

Accepted Manuscript

Purchasing intentions of Chinese citizens on new energy vehicles: How should one respond to current preferential policy?

Zhaohua Wang, Chenyao Zhao, Jianhua Yin, Bin Zhang



PII: S0959-6526(17)31097-1

DOI: [10.1016/j.jclepro.2017.05.154](https://doi.org/10.1016/j.jclepro.2017.05.154)

Reference: JCLP 9694

To appear in: *Journal of Cleaner Production*

Received Date: 28 November 2016

Revised Date: 1 May 2017

Accepted Date: 25 May 2017

Please cite this article as: Wang Z, Zhao C, Yin J, Zhang B, Purchasing intentions of Chinese citizens on new energy vehicles: How should one respond to current preferential policy?, *Journal of Cleaner Production* (2017), doi: 10.1016/j.jclepro.2017.05.154.

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Purchasing intentions of Chinese citizens on new energy vehicles:

How should one respond to current preferential policy?

Zhaohua Wang^{a,b,c*}, Chenyao Zhao^{a,b,c}, Jianhua Yin^d, Bin Zhang^{a,b,c}

^a School of Management and Economics, Beijing Institute of Technology, 100081 Beijing, China

^b Centre for Energy & Environmental Policy Research, Beijing Institute of Technology, 100081 Beijing, China

^c Collaborative Innovation Centre of Electric Vehicles in Beijing, 100081 Beijing, China

^d Business School, University of International Business and Economics, 100029 Beijing, China

Abstract: In recent years, China's environmental pollution and energy security issues have become increasingly more prominent. As a result, new energy vehicles (NEVs) have been strongly supported by government's policy privilege. But at this stage, these preferential policies are facing updates and adjustments to meet the current development of NEV industry and consumer demand of purchase. This means that an understanding of the NEV purchasing behavior in China, what the current policy is, and how to respond to its adjustment are of theoretical and practical significance for China's NEV industry. To this end, a reliable scale is developed in this study to investigate the situation in seven Chinese geographical regions and 22 provinces. Based on application of an extended theory of planned behavior model to the real situation, a structural equation model is used to analyze the factors affecting the NEV purchasing intentions of residents. The results show that financial benefits, infrastructure readiness, environmental concerns, and policy privileges have a positive impact on purchasing intention. However, the NEV's cruising range does not. Based on the paper's findings, we have discussed whether current subsidies and preferential policies reflect consumers' potential purchase demand, how to make subsidies more tangibly targeted, and thereby present some proposals for manufacturing strategy under the

* Corresponding author at: School of Management and Economics, Beijing Institute of Technology, Beijing 100081, China. Tel.: +8610 68918213; fax: +86 10 68912483 E-mail address: wangzhaohua@bit.edu.cn (Zhaohua Wang)

Download English Version:

<https://daneshyari.com/en/article/5480900>

Download Persian Version:

<https://daneshyari.com/article/5480900>

[Daneshyari.com](https://daneshyari.com)