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INVESTIGATING ELEMENTS AFFECTING THE PURCHASING DECISIONS OF LOW EMISSION CARS: “A STUDY OF EGYPT”

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Towards a SUSTAINABLE **BLUE**
ECONOMY

20 - 22 March, 2022
Hilton Green Plaza Hotel



SLOVENIA



Agenda:

1. Part

PORT SUSTAINABILITY AND ADJUSTMENTS ...

2. Part

RESULTS of our research



The European Green Deal: a call to action for Sustainable and Smart Mobility Strategies

- Currently, transport accounts for a 1/4 of the EU's greenhouse gas emissions.
- However, under the European Green Deal, ports will be expected to achieve a 90% reduction in transport emissions by 2050.
- To help ports reach these goals, the European Union has established a series of measures.



Source: Piernext, 2020.

Sustainable and Smart Mobility Strategy



Source: Civitas

Decarbonising ports



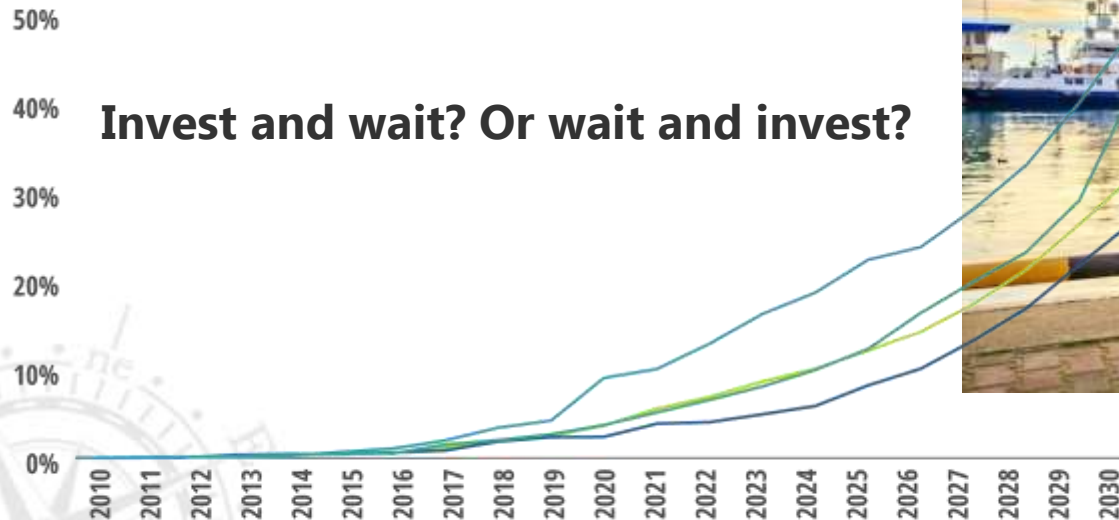
Source: www.dnv.com

The growth in the EV/H2 market is also on the rise

FIGURE 3

Outlook for EV market share by major region

— US - EV market share — Europe - EV market share — China - EV market share — EV Global share of sales



Invest and wait? Or wait and invest?



Source: Felixstowedocker, 2018.

Source: Deloitte analysis, IHS Markit, EV-Volumes.com¹⁷

Deloitte Insights | deloitte.com/insights



How Can Port Terminals Be Adapted To Low Emission Vehicles?



Source: PierNext, 2018.

WHAT REALLY CHANGES?

Maritime logistics

- LEVs will be minimally charged to allow the logistics of distribution;
- in the short term, just having mobile charging systems will be enough;
- Forecasts predict that in 5 years it will be necessary to install permanent charging stations to optimize the battery/hydrogen-charging process of vehicles as they go through the terminal.

