

Buying Motives of Alternative Fuel Vehicles in Sri Lanka and their Impact on the Purchasing Intention

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In recent decades, it is identified that the emissions of fossil based fuel driven vehicles as one of the main cause for air pollution which leads to global warming. As a result of that, concerns over the environmental impacts of vehicular pollution of the transport system have led to the governments of all developed and developing countries to focus on establishing practical mechanisms to reduce fossil fuel based fuel emissions than ever before. Accordingly, they establish tools to convert conventional fossil based fuel emissions into greenhouse gas emissions. The prime objective of this research is to assess consumer buying motives of alternative fuel vehicles (AFVs) and their impact on purchasing intentions in Sri Lanka. This study is underpinned by theories of hedonic motives, utilitarian motives, value, planned behavior and diffusion of innovations.

Based on the literature review, no straight theories to link consumer buying motives to purchasing intention. Therefore, the study will attempt to formulate a relationship of consumer buying motives to the purchasing intention to AFVs' with CPV as mediating and Innovations as moderating variables. Findings of this study would be useful for academics and researchers and also for vehicle importers/dealers, consumers, governments, environmentalists, manufacturers / collaborators to improve their areas of interests. The ontology of the research is objectivism while the epistemology being the positivism. According to nature of study, deductive research is employed with a quantitative research. Multistage mixed mode is used to collect data from three provinces in Sri Lanka. 422 general public who intend to purchase AFVs will contact for data gathering through a structured questionnaire.

Keywords: *Vehicular pollution, Fossil based fuels, Alternative fuel vehicles, Consumer buying motives*

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