

Five user types of autonomous driving in Hungary

Abstract

Self-driving technology has attracted great interest from social scientists; thus, we have gained knowledge about consumer acceptance of self-driving technology. Research using the technology acceptance and unified theory of acceptance and use of technology models is limited by focusing on population, offering little information about different segments. Our research classifies Hungarian consumers by homogeneous groups and determines their primary characteristics with mathematical-statistical methods. We divide our sample ($N = 517$) into five significant groups using factor and cluster analyses. We identify the groups and cross-tabulate for primary characteristics. Five segments are defined by attitudes toward self-driving vehicles: (1) tradition-loving dismissers, (2) open-minded adventurers, (3) uncertain optimists, (4) distrustful skeptics, and (5) abstentious observers. The identified critical characteristics of the segments allow for personalized communication. Our research intends to make segmenting the autonomous vehicle market a high priority. The spread of innovation is a process of communicating the right information through the right channels for better understanding and acceptance of new technologies—this is only effective if we identify the needs and characteristics of consumer segments to strengthen their technology acceptance through personalized communication. We invite marketing professionals to consider the future technological explosion and use marketing to most benefit social welfare.

Keywords: *Autonomous vehicles, Personas, Segmentation, Technology acceptance*

Declarations of interest: none