Port and people / employees / partners / surroundings



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About the paper

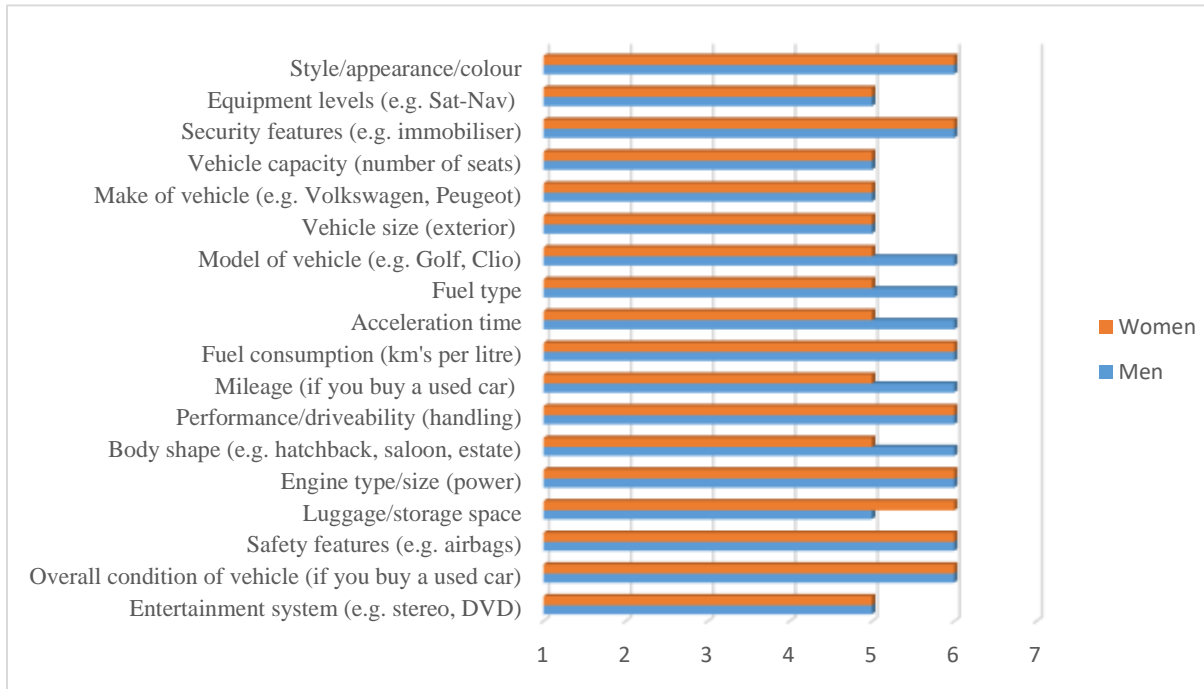
- This article provides a study about the customers' priorities and point of views about LEVs.
- The study involved 1086 respondents to define the most significant customer behavior parameters related to buying LEVs.
- The questionnaire involved various variables such as financial considerations at the time of purchase, Long term financial concerns, gasoline and efficiency, fuel consumption, external and internal design characteristics, cargo capacity, and climate change.



RESULTS AND DISCUSSION

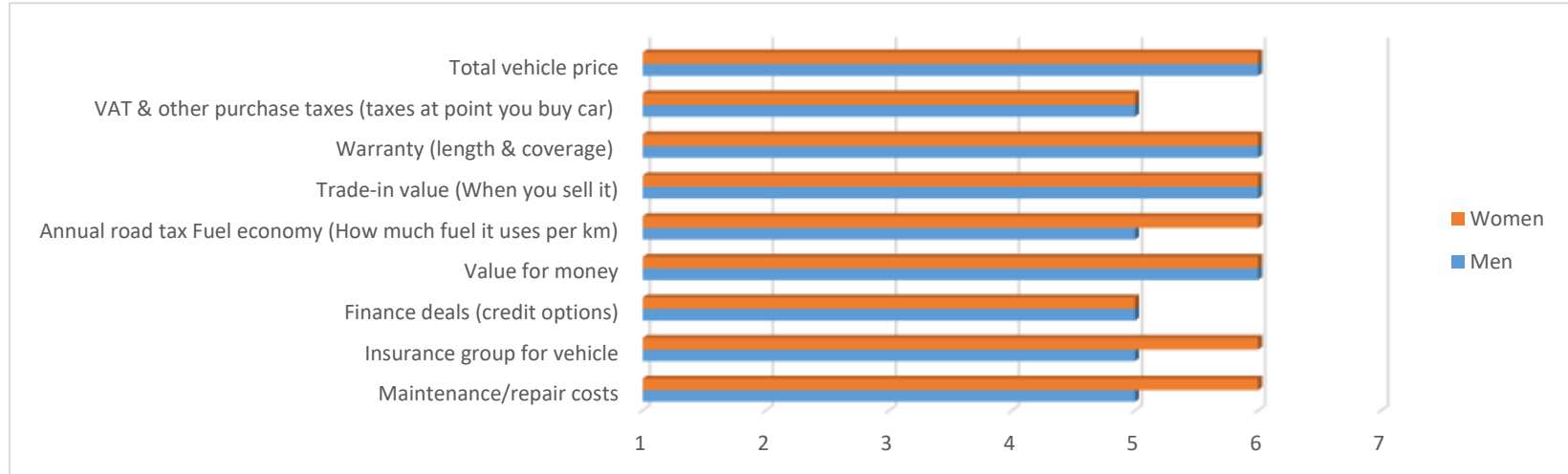
Important vehicle (TEHNICAL) performance factors

