

# Adoption to overcome the obstacles to adoption

[Business](#), [Management](#)



Adoption of alternative fuel vehicles: Influence from neighbors, family and coworkers Johan Jansson, Thomas Petterson, Andrea Mannberg et. al. Studied that there is a significant effect of interpersonal influence over a person's decision in adopting innovation. Neighbor effect also plays an important role in innovation adoption. Their study focused on the influence of social system in consumer adoption process. The social system as per the research done consists of family members, coworkers and neighbors.

It focuses on the ties between an individual and the above groups. This study correlates the ties (stronger or weaker) with the adoption of innovation.

People readily adopting the new technologies interact with the non-adopters and share their experiences, this stimulates the adoption process.

Manufacturers and marketers also use social media to target their consumer segment. Local marketing campaigns and targeting close neighbors of the adopters. Advances in consumer electric vehicle adoption research: A review and research agenda The research on EV adoption done by Zeivan Rezvani.

Johan Jansson and Jan Bodin overview the drivers for and obstacles against consumer adoption of EVs. According to the research done, the consumer perception of current green environment policies affects their behavior towards adopting EVs. Main aspect of the study is to know whether the consumer is actively accepting it or merely going with the trend. Furthermore social norms and neighbor effect have been found to influence the consumer EV adoption behavior. As per the research green neighbor hoods should be formed where people are readily accepting the preventing policies. These neighborhoods can be helpful in further research too.

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

The findings suggest that the emotional responses of consumers can help marketing specialists and policy makers to design communication and strategies. These strategies can help to overcome the obstacles to adoption of EVs. Adoption of electric vehicles in commercial fleets: Why do car pool managers campaign for BEV procurement? According to Joachim, Elisabeth and Martin, the decision making individuals in small organizations have the potential to influence adoption of BEVs in commercial fleets. Other factors like Organizational innovativeness and its expectation of environmental benefits can have positive effects on employee motivation. The study found out that the organizational innovativeness is generally adopted by the top management.

They perceive the organizational characteristics. Further research is needed to diffuse this feeling in all the levels of the organization. The research says the people who carpool have the tendency to adopt and motivate others to adopt green innovations like BEVs.

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