

# Different Measures of Low-emission Vehicle Purchasing

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**Abstract**—In our survey, more than 600 people in Slovenia were interviewed about their thinking and intended behaviour, taking into consideration potential technical and other car characteristics according to their price. Our main goal was to find out what can motivate people for LEV (Low Emission Vehicle) purchase. In our analysis we revealed the three different groups of people. Main difference between these groups is their opinion about LEVs. We named first group No-Greens (20% of the total sample). Members of this group are hardest to motivate for purchasing a LEV. Second group is Go-With-The-Flow-Greens (42% of the total sample) which have positive orientation toward LEVs even if they are not sure about buying one in the near future. Third group are Go-Greens (38% of the total sample) are planning to buy LEV in the near future.

We analysed what motivates each group when they are buying new vehicle. Based on the findings appropriate legislative measures might be determined and car selling companies can get some advices how to sell their cars.

**Key words**—carbon dioxide emissions, low emission vehicles, purchasing habits.

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Published as submitted by the authors.