The role of human needs in the intention to use conventional and electric bicycle sharing in a driving-oriented country

Transforming a driving-oriented region into a bicycle-oriented region would contribute significantly to building healthier and more sustainable communities, but barriers to cycling make this potential transformation untapped. Unlike traditional research taking the "travel behaviour" perspective, this study looked at cycling from the "new mobilities" perspective of travel being not only movement in space and time, but also an experience that leads to emotional well-being and satisfies human needs. Accordingly, this study proposed a behavioural framework to examine the intentions of inhabitants of a driving-oriented region to use conventional and electric bicycles within a hypothetical scenario of a bicycle sharing system.

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