

Empirical Analysis of the Factors Affecting Public Acceptance and Adoption of Urban Air Mobility

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Abstract: This study explores factors influencing Urban Air Mobility (UAM) acceptance and adoption, aiming to inform the successful integration of this transformative transportation mode into urban environments. Examining UAM acceptance components, positive experiences' impact, socio-demographic influences, and the relationship with individual travel decisions, the research uncovers nuanced insights. Analyzing a sample of 170 participants, correlations among UAM factors and demographics provide valuable context. As UAM addresses urban congestion, understanding public perceptions is pivotal. The study sheds light on the interconnected dynamics shaping UAM acceptance, offering guidance for policymakers and stakeholders. By fostering a comprehensive understanding of UAM's reception, this research contributes to informed decision-making, supporting the development of strategies aligned with urban populations' needs and expectations.

Keywords: Urban Air Mobility, Public Acceptance, Urban Congestion, Public Perception, Travel Decisions, Transformative Transportation