

Abstract

Consumers' acceptance of solar energy is a major issue in Sri Lanka. The objective of the study is to identify the consumer attitudes towards the purchase intention of solar panels in Sri Lanka. Theory of Planned Behaviour, Reasonable action and Diffusion of Innovation are the theories which was used to develop the research model. Three key factors have been identified namely perceived behavioural control, subjective norms and environmental solar knowledge which influence consumer attitudes. Moreover, the moderating role of the government initiatives was also investigated between consumer attitudes and purchase intention. A self-administrated questionnaire was used to collect the data from a sample of 360 respondent. Regression analysis was used to examine the relationship between independent variables and dependent variable. Data analysis was conducted using SPSS 23 software package. According to the analysis results, perceived behavioural control, subjective norms and environmental solar knowledge shows a significant influence on consumer attitudes towards solar panel. Moreover, Marketers and government will have a better understanding of Sri Lankan consumers purchase intention of solar panels and can move forward to develop appropriate government policies and incentives to adoption Sri Lankans. . Future researchers can examine the other factors that may affect consumer attitudes and purchase intention.

Keywords: Consumer Attitudes, Purchase Intention, Perceived Behavioural Control, Subjective Norms, Environmental Solar Knowledge.