

Purchase Behaviour of Environment-Friendly Automobiles in the Southern Part of China

Anesu M. Mabaire ^{1*}, XU Guangquan ², Ngqabutho Moyo ³

¹School of Earth and Environment, Anhui University of Science and Technology, Huainan, China

²School of Earth and Environment, Anhui University of Science and Technology, Huainan, China

³NM Professional Consultants, Pretoria, South Africa

ABSTRACT

This research seeks to examine the purchase behaviour of environment-friendly automobiles in the Southern part of China. The researcher adopted a quantitative approach to analyse primary data using Smart PLS3. Independent variables of this study include environmental attitudes such as; environmental knowledge, environmental values and responsibility feeling. These variables were tested against purchase intention, which is regarded as the dependent variable of this study. Based on the findings, all the proposed hypotheses of this study are positive. Environmental knowledge has a significant effect on the establishment of environmental values. Environmental values have a positive effect on the formation of a responsibility feeling. Responsibility feeling has a significant effect on the purchase intention of environment-friendly automobiles. Individuals who possess adequate knowledge about their environment are likely to develop environmental values, which then transforms into a responsibility feeling towards the environment and then predict the purchase intention of environment-friendly automobiles. It is therefore recommended that the Government of the People's Republic of China should ensure that its citizens are imparted with adequate knowledge about the environment, through formal and informal education, and through socialization agencies and awareness campaigns, as this will help in boosting pro-environmental and sustainable human behaviours.

Type of Paper: Empirical

Keywords: environment-friendly automobiles; purchase intention; environmental knowledge; environmental values; responsibility feeling.