

Our Friends Electric: Cognitive dissonance when waiting for your car to charge.

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Abstract:

This study explores the waiting behavior of electric vehicle (EV) owners, focusing on reactions to longer charging times compared to petrol or combustion engine cars. In a fast-paced world, understanding why EV owners accept vehicles requiring longer refuelling/recharging times is crucial. This apparent contradiction to the widely held belief that consumers dislike and avoid waiting, merits thorough examination. Semi-structured interviews with EV owners in the EU and the USA reveal cognitive dissonance related to waiting times. Strategies to address this include reframing waits as opportunities for productivity or leisure, accepting trade-offs, and planning with technology to align behaviours with expectations. These findings contribute to the literature on waiting in services marketing and provide practical insights for the EV industry.

Keywords: Cognitive dissonance, electric vehicles, waiting behaviour

Track: Services Marketing & Service Innovation