A STUDY OF GENERATION Z'S BEHAVIOURAL INTENTIONS TOWARD REMOTE WORKING IN INDIA

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Abstract

This study explores the factors influencing Generation Z's (Gen Z) intention to participate in remote work. This work arrangement has gained considerable popularity due to technological progress and the global move towards flexible working environments, especially following the COVID-19 pandemic. Using the Theory of Planned Behaviour (TPB), this research investigates the role of three key constructs—Attitude Toward Remote Working (ARW), Social Norms (SN), and Perceived Behavioural Control (PBC)—in shaping the Intention to Remote Work (IRW) among Gen Z. A survey was carried out with 159 participants. The data were analysed using SmartPLS, a structural equation modelling (SEM) tool. The findings indicate that Attitude Toward Remote Working (ARW) has the strongest influence on IRW, followed by Perceived Behavioural Control (PBC), while Social Norms (SN) also significantly affect remote work intentions. The study suggests that Gen Z is inclined towards remote work, valuing its flexibility, autonomy, and work-life balance. This research adds to the expanding body of work on remote employment and Gen Z's preferences, providing valuable insights for organisations seeking to align with this generation's evolving expectations in the workforce.

Keywords:

Remote Work, Generation Z, SmartPLS, Theory of Planned Behaviour (TPB), Behavioural Intention

1. INTRODUCTION

The evolution of work has experienced a significant shift, especially with the growing adoption of remote work arrangements. This change, driven by advancements in digital technology and sped up by global disruptions like the COVID-19 pandemic, has transformed how organisations and employees approach professional tasks. Remote work, defined by the ability to perform job duties outside traditional office environments, has gained considerable attention in recent years due to its effects on productivity, work-life balance, and employee engagement [4].

Within this landscape, Generation Z—individuals born between the mid-1990s and early 2010s—stands out as a distinct cohort entering the workforce with unique preferences and expectations. As digital natives, they value flexibility, autonomy, and technological integration in their work environments [9]. Their outlook toward remote work is shaped not only by their affinity for technology but also by cultural, social, and organisational influences, making them a vital demographic to study, especially in the context of India's dynamic socio-economic and technological environment.

This research employs the Theory of Planned Behaviour (TPB) [2] as the foundational framework to investigate the factors influencing Generation Z's intentions regarding remote work. TPB is a widely recognised psychological model for understanding human behaviour, positing that three interconnected constructs drive intentions:

- Attitude: The degree to which an individual evaluates remote work positively or negatively, influenced by perceived benefits like flexibility and challenges such as isolation [16].
- Subjective Norms: The perceived social pressures to engage or not engage in remote work, shaped by peers, family, and organisational culture [19].
- Perceived Behavioural Control: The individual's belief in their ability to successfully perform remote work, which depends on factors like access to technology and supportive infrastructure [17].

Previous studies have demonstrated TPB's efficacy in understanding workplace behaviours, including technology adoption and telework readiness [14]. In the context of India, the application of TPB provides valuable insights into how socio-cultural norms and organisational dynamics influence the behavioural intentions of Generation Z. Brynjolfsson et al. highlight that younger employees adapt quickly to remote work, leveraging digital tools to maintain productivity [4]. However, gaps persist in understanding the interplay between technological readiness and individual attitudes in emerging economies like India.

By focusing on Generation Z in India, this study addresses a critical gap in the literature on remote work. It seeks to explore how attitudes, subjective norms, and perceived behavioural control shape their intentions toward remote work, providing actionable insights for organisations and policymakers aiming to align work policies with the aspirations of this emerging workforce. Furthermore, the findings contribute to a broader understanding of remote work preferences in developing economies, offering implications for designing inclusive and future-ready workplace strategies.

1.1 RESEARCH OBJECTIVES

- To analyse the impact of Attitude Toward Remote Working (ARW) on Intention to Remote Working (IRW) among Generation Z in India.
- To examine the influence of Social Norms (SN) on Intention to Remote Working (IRW) among Generation Z in India.
- To evaluate the effect of Perceived Behavioural Control (PBC) on Intention to Remote Working (IRW) among Generation Z in India.

