

Knowledge and attitudes about the 'green car' concept among bank officers of Colombo district

Silva, Bhagya

Student, Faculty of Medicine, Colombo, Sri Lanka., Sri Lanka, bhagyasilva1993@gmail.com

Authors:

Ethige Narmada Oshani Bhagya Silva, student of the Faculty of Medicine, University of Colombo, Sri Lanka.

Liyanage Ayesha Navishan Silva, student of the Faculty of Medicine, University of Colombo, Sri Lanka.

Lokugan Hewagei Piumi Malika Silva, student of the Faculty of Medicine, University of Colombo, Sri Lanka.

Silvestan Mary Joseph Arul, student of the Faculty of Medicine, University of Colombo, Sri Lanka.

Gominda Ponnampereuma, Senior Lecturer, Department of Medical Education, Faculty of Medicine, University of Colombo, Sri Lanka.

Acknowledgement

This research was carried out as a requirement of the Community Stream undergraduate academic programme of the Faculty of Medicine, University of Colombo, Sri Lanka

Abstract

Human endeavours throughout the ages have been the driving force of global development. It is also evident that these efforts in return has resulted in damage to the environment we are living in, mainly in terms of carbon emissions. Higher the number of carbon footprints, higher the disturbance to atmospheric equilibrium resulting in health problems, global warming and climate change. Vehicle emissions is one of the key contributors in this vicious cycle. Therefore, in the mission of accomplishing sustainable development goals and environmental sustainability while ensuring a green growth, adoption of 'green car' concept could bring about a healthy revolution. Hence, it is worth while identifying the challenges in 'green car' usage.

Although many studies have been conducted on assessing the consumer knowledge and attitudes on 'green cars', studies observing the association between these components are lacking. Therefore, the main objective of this study was to describe and compare the factors associated with knowledge and attitudes about the 'green car' concept among bank officers of Colombo district, Sri Lanka.

In a descriptive cross-sectional study, with a two-stage sampling process, non-probability sampling was used in the first stage to select the study venue and stratified sampling in the second stage to select the individual subjects within the venue. Using a self-administered questionnaire, knowledge and attitudes were assessed. Knowledge against socio-demographic factors were compared using independent sample t-test, attitudes against socio-demographic factors and knowledge against attitudes were compared using Chi-square test; both at a significance level of $p \leq 0.05$. In a sample of 300, the response rate was 95.6%. Majority (54%) had a high level of knowledge, but knowledge on 'green car' identification and electric car recharging was poor. The most important factor considered when buying a vehicle was cost, while the most important factor discouraging buying an electric car was recharging issues. Although most had eco-friendly attitudes, bank officers with a higher level of knowledge had more pro-environmental attitudes. Majority (55%) were willing to buy a 'green car' vehicle as their next vehicle.

In conclusion, knowledge of bank officers on 'green car' concept was at a satisfactory level and a higher level of knowledge was associated with more eco-friendly attitudes. However, most of them were uncertain about 'green cars' replacing conventional cars overtime.