

Environmental Safety and Smart Mobility on Road : An Empirical Study in Malaysia

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Globally vehicle carbon emission has been increasing, and the pollution rate is expected to be higher during post-pandemic period which will continue to damage environmental safety. The present study focuses on improving road Smart Mobility to reduce air pollution and, consequently, less damage to the environment. A conceptual research framework has been developed to study the travel behavior performance of road commuters (TBP). Four predictors were considered in the framework to investigate the environmental risks due to road commuters' ride. A total of 380 respondents have been included in the present study to examine the relationship between the four predictors and TBP using Structural Equation Modeling. The significant findings reveal that Environment Consciousness and No Deviation in Driving influence positively on TBP while the factor Habit negatively influences TBP. However, subjective norm is not influencing TBP. Avoiding Ancestors' practices of having individual vehicles for privacy and not influenced by unwanted behaviors of others while driving will solve most of the recurring problems on road. The ultimate consequences of the pandemic have improved air pollution and environmental safety but it is inevitable for carbon emission to increase again for commercial growth which envisages the importance of the present study.

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