

Extending the Theory of Planned Behaviour to Predict Intention to Commute by Bicycle: Case Study of Mexico City

Authors : Magda Cepeda, Frances Hodgson, Ann Jopson

Abstract : There are different barriers people face when choosing to cycle for commuting purposes. This study examined the role of psycho-social factors predicting the intention to cycle to commute in Mexico City. An extended version of the theory of planned behaviour was developed and utilized with a simple random sample of 401 road users. We applied exploratory and confirmatory factor analysis and after identifying five factors, a structural equation model was estimated to find the relationships among the variables. The results indicated that cycling attributes, attitudes to cycling, social comparison and social image and prestige were the most important factors influencing intention to cycle. Although the results from this study are specific to Mexico City, they indicate areas of interest to transportation planners in other regions especially in those cities where intention to cycle is linked to its perceived image and there is political ambition to instigate positive cycling cultures. Moreover, this study contributes to the current literature developing applications of the Theory of Planned Behaviour.

Keywords : cycling, latent variable model, perception, theory of planned behaviour

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