

Overcoming routine behaviour: Context changes as facilitators for the adoption of transport innovations

Summary

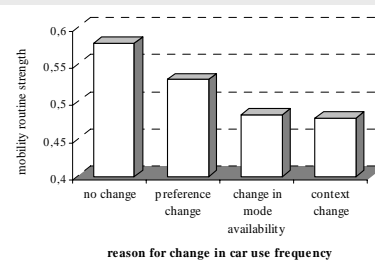
The travel behavior of individuals and households causes significant environmental problems. In addition to traditional political and marketing measures to restrict car use and make alternative transport modes more attractive, innovative mobility services have been created enabling ecologically more sound mobility patterns.

One of such services is *car sharing* provided by a professional company. However, though proving to be promising in ecological respect, adoption rates are still low. Besides active rejection due to uncertainty or unfavorable attitudes towards the new product, an important obstacle to adoption may be routine mobility behavior leading to a passive neglect of the new service.

We conducted a *quantitative mail survey study* with 629 participants being differently involved in car sharing (new clients, information seekers, random sample either being generally interested or not interested in car sharing). We partially confirmed the negative influence of mobility routine strength on the awareness of car sharing services. More important, we could show that routines may be significantly weakened by changes in the personal life situation or outer mobility conditions, and that such changes are an important determinant in evoking interest in the car-sharing system.

Implications of the results for innovation marketing and supporting policy measures are being discussed.

Relationship between context (in-)stability and mobility routine strength



Publications / Workshop

Harms, S. (submitted): Overcoming routine behaviour: Context changes as facilitators for the adoption of transport innovations (submitted to „Journal of Environmental Psychology“)

Harms, S. (2003): Besitzen oder Teilen. Sozialwissenschaftliche Analyse des Car Sharings. Zürich: Rügger, 399 S.

Harms, S. & C. Klöckner (2007). Impact of critical life events on travel mode choice. Scientific symposium organised for the 7th Biannual Conference on Environmental Psychology, Bayreuth, September 9-12.

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