

EFFECT OF ENTREPRENEURIAL ENTHUSIASM ON ATTITUDE TOWARDS TRAFFIC SAFETY AMONG TRICYCLE RIDERS IN RIVER STATE

Cordelia Oba Egwe*

**Department of Business Education Federal College of Education, Technical, Omoku, River State, Nigeria*

***Corresponding Author: -**

Abstract

Within entrepreneurship, motivation describes the psychological investment geared towards attaining a set business goal. Indeed, motivation is an essential component in the transportation business. Given the increasing disregard for traffic safety associated with the transportation business in Nigeria, research must explore the relevant variables that could correlate with the behavior of motorists toward traffic safety. Thus, the present study aims to examine entrepreneurial motivation as a factor that could account for the variation in attitudes toward traffic safety among tricycle drivers in the River State of Nigeria. One hundred and thirteen tricycle operators operating in different locations in the state were recruited for the study. The participants comprised males aged 20 to 45 years with about one year of driving experience. They completed a self-report measure of the Attitude towards Safe Driving Scale (ASDS) and the entrepreneurial motivation questionnaire. The simple regression analysis conducted on the data revealed that entrepreneurial motivation statistically significantly predicted attitudes toward traffic safety. Thus, the study concluded that entrepreneurial motivation is an essential determinant of drivers' attitudes toward traffic safety.

Keywords: *Tricycle drivers, entrepreneurial motivation, attitudes*

INTRODUCTION

Over the years, Nigeria has assumed the most populous nation in the African continent (Adewoyin, 2015; Baker et al., 2020; Maina, 2019; Nwoye et al., 2019; Olayiwola et al., 2020) and seventh in the world (Giwa et al., 2017; Nwekwo, 2015). Accordingly, the country occupies a vast landmass with an extensive road network connecting every state. There is a common intimation that Nigerians are travelers. However, the deterioration in rail transportation (Ademiluyi & Dina, 2011) and the expensive airfares have created an enormous dependency on road transport. Thus, making road transport the primary means of transportation (Akomolafe et al., 2009; Kuye et al., 2017; Mayomi et al., 2014; Odeku, 2020; Ogunbodede, 2008; Olusina & Ajanaku, 2017; Sodeinde et al., 2020; Usman, 2014), leading to the increased vehicular traffic across all regions of the country.

Nevertheless, the immense patronage of road transportation has increased the sector's activities and contributed significantly to the increase in road accidents in the country. Regrettably, the deplorable road networks have primarily made it difficult for motor vehicle usage (Odeku, 2020). Indeed, research points to road transport as the leading cause of mortality and morbidity (Chukwubuike, 2021; Edomwonyi & Enoma, 2018; Eke et al., 2000; Elachi et al., 2015; Mac et al., 2019; Nzegwu et al., 2008; Ogunyemi et al., 2021; Onyemaechi et al., 2020; Oyetubo et al., 2018; Venkatraman et al., 2020). The trend institutes a substantial public health problem and economic loss. Perhaps, the incidence of road traffic accidents describes non-compliance relative to traffic regulations.

Traffic safety is the most public health determinant related to transportation (Rojas-Rueda, 2020). It refers to the stipulated measures to mitigate traffic crashes by influencing road users' attitudes and behavior. In Nigeria, typical road users include all persons that use the road for various purposes. Traffic safety attempts to regulate motorists' driving patterns and responses to the driving environment in road transportation. Traffic safety rules such as speed limits, road signs, and other regulations are critical in driving and should be observed. Traffic safety law is primarily designed to avert risky driving behavior by making it illegitimate to engage in these behaviors (Eby, 2004). Nonetheless, poor traffic safety has long been recognized as a detriment to individual and public health (Singleton et al., 2020).

Extensive literature around the world has attributed the cause of traffic crashes to human error, comprising over speeding, non-use of seat belts, use of mobile phones while driving, road rage, drunk driving, and traffic violation (Agarwal et al., 2020; Amedorme & Nsoh, 2016; Dash et al., 2020; Dawson et al., 2018; Khan & Lee, 2019; Moran et al., 2010; Mphela, 2020; Muhammad et al., 2017; Poudel et al., 2021). These perceived causes of road traffic accidents can be attributed to an individual's attitude toward traffic safety.

