ADAPTATION PROCESS OF TRAVEL BEHAVIOUR TOWARDS HIGH SPEED RAIL: AN INITIAL ANALYSIS WITH "LONG-TERM USAGE PATTERNS"

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APPENDIX A

INNOVATIVENESS MEASUREMENT

Table 1 Innovativeness Measurement

No.	Reversed expression	Items Descriptions	Willing to try	Creative original
1		I enjoy trying out new ideas		*
2		I seek out new ways to do things		*
3	*	I am generally cautious about accepting new ideas	*	
4		I frequently improvise methods for solving a problem when an answer is not apparent		*
5	*	I am suspicious of new inventions and new ways of thinking	*	
6	*	I rarely trust new ideas until I can see whether the vast majority of people around me accept them	*	
7		I consider myself to be creative and original in my thinking and behaviour		*
8	*	I am aware that I am usually one of the last people in my group to accept something new	*	
9		I am an inventive kind of person		*
10	*	I am reluctant about adopting new ways of doing things until I see them working for people around me	*	
11		I find it stimulating to be original in my thinking and behaviour		*
12	*	I tend to feel that the old way of living and doing things is the best way	*	
13	*	I must see other people using new innovations before I will consider them	*	
14		I am receptive to new ideas	*	*
15	*	I often find myself skeptical of new ideas	*	

Source: (Hurt, Joseph, & Cook, 1977)

Table 2 Motivation of starting to use HSR (section A)

Items descriptions (section A)	Mean	Std. Dev.	Important	Most important	% from sample
I expected HSR to be speedy and to save me time.	4.11	1.06	207	306	77.03%
I expected it should be more comfortable than other travel options.	3.28	1.09	219	82	45.20%
I thought it should be more reliable than other travel options.	2.98	1.15	162	67	34.38%
I thought it is the safest travel option and therefore started using HSR.	2.89	1.17	151	59	31.53%
I was curious about HSR, it sounded exciting and cool.	2.81	1.24	129	72	30.18%
Once the timetable improved I started using HSR.	2.78	1.24	156	53	31.38%
I was often stuck in traffic and therefore wanted to try HSR.	2.67	1.25	133	55	28.23%
I was encouraged by my friends' / family's experience	2.57	1.22	125	44	25.38%
A lot of positive feedbacks from media / internet encouraged me to try it out.	2.50	1.18	116	34	22.52%
Only when the other modes / options became worse (e.g. flights) I started using HSR.	2.45	1.24	101	44	21.77%
I wanted to work while travelling.	2.37	1.26	116	37	22.97%
HSR had a sales campaign and the price was so attractive (TW)/ compare to the fare, HSR was more attractive than other modes (SH).	2.37	1.28	98	48	21.92%
When accessing the HSR station became easier, I started using the service.	2.36	1.19	89	32	18.17%
My company / organization sent me on a business trip.	2.27	1.39	70	74	21.62%
I made a trip that I would not have done without HSR.	2.05	1.24	58	44	15.32%

n=666

avg. items answering 4 and 5 in section/ respondent	4.476
scaled parameter	0.298

Table 3 HSR usage increased (section B)

Items descriptions (section B)	Mean	Std. Dev.	Important	Most important	% from sample
HSR had improved its access to the station, therefore I started using HSR more.	3.22	1.20	165	61	47.28%
I was satisfied with my initial HSR experiences.	3.18	1.13	152	50	42.26%
I realized HSR has a sales campaign and the price is so attractive (TW, 180 valid sample).	3.17	1.40	44	39	46.11%
The frequency improved, making it feasible for me to travel more often.	2.91	1.24	114	51	34.52%

	Mean	Std. Dev.	Important	Most important	% from sample
I realised the service is better than I thought.	2.83	1.13	99	36	28.24%
The other modes / options became worse (e.g. flights), so I used HSR more.	2.73	1.26	113	38	31.59%
I was encouraged by my friends' / family's experience.	2.36	1.17	71	21	19.25%
A lot of positive feedbacks from media / internet encouraged me to use the service more regularly.	2.25	1.13	51	20	14.88%
I moved to another place.	2.17	1.34	52	42	19.67%
I have changed my job / got a different job (including getting your 1st job).	2.15	1.34	60	39	20.71%

n=478

avg. items answering 4 and 5 in section/ respondent	3.045	
scaled parameter	0.294	