(On a scale from 1 to 7 where 1 means NOT IMPORTANT and 7 means VERY IMPORTANT)

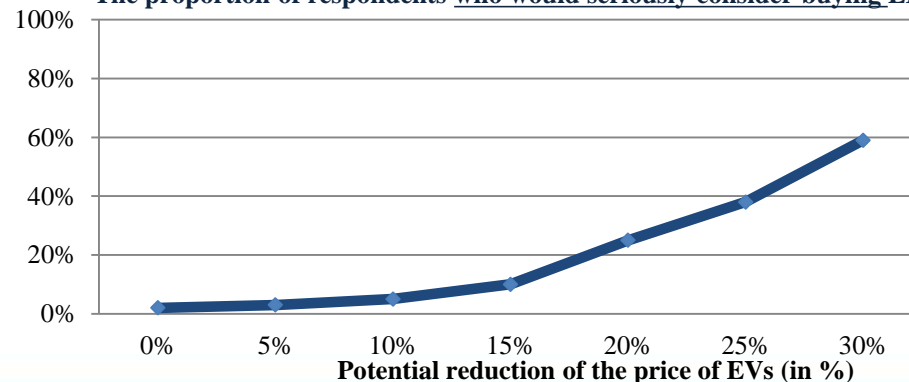


Important FINANCIAL considerations

(On a scale from 1 to 7 where 1 means NOT IMPORTANT and 7 means VERY IMPORTANT)

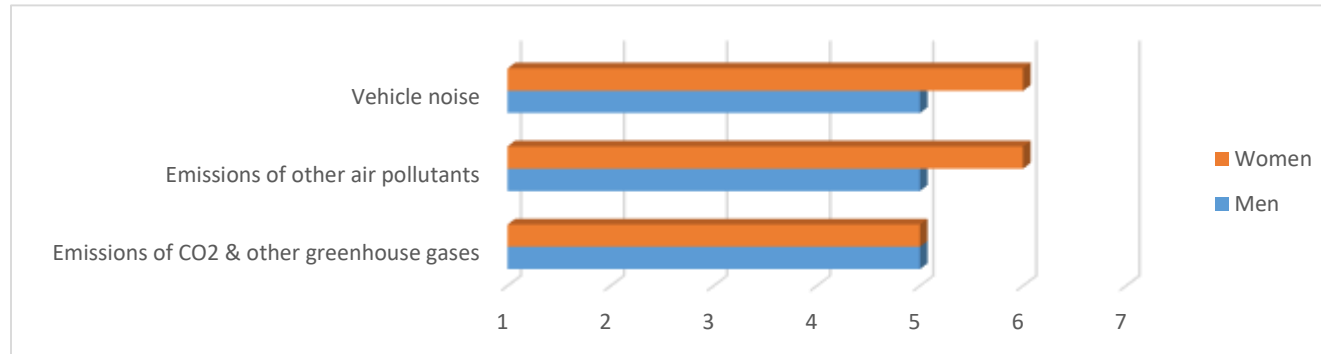


The proportion of respondents who would seriously consider buying LEVs, if the prices of LEV would fall



