

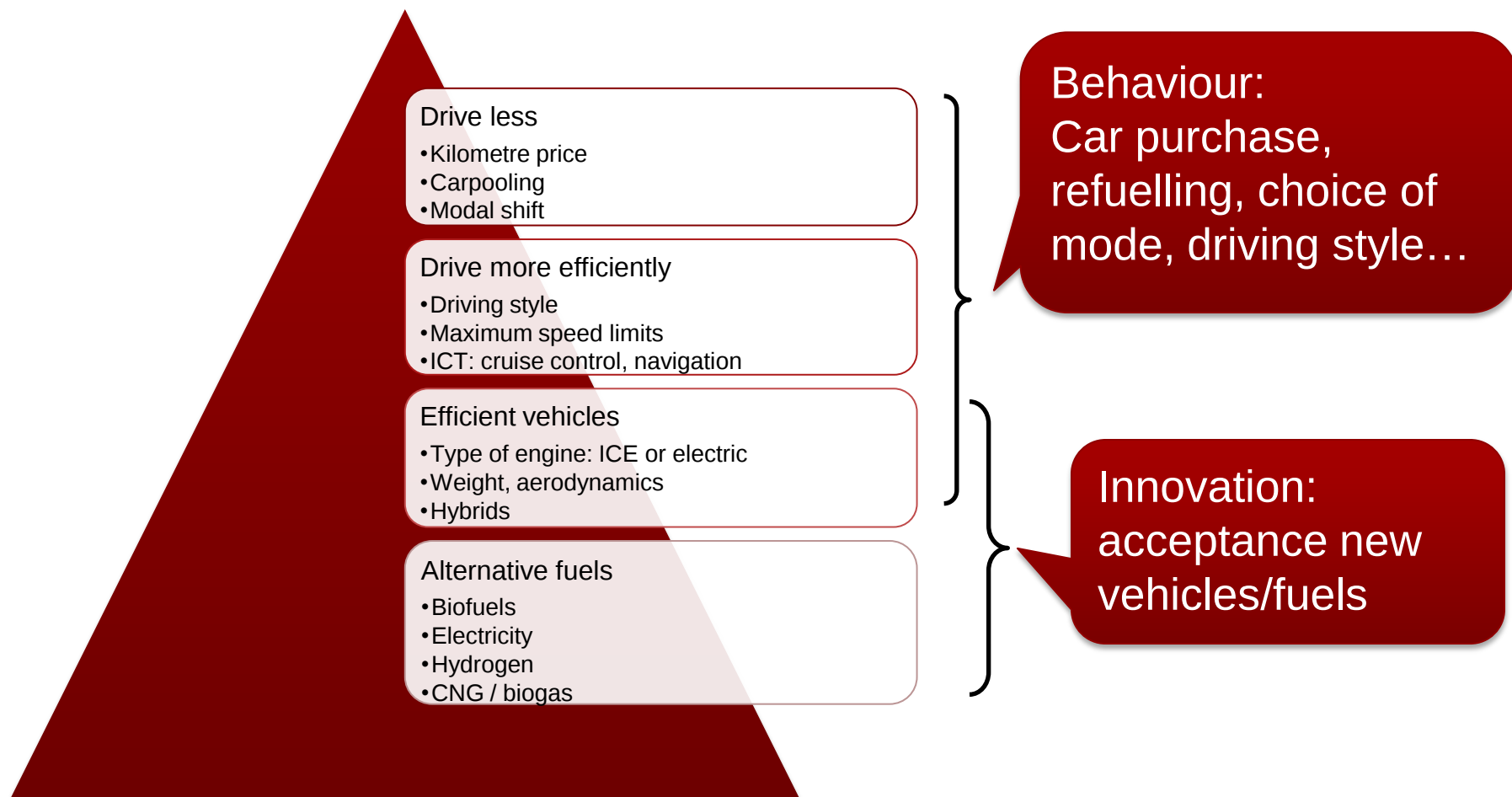
Clean transport – how do consumers make their choices?