2. LITERATURE REVIEW

The rise of remote work has transformed workplace dynamics, significantly influencing employee preferences, engagement, and productivity. Generation Z, the cohort born between the mid-1990s and early 2010s, represents a tech-savvy demographic entering the workforce with unique expectations regarding work-

life balance, flexibility, and career aspirations. This literature review synthesises research on teleworking, the Theory of Planned Behaviour (TPB), and factors influencing remote work adoption to contextualise the study of Generation Z's preferences and intentions toward remote work in India.

2.1 EVOLUTION OF REMOTE WORK

Remote work, defined as the ability to perform professional tasks outside traditional office environments through technological connectivity, has garnered scholarly attention since the late 20th century. Early studies by Venkatesh and Vitalari explored distributed work arrangements, identifying increased autonomy and productivity as key advantages [20]. Similarly, Harpaz highlighted both the individual and societal benefits of telecommuting while acknowledging challenges such as isolation and blurred work-life boundaries [10].

The COVID-19 pandemic accelerated the global adoption of remote work. Eraso and Erro-Garcés noted its pivotal role in sustaining business continuity during crises [7]. However, the pandemic also unveiled disparities in access to remote work opportunities, with Nguyen emphasising contextual variations in telework outcomes across different regions and socio-economic conditions [17].

2.2 THEORETICAL FOUNDATIONS: TPB AND REMOTE WORK INTENTIONS

The Theory of Planned Behaviour [1], [2] provides a robust framework for understanding behavioural intentions, positing that attitudes, subjective norms, and perceived behavioural control influence individuals' actions. Studies by Taylor and Todd [1] and Mathieson et al. [14] validated TPB's applicability in predicting technology adoption and remote work intentions. Nakrošienė et al. further linked telework outcomes to perceived autonomy and job satisfaction, emphasising the role of attitudes and workplace norms in shaping remote work preferences [16].

2.3 GENERATION Z'S PERSPECTIVE ON REMOTE WORK

As digital natives, Generation Z exhibits distinct preferences for flexible, technology-integrated work environments. Brynjolfsson et al. found that younger employees adapt quickly to remote work, leveraging digital tools to maintain productivity [4]. Phan Thanh Truc and Ho Thi Thuy Trinh explored the relationship between remote work and employee performance in Vietnam, revealing that younger demographics prioritise flexibility and work-life balance over traditional workplace structures [18], [9].

In the Indian context, socio-cultural factors play a significant role in shaping preferences for remote work. Studies like Morrison et al. have shown that organisational support and cultural adaptability are crucial in driving telework adoption [15]. Additionally, Lebopo et al. emphasised the pre-pandemic challenges of telework in developing economies, highlighting the need for infrastructure and policy support [13].

2.4 TECHNOLOGICAL AND ORGANISATIONAL INFLUENCES

The adoption of remote work heavily relies on technology. Davis's Technology Acceptance Model emphasises the significance of perceived usefulness and ease of use in influencing employees' attitudes toward digital tools [6]. Collins and Cheney, as well as Khalifa and Davison, extended this understanding, identifying communication technologies as pivotal in facilitating virtual collaboration and maintaining employee engagement [5], [12]. Organisational policies also influence intentions to work remotely. Haddad et al. and Setti noted that managerial support and flexible work arrangements significantly impact employees' willingness to telework. In the Indian context, fostering an inclusive and adaptable work culture is crucial to meet Generation Z's expectations.

