Symbolic attributes and identities in green innovation use: The case of shared e-bikes and e-scooters

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Abstract

Product use conveys several meanings to its users and the users' social environment. In this paper, we determine the relevance of symbolic attributes, such as self-expressive involvement and self-congruency, and consumer identities of being green, hedonic-seeking, and rational in the use of two green innovations – shared e-bikes and e-scooters. We also identify how these factors relate to the likelihood of continuing to use and recommend the shared microvehicles. We surveyed 1,001 non-users and 377 shared e-bike or e-scooter users in Sweden. Regression results reveal that self-expressive involvement, self-congruency, and identities influence the decision to use differently. Among users, the factors also predict the likelihood of continuing to use and recommend shared e-bikes and e-scooters at varying extents. Surprisingly, whereas self-congruency increases the likelihood of continuing to use and recommend shared e-bikes and e-scooters, self-involvement has a contrasting effect.

Subject Areas: *Consumer Behaviour, Decision-Making, Diffusion of Innovations, Hedonic Products*

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