Table 4 Constantly using HSR (section C)

Items descriptions (section C)	Mean	Std. Dev.	Important	Most important	% from sample
It's speedy, it has proven to save my time.	4.04	1.03	117	148	73.82%
I feel comfortable when traveling with HSR.	3.47	1.12	126	65	53.20%
I just got used to HSR.	3.36	1.18	108	67	48.75%
I am satisfied with the service.	3.31	1.12	115	51	46.24%
I regularly book discount ticket (TW, 135 valid sample).	3.21	1.40	30	33	46.67%
Because I feel safe.	3.11	1.17	100	42	39.55%
I now prefer HSR rather than driving cars.	3.01	1.33	96	50	40.67%
My way of travel is decided by others and they keep using HSR.	2.73	1.26	71	34	29.25%
My business now strongly depends on HSR.	2.63	1.29	65	33	27.30%
I simply have to though I don't like it.	2.08	1.16	33	16	13.65%

n=359

avg. items answering 4 and 5 in section/ respondent	4.191	
scaled parameter	0.416	

Table 5 HSR usage decreased (section D)

Items descriptions (section D)	Mean	Std. Dev.	Important	Most important	% from sample
The fare has become too expensive for me.	3.00	1.43	44	45	39.21%
I only used HSR when there's a discount, otherwise HSR wouldn't be my preferred option (TW, 110 valid sample).	2.85	1.55	20	23	39.09%
I have changed my job and now don't need HSR so much anymore.	2.23	1.41	27	24	22.47%
I don't use HSR so much anymore since I moved to other places.	2.19	1.35	25	21	20.26%

Items descriptions	Mean	Std. Dev.	Important	Most important	% from sample
I now prefer other public transportation.	1.90	1.01	15	3	7.96%
I now prefer to drive.	1.82	1.04	13	5	7.93%
Access to the HSR station became worse.	1.80	1.07	17	5	9.69%
I switched to other modes / options due to their improvement on its service.	1.77	0.98	12	2	6.17%
The timetable changed and was not convenient for me anymore.	1.72	1.02	10	5	6.64%
I heard a lot of negative feedback from media / internet discussion.	1.71	1.00	13	4	7.49%
The service quality decreased (crowding, cleanness, and etc.)	1.61	0.86	8	1	3.96%
I felt HSR wasn't safe.	1.58	0.91	9	3	5.31%
It became unreliable.	1.56	0.93	10	4	6.17%
My friend / family had some terrible experience on taking HSR.	1.49	0.80	3	2	2.20%
In general, I am NOT satisfied with my previous HSR experiences.	1.47	0.83	6	2	3.52%
I have had a particular terrible experience.	1.43	0.78	4	2	2.64%

n=227

avg. items answering 4 and 5 in section/ respondent   1.906

scaled parameter   0.110

Table 6 Second HSR usage increased (section 2B, specifically for pattern 10)

Items descriptions (section 2B)	Mean	Std. Dev.	Important	Most important	% from sample
I realized that HSR was good for my business	3.23	1.17	13	5	45.00%
I have changed / got my job (including getting your 1st job)	2.83	1.36	7	6	32.50%
The reason I drop had gone	2.78	1.27	6	5	27.50%
The sale campaign that HSR now had became affordable for me	2.73	1.20	7	3	25.00%
The traffic condition became worse	2.63	1.19	6	3	22.50%
The frequency improved, make it feasible for me to depart at anytime	2.60	1.06	7	1	20.00%
I moved to other places	2.53	1.30	4	5	22.50%
I got promoted in my career, which generates more business trips	2.48	1.32	7	3	25.00%
The other modes / options became worse (e.g. flights)	2.35	1.21	7	1	20.00%
The reason I drop still existing, but my work made me have to use HSR more often	2.35	1.27	5	3	20.00%
HSR had improved its access to station, I felt now it has better connection	2.33	1.02	4	1	12.50%
Others whom are closed to me convinced me to use HSR again	2.13	0.99	4	0	10.00%

n=40

avg. items answering 4 and 5 in section/ respondent   2.825

scaled parameter   0.235