



Abstract

The private car usage and traffic congestion has most affected impact in developing countries like Sri Lanka. Most of the traffic flow have caused because of private vehicles especially during the peak hours. The impact that have affected is very practical and workable. The study was conducted to identify the factors affecting to modal shift from private car users to public transport in the Western Province Sri Lanka. The study has carried out by administrating on primary data obtained via survey questioner in order to identify the affecting factors. For this study convenient sampling technique is used to find respondents. This research study is more a quantitative research because this research is mainly based on quantitative data. Collected data have analyzed and reviewed by using factor analysis. By referring the analyzing study have identified the service quality factors, reliability factor, accessibility factors, other factors, and convenience factors which are affecting to modal shift from private car users to public transport in western province. This research will offer some suggestions to minimize the private car users and shift to the public transport by developing the public transport system and encourage to improve the current services in western province in Sri Lanka. The economic significant also discuss in this research study by highlighting the development aspects of the public transport. The findings of this research study will be very vital for Sri Lanka government, policy makers and the people who are seeking for information relating to the public transportation.

Key Words- Modal shift, One-way ANOVA, Private car users