

## **Customer Purchase Intention towards Environmental Friendly Vehicles in Sri Lanka**

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Nowadays more consumers in Sri Lanka are buying environmental friendly vehicles such as hybrid and electric vehicles. Influential factors for environmental friendly vehicles is addressed differently by different scholars. Therefore, the purpose of this study was to identify the factors that influence for the purchase intention of buying an environmental friendly vehicle among Sri Lankan consumers. The data is collected from 120 registered vehicle owners and prospective vehicle owners using snowball-sampling method with the help of a structured questionnaire. According to regression analysis, awareness of environmental friendly vehicles, environmental knowledge and subjective norms has a significant influence on purchase intention of environmental friendly vehicles in Sri Lanka. As per results, the researcher has also come up with the managerial implications of the study and recommendations. Limitations of this study are the limited sample size and only a few variables were examined due to time constraints. This paper intends to make a contribution to the hybrid vehicle marketers to enhance their knowledge on customer behavior of buying an environmental friendly vehicle.

***Keywords:*** *Environment, Hybrid Vehicles, Electric Vehicles, Purchase Intention*

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