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Diffusion of Innovation

Market Acceptance of
Sustainable and Electrified
Transportation



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"Diffusion of innovation is all about understanding trends, and factoring in consumer tendency groups like influencers, early adopters, and those "laggards" that vex company marketing executives so much,"

BRIAN O'CONNELL, 2019

Barriers to Adoption

People

Lack of Awareness

Move Past Early Adopter Segments

Cost

High Purchase Cost

May be Justified by Perceived Benefits and Cost Savings

Infrastructure

Perceived Use Costs

Lack of widely available and cost-effective Charging Infrastructure

Goal: Focus shift in order to normalize EV's in the market



A quiet Revolution

- Four automotive companies advertised electric vehicles at this year's Super Bowl
- Tesla continues influencer marketing through athletes
- “...they seem to be impressed by the vehicle in general, and it just happens to be electric, which is a good thing to **normalize EVs in the market.**” ELECTREK, 2020



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Thank you
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