



### Abstract

The automobiles play an important role in developing countries like Sri Lanka. The study was conducted to identify the factors affected to increasing automobile usage in the Western Province Sri Lanka and the user preferences towards the automobile usage. The questioner survey has been conducted in order to identify the affecting factors. Gathered data have analyzed by using factor analysis. Through the analyzing study have identified the factors which are affecting to increase automobile usage in western province. This research will provide some suggestions to minimize the automobile usage in western province in Sri Lanka. The findings of this research will be very crucial for Government, vehicle trading companies, policy makers and the people who are seeking for information about the automobile industry.

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