2.5 RESEARCH MODEL AND HYPOTHESES

The theoretical framework for this study is grounded in the Theory of Planned Behaviour (TPB), which suggests that an individual's behaviour is influenced by their intentions, which in turn are determined by three key factors: attitude, subjective norms, and perceived behavioural control [2]. This model has been widely applied to various domains of behavioural research, including work-related decisions and behaviours. In the context of remote work, the TPB provides a robust framework for understanding the factors that influence Generation Z's intention to engage in remote work.
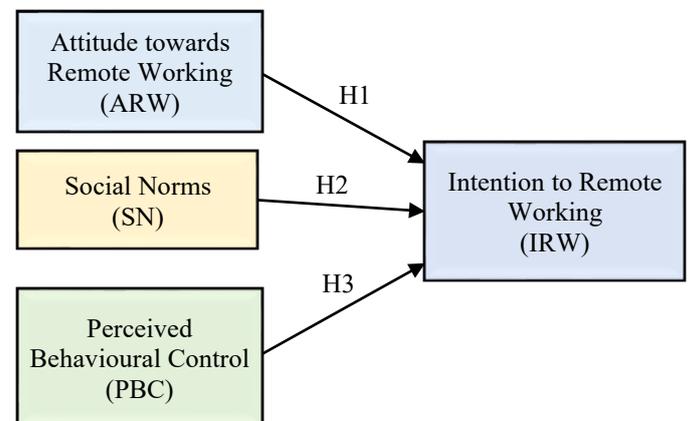
Fig.1. Research model

Source: Developed by the author

2.6 HYPOTHESES

H1: A positive attitude toward remote work has a significant positive influence on Generation Z's intention to work remotely.

This hypothesis posits that individuals who hold a more favourable view of remote work are more likely to express an intention to engage in remote work. Attitude, as a component of TPB, is expected to be a critical determinant of intention, with individuals tending to favour behaviours they view positively (Ajzen, 1991).

H2: Social norms have a significant positive influence on Generation Z's intention to work remotely.

According to TPB, subjective norms are the perceived social pressures to perform or refrain from a behaviour. This hypothesis suggests that Generation Z's intention to work remotely is influenced by the extent to which significant others (e.g., family, friends, colleagues) approve of or expect remote work. The more socially supported remote work is perceived to be, the stronger the intention to adopt it.

H3: Perceived behavioural control has a significant positive influence on Generation Z's intention to work remotely.

This hypothesis addresses the role of perceived ease or difficulty in performing remote work. Perceived behavioural control reflects the individual's belief in their ability to engage in remote work, influenced by factors such as access to technology, resources, and organisational support. A greater sense of control over the ability to work remotely is expected to lead to a stronger intention to pursue remote work.

3. RESEARCH METHODOLOGY

3.1 MEASUREMENT

The study employs a structured survey instrument to measure the constructs of the Theory of Planned Behaviour (TPB): Attitudes Toward Remote Work, Subjective Norms, Perceived Behavioural Control, and Behavioural Intention to Work Remotely. To collect data, a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) is utilised, ensuring consistency with prior research methodologies that rely on such scales for capturing subjective evaluations and behavioural intentions. The measurement items for the constructs are adapted and refined from the validated scale developed by Taylor and Todd (1995).

3.2 SAMPLE AND DATA COLLECTION

Data for the study were collected online using Google Forms from Generation Z individuals born between the mid-1990s and early 2010s, residing in the Delhi NCR region. The primary focus was on college and university-going students, representing a demographic segment actively engaged in shaping their career preferences and decisions. Data will be collected through a non-probability sampling method, specifically the convenience snowball sampling method, which selects participants based on their accessibility and availability.

The researchers developed a Google Form and distributed its link via various social media platforms, including WhatsApp, LinkedIn, Gmail, Facebook, and Instagram, to collect data. The collected responses have been organised and synthesised into an Excel file in a table format. Samples that do not meet the inclusion criteria or the required standards have been removed to ensure the quality and reliability of the dataset. A total of 178 responses were received, out of which 159 were found to be complete and suitable for analysis. To explore the relationships among the study variables, partial least squares structural equation modelling (PLS-SEM) was conducted using SmartPLS 4. The demographic characteristics of the 320 valid respondents are presented in Table.1.

