

An Analysis of Customer Satisfaction with Green Cars

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Transport plays a vital role in human lives, making it more convenient to achieve mobility requirements. However, it is an unavoidable evil due to its significant impact on the environment. The increase of CO₂ and greenhouse gas emissions, high dependency on oil energy, and the impact of an increase in oil prices have directed public concern to green transportation. But the shift to green transportation depends on whether they are satisfied with green modes of transport. Hence this research was designed aiming at analysing customer satisfaction about green cars. The sample comprised respondents who own a car; a majority were hybrid or electric car owners. The factors affecting consumers when purchasing cars have been identified using Exploratory Factor Analysis (EFA) method. The results indicate that the salient features were green technology, performance, and appearance are prominent factors affecting consumers purchasing motor cars. Based on these, consumer satisfaction with green cars is examined. The majority of the green car users are satisfied with features of comfort, efficiency, power, technological features, and the style of green cars. The noteworthy finding is that more than half of all green car users are not satisfied with the prices, and the majority who bears that perception own hybrid cars. Most respondents who do not own a green car ranked high cost of purchase, inconvenience of recharging, and shortage of charging stations among three key factors which prevented them from purchasing a green car. Hence, findings emphasized that consumers can be encouraged to purchase a green car if competitive prices are offered. Further, tax concessions on green cars would attract more consumers since the majority of respondents stated that high prices have prevented them from purchasing a green car. For a greener future, supportive and smart infrastructures should also be implemented. The establishment of smart charging systems is vital.

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