Martine Uyterlinde, ECN Policy Studies, 28 september 2010

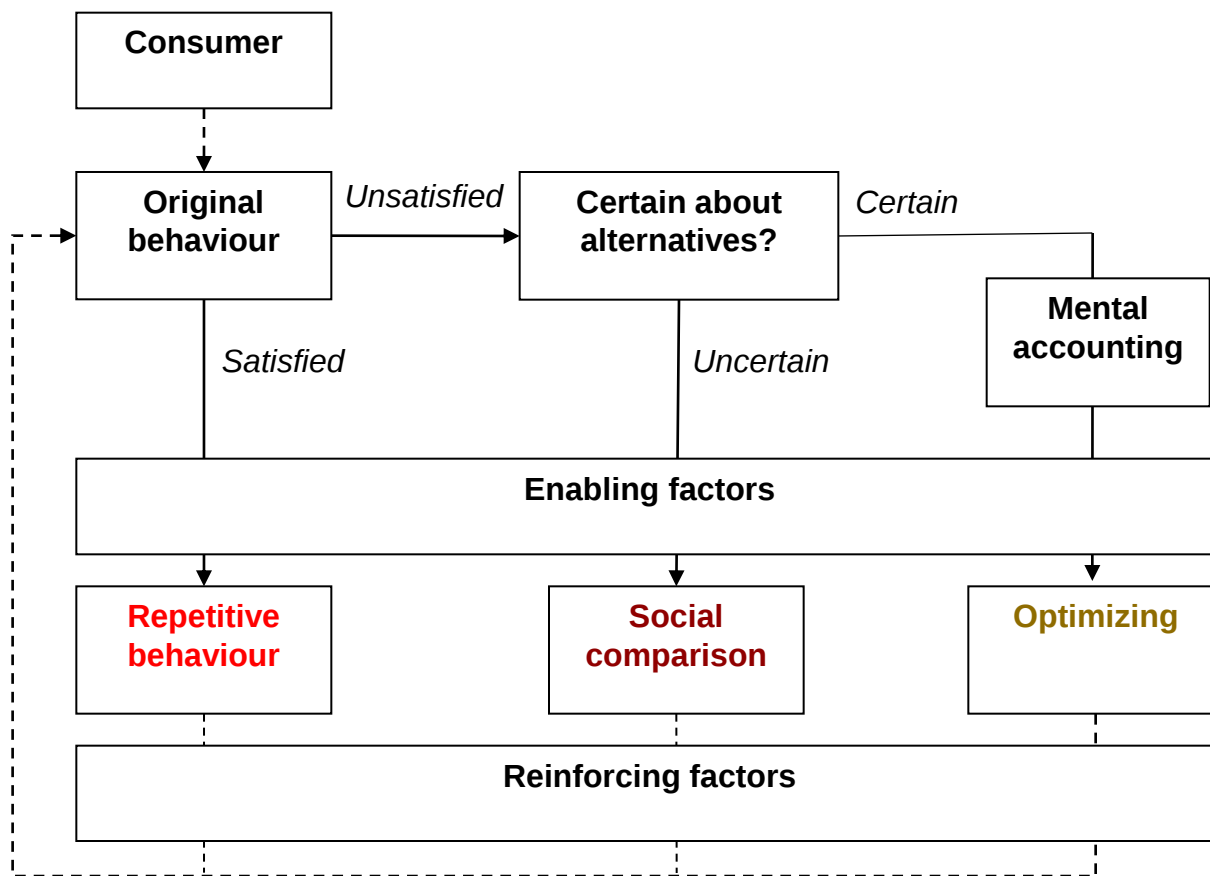
Casper Tigchelaar, Marjolein de Best-Waldhober



The road towards sustainable mobility



How does a consumer make choices?



