

**ANTECEDENTS OF THE GREEN PURCHASE INTENTION
TOWARDS RHODA ELECTRIC BIKES: THE COLOMBO
DISTRICT CUSTOMERS PERSPECTIVE**



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ABSTRACT

The study investigates environment knowledge, environment concern, green consumption value, social influence, price, consumers' attitude towards green products on green purchase intention towards RHODA electric bikes in Colombo district. This research study plan to examine the empirical gap on green purchase intention towards RHODA electric bikes.

The goal of this study is to establish a clear understanding of the factors that affect consumers' intentions to buy green vehicles, particularly electrical vehicles. The study will employ a quantitative research design and collect data through surveys administered to a diverse sample of potential car buyers. The findings will contribute to the development of effective marketing strategies for green vehicle manufacturers. Primary data were collected via questionnaire. Structured questionnaires were distributed among 400 people, and only 384 respondents completed the survey. The data collected will be analyzed using statistical methods to identify the key factors that influence consumers' intentions to purchase green vehicles.

The data were measured using descriptive statistics, correlation, multiple regression analysis and mediate analysis. In this study, the statistical tools that used to analyze the levels of variables are mean and SD values, while relationships were measured by Pearson coefficients and linear regressions for further mediation analyses. Moreover, the result shows significant positive associations among all the variables. The results of this study will provide valuable insights for green vehicle manufacturers to develop effective marketing strategies that can encourage more consumers to buy electric bikes. Ultimately, the study aims to promote the adoption of green vehicles and contribute to the reduction of greenhouse gas emissions.

Key words: Consumers' Attitude towards Green Products, Environment Knowledge, Environment Concern, Green Consumption Value, Social Influence

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