Tricycle drivers and attitude towards traffic safety

There is an increase in tricycle operation, mostly called "Keke," in many parts of the country, including the River state. Indeed, tricycle operations have contributed positively to the ease of commuting in Nigeria. However, there is a growing concern about the attitudes of tricycle drivers toward traffic safety. It is common knowledge that these tricycle riders consistently disregard traffic protocols to the detriment of other users. River state is among the states in Nigeria with a large concentration of tricycles. Thus, there are indications that driving in the state is challenging due to the activities of the tricycle. Perhaps, most of them regard traffic lights as time-wasting. Also, their daily activities are characterized by overspeeding, wrong overtaking, and road rage. The trend reflects a variation in the tricycle drivers' belief systems, emotions, and behavioral inclinations.

Attitudes are psychosocial constructs that describe an individual's evaluative tendencies towards any aspect of their socio-world. Attitudes are the positive or negative evaluation of an object, person, or event. Attitudes are composed of cognitive, affective, and behavioral components. The cognitive component reflects the driver's belief, understanding, or knowledge of traffic safety. In contrast, the affective component is the feelings occurring from a motorist's view of traffic laws and regulations. The behavioral element represents the response toward traffic guidelines. In other words, understanding how a driver perceives and feels about road safety will predict how the driver will respond to traffic laws and regulations.

The negative attitudes of motorists toward traffic rules and regulations may lead to a behavioral pattern, such as ignoring traffic lights, overspeeding, answering calls while driving, lane violations. These attitudes can affect a few people, but when we look at it on a larger scale, it affects general society, and the danger is severe. However, drivers with a favorable attitude toward traffic requirements tend to abide by the rules, thereby maintaining safety on the Nigerian road. The current study aims to examine the attitudes of tricycle drivers toward traffic safety based on entrepreneurial motivation.

Role of entrepreneurial Motivation on attitudes towards traffic safety

The transport business is an entrepreneurial venture requiring a certain level of motivation to achieve the desired objective. The tricycle transport business is primarily operated by the owner or a hired driver with an entrepreneurial mindset to achieve a monetary goal. Accordingly, entrepreneurial Motivation (EM) is conceptualized as the process that activates and motivates a person to exert more effort to achieve a specific goal. In other words, entrepreneurial motivation refers to the forces or drive within an entrepreneur that affects an activity's direction, intensity, and persistence. Nevertheless, traffic safety is an essential determinant of successful business in the transport environment. Hence, achieving a desired objective in the business depends on the driver's observation of traffic rules and regulations. Subsequently, these drivers still indulge in such unwanted behaviors despite knowing the traffic guidelines and the implication of traffic violation crimes.

Therefore, the present study aims to investigate entrepreneurial motivation's influence on attitudes toward traffic safety among tricycle drivers in River State.

Hypothesis: *Entrepreneurial motivation would significantly predict attitudes toward traffic safety among tricycle drivers in River State.*

Method

The target population for the study was tricycle operators in River State, Nigeria. The participants included males between 20 and 45 years old with about one year of driving experience. One hundred and thirty-seven (n=137) tricycle drivers from different routes in the Port Harcourt metropolis in the River State of Nigeria were approached and asked to participate in the survey. In all, 121 out of the 137 approached, consented to participate in the study. Thus, the study instrument was given to them. One hundred and thirteen (113) copies of the scale administered were completed correctly and collected immediately. However, the remaining seven copies were rejected due to improper completion.

Measures

Attitude toward road safety was assessed with a modified version of the Attitude towards Safe Driving Scale (ASDS) initially developed by (Masuri et al., 2018). The 46-item scale was reduced to 20 items to suit the present study. Items were rated on a 5-point Likert-type scale (1 = Never, 5 = Always). A higher score on this scale indicates a positive attitude. The instrument was validated following a pilot study .87 Cronbach's alpha was obtained.

The entrepreneurial motivation was assessed using a developed questionnaire designed to evaluate the motivation for driving business. The reliability of the scale was determined from a pilot study. The Cronbach's alpha coefficients indicated an acceptable level of internal consistency reliability of the instrument, which exceeded the cutoff rules-of-the-thumb of .70.

