

## **A Preliminary Investigation on Factors that Influence Road Users Speeding Behaviors in Selected Roads of Peninsular Malaysia**

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**Abstract :** Road safety is intolerable issue. It affects and impinges on everyone's life as the roads shared by everyone. The most vulnerable victims were the road users who cater the roads every day. It is an appalling when World Health Organization reported that Malaysian road users were ranked worst in Asian countries with 23 deaths for every 100,000 of population over the span of 12 years (World Health Organization, 2009). From this report, it is found that speeding has contributed to 60% of all accidents in the country. Therefore, this study aims to elucidate on speeding matter that occur among road users in selected roads of Peninsular Malaysia. This study on the other hand, provides an insight understanding on the factors affecting behaviour of road users to speeding in selected roads of Peninsular Malaysia. To answer the study aims, 500 sets of questionnaires were distributed among 500 respondents in selected roads of Peninsular Malaysia to obtain their opinions on the matter. The respondents were from different demographics backgrounds to have fair explanation on the issue. The answers have been analysed using descriptive analysis. The results indicated psychological factors of road users appeared to be prominent in explaining road users' behaviour to speeding. Male road users were also found dominant in speeding compared to female. Thus, this has increased their vulnerability to road injuries and deaths. These findings are very useful in order for us to improve our driving behaviour. Relevant authorities should also revise the existing countermeasures as well as designing the new countermeasures for the road users. It is nevertheless important to comprehend this speeding issue and factors associating it. This matter should be taken seriously and responsibly by each road users as road safety is a responsible of all.

**Keywords :** road safety, speeding, countermeasures, accidents

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