

Exploring consumer's sharing-economy green innovation adoption behavior: The GoShare example in Taiwan

Yi-Nung Peng¹ | Yu-Hsuan Lin²

¹ Corresponding author, Department of Business Administration, National Taipei University, New Taipei City, Taiwan, pengyn@gm.ntpu.edu.tw.

² Department of Business Administration, National Taipei University, New Taipei City, Taiwan.

ABSTRACT

GoShare is an innovative green e-scooter rental service that has gained popularity in Taiwan. Its innovativeness lies in its being an electric green innovation and a widely available scooter rental service. To study consumers' motivation to adopt an innovation with duality in nature-being a product and service innovation simultaneously. We utilized a two-stage research process: interviews first and followed by an online questionnaire survey effort. Building upon the learning from the interviews, we examined how potential adopters' (1) environmental consciousness, (2) perceived innovation characteristics, (3) self-image related to the service, and (4) the perceived complementarity of the innovation in question impacts their adoption behavior. Logistic regression analyses were to present the findings. We found mixed support for our hypothesized developed.

Keywords:

Green innovation adoption, Self-image, Complementarity, Service innovation.