

Title:

Modeling Behavioral Intention to Use On-demand Mobility Solutions

온디맨드 모빌리티 솔루션 이용 의사 결정과정 모형

Abstract:

On-demand mobility solutions have attracted great attention in that they provide flexible and/or personalized transport services by meeting real-time demand of individuals. However, the solutions have some limitations compared with conventional public transportation. In general, they require some prior-processes such as searching, booking and matching which can lead to loose spontaneity in a travel. In addition, there are inherent uncertainty due to the real-time matching between demand and supply. For instance, the waiting time is not predictable for users before searching, and it is possible to fail the matching, and so forth. Such features might play an important role in people's making a decision to use/accept these solutions. Therefore, an individual decision-making model of travel should be able to consider these effects. In this context, diverse approaches have been suggested including hybrid choice models and bounded rationality models. The present presentation addresses the concepts of these approaches and their applications to analyze people's decision-making process with respect to on-demand mobility service usage.