

# Users' preferences towards autonomous vehicles after actual test ride

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## **Abstract**

Autonomous Vehicles (AVs) have a pivotal role in a more efficient and sustainable mobility solution. Hence autonomous technology is assumed as destructive innovation its public acceptance is of key importance. As a result, there is a growing body of literature investigating public acceptance of AVs where various adoptions of technology acceptance models are used such as the unified theory of acceptance and use of technology (UTAUT). However, it was emphasized by several researchers that the lack of people's real life experience regarding AVs is a major issue. Also, as AVs are new products they should be treated as such while investigating consumer assessment during their development process. To bridge this gap, we applied a UTAUT based full profile conjoint analysis that was completed by 40 respondents who took a test ride in an AV. We found that safety is the most determinant factor of AVs followed by the functional factors and finally the subjective factors fall behind.

**Subject Areas:** *Consumer Behaviour, Decision-Making, Diffusion of Innovations, Hedonic Products, New Product Development and Launch*

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