Car purchase behaviour

- Car : *'a statement about me'*
- Misinterpretation of information on efficient cars
 - Subsequent justification by comparison with even less efficient cars
- Mental accounting
 - Evaluate against *one reference* at a time: current (petrol or diesel) car
 - *Loss aversion*: additional costs weigh more than additional benefits
 - *Framing*: higher purchase price deters, even if the cost can be recovered



Refuelling behaviour



- Routine aspect in favour of biofuel blends
- THRIVE survey:
 - Main considerations are fuel price and location
 - Limited willingness to make a detour (low fuel price)
- Good distribution of filling stations at *predictable* locations may compensate for limited coverage

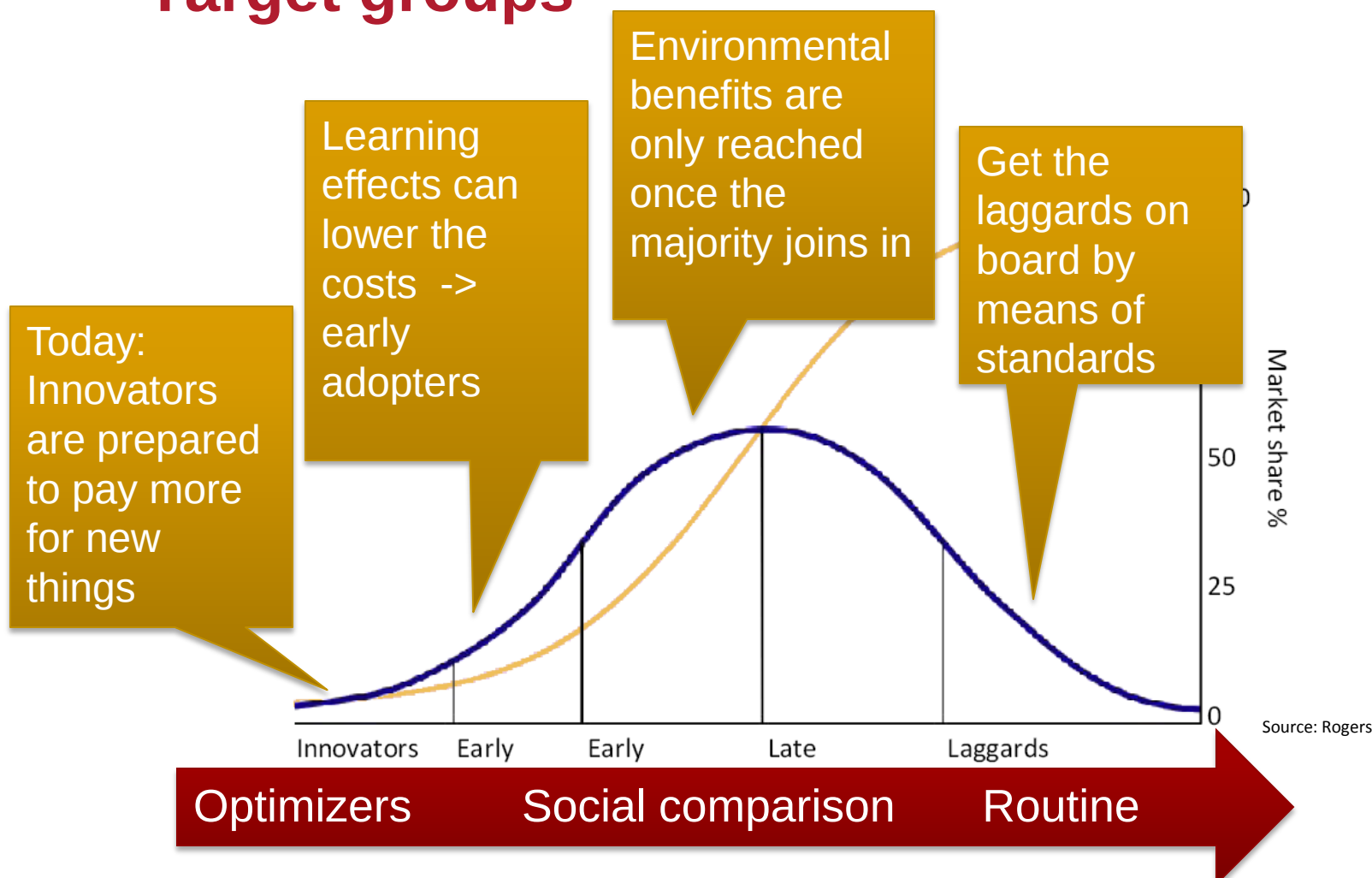


Driving behaviour

- Weak relationship between attitude and actual behaviour
 - Attitude is a prerequisite
- Routines prevent changing behaviour
 - Avoid development undesired routines
- Feedback tools in cars as *reinforcing factors*
 - Use of colors