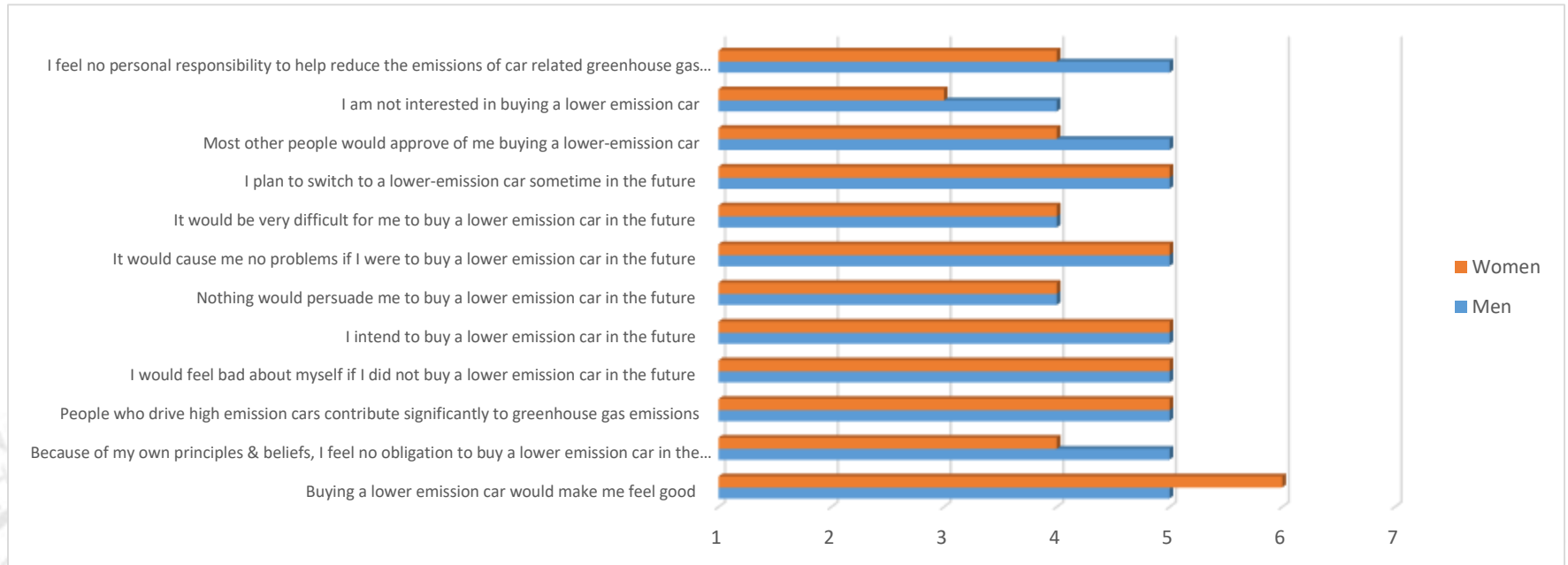
Important Environmental Considerations

(On a scale from 1 to 7 where 1 means NOT IMPORTANT and 7 means VERY IMPORTANT)



Important Reasons of Future Decision to buy a Lower Emission Car

(On a scale from 1 to 7 where 1 means NOT IMPORTANT and 7 means VERY IMPORTANT)



Segmentation of the sample ...

- Group I: **No-Greens** (16% F/13% M),
- Group II: **Go-With The Flow-Greens** (16 % F/ 22% M)
- Group III: **Maybe** (52% F / 47% M)
- Group III: **Go-Greens** (15% F /18 % F).



„No-Greens“ is the group not motivated to buy a LEV in the near future. The information about CO2 and other emissions is not important to them when buying a car.

