



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

“SHARING MOBILITIES -
New Perspectives for Societies on the Move?”

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- 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



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- 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

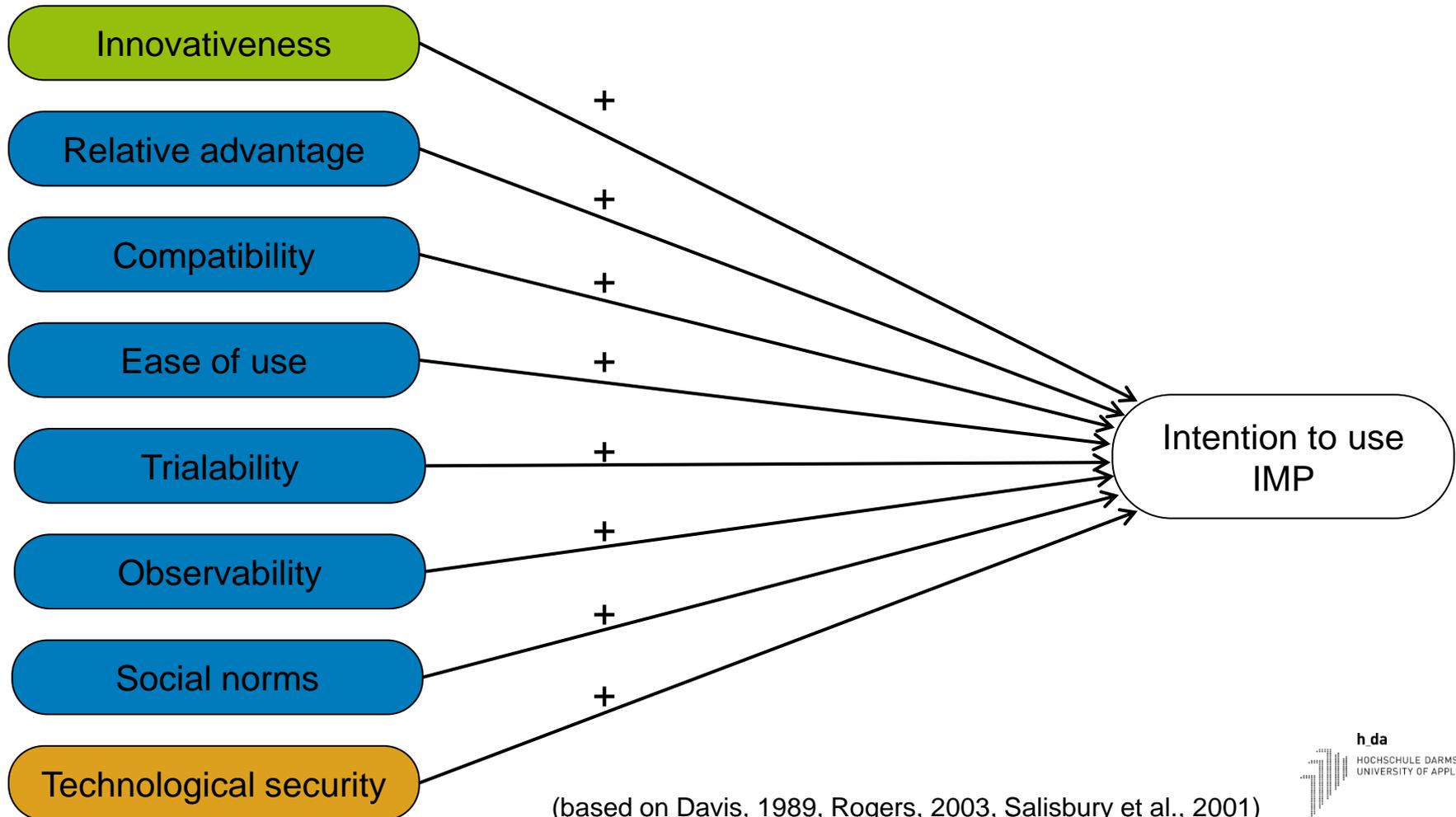


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- To what degree are carsharing (CS) users interested in using integrated mobility platforms (IMP)?
- Which preferences do CS users have with regard to IMP and their specific features?
- How do CS users perceive various characteristics of IMP which 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





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



- Planned 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!



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