

## PhD Defense Ingrid Moons – Faculty of Applied Economics

“The role of emotions and symbolic brand associations in the adoption process of the electric car.”

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**Venue:** TU Delft – University of Technology – Aula – 10 AM

**Organization / co-organization:** Faculty of Applied Economics

**PhD candidate:** Ingrid Moons

**Principal investigator:** Prof. Cees de Bont (Hong Kong Polytechnic University) & prof. Patrick De Pelsmacker  
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**Co-principal investigator:** dr. A. Standaert (University of Antwerp)

### **Short description:**

**Abstract:** The thesis consist of two research part, both contributing to understand how the diffusion process of the electric car can be initiated and stimulated. The core research objective of part one of the study is to model and empirically test the determinants of the adoption intention process of the electric car. Traditional innovation theories focus on the cognitions leading to the adoption of new products. The current study also incorporates the influence of emotions and habits on the adoption intention of the electric car. A survey at two moments in time (2009 and 2012) in a representative sample (n=1200, n=1029) of people owning a driver’s license demonstrates the importance of emotions as a determinant of the adoption process. Overall, emotions are by far the most important driver of usage intention both for early and late adopter groups, except for people that are opposed to conformism and connectivity. The research objective of the second part of the study is to empirically investigate how symbolic brand and electric extension characteristics affect the adoption intention of branded electric cars. Different electric car propositions were developed that elicit different types of anticipated experiences. The effect of these propositions on attitudes and usage intention towards the branded electric car are studied in a representative sample of Belgian car drivers (n=960). Launching an electric car that offers an intellectual and sensorial experience and possesses a sophisticated responsible and active personality seems the best idea. The proposition of the car should be emotional appealing.