

## **The Impact of Petrol Price Increase on Changing Consumer Selection Mode of Transportation.**

**Gunawardane , K.D.H.Y.<sup>1</sup>**

### **Abstract**

The Price fluctuation of the Petrol market makes huge impact to the Economy. In present, Ceylon Petroleum Corporation increase the price of liter of Gasoline price from 177 to 410 rupees. the Oil price fluctuations definitely act as a barrier, especially in the mind of a consumer, who is planning to travel using their private vehicles. This paper seeks answers to how consumer change their decision of changing travel mode under the situation of increasing Gasoline prices in the country. And also propose a conceptual model on consumer decisions mainly based on three variables. type of vehicles, Price rate and service operations. the aim of study is to investigate the impact of increase in prices of gasoline between 2021-2022 period on Consumer selecting travel mode in Sri Lanka using three Factors. In addition to general objectives, this paper aims to analyze the Impact of future Gasoline Prices effects the selection decision of transport mode. The target Population are the consumers who already have private vehicles. The number of participants who cooperate in this research is 100. The research area based on Colombo, Gampaha and Kalutara Districts in Sri Lanka. The Questionnaire will design using Google forms. Secondary data collected with complication method from various Scientific & Professional papers. All respondents process and analyze using SPSS, Excel Software and data presented using Tables, Figures and Charts. The study identified the 54% of consumers who shift their travels to public transport modes in the situation of increasing petrol prices. And 32% motor cycle riders and 26% Car drivers shift to public transportation modes when the petrol price increase in 254 rupees. The paper concluded that the effects of petrol price increase impact to the shift of preference from private to public transports with the Service operations, types of vehicles and rate of price increase as variables.

**Keywords:** Private, Public, Motor cycles, Petrol price, transport mode

---

<sup>1</sup> *fhimashie@gmail.com*