

FACTORS INFLUENCING USERS' ADOPTION

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Abstract

The continuous increasing traffic volume, global warming challenges, and shift in urban society values, demand to rethink and forge a new framework of urban development. Sharing has emerged as one of the most prominent solutions for a principle of sustainable development to be embraced by the contemporary society. Fueled by information communication technologies, shared mobility transport platforms are drastically reshaping the urban landscape. Nonetheless, the literature on this topic is still limited to a few numbers of fragmented studies exploring distinct aspects of micromobility. Therefore, this research aims to fulfill this knowledge gap by exploring what factors are influencing the consumer adoption of shared e-scooter platforms.

Drawn from a theoretical established and relevant literature, a research model was built upon the frameworks of Technology Acceptance Model and Theory of Planned Behavior. Subsequently, empirical data was gathered from 201 contributors through a questionnaire and, the hypothesized relationships between the variables were tested employing Structural Equation Modeling (SEM). The results of this study indicate that Subjective Norm was the strongest predictor regarding intention to adopt shared e-scooters, followed by Attitude that revealed similar correlation toward intention, and Perceived Behavioral Control. In contrast to the designed research model, Perceived Usefulness does not contribute significantly to Behavioral Intention. Additionally, the results demonstrate that Perceived Usefulness and Perceived Ease of Use positively influence Attitude, as well as Perceived Ease of Use influences Perceived Usefulness.