

## Car sharers' interest in integrated multimodal mobility platforms: A diffusion of innovations perspective - supplementary materials

This document supplements the article with more detailed results describing preferences in features and functions of an IMM platform. Each item is displayed both with regard to the entire sample (tables a) and as a comparison between the target group and the remaining second group (tables b).

Additionally, the full results of the second regression analysis described in Section 3.2 are given in table 6.

**Table 1a.** "How important are the following pieces of information to you when choosing a route on an IMM platform?"<sup>1</sup>

Item	<i>M</i>	<i>SD</i>	<i>n</i>
Duration of entire route	4.50	0.81	636
Cost of entire route	4.40	0.86	636
Different combinations of means of transportation	4.13	1.03	624
Ability to set individual preferences as a filter (e.g. „I prefer not to take the train“)	3.75	1.14	621
Length of entire route	3.70	1.10	628
Duration of individual sections of a route	3.45	1.13	620
Cost of individual sections of a route	3.35	1.18	612
Environmental impact (e.g. CO2 emissions)	3.22	1.18	620
Length of individual sections of a route	3.05	1.07	610
Accessibility	2.39	1.23	612

<sup>1</sup>Note. Scale: 1 = not important at all, 5 = very important. Items sorted by *M*.

**Table 1b.** "How important are the following pieces of information to you when choosing a route on an IMM platform?"<sup>1</sup>

Item	Target Group (Innovators, Early Adopters and Early Majority)			Second Group (Late Majority and Laggards)		
	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>
Duration of entire route	4.57	0.74	339	4.43	0.90	276
Cost of entire route	4.50	0.78	339	4.28	0.95	276
Different combinations of means of transportation	4.23	0.99	335	4.02	1.07	269
Ability to set individual preferences as a filter (e.g. „I prefer not to take the train“)	3.91	1.04	335	3.56	1.24	268
Length of entire route	3.78	1.08	337	3.59	1.12	271
Duration of individual sections of a route	3.46	1.08	334	3.43	1.21	267
Cost of individual sections of a route	3.32	1.17	330	3.37	1.19	263
Environmental impact (e.g. CO2 emissions)	3.16	1.16	334	3.29	1.21	266
Length of individual sections of a route	3.10	1.09	328	2.98	1.06	263
Accessibility	2.40	1.25	329	2.33	1.20	265

<sup>1</sup>Note. Scale: 1 = not important at all, 5 = very important.

**Table 2a.** “How important are the following functions and aspects of an IMM platform to you?”<sup>1</sup>

Item	<i>M</i>	<i>SD</i>	<i>n</i>
Display of available car sharing/bike sharing vehicles	4.30	0.93	633
Transparency about the use of personal information	4.28	1.10	629
Map view	4.06	0.99	626
Navigation mode	4.06	1.09	630
Live traffic information	3.73	1.10	630
Automatic location detection	3.40	1.32	618
Customer service/help	3.32	1.10	620
Information about the area ("what's nearby?")	2.62	1.13	632

<sup>1</sup>Note. Scale: 1 = not important at all, 5 = very important. Items sorted by *M*.

**Table 2b.** “How important are the following functions and aspects of an IMM platform to you?”<sup>1</sup>

Item	Target Group (Innovators, Early Adopters and Early Majority)			Second Group (Late Majority and Laggards)		
	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>
Display of available car sharing/bike sharing vehicles	4.42	0.85	338	4.13	1.01	274
Transparency about the use of personal information	4.28	1.07	338	4.29	1.12	273
Map view	4.16	0.89	335	3.93	1.97	270
Navigation mode	4.21	0.99	335	3.85	1.18	273
Live traffic information	3.85	0.99	336	3.28	1.01	273
Automatic location detection	3.59	1.23	330	3.17	1.38	268
Customer service/help	3.29	1.09	332	3.35	1.12	268
Information about the area ("what's nearby?")	2.72	1.13	332	2.49	1.13	271

<sup>1</sup>Note. Scale: 1 = not important at all, 5 = very important.

**Table 3a.** “How important are the following functions and aspects of the booking and payment process on an IMM platform to you?”<sup>1</sup>

Item	<i>M</i>	<i>SD</i>	<i>n</i>
Data security	4.60	0.85	620
Ease of usage	4.59	0.76	627
Option to cancel a booking	4.41	0.86	626
Using all means of transportation through one registration process	4.29	0.97	624
Payment of the entire route	4.27	0.95	615
Integration of existing discounts or memberships	4.02	1.06	623
Anonymity	3.96	1.16	614
Ticket on smartphone (e-ticket)	3.70	1.22	619
When to pay (before/after travelling)	3.29	1.11	617

<sup>1</sup>Note. Scale: 1 = not important at all, 5 = very important. Items sorted by *M*.