Target groups

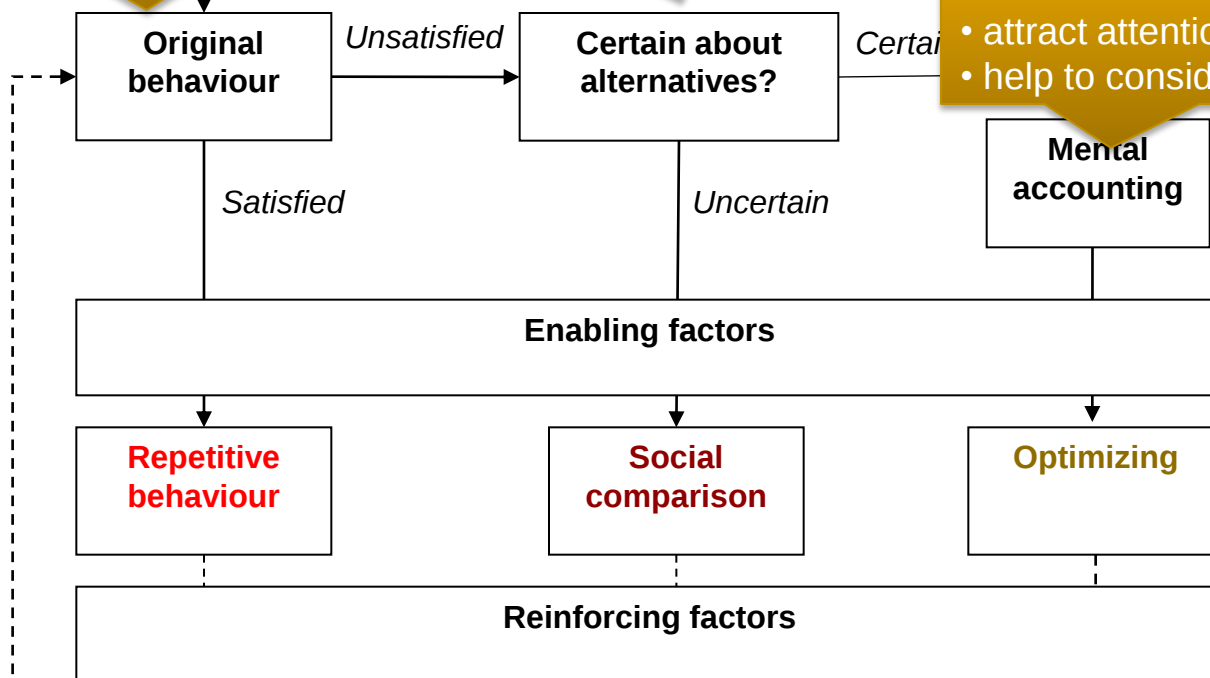


Policy implications

- break habits at life events
- make people unsatisfied

- information only doesn't work
- standard option = efficient model

- frame benefits as averted losses
- attract attention by 'for free'
- help to consider future costs



Segmentation: adjust approach to type of decision maker

Conclusions

- Consumer decision-making key factor in policy effectiveness
- Take into account
 - dominance of routines
 - role of the social environment
 - difference between economic and mental accounting



Ongoing research

- Compare current policy with determinants in model
 - Ongoing project (client: EZ)
 - Toolkit for policymakers  **Changing Behaviour**
 - Changing Behaviour (EU)
 - Acceptance new technologies, e.g. EV, H₂
 - Grid4Vehicles (EU)
 - Green eMotion (EU) 
 - NextHylights (EU) 
-  **G4V™**
Grid for Vehicles
- <http://www.ecn.nl/nl/units/ps/themas/transport/>
- <http://www.ecn.nl/nl/units/ps/themas/sociale-aspecten-van-energie-innovaties/>



Energy research Centre of the Netherlands

Thank you for your attention!

