

# Innovation Acceptance: The Case of Advanced Driver-Assistance Systems

By Patrick Planing

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## **Innovation Acceptance: The Case of Advanced Driver-Assistance Systems**

By Patrick Planing

Advanced Driver-Assistance Systems (ADAS) provide the opportunity to increase road safety and driving comfort. Reviewing existing empirical work on comparable innovations, Patrick Planing derives potential acceptance constructs, which together with the results of thirty-two semi-structured interviews, have constituted the basis for a survey instrument that was consequently administered to a sample of over 400 participants from the target population. The resulting regression model shows that perceived safety and comfort benefits are most decisive for the acceptance of ADAS, while desire to exert control was found to most strongly support resistance to this technology.

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### **Editorial Review**

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### **Contents**

- ADAS Technology
- Defining Innovation, Acceptance, Adoption, Resistance, and Diffusion
- Qualitative and Quantitative Research on Innovation Acceptance
- Factors for the Acceptance of Advanced Driver-Assistance Systems

### **Target Groups**

- Researchers and students in the fields of economics and psychology
- Practitioners in the field of driver-assistance development and public institutions in the transport sector

### **The Author**

Patrick Planing is a doctoral graduate from Leeds Metropolitan University, UK, and a visiting lecturer at various German universities. He currently holds a position in the Business Innovation Unit of a leading premium car manufacturer in Germany.

#### About the Author

Patrick Planing is a doctoral graduate from Leeds Metropolitan University, UK, and a visiting lecturer at various German universities. He currently holds a position in the Business Innovation Unit of a leading premium car manufacturer in Germany.

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#### **Matthew Venegas:**

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