



ABSTRACT

1. Introduction

With the current fast-paced development of the modern world, a massive need has arisen for mobility. With a 7.3% increase in Sri Lanka's GDP in 2013 (Economic and Social Statistics of Sri Lanka 2014, Central Bank of Sri Lanka), the number of vehicles bought also increased by approximately 12% that year. According to statistics published by the Daily Mirror newspaper which cites the National Transport Commission and Central Bank, the total amount of cars which enter Colombo every day is 170,000. Out of the total 500,000 vehicles that enter Colombo daily, 87% are private vehicles and 6% are public vehicles. These public vehicles, carry 52% of the total passengers who enter Colombo. Only 44% of the passengers who enter the Colombo City are carried in private vehicles. 31% of the vehicles are cars and the occupancy of these vehicles are around 1.8 people. This has led to a large number of low-occupancy vehicles in the Western Province of Sri Lanka. The objective of this research is to identify the factors that could possibly influence people to shift towards carpooling in the Western Province of Sri Lanka.

2. Literature Review

Carpooling can be defined as a set of people riding in one vehicle owned by them when travelling together regularly from one place to the other where they take only one of their own vehicles to the ride. Dewan and Ahmad define it as the sharing of rides in a private vehicle among two or more individuals. It involves the use of one person's private or company vehicle to carry one or more fellow passengers. They state that in New Delhi, the amount spent on petrol could be reduced by 30% if carpooling was carried out. A Swiss survey (Ciari, F. and Zurich, 2012) carried out on carpooling identified safety to be a concern but practical aspects such as being able to go back home as a passenger if pools are arranged on a one way basis appeared a more important concern: this research makes a similar observation.

3. Methodology

Primary data were gathered from a random sample in the Western Province of Sri Lanka. Data gathering was carried out by administering a survey questionnaire