



Malaysia Case Studies

of **URBAN** and
REGIONAL
PLANNING

Edited by

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Malaysian Case Studies

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Mariana Mohamed Osman
Syahriah Bachok



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Chapter 7

A Study on Factors Influencing The Use of Motorcars Among On-Campus Students in Main Campus of International Islamic University, Malaysia

Nelza Lynna Abdul Rahim, Abdul Azeez Kadar Hamsa and
Mohammad Abdul Mohit

Introduction

The car is popular among consumers because it generally provides high levels of mobility and convenience. As many studies have shown, car ownership and use rise rapidly with increased income. The increasing affordability of cars is the most important explanation for the worldwide growth in motorisation in recent decades (Ingram & Liu, 1999, Schafer & Victor, 2000, Downs, 2004).

According to Norsyuhadah Norzalwi and Amiruddin Ismail (2011), university campus can be defined as a small “city” because they commonly have their own communities, typical daily activities such as working, studying, business and even possessed their own independent infrastructure facilities. However, similarly, they also experience the same problems as major cities are experiencing such as increase in transportation demand, traffic congestions, noise pollutions, and also environmental problems. The trend in motorization on campuses is also quite similar with those in cities where the car dependencies are dominant. Therefore, a sustainable transportation planning must be provided before, in present, and after development of transportation