**Table 3b.** “How important are the following functions and aspects of the booking and payment process on an IMM platform to you?”<sup>1</sup>

Item	Target Group (Innovators, Early Adopters and Early Majority)			Second Group (Late Majority and Laggards)		
	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>
Data security	4.60	0.89	332	4.62	0.91	273
Ease of usage	4.56	0.72	335	4.64	0.81	276
Option to cancel a booking	4.42	0.80	336	4.38	0.93	274
Using all means of transportation through one registration process	4.39	0.90	335	4.20	1.02	273
Payment of the entire route	4.40	0.84	333	4.11	1.07	267
Integration of existing discounts or memberships	4.16	1.00	336	3.84	1.13	272
Anonymity	3.80	1.21	329	4.17	1.07	270
Ticket on smartphone (e-ticket)	4.11	1.03	333	3.20	1.26	271
When to pay (before/after travelling)	3.37	1.11	335	3.21	1.12	268

<sup>1</sup>Note. Scale: 1 = not important at all, 5 = very important.

**Table 4a.** “What is your preferred mode of payment?”

Mode of payment	%	<i>n</i> (number 1 ranking)
Direct debit mandate	34	204
Online payment system (e.g. PayPal, Sofortüberweisung)	25	148
Credit card	21	127
Bank transfer	20	117

**Table 4b.** “What is your preferred mode of payment?”

	Target Group (Innovators, Early Adopters and Early Majority)		Second Group (Late Majority and Laggards)	
Mode of payment	%	<i>n</i> (number 1 ranking)	%	<i>n</i> (number 1 ranking)
Direct debit mandate	34	109	35	91
Online payment system (e.g. PayPal, Sofortüberweisung)	32	103	16	42
Credit card	24	76	18	46
Bank transfer	11	34	31	80

**Table 5a.** “Which device(s) would you like to use an IMM platform on? (multiple responses allowed)”

Device	%	<i>n</i>
Smartphone application	70	470
Web browser, PC	69	459
Web browser, smartphone	28	184

**Table 5b.** “Which device(s) would you like to use an IMM platform on? (multiple responses allowed)”

	Target Group (Innovators, Early Adopters and Early Majority)		Second Group (Late Majority and Laggards)	
Device	%	<i>n</i>	%	<i>n</i>
Smartphone application	87	296	55	164
Web browser, PC	68	234	71	212
Web browser, smartphone	33	114	22	64

**Table 6.** Linear regression 2: regression on the intention to adopt.

	Criterion variable: intention to adopt IMM platforms				
	Model 2				
	Model 1 <i>B</i>	<i>B</i>	$\beta$	<i>LCI</i>	<i>UCI</i>
Constant	-0.87**	-0.62		-1.96	0.72
Advantage and personal compatibility	0.82**	0.83**	.63	0.74	0.92
Observability of usage in the personal environment	0.18**	0.19**	.16	0.12	0.25
Innovativeness	0.22**	.23**	.20	0.15	0.31
Perceived technology security	0.06	0.04	.03	-0.03	0.12
Ease of learning the usage	0.01	0.03	.02	-0.06	0.13
Sex		0.00	.00	-0.13	0.13
Age		-0.01	-.06	-0.01	0.001
Number of persons in household		0.03	.05	-0.003	0.06
Living in remote or smaller parish (population under 5000)		0.09	.02	-0.21	0.39
Living in a town (population 5000 - 20 000)		-0.15	-.04	-0.35	0.05
Living in a large city (population larger than 100 000)		-0.08	-.04	-0.21	0.05
Location of house in inner part of town or city		0.05	.02	-0.08	0.18
University degree or higher		0.12	.04	-0.04	0.26
Student		0.07	.02	-0.19	0.33
Homekeeper		- 0.45*	-.07	-0.81	-0.09
Looking for a job/not working		0.04	.01	-0.38	0.46
Retired		0.15	.02	-0.22	0.52
Self-employed		-0.06	-.02	-0.23	0.11
Other		-0.18	-.02	-0.63	0.28
Working fixed hours		0.06	.02	-0.09	0.21
Working flexible hours		-0.29	-.04	-0.70	0.12
Working hours both fixed and flexible		0.05	.02	-0.11	0.21
Monthly income below 999€		0.07	.01	-0.27	0.42
Monthly income 999€ - 2999€		0.03	.01	-0.15	0.21
Monthly income 2999€ - 3999€		-0.04	-.01	-0.24	0.16
Monthly income above 4000€		-0.13	-.05	-0.32	0.06
<i>R</i> <sup>2</sup>	.68	0.70			
Adjusted <i>R</i> <sup>2</sup>	.68	0.68			
<i>F</i>	203.56**	41.61**			
$\Delta R^2$		.02			
$\Delta F$		1.66*			

Note. n = 489. LCI/UCI = lower/upper confidence interval (95%). Listwise case deletion.

\*p < .05 \*\*p < .001.