

Analysing the Relationship between Travel Time and Commuters' Transportation Mode Choice

Mr. Raju Chauhan¹ and Dr Mangesh Panchal²

Assistant Professor, Department of Commerce¹

Smt. P.N. Doshi Women's College, Ghatkopar, Mumbai

Assistant Professor, Department of Accountancy²

Ramniranjan Jhunjhunwala College of Arts, Science and Commerce (Autonomous), Ghatkopar West, Mumbai

raju.chauhan24@yahoo.in

Abstract: *Understanding commuters' road transport mode choice is of critical importance to transport planners and policymakers in order to optimize transport systems. The purpose of this study is to analyze the relationships between cost, travel time, and travel mode choice of commuters, as these factors have significant influences on transport decisions.*

This research adopts a quantitative approach, using surveys to collect data on commuters' preferences and transport mode choices. Participants were asked to rate how much cost and travel time mattered to their decision process when choosing a transport mode.

The findings of this study provide important information on the relative importance of cost and travel time in commuters' transport mode choice. Also, the analysis identifies potential trade-offs between these factors, highlighting situations where commuters prioritize one factor over another.

By understanding the relationships between cost, travel time, and transport mode choice, transport planners and policy makers can develop strategies to develop more efficient transport systems, increase commuter satisfaction, and promote sustainable transport modes. Ultimately, this research contributes to the development of more efficient and user-centred transport systems tailored to passengers' needs..

Keywords: passengers, preferences, road transport, road transport services, travel time/speed and cost