

Does being innovative and green drive the use of green transport innovations? The case of shared e-bike and e-scooter

**Phil Justice Flores**

Lund University

**Johan Jansson**

Umeå University

Cite as:

Flores Phil Justice, Jansson Johan (2021), Does being innovative and green drive the use of green transport innovations? The case of shared e-bike and e-scooter. *Proceedings of the European Marketing Academy*, 50th, (93807)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



# Does being innovative and green drive the use of green transport innovations? The case of shared e-bike and e-scooter

## **Abstract**

The rise of green transport innovations supports the demand for a greener future. However, little is known as to what drives these innovations' use. Research has pointed to the importance of consumer innovativeness (CI) and green perceptions. In this study, we look at a promoted green transport mode, shared micromobility. Shared micromobility offers small-scale, lightweight vehicles on an instant need basis. Notably, we identify how CI and green perceptions are related to the use of shared e-bikes and e-scooters. We surveyed 1,501 users and non-users in Copenhagen and Stockholm. Results show that users consider themselves innovative and perceive shared e-bikes and e-scooters as relatively green, while non-users do not. When comparing users, CI and green perceptions relate to shared e-bike use, but only CI is linked to shared e-scooter use. From a marketing perspective, identifying innovativeness and green perceptions allows for targeted communications and a more precise branding focus.

**Keywords:** *Micromobility; Innovativeness; Transport*

**Track:** Innovation Management & New Product Development