4. RESULTS

4.1 DEMOGRAPHIC

The demographic profile of the survey respondents (N = 159) is outlined in Table.1. The majority of respondents were aged 16–20 years (62.3%), followed by 34.0% in the 20–24 age group and 3.8% aged between 25 and 29 years. In terms of gender, 62.3% identified as male, 37.7% as female. Regarding educational qualifications, 59.7% were undergraduates, 32.7% had completed high school, and 5.0% held postgraduate degrees. Most respondents were located in urban areas (88.7%), followed by 6.3% from semi-urban areas and 5.0% from rural areas. Occupationally, the sample was predominantly comprised of students (95.6%), with 2.5% working part-time, 1.3% working full-time, and 0.6% serving as interns. Finally, familiarity with remote work was high, with 40.3% of respondents being very familiar, 41.5% somewhat familiar, and 18.2% not familiar.

Table.1. Demographic Profile of Survey Respondent

Sample Characteristics	Frequency (N = 159)	Percentage (%)
Age		
Below 20	99	62.3%
20–24	54	34.0%
25–29	6	3.8%
Gender		
Male	99	62.3%
Female	60	37.7%
Educational Qualification		
Highschool	52	32.7%
Undergraduate	95	59.7%
Postgraduate	8	5.0%
Other	4	2.5%
Location		
Urban	141	88.7%
Semi-Urban	10	6.3%
Rural	8	5.0%
Occupational		
Student	152	95.6%
Intern	1	0.6%
Part-time Employee	4	2.5%
Full-time Employee	2	1.3%
Familiarity with Remote Work		
Very Familiar	64	40.3%
Somewhat Familiar	66	41.5%
Not Familiar	29	18.2%

Source: Author's computation

4.2 DESCRIPTIVE STATISTICS

The descriptive statistics (Table.2) show that respondents generally have moderately positive attitudes (mean = 3.54), subjective norms (mean = 3.35), perceived behavioural control

(mean = 3.72), and behavioural intentions (mean = 3.59) toward remote work. The standard deviations (around 0.92–1.00) indicate moderate variability in responses. Slight negative skewness in most variables suggests a tendency toward positive responses, while kurtosis values (kurtosis within ±1) indicate relatively normal distributions. This supports the use of parametric tests for further analysis.

Table.2. Descriptive statistics

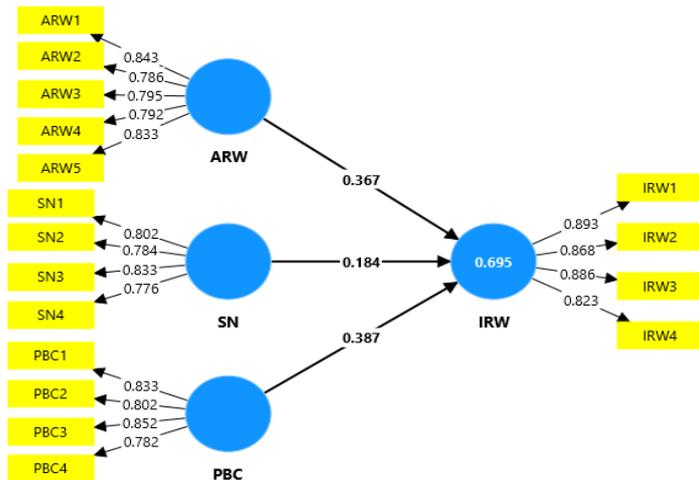Source: Author's computation

4.3. Testing Scales

Fig.2. Measurement Model

Source: Developed by the author using SmartPLS

The measurement model assessment, as summarised in Table.3, confirmed the reliability and validity of the constructs used in this study, based on data collected from 159 respondents. All indicator loadings exceeded the acceptable threshold of 0.70, demonstrating strong relationships between observed variables and their respective constructs. Internal consistency reliability was supported by Cronbach's alpha values ranging from 0.812 to 0.891, well above the minimum requirement of 0.70. Similarly, composite reliability values (rho_c) ranged between 0.876 and 0.924, indicating excellent internal consistency across all constructs. The average variance extracted (AVE) values for each construct exceeded the recommended threshold of 0.50, confirming convergent validity and ensuring that the constructs explained more than 50% of the variance in their respective indicators.

