

How to Promote Self-Determined Sustainable Mobility Behavior With Mobility Budgets – Acceptance Model Development

Lea Schwehn

Wiesbaden Business School

Tobias Heußler

Wiesbaden Business School

Cite as:

Schwehn Lea, Heußler Tobias (2023), How to Promote Self-Determined Sustainable Mobility Behavior With Mobility Budgets – Acceptance Model Development.

Proceedings of the European Marketing Academy, 52nd, (113441)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



How to Promote Self-Determined Sustainable Mobility Behavior With Mobility Budgets – Acceptance Model Development

Abstract

Transportation and mobility are responsible for a large share of CO₂ emissions worldwide. Particularly work-related mobility behavior is dominated by polluting modes of transport. This increases pressure on companies to improve emission balances of their transportation and mobility operations. With this study, we show how internal communication successfully supports the introduction and establishment of more sustainable mobility concepts while maintaining employee satisfaction. We use the example of mobility budgets. Based on problem-centered interviews with mobility experts as well as results from workshops with (potential) end-users, we show how the acceptance level of such necessary measures can be increased by specifically stimulating the three basic human psychological needs. Through our findings, we construct an acceptance model and define conceptual components as success factors that implicate concrete actions for companies.

Subject Areas: *Attitude, Decision-Making, Diffusion of Innovations, Information Processing, Service Marketing*

Track: Innovation Management & New Product Development