

Electric car purchase as a response to climate change - How green are European consumers?

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Abstract

Climate change and other environmental issues require adequate solutions by all actors, including consumers. The purpose of this paper is to explore determinants of consumers' willingness to fight climate change and probability of buying an electric car as one of the actions that potentially helps dealing with climate change. Analysis relies on Eurobarometer survey responses of 25,009 individuals from 28 European countries. Results of the Heckman selection model show that those who see gravity of climate change and think they require actions by all levels of government, business sectors and citizens are more likely to engage in pro-environmental actions. As for electric car purchase, middle class and higher as well as consumers satisfied with their lives are more likely to buy electric cars. However, their attitudes on climate change and responsible actors have no impact on actual purchase.