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**Presentation Title:** Polarised And Motivated? The Credibility And Familiarity Of Social Norms To Increase Customer Acceptance Of Electric Vehicles In Switzerland

**Abstract:** To fulfil global climate goals, the market share of electric vehicles (EVs) has to importantly increase. Despite positive customer attitudes and high rates of EV purchase consideration, EVs represented only 2.2% of worldwide vehicle sales in 2018. What is the reason for this value-action gap and how to overcome it? Social norms have been concluded to be an important determinant of innovation adoption and pro-environmental behaviour. The literature analysing the role of social norms on EV adoption has been growing. Authors widely conclude that social influence has an important effect on EV customer acceptance. However, social norm intervention did not have an effect on EV purchase willingness of Italian consumers. The goal of this research is to contribute to this literature, namely to find out if social norms salience can increase EV purchase willingness of Swiss customers. To achieve that, an online experiment was conducted, exposing respondents to four normative messages related to EV adoption (a combination of descriptive dynamic messages mentioning the recent growth of EV and decline of ICE sales in Switzerland and injunctive social norms highlighting the growth of the use of #SUVShame on social media). The results show that overall, social norms have only a limited effect. Yet, respondents who find the communicated message credible and would like #SUVShame on social media demonstrate significantly larger EV purchase willingness than the control group and the respondents who do not believe or do not like the communicated message. However, adverse effects have been also observed. Respondents who do not believe the information on EV sales express significantly lower EV purchase willingness than the control group. The research delivers important findings for both academia and practice, showing policy makers how they can leverage social norms to increase EV customer acceptance.