

ABSTRACT

The topic of this research is *Factors That Affect the Preference for Hybrid Cars in the City of Colombo, Sri Lanka*.

The rise in environmental issues, global warming and pollution has raised concern over the treatment of the surroundings. Hybrid technology has emerged as a new solution to express concern over the environment and possible disastrous results. This research was conducted using primary and secondary sources to gather information regarding the factors that lead to purchasing hybrid cars within Colombo city limits. These include information on HEVs, their sub elements, pollution caused by it and satisfaction. Research was done based on knowledge of hybrids, consumer attitudes, and hybrid technology. Descriptive analysis was used to measure and analyse the interpreted information. In fact, hybrid car owners showed positive attitude and gave out an aura of a “green” image. The on-going issue in this research is whether hybrids meet the realistic expectations people have about it. A literature review was conducted to analyse what other experts and researchers had to share. Their comments ranged on topics concerning price, willingness, preferences and consumer interest in tax exemptions. Commenting on the Sri Lankan context, it is revealed that social economic image was the key motivating factor to buy a car and “image” will always be taken into consideration.

The main conclusion of the study is that, from the analysis undertaken, only two variables appeared to be significant as factors in the purchase decision: modern design and technology and environment awareness. However insignificant these two may seem, these two factors emerged as the main reasons.

Keywords: Hybrid Vehicle, Conventional Vehicle, Global Warming, Greenhouse Gas, Consumer Behaviour, Sustainable Development.

