

"Economic versus Belief-Based Models: Personality Traits in Technology Adoption"

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Abstract:

Alternative energy technologies such as biogas are being promoted in many countries, but despite significant potential and efforts to implement these technologies, the pace of this transition is very different in some countries. The transition process of biogas cooking fuel technology is explored in this study from the household's perspective, which results in the determination of the barriers in the adoption of biogas technology in Pakistan. The adoption and diffusion of technologies is a multidimensional phenomenon, the study of which must cover several aspects in order to better understand the process. Therefore, in this study, general adoption theories are combined with the behavioral science theories to capture the broader range of aspects namely economic, technological, infrastructural, institutional, social and cultural. The research used data from households in Pakistan. The results of the study reveal a common understanding of the fact that along with socio-economic and technology-specific factors, technology adoption is also influenced by behaviors, perceptions of the end-users and there is also a significant role of the cultural factors, which increase or slow down the pace of the adoption of the technology. This analysis adds to the limited empirical literature on adoption of biogas and the transition towards alternative fuel sources in the Global South.

Presenter:

Nazia Yasmin is DAAD scholar from Pakistan. She is PhD researcher at Humboldt-Universität zu Berlin - Faculty of Life Sciences and working at the Leibniz Institute for Agricultural Engineering and Bioeconomy (ATB) in Potsdam. From 2013, she is Lecturer of Economics in Government College University Faisalabad, Pakistan. Her fields of expertise include socio-economic dynamics of energy transitions and adaptation of sustainable energy technologies. She is interested in bioeconomy development and working on socio-psychological dimensions of decision-making to combat the energy scarcity.