

ABSTRACT

This study explores the factors that influence consumer purchase intentions for eco-friendly vehicles in the Colombo district of Sri Lanka. The conceptual framework was structured based on the Theory of Planned Behaviour and 28 potential influential factors were explored in this study. This study mainly focuses on determining the influence of attitudes, subjective norms, perceived behavioural control, personal moral norms and also demographics of the consumers in purchasing eco-friendly vehicles. The research questionnaire was developed in order to get Primary data for each aforementioned objective. The researcher also has referred secondary data sources to dig deeper into the research area. 262 responses were taken by using snowball sampling by distribution of the questionnaire survey and 210 useable responses were considered in the research. The ones who already own an eco-friendly vehicle and ones who has the intention to purchase an eco-friendly vehicle were identified as the useable respondents in the study. The responses were collected online and the analysis was done by taking them to one database. The author has found that personal moral norm and supplementary factors influence the intention to adopt eco-friendly vehicles while attitudinal, perceived behavioural control and subjective norms have become insignificant. Recommendations such as reducing taxes of eco-friendly vehicles to maximum extent possible, expanding awareness of such vehicles and green concepts, managerial and policy suggestions such as providing priorities for eco-friendly vehicles in travelling and parking were also made based on the inferences from the model development and the study.

Keywords: Consumer Buying Behaviour, Eco-friendly Vehicles, Green Consumerism, Purchase Intention, Theory of Planned behaviour

