
The effect of perceived risk on the purchase intention of electric vehicles: an extension to the technology acceptance model

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Abstract: Electric cars will be the future of the transportation industry as it records a significant market penetration including Sri Lanka. The purchasing mechanism drives customers to make purchasing decisions is a critical notion to investigate since it engages a multi connected matters. Accordingly, this study reviews how perceived risk factor influences purchase intention referring to Electric Vehicles in Sri Lanka. The said review based on the theoretical rationale and supportive empirical findings. A descriptive statistical review presented to signify why Sri Lanka considered as a context to be examined whilst empirical evidences were presented to support the arguments. Paper concludes research propositions to examine how perceived risk influences the purchasing mechanism of Electric Vehicles whilst buying intention referred as a main notion within.

Keywords: electric vehicles; consumer buying behaviour; perceived risk; purchase intention; Sri Lanka; technology acceptance model.

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