A STUDY OF WILLINGNESS TO PAY FOR FAST-CHARGING BATTERY ELECTRIC SCOOTERS

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ABSTRACT

Due to the concerns of global warming, government of each country has promoted using vehicles with less carbon. Recently, in Taiwan, electric scooters have become the focal point of the new transportation mode and you can get the government subsidies if you buy it. Compared with a general scooter, ESs have low noise and no air pollutant emissions during the journey and it can help to improve the quality of living environment.

There are two types of electric scooters in Taiwan, were battery-exchange and plug-in electric scooters respectively. Both charging methods have their own advantages and disadvantages. If we use the fast-charging battery electric scooter, it can improve the problem that the two kinds of electric scooters are facing now. Before the Industrial Technology Research Institute (ITRI) develop the fast-charging battery electric scooter, we should analyze the willingness to pay for fast-charging battery electric scooters. This study is going to apply the contingent valuation method (CVM) and design a questionnaire to analyze the willingness to pay for fast-charging battery electric scooters. The price includes the electric scooter and the charger. After the analysis, we can provide suggestions to operators or administrators to set the price of the fast-charging battery electric scooter according to the result of this study.

Keywords: Electric scooter, Fast-charging battery electric scooter, Contingent Valuation Method, Willingness to pay