

Post in x

Research findings clearly indicate that the missing link in reducing road accidents lies neither in the asphalt nor in the steel of the vehicle, but rather in the cognitive and behavioral architecture of the driver; as evidenced in the present study on Iranian drivers, where over 60% of the variance in risky driving behavior was explained by attitudinal constructs, behavioral intention, and factors such as substance abuse.

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Research Article

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Predicting Iranian road accidents: application of the theory of planned behavior

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Abstract

Objectives: The aim of this research was to investigate the application of the theory of planned behavior (TPB) in predicting the influential factors in Iranian road accidents.

Methods: This cross-sectional, descriptive-analytical study involved a population of 240 Iranian drivers, with a mean age of 39.1 years and a mean driving experience of 16.5 years, selected through a convenient available sampling method. The study utilized questionnaires based on the theory of planned behavior construct and Manchester Driving Behavior. The collected data were analyzed using one-sample t-tests, Pearson correlation, and linear regression in SPSS version 26.

Results: The findings indicated that 62% of driving behavior variance could be predicted by the variables of attitude, behavioral intention, and drug abuse. Additionally, drug abuse and drunk driving were significant factors in determining the attitude and behavior of drivers.

Conclusion: The theory of planned behavior is a suitable conceptual framework for planning interventions to reduce traffic accidents. This study highlights the most important predictors of drivers' behaviors leading to accidents and identifies the relationships between them to reveal the main priorities. Based on the results, policymakers and stakeholders can plan effective and practical interventions to reduce casualties and promote compliance with accident prevention behaviors.

Keywords: Theory of planned behavior, TPB, Road accidents, Traffic accidents, Iran.

Predicting Iranian Road Accidents Using the Theory of Planned Behavior



Drunk
Driving



Substance
Abuse

62% Variance
Explained $R^2 = 0.62$

