

NOW, TAKE YOUR HANDS FROM THE STEERING WHEEL! HOW TRUST,
WELL-BEING AND PRIVACY CONCERNS INFLUENCE INTENTION TO USE SEMI-
AND FULLY AUTONOMOUS CARS

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Abstract

In the last decades, the focus on the development of Autonomous Vehicles (AVs) has increased due to its many promised benefits like increased consumers' well-being through improved safety. As autonomous functions will be progressively introduced into markets, consumers will have opportunities to gradually shape and form their beliefs. However, most studies still neglect how different levels of automation affect users' perceptions of the technology. In this context, we conduct four studies: 1) an online survey on fully autonomous cars to test our model with a representative sample; 2) a replication study; 3) a field study with a semi-autonomous car of level 2; 4) a simulator study with a level 5 fully autonomous car. By implementing an innovative within-subject design, we investigate the evolution of consumers' perceptions of fully autonomous cars across different levels of automation, in particular level 2 and level 4.

Keywords: *autonomous vehicles; simulator study; field study*

Track: Innovation Management & New Product Development