

# Navigating Rural Realities: An Examination of Acceptance and Usage Intention in On-Demand Public Transport Services

**Somara Gantenbein**

University of Applied Sciences and Arts Northwestern Switzerland, Institute for  
Market Supply and Consumer Decision-Making

**Annalisa Stefanelli**

University of Applied Sciences and Arts Northwestern Switzerland, Institute for  
Market Supply and Consumer Decision-Making

**Dorothea Schaffner**

School of Applied Psychology

**Tobias Arnold**

Interface Politikstudien Forschung Beratung AG

**Gabriele Butti**

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## **Abstract**

This paper explores the acceptance and usage intentions of on-demand public transport services in rural areas. In rural regions, limited public transportation options create barriers, necessitating innovative solutions. Enabled through new developments in digitalization on-demand services, with ride-pooling, offer a solution to these challenges. Using UTAUT2 and a mixed-method approach, the study investigates factors influencing usage intentions, addressing research questions related to users and non-users of such services. The qualitative exploration, utilizing focus groups, identified factors that align with UTAUT2 constructs. The survey-results confirm the significance of perceived usefulness, ease of use, enjoyment, and integration into everyday life in predicting the intention to use on-demand public transport services. Differences between users and non-users underscore the heterogeneity of rural populations.

**Subject Areas:** *Consumer Behaviour, Consumer Services, Service Marketing*

**Track:** Service Marketing & Service Innovation