Specifically, the construct of Attitude Toward Remote Working (ARW) demonstrated robust reliability with a Cronbach's alpha of 0.869, composite reliability of 0.905, and an AVE of 0.656. The item loadings ranged from 0.786 to 0.843, indicating consistent contributions from all items. Social Norms (SN) also showed strong reliability, with a Cronbach's alpha of 0.812, composite reliability of 0.876, and an AVE of 0.639. The item loadings for this construct ranged between 0.776 and 0.833. Perceived Behavioural Control (PBC) achieved a Cronbach's alpha of 0.835, composite reliability of 0.890, and an AVE of 0.668, with item loadings between 0.782 and 0.852. Lastly, Intention to Remote Working (IRW) exhibited the highest

reliability among the constructs, with a Cronbach's alpha of 0.891, composite reliability of 0.924, and an AVE of 0.753. The item loadings for this construct ranged from 0.823 to 0.893, highlighting its consistency and validity.

Table.3. Measurement Model

Variable	Items	Loading	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	AVE
ARW	ARW1	0.843	0.869	0.870	0.905	0.656
	ARW2	0.786				
	ARW3	0.795				
	ARW4	0.792				
	ARW5	0.833				
SN	SN1	0.802	0.812	0.820	0.876	0.639
	SN2	0.784				
	SN3	0.833				
	SN4	0.776				
PBC	PBC1	0.833	0.835	0.842	0.890	0.668
	PBC2	0.802				
	PBC3	0.852				
	PBC4	0.782				
IRW	IRW1	0.893	0.891	0.896	0.924	0.753
	IRW2	0.868				
	IRW3	0.886				
	IRW4	0.823				
N =159						

Source: Author's computation using SmartPLS

The discriminant validity of the measurement model was assessed using the Fornell-Larcker criterion, as shown in Table.4. This criterion requires that the square root of the Average Variance Extracted (AVE) for each construct (diagonal values) be higher than its correlations with other constructs (off-diagonal values).

Table.4. Measurement Discriminant Validity Established on Fornell-Larker Criterion

	ARW	IRW	PBC	SN
ARW	**0.810**			
IRW	0.751	**0.868**		
PBC	0.677	0.757	**0.818**	
SN	0.661	0.681	0.655	**0.799**

Source: Author's computation using SmartPLS

The off-diagonal values are correlations between the constructs, and the diagonal (shown in bold) are the square values of AVEs

As per the results in Table.4, all constructs meet this requirement. For instance, the square root of the AVE for Attitude Toward Remote Working (ARW) is 0.810, which is higher than its correlations with Intention to Remote Working (IRW) (0.751), Perceived Behavioural Control (PBC) (0.677), and Social Norms (SN) (0.661). Similarly, the square root of AVE values for IRW, PBC, and SN (0.868, 0.818, and 0.799, respectively) exceed their

inter-construct correlations. These results confirm that discriminant validity is established, indicating that each construct is empirically distinct, which strengthens the reliability and validity of the measurement model.

The discriminant validity of the measurement model was further assessed using the Heterotrait-Monotrait (HTMT) ratio, as shown in Table.5. The HTMT criterion suggests that discriminant validity is established when the HTMT ratio is below the threshold of 0.85 (or 0.90 for more lenient criteria), indicating that the constructs are distinct from one another.

As presented in Table.5, all HTMT values are below the 0.85 threshold. For example, the HTMT ratio between Attitude Toward Remote Working (ARW) and Intention to Remote Working (IRW) is 0.848, which is close to the threshold but still acceptable. The HTMT ratios between ARW and Perceived Behavioural Control (PBC) (0.793), ARW and Social Norms (SN) (0.784), as well as between IRW and PBC (0.869), IRW and SN (0.790), and PBC and SN (0.788), all fall below the critical value of 0.85, confirming that discriminant validity is upheld.

These results further strengthen the argument that the constructs in this study are distinct from one another, supporting the reliability and validity of the measurement model.

