

Anticipated emotions and resistance to innovations: the case of p2p car sharing

C. Valor

Abstract-

Peer-to-peer (P2P) car sharing is a sociotechnical innovation that could facilitate a transition to a more sustainable mobility system. Understanding the factors hampering adoption of this innovation is of outmost importance. Whereas past studies have expounded on the advantages and disadvantages that potential adopters see in these schemes, this study takes a different route and studies individuals' anticipated emotions toward the innovation at the intrapersonal and interpersonal level. This approach unveils that potential adopters anticipate the burden of sharing or feelings of stress, anxiety and fear if they enter the schemes. The anticipated burden of sharing deters potential adopters from adopting this innovation. These insights provide a complementary explanation to understand the factors inhibiting the adoption of sociotechnical innovations.

Index Terms- peer-to-peer car sharing; sociotechnical innovations; grounded theory; burden of sharing; stress; anticipated emotions

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