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Presentation Title: Preference For Mobility As A Service Using A Stated Choice Experiment

Abstract: Many countries are showing a growing interest in testing mobility as a service (MaaS) business models, however, the key driver of accelerating the adoption rate is the demand for MaaS by a group of users seeking an alternative way of accessing different transport modes. MaaS is a subscription-based service that relies on a digital platform to integrate various forms of transport into a single, on demand service. This study is one of a growing number of studies exploring the role of MaaS among existing travel subscriptions and plans. To predict the potential demand for MaaS, studies are required on the potential adoption of MaaS in the presence of current available transport modes. We focus on a city in the UK, and use a stated choice survey method to investigate whether commuters would choose a MaaS monthly plan when provided with the choice of other conventional and currently available transport modes, presented as monthly plans. Respondents were presented with a hypothetical scenario and asked to choose from four monthly travel plans each characterised by different level of attributes. Attributes that potentially influence mode choice were obtained from the literature, and are expected to have a significant interaction effect with socio-demographic and travel behaviour variables. The frequency of public transport use and car use are expected to influence participants' preference in mode choice. High income individuals are expected to have access to a personal vehicle however, they may find MaaS to be convenient and affordable to use. The model developed in this study is to provide key insights into factors affecting market penetration of MaaS. Understanding the complex interactions and competing or complementary forces that contribute to the preference of mobility as a service is critical to the development and enhancement of travel forecasting models for the future.