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## **USE OF GLOBAL POSITIONING SYSTEM BY DRIVERS AND ITS IMPACT ON RASH DRIVING IN INDIAN CONTEXT**

### **Abstract:**

Global positioning system is a technological tool which is used for many purposes. One of them is to get the best route to reach from one place to another. The system requires your current position and the place to go. Once the required fields are set, the system throws back the best route in terms of minimum time required to reach. The system also shows some alternate routes but that is a choice of the user to follow the alternate routes suggested or not. The present study is exploring the effect of use of GPS by drivers and its impact on their anxiety level. It is observed that once a person has set the details and timing and routes are shown to him, the anxiety level increases depending on the time and traffic on the route shown. It is being observed that under these conditions, the drivers drive the vehicle fast or go for rash driving and many a times do not follow the traffic rules. A structural model was proposed to analyze the impact of GPS usage, traffic time and traffic time on the anxiety and stress of the driver. The findings indicate that the GPS usage and traffic time has significant effect on anxiety and stress of the driver. The study being first of its own type explored the negative effect of GPS usage on anxiety of the drivers. The study can help to reduce rash driving by optimally utilizing GPS technology.

### **Keywords:**

GPS, Technology, Anxiety, Rash Driving, India

**JEL Classification:** O39, L91