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# Understanding carpooling intentions of Generation Z of India: a structural equation modeling approach

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## ABSTRACT

This study explores the drivers and barriers to the adoption of carpooling by Generation Z in India. A conceptual framework, based on the extended theory of planned behavior (TPB), was developed by adding three more variables: energy saving self-identity, trust propensity and perceived risk to the original three variables. An online survey based on convenience sampling was conducted to gather data from 335 respondents. PLS structural equation modeling results proved the predictive relevance of the model. Perceived behavioral control, attitude, and trust propensity, respectively showed a

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that the intention to carpool does not develop through the individual's self-identity as an energy saver. However, if a positive attitude toward adopting carpooling, a feeling of ease to carpool and a level of trust in carpool is high, then the energy-saving self-identity will develop carpooling intention. The insignificant impact of perceived risk on carpooling intention further reveals that Generation Z, which is being seen as an eco-conscious consumer; does not perceive any risk in carpooling. The novelty of this study is that, it is focused on a particular generation i.e. Z, whose consumption behavior stands apart from the previous generations.

**Q KEYWORDS:** Carpooling   Generation Z   theory of planned behavior   energy saving self-identity  
trust propensity   mediation

## Disclosure statement

No potential conflict of interest was reported by the author(s).

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## Data availability statement

The data set associated with this work may be produced on a reasonable request to the corresponding author.

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## Ethical approval

This is to inform you that the questionnaire was presented before the university ethical committee to proceed. Moreover, the participants were informed that they might volunteer in the study as per their wish, also that the responses given by respondents are kept confidential and will be used for academic research purposes only in a non-individualized manner.

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