Result

A cross-sectional survey design was adopted for the study. Data from the respondents were subjected to the statistical package for social sciences (SPSS, v23). A simple regression analysis was conducted to test the assumption that entrepreneurial motivation will predict attitudes toward traffic safety among tricycle drivers in River State. The study revealed that entrepreneurial motivation positively predicted attitude towards traffic safety F (1,111), 376.75, P<.000.

Table 1: Table showing the outcome of the multiple regression analysis conducted to determine the effect of entrepreneurial motivation on attitude towards traffic safety.

	B	SEB	β	t	Sig
Constant	2.839	.034		56.689	.000
EM	-.749	.045	-.730	-16.736	.000
R ²	548				

Note. EM = Entrepreneurial motivation; B = Unstandardized regression coefficient; SEB = Standardized error of the Coefficient; β = Standardized coefficient; R² = Coefficient of determination. *P<.000.

Discussion

The current study aimed to investigate the predictive role of entrepreneurial motivation on attitudes toward traffic safety. The simple regression analysis conducted on the data established a positive association between entrepreneurial motivation and tricycle drivers' attitudes toward traffic safety. In addition, the finding reveals that entrepreneurial motivation accounted for 5.48% of the variation in attitudes towards traffic safety among the respondents. Thus, the result affirms the hypothesis that entrepreneurial motivation will predict a driver's attitude toward traffic safety. The current finding indicates that the motivation to accomplish a set goal contributes significantly to their attitudes toward traffic safety, thus, suggesting that more entrepreneurially motivated drivers would probably ignore traffic guidelines than their counterparts with reduced entrepreneurial motivation. Similarly, research has found that vision, drive, egoistic passion, locus of control, independence, and need for achievement correlate with entrepreneurial motivation (Kristihansari, 2018). This means that highly-motivated driver is more likely to disregard safety rules to achieve objectives.

Conclusion

This study investigated the effect of entrepreneurial motivation on attitude toward traffic safety. The finding revealed that entrepreneurial motivation statistically significantly predicted attitudes toward traffic safety among tricycle drivers. Therefore, it is concluded that entrepreneurial motivation is essential to traffic-related violations among drivers. Although, the mechanism through which the independent variables influenced the tricycle driver's attitude toward traffic safety is subject to further clarification. However, the current study provided crucial data to strengthen the Federal Road Safety Commission (FRSC) 's activities and other transport regulators to alleviate traffic violations and accidents in Nigeria. Also, the result contributes to the entrepreneurship literature by identifying entrepreneurial motivation as a determinant of traffic attitude. Notably, the present finding is fraught with challenges that impede the generalization of the result. For instance, the study failed to establish a cause-effect relationship, and the sampling method constituted a generalization

concern. Future research should employ an experimental approach to determine the causative factors in the relationship between entrepreneurial motivation and attitudes to traffic safety. Also, researchers should use a comprehensive sampling method to increase the generalization of outcomes. Nevertheless, the study recommends exposing tricycle drivers to robust enlightenment campaigns clarifying motivational boundaries.

