



Attitude towards Green Vehicles: A Comparative Analysis of Private and Commercial Vehicle Owners

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Abstract:

This paper attempts to differentiate between Attitude of Private and Commercial Non Green Vehicle owners regarding Green Vehicles. Nine parameters were used to ascertain the attitude; Intention to switch from Non Green Vehicles to Green Vehicles, willingness to recommend Green Vehicles to others, Heavy penalty on polluting vehicles, Everyone can contribute in protecting the environment from vehicular pollution, Vehicular pollution is not a big problem in India, Urgency to switch from Non Green Vehicles to Green Vehicles, Intention to switch if adequate infrastructure is available, Intention to switch even if required to shell out more money and future of Green Vehicles in India. Chi square test and pie diagram has been used for data analysis.

Key Words:

Non Green Vehicles, Green Vehicles, Private Vehicle Owner (PVO) and Commercial Vehicle Owner (CVO), Chi Square Test.