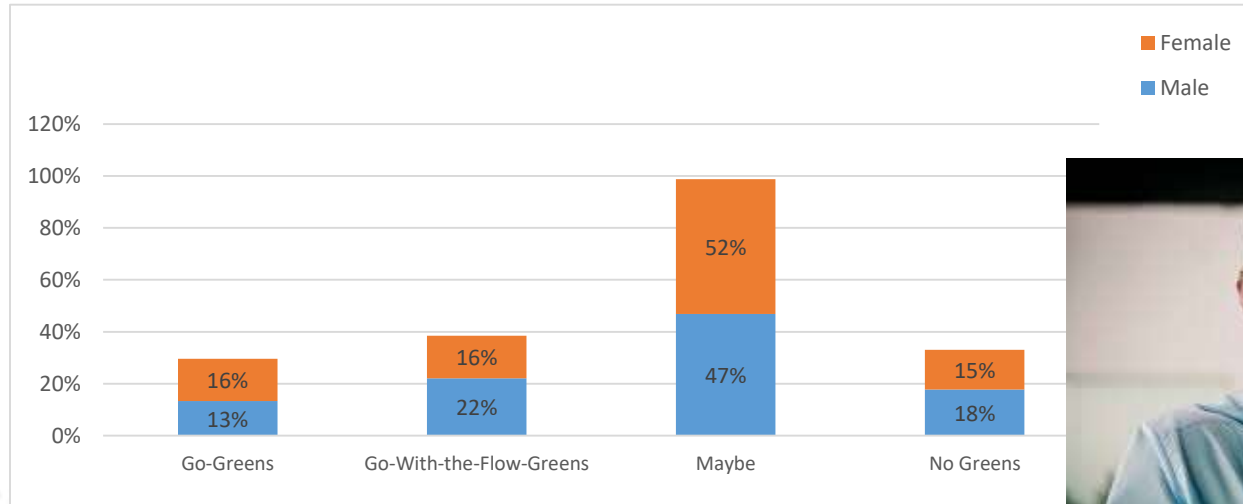
„Go-With The Flow-Greens“ have a positive opinion about LEVs, but they are still not planning to buy one, like the people in the “No-Green” group.

„Maybe“ a group in which they are already considering a purchase, in the distant future.

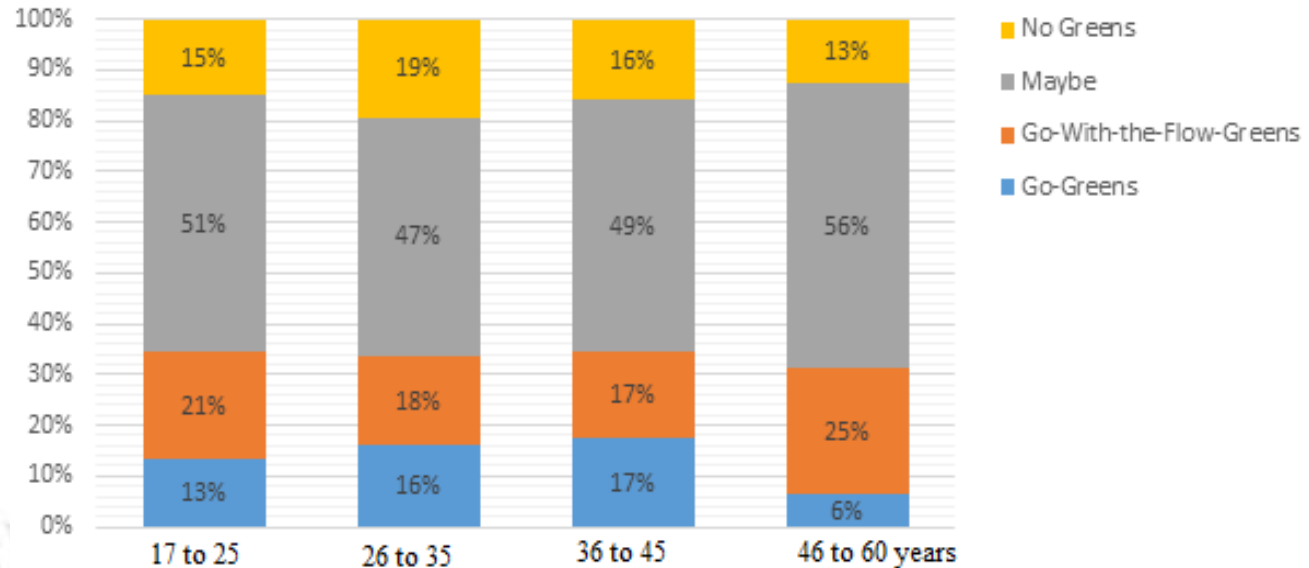
„Go-Greens“ are very interested in buying a LEV in the near future. They are aware of their responsibility to reduce environmental impact.



Rate between males and females in various segments of customers



Age distribution between different segments of consumers



Conclusions

- Port infrastructure will need to be adapted to correlate with freight logistics flows LEVs;
- Research showed that there is a slight difference between Women and Men requirements;
- The most numerous group – the “Maybe” still not have the full awareness of LEV ;
- The findings of this study also show that there is no single measure that would significantly raise demand for LEVs.

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THANK YOU



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