Rethinking Autonomous Vehicle Acceptance: From Reactance to Trust

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Abstract:

Autonomous vehicles (AVs) have the potential to revolutionize mobility by navigating independently, thereby increasing road safety and reducing traffic congestion and CO_2 emissions. Despite this potential, social acceptance remains a significant hurdle due to concerns about safety and loss of control. This study addresses a research gap by incorporating contemporary factors such as reactance and perceived disempowerment into established acceptance models. A sample of 452 respondents was analysed using a structural equation model (SEM). Results indicate that social influence, performance expectancy, trust, and reactance are key determinants of AV acceptance. In contrast, hedonic motivation and effort expectancy seem less relevant. The findings offer valuable insights for refining acceptance models and highlight the need for future research to focus more on the specific challenges posed by AV technology. Marketing strategies could improve acceptance by addressing trust and autonomy loss and targeting innovative users.

Keywords: autonomous vehicles, technology acceptance, structural equation modeling

Track: Innovation Management & New Product Development