

## ABSTRACT

The existence of human, animal, and plant life is being continuously challenged by the inappropriate use of natural resources, depletion of the ozone layer, increasing pollution, emission of greenhouse gas, etc. The transport sector, which has a significant contribution to the progress of society as well as the economy accounts for a significant amount of greenhouse gas emissions across the globe. Green innovations like electric vehicles can minimize and/or resolve environmental damage caused by transportation. Despite the positive impact of electric vehicles on the environment, the total market share of electric vehicles is still very small as compared to their conventional counterparts. Hence, appropriate knowledge about potential consumers' assessment of green alternatives and understanding of their subsequent adoption behaviour may play a significant role in facilitating consumers' widespread adoption of green alternatives. An investigation of the influence of various perceived innovation attributes and personal cultural orientation on potential consumers' electric two-wheeler purchase behaviour becomes necessary.

The aim of this piece of research is to investigate as to how personal cultural orientations as well as various perceptions about innovation characteristics influence potential consumers' intention to purchase high-involvement green products such as electric two-wheelers in India. The objectives of the study are threefold; the first objective of the study is to investigate the direct effect of personal cultural orientations on potential consumers' intention towards purchase of high-involvement green products such as electric two-wheelers in India; the second objective of the study is to conceptualize an electric two-wheelers adoption model, which is based on Theory of Diffusion of Innovation (Rogers, 2003) and Theory of Planned Behaviour (Ajzen, 1991); the third objective of the study is to validate the conceptual model of adoption of electric two-wheelers in the simultaneous presence of relevant cultural orientations of potential consumers.

In order to accomplish the above objectives, the study was conducted in two different phases. In the first phase, an empirical study was conducted to examine the direct influence of various personal cultural orientations on potential consumers' intention to purchase electric two-wheelers. In the second phase, another empirical study was conducted to examine how potential consumers' perceived innovation characteristics influence their attitude toward the purchase of electric two-wheelers and how personal cultural orientations indirectly influence potential consumers' attitudes towards the purchase of electric two-wheelers through various perceived innovation characteristics. Further, an indirect effect of personal cultural orientations on potential consumers' intention to purchase electric two-wheelers was examined. The data for the study was collected through a structured questionnaire, which was distributed both online and offline amongst the potential electric two-wheeler consumers across the country. The sample comprised respondents belonging to different states in India, and with culturally diverse backgrounds. The Structural Equation Modelling using Partial Least Square was used for the data analysis.

The findings of the study reveal that cultural dimensions such as collectivism, long-term orientation, and masculinity have a significant direct and indirect influence on consumers' adoption of green products like electric two-wheelers. The findings of the study also revealed how consumers' various perceptions about innovation characteristics such as relative advantage, compatibility, and complexity influence consumers' attitude toward purchasing electric two-wheelers. The study has significant implications for marketers as well as academicians.

**Keywords:** Adoption of green products, Electric two-wheeler, Cultural orientation, Collectivism, Long-term orientation, Masculinity, Uncertainty avoidance, Perceived innovation characteristics