



ABSTRACT

The study will examine the user demand and behavioral intention about Smart Parking System. Conceptual Framework were structured based on Technology Acceptance Model and 25 potential influential factors were explored. Primary data were collected by means of questionnaire from car owners in Western Province in Sri Lanka. 414 valid questionnaire were used in the analysis in order to get a clear view on what people think about this study. The Logistics Regression Model method were mainly used to examine the user behavior and demand in order to answer primary objective and demand calculations has been done to identify the user expectation in a Customized Smart Parking System and also to answer other objectives. Considering the above factors mentioned, it is clearly identified that the user demand and behavior positively synchronize with the Smart Parking System which is evaluated by test hypothesis under analysis. According to the user requirements, the best area to implement Smart Parking System were clearly identified as in Colombo 3 and Colombo 11, based on the interference of model development and other findings. This study will be crucial in future developments and to the researchers who are interested in doing research related Smart Parking Systems.

Keywords: *Technology Acceptance Model, Behavioral Intention, Smart Parking System.*