Table.5. Measurement Discriminant Validity Established on Heterotrait-Monotrait ratio

	ARW	IRW	PBC	SN
ARW				
IRW	0.848			
PBC	0.793	0.869		
SN	0.784	0.790	0.788	

Source: Author's computation using SmartPLS

4.3 HYPOTHESIS TESTING

We tested the hypotheses using the structural model with a bootstrapped sample of 5,000 to assess the relationships among the constructs.

Table.6. Hypotheses testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
H1: ARW→IRW	0.367	0.365	0.079	4.627	0.000
H2: SN→IRW	0.184	0.185	0.077	2.402	0.016
H3: PBC→IRW	0.387	0.392	0.081	4.767	0.000

Source: Author's computation using SmartPLS

The results, as shown in Table.6, indicate that H1 is supported, demonstrating a significant positive relationship (O = 0.367, T = 4.627, p < 0.001). Similarly, H2 is supported, with a moderate but significant influence (O = 0.184, T = 2.402, p < 0.05). Finally, H3 is also supported, exhibiting the most potent positive effect among the tested relationships (O = 0.387, T = 4.767, p < 0.001). These

findings confirm that the proposed constructs have a significant influence on the intention to engage in remote work, with H3 showing the most substantial impact.

5. DISCUSSION

The purpose of this study was to examine the antecedents of Generation Z's intention to work remotely using the Theory of Planned Behaviour (TPB). The results provide significant insights into how attitudes, social norms, and perceived behavioural control influence behavioural intentions in the context of remote working. This section interprets the findings in light of existing literature and discusses their theoretical and practical implications.

5.1 MEASUREMENT MODEL ASSESSMENT

The measurement model was evaluated for reliability and validity. All constructs exhibited high internal consistency, as indicated by Cronbach's alpha values exceeding the threshold of 0.70 [8]. Composite reliability (CR) values for all constructs also surpassed the acceptable limit of 0.70, demonstrating adequate reliability. Furthermore, the Average Variance Extracted (AVE) values were above 0.50, confirming convergent validity. These results suggest that the measurement items are reliable and valid for assessing the constructs under study.

Discriminant validity was established using the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio. The square root of the AVEs (bolded diagonal values in Table.3) was greater than the inter-construct correlations, supporting discriminant validity. Additionally, HTMT ratios were below the recommended threshold of 0.90 [11], further confirming discriminant validity. These findings affirm the robustness of the measurement model and provide a strong foundation for hypothesis testing.

5.2 HYPOTHESIS TESTING RESULTS

The structural model results reveal significant relationships among the constructs, supporting the hypotheses developed based on TPB.

Attitude toward Remote Working (ARW); The study found a significant positive relationship between attitude toward remote working and intention to engage in remote working (β = 0.367, p < 0.001). This finding aligns with prior research, which underscores the critical role of attitudes in shaping behavioural intentions [2]. Generation Z participants who perceive remote working as advantageous and desirable are more likely to express an intention to adopt it. Notably, these results differ from those of Morrison and Ha and Hien, who rejected the hypothesis regarding attitudes and intentions in a South African context and remote working intentions among Generation Z [15], [9]. This highlights the contextual differences across regions and underscores the importance of positive attitudes in shaping intentions.

Social Norms (SN); Social norms also emerged as a significant predictor of intention (β = 0.184, p = 0.016). This suggests that the opinions and expectations of peers, family members, and significant others influence Generation Z's intention to work remotely. Consistent with TPB, this finding reflects the social influence on behavioural decisions [20]. In

contrast, Morrison reported a non-significant relationship between social norms and remote working intentions in the South African context [15]. Though our results align with Ha and Hien, where social norms were a significant determinant in Vietnam [9]. This demonstrates the varying impact of social influence across cultural settings and highlights its relevance in shaping Generation Z's remote working intentions in India.

