**Background**

- Integrated multi-modal mobility concepts:
  - facilitate the use and combination of different mobility services according to individual requirements
  - e.g. digital platforms (websites, smartphone apps) that offer detailed information on alternative transportation means as well as unified booking and invoicing systems
  - considered an important element of more sustainable mobility solutions
- First concepts are already offered by some cities and providers
- In order to develop and implement fully integrated concepts, many technical, legal, organizational, etc. issues still need be solved
- However, user acceptance, needs and preferences should be considered at the same time.
Target sample: Car sharing users

- Challenge of studies on acceptance of new technological concepts: Difficult for consumers to state their expectations without some degree of experience
- Car sharing users are already more familiar with the use of various transportation means and digital solutions
Research questions

- To what degree are carsharing (CS) users interested in using integrated mobility platforms (IMP)?
- Which preferences do CS users have with regard to IMP and their specific features?
- How do CS users perceive various characteristics of IMP which are assumed to be relevant for the adoption of innovations?
- How do these perceptions and preferences influence overall acceptance of IMP?
- Can groups of CS users be differentiated with regard to their acceptance of IMP? What are promising target groups?
Theoretical predictors of interest in IMP

- Innovativeness
- Relative advantage
- Compatibility
- Ease of use
- Trialability
- Observability
- Social norms
- Technological security

Intention to use IMP

(based on Davis, 1989, Rogers, 2003, Salisbury et al., 2001)
Measurement instrument:

- Online survey

Relevant survey modules:

- Socio demographic characteristics (age, gender, household size, etc.)
- Current mobility behavior (accessibility and everyday use of different means of transportation)
- Knowledge of and individual preferences regarding specific features of IMP (e.g., availability of traffic information, payment modalities, customer support)
- Perceived characteristics of IMP derived from Diffusion of Innovations theory (Rogers, 2003): e.g., relative advantage, compatibility, complexity, trialability
Measurement procedure:
- Recruitment of car sharing users via: car sharing companies, mailing lists of mobility related associations, social media, snowball technique, …
- Incentive for participation: lottery of 1 x 200 €, 3 x 100 €
- Field time: October to November 2016 (3 weeks)

Sample description:
- N = 711 car sharing users (gross sample n = 992)
- Age: mean = 46.0 years, S.D.=13.0, median = 48 years
- Gender: 45,9% female
- Monthly household income after taxes: median = 3000-3999 €
- Car ownership: 38% have access to a private car
- Education: 73,1% with academic background
- Location: residents from both urban and non-urban locations
Planed analyses:

- Multivariate linear regression analyses to investigate the relative predictive qualities of perceived IMP characteristics for interest in IMP
- ANOVAs to compare different car sharing user groups
  - based upon their degree of innovativeness (cf. innovator categories, Rogers, 2003)
  - regarding their interest in IMP
  - perception of IMP characteristics and preferences regarding IMP features
- Results and recommendations will be available in January 2017
Thank you for your interest!

**Acknowledgement:** This study was conducted in the framework of the Profilregion Mobilitätssysteme Karlsruhe, which is funded by the Ministry of Economic Affairs, Labour and Housing and the Ministry of Science, Research and Art in Baden-Württemberg and by the Fraunhofer-Gesellschaft.