

ABSTRACT

This study explores the factors that influence consumer purchase intentions for eco-friendly vehicles in the Western Province of Sri Lanka. The conceptual framework was structured based on the Theory of Planned Behaviour (TPB) and 20 potential influential factors were explored. Primary data was collected by means of a questionnaire from vehicle owners in the Western Province of Sri Lanka. 508 valid questionnaires were used in the analysis. Cronbach's Alpha was 0.845 in the reliability test. A Chi Square test and a Binary Logistics Regression was used to identify the most influential factors which were Fuel Efficiency, Price of Vehicle, Safety Features, Re-sale Value, Availability of Spare Parts, Reduced CO₂ emissions, Government Tax Incentives, and the combined effect of Safety Features and Availability of Spare Parts. In the view of the above, attitudinal factors have a profound effect while subjective norm doesn't with a reasonable effect from perceived behavioural control on the purchase intention for eco-friendly vehicles. Based on the inferences from the model development, recommendations, managerial and policy suggestions were also made.

Keywords: Purchase intention, Theory of Planned Behaviour, eco-friendly vehicles, attitude, subjective norm, and perceived behavioural control.