Perceived Behavioural Control (PBC): Perceived behavioural control was the strongest predictor of intention ($\beta = 0.387$, $p < 0.001$). This indicates that when individuals believe they have the necessary resources and opportunities to work remotely, they are more likely to intend to do so. The result supports existing literature emphasising the role of self-efficacy and control in behavioural intention formation [3]. Furthermore, PBC was consistently found to be significant across the studies by Morrison (2017) and Ha and Hien (2024), corroborating its universal importance in shaping remote working intentions [15], [9]. Employers could enhance PBC by providing adequate technological tools, training, and support systems to make remote working feasible and stress-free. The findings of this study contribute to the growing body of literature on remote working by applying the TPB framework to understand Generation Z's behavioural intentions. The results validate the applicability of TPB in the context of remote work, demonstrating that attitudes, social norms, and perceived behavioural control collectively shape intentions. Furthermore, the study highlights the unique perspective of Generation Z, a cohort that values flexibility, technology-driven solutions, and work-life balance.

6. CONTRIBUTION TO LITERATURE AND INDUSTRY

This study offers meaningful contributions to both academic literature and industry practice by empirically validating the Theory of Planned Behaviour (TPB) in the context of Generation Z's intention to adopt remote work. Through a robust statistical analysis, the research confirms the significant influence of Attitude Toward Remote Working (ARW), Social Norms (SN), and Perceived Behavioural Control (PBC) on the Intention to Remote Working (IRW) among Gen Z individuals. From a theoretical standpoint, this research expands the application of TPB by contextualising it within the modern work environment shaped by digitalisation and post-pandemic transformations. Prior studies have primarily focused on employee behaviour in traditional settings or generalised populations. This research narrows the focus to a specific generational cohort—Gen Z—and offers an evidence-based understanding of their work preferences. In doing so, the study bridges a gap in current literature, especially in developing economies like India, where generational shifts in workforce behaviour are understudied regarding remote work.

In terms of industry implications, the findings hold practical relevance for organisational leaders, HR professionals, and policymakers. The strong influence of perceived behavioural control suggests that employers can encourage Gen Z's adoption of remote work by improving their access to required technology, training, and flexible policies. Simultaneously, cultivating a positive attitude toward remote working through internal communication and employee engagement strategies can strengthen intentions to adopt remote models. The significant,

albeit smaller, role of social norms suggests that peer influence and workplace culture also shape the acceptance of remote work, highlighting the importance of inclusive and supportive work environments.

7. CONCLUSION

As remote work becomes an integral part of organisational strategy, understanding what drives the younger generation's intention to adopt this model is essential. The study underscores the evolving preferences of Generation Z toward remote working, emphasising the pivotal role of attitudes, social norms, and perceived behavioural control in shaping their behavioural intentions. Drawing on the Theory of Planned Behaviour, the findings provide valuable insights into the factors influencing remote work preferences among India's emerging workforce. This understanding is crucial for organisations aiming to design effective policies that align with the aspirations of Generation Z while fostering productivity and engagement. This study not only strengthens the theoretical understanding of behavioural intentions toward remote work using a TPB lens but also offers actionable insights for designing employee-centric remote work strategies. As remote work continues to evolve from a temporary solution to a permanent fixture in modern work culture, such targeted insights are crucial for aligning organisational practices with the expectations and motivations of the future workforce.

8. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

Although this study provides meaningful insights into Generation Z's intention to engage in remote work, certain limitations must be acknowledged. The research was limited to Gen Z participants from India; as a result, the findings may not be fully generalizable to other generational groups or to Gen Z populations in different countries with varying economic structures, cultural norms, and digital infrastructures. A broader demographic scope would help validate these results in different contexts. The cross-sectional nature of the study restricts the ability to observe behavioural changes over time. A longitudinal approach in future research could provide deeper insights into how remote work intentions evolve with experience. Additionally, relying solely on self-reported data introduces the possibility of response bias. Combining survey data with interviews or observational methods may improve accuracy. While TPB effectively explains the intention of remote work, it does not include all influencing factors. Future studies could extend the model by incorporating variables such as organisational support, digital fatigue, or work-life balance. Comparative and mixed-method studies across different regions and industries can further enrich our understanding of remote work preferences and inform both academic inquiry and industry practices.

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