

**ID: 823**

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**Title:**

An investigation into Generation Y's purchase intentions of alternative fuel vehicles: the roles of motivation, constraints and environmental awareness

**Abstract:**

The paradigm shift from fossil fuel vehicles to alternative fuel vehicles (AFVs) has become significantly present due to a climate and eco-friendly phenomenon. Understanding consumers' attitudes and perceptions towards AFVs is indispensable. This study will develop an integrated model to obtain an understanding of Generation Y consumers' purchase intentions on AFVs. The proposed model includes both perceived motivation and constraints factors to examine their effects on purchase intentions in addition to test the moderating role of Generation Y's environmental awareness in these effects. By adopting both qualitative and quantitative approaches, motivation and constraints factors will be identified and developed based on literature and interview findings, the measurements will be tested and validated, and the overall model fit will be assessed by structural equation modelling in this study. The outcome of this study will bring both theoretical and practical contributions in the context of transportation industry.

**Primary Track:**

Marketing and Retail

**Please choose your submission type:**

Developmental Paper

**Keywords:**

Consumer behaviour and psychology

**Keywords (please type any other keywords here):**

sustainable, purchase intentions, generation Y, environmental awareness, alternative fuel vehicles