

# FACTORS AFFECTING THE BUYER PREFERENCES TOWARDS HYBRID VEHICLES IN KLANG VALLEY

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## ABSTRACT

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Rapid growth in the economy and growing population were the main reason of environmental deterioration in developing countries continues to worsen and this has awakens them to green movement. Especially in Malaysia, there is an increasingly demands for renewable energy as it's expected to become a net oil-importing country in the near future. Within ASEAN, Malaysia was used to be a major oil-exporting country; however, there is a drastic rise of fossil fuel consumption in the market as its transportation is heavily dependent on un-renewable oil products. In this case, hybrid technology were designed for the purpose of fuel-economy and environmental friendly. This paper attempts to examine the buyer preferences for hybrid car with the objectives to investigate factors that influence buyer's behavioral intentions toward green technology. The theory of planned behavior (TPB) is applied in this study, including attitude and awareness toward hybrid technology, subjective norms, and perceived behavior control were measured. Nevertheless, this research would also enhance the existing literatures in order to evaluate the potential market of hybrid cars in Malaysia.

Keywords: Green technology, Eco-friendly label, Buyers preference, Hybrid cars, Malaysia