What factors determine the adoption of a digital transport service among young adults?

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#4thNEST Lisbon, Portugal, 5th April 2019
What is Mobility-as-a-Service (MaaS)?

1. Integration
2. Subscription Payment
3. User-centric
Why MaaS?

- Young adults are driving less – delaying license and car ownership.  
  [Chatterjee et al. (2018)]
- Information and Communication technologies.
- Increase use of public transit and active travel modes.  
  [Ho et al. (2018)]
- Potential reduction of CO2 emissions – shared mobility services.
- Automotive Industry - modifying its business model to account for the rise in car-sharing and ride-hailing services taking over cities.
How can we speed up this transition?

West Midlands - Birmingham

• Factors determining the adoption of shared mobility services.

• Average profile of a MaaS user - young public transport user or flexible traveller making commuting and business trips. Jittrapirom et al., 2017

• Current travel behaviour and contextual factors.

• Intention and attitudes towards using shared mobility services.
Key Points

• Mobility-as-a-Service offers real-time information about travel options, time and cost so people can select the mode that suits their needs and then book and pay for their trip, all from a digital platform.

• There are still many obstacles to overcome before we can see this transition to using mobility services and to have a society where private car ownership is no longer a necessity.

• Determining the factors influencing the adoption of shared mobility service among young adults can help us understand how the transition towards shared mobility can be accelerated.
Transitioning to a more connected and sustainable mobility system.

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Thank you for listening. Questions?