

# [Adoption to overcome the obstacles to adoption](https://assignbuster.com/adoption-to-overcome-the-obstacles-to-adoption/)

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Adoption ofalternative fuel vehicles: Influence from neighbors, family and coworkersJohan Jansson, Thomas Petterson, Andrea Mannberg et. al. Studied that there is a significant effect of interpersonal influence over aperson’s decision in adopting innovation. Neighbor effect also plays animportant role in innovation adoption. Their study focused on the influence ofsocial system in consumer adoption process. The social system as per theresearch done consists of family members, coworkers and neighbors.

It focuseson the ties between an individual and the above groups. This study correlatesthe ties (stronger or weaker) with the adoption of innovation. People readilyadopting the new technologies interact with the non-adopters and share theirexperiences, this stimulates the adoption process. Manufactures and marketersalso use social media to target their consumer segment. Local marketingcampaigns and targeting close neighbors of the adopters.  Advances in consumerelectric vehicle adoption research: A review and research agendaThe research on EV adoption done by Zeivan Rezvani.

JohanJansson and Jan Bodin overviews the drivers for and obstacles against consumeradoption of EVs. According to the research done, the consumer perception ofcurrent green environment policies affects their behavior towards adopting EVs. Main aspect of the study is to know whether the consumer is actively acceptingit or merely going with the trend. Furthermore social norms and neighbor effecthave been found to influence the consumer EV adoption behavior. As per theresearch green neighbor hoods should be formed where people are readilyaccepting the preventing policies. These neighborhoods can be helpful infurther research too.

Education and policy awareness are play an important rolein consumer self-efficacy too. Promotions based on educational messages and thefocus on prevention can be used to determine the intentions of consumerstowards the implemented green policies. Finally the research concluded thatconsumer emotions towards the green environment is the stepping stone towardsinnovations like alternate fuels or EVs.

The findings suggest that the emotionalresponses of consumers can help marketing specialists and policy makers todesign communication and strategies. These strategies can help to overcome theobstacles to adoption of EVs. Adoption of electricvehicles in commercial fleets: Why do car pool managers campaign for BEVprocurement? According to Joachim, Elisabeth and Martin, the decisionmaking individuals in small organizations have the potential to influenceadoption of BEVs in commercial fleets. Other factors like Organizationalinnovativeness and its expectation of environmental benefits can have positiveeffects on employee motivation. The study found out that the organizationalinnovativeness is generally adopted by the top management.

They perceive theorganizational characteristics. Further research is needed to diffuse thisfeeling in all the levels of the organization. The research says the people whocarpool have the tendency to adopt and motivate others to adopt greeninnovations like BEVs.

Motivation also sprouts from social context. Organizational members inclined towards BEV adoption can be believed to expectpositive reaction from colleagues.