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Impact of Environmental Awareness on Purchase Intention of Electric Vehicle

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Public transportation is one of the largest contributors of global warming and electric vehicle is a potential solution. Although national administration introduced electric vehicle and the pro-environmental Indian customers were expected to be accepting the product, the trend of adoption is not encouraging. Unlike traditional four-wheeler industry, to speculate the amount of production, EV marketers conduct reverse analysis, from consumption to production. Purchase intention of EV could therefore be dependent on associations among subjective value, belief, expectation and attitude towards environment. But most studies related to impact of consumer's pro-environmental perceived value of adopting EV have not been comprehensive and empirically substantiated. Current study is dedicated to bridge this gap. The primary data were collected from consumers arriving at different EV showrooms for purchasing four-wheelers for private use, and application of Structural Equation Modelling facilitated the exploration of the connective path. The findings identify that adoption of EV is a value-driven decision and subjective value plays a pivotal role in this generous adoption. Thus, new promotional strategies are required to be developed on highlighting the rational reality as USP and product-oriented approach being secondary elements of promotion.

Keywords: *Electric vehicle; Pro-environment; Awareness; Belief; Expectation; Attitude; Purchase intention*