

ANALYSIS OF INTENTION FOR BUYING ELECTRIC VEHICLES IN SRI LANKA

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The increasing global population and human requirements have led to an exponential rise in the demand for transportation, which, unfortunately, heavily relies on fossil fuels. Burning fossil fuels to produce energy for vehicles is known to have negative effects on the environment, leading to an urgent need for sustainable transportation solutions. Sri Lanka, like many other nations, has been facing a significant environmental crisis due to the increasing carbon dioxide emissions from road transportation. Therefore, the adoption of electric vehicles has become a practical solution to this problem. This research aims to primarily explore the demographic factors that affect consumer intention to purchase electric vehicles in Sri Lanka, while also examining various factors such as vehicle features, perceived behavioral control, selective norms, personal moral norms, post-purchase behavior, and other relevant variables that may impact consumer purchase intention. The study is critical in promoting the adoption of electric vehicles and reducing the environmental impact of transportation in Sri Lanka.

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