References

- [1]. Achour, M., Mohd Nor, M. R., Amel, B., Bin Seman, H. M., & MohdYusoff, M. Y. Z. (2017). Religious commitment and its relation to happiness among Muslim students: the educational level as moderator. *Journal of Religion and Health*, 56(5). <https://doi.org/10.1007/s10943-017-0361-9>
- [2]. Adewoyin, A. S. (2015). Management of sickle cell disease: A review for physician education in Nigeria (Sub-Saharan Africa). In *Anemia* (Vol. 2015). <https://doi.org/10.1155/2015/791498>
- [3]. Agarwal, P. K., Kumar, P., & Singh, H. (2020). Causes and factors in road traffic accidents at a tertiary care center of western Uttar Pradesh. *Medico-Legal Update*, 20(1). <https://doi.org/10.37506/v20/il/2020/mlu/194290>
- [4]. Akomolafe, D. T., Adekayode, F. O., Gbadeyan, J. A., & Ibiyemi, T. S. (2009). Enhancing road monitoring and safety through the use of geospatial technology. *International Journal of Physical Sciences*, 4(5).
- [5]. Amedorme, S. K., & Nsoh, S. N. (2016). Analyzing the causes of road traffic accidents in Kumasi Metropolis. *International Journal of Engineering Innovation & Research*, 3(6).
- [6]. Baker, L. R., Che, J., Teneke, V. N., Kadala, E., Uba, M. S., Geoffrey, N., & Haskainu, C. (2020). Common hippopotamus in Nigeria: New census data and literature review confirm the conservation importance of sites outside protected areas. *Aquatic Conservation: Marine and Freshwater Ecosystems*, 30(10). <https://doi.org/10.1002/aqc.3397>
- [7]. Chukwubuike, K. E. (2021). Pattern and Outcome of Splenic Injury in Children. *Annals of African Surgery*, 18(3). <https://doi.org/10.4314/aas.v18i3.5>
- [8]. Dash, D. P., Sethi, N., & Dash, A. K. (2020). Identifying the causes of road traffic accidents in India: An empirical investigation. *Journal of Public Affairs*, 20(2). <https://doi.org/10.1002/pa.2038>
- [9]. Dawson, D., Reynolds, A. C., Van Dongen, H. P. A., & Thomas, M. J. W. (2018). Determining the likelihood that fatigue was present in a road accident: A theoretical review and suggested accident taxonomy. In *Sleep Medicine Reviews* (Vol. 42). <https://doi.org/10.1016/j.smrv.2018.08.006>
- [10]. Eby, D. W. (2004). Driving, Risky. *Encyclopedia of Applied Psychology, Three-Volume Set*, 627–632. <https://doi.org/10.1016/B0-12-657410-3/00697-8>
- [11]. Edomwonyi, E. O., & Enoma, O. (2018). Musculoskeletal injuries: A cross-sectional study in Irrua, Nigeria. *East and Central African Journal of Surgery*, 22(3). <https://doi.org/10.4314/ecaajs.v22i3.7>
- [12]. Eke, N., Etebu, E. N., & Nwosu, S. O. (2000). Road traffic accident mortalities in Port Harcourt, Nigeria. *Anil Aggrawal's Internet Journal of Forensic Medicine and Toxicology*, 1(2).
- [13]. Elachi, I., Yongu, W., Odoiyoh, O.-O., Mue, D., Ogwuche, E., & Ahachi, C. (2015). An epidemiological study of the burden of trauma in Makurdi, Nigeria. *International Journal of Critical Illness and Injury Science*, 5(2). <https://doi.org/10.4103/2229-5151.158404>
- [14]. Giwa, A., Alabi, A., Yusuf, A., & Olukan, T. (2017). A comprehensive review on biomass and solar energy for sustainable energy generation in Nigeria. In *Renewable and Sustainable Energy Reviews* (Vol. 69). <https://doi.org/10.1016/j.rser.2016.11.160>
- [15]. Iranmanesh, M., Moghavvemi, S., Zailani, S., & Hyun, S. S. (2018). The role of trust and religious commitment in Islamic medical tourism. *Asia Pacific Journal of Tourism Research*, 23(3). <https://doi.org/10.1080/10941665.2017.1421240>
- [16]. Khan, M. Q., & Lee, S. (2019). Gaze and eye-tracking: Techniques and applications in ADAS. In *Sensors* (Switzerland) (Vol. 19, Issue 24). <https://doi.org/10.3390/s19245540>
- [17]. Kim, J. C., Wadhwa, M., & Chattopadhyay, A. (2019). When busy is less indulging: Impact of busy mindset on self-control behaviors. *Journal of Consumer Research*, 45(5). <https://doi.org/10.1093/jcr/ucy069>
- [18]. Kristihansari, W. (2018). Identification of Entrepreneurial Motivation Factors at Youth Entrepreneurship Training. *International Journal of Science and Research (IJSR)*, 7(3).
- [19]. Kuye, O. L., Sulaimon, A.-H. A., & Azeez, O. O. (2017). Bus rapid transit and socioeconomic condition of bus commuters in Lagos State. *Audice*, 13(5).
- [20]. Mac, P. A., Kroeger, A., & Airiohuodion, P. E. (2019). Needs assessment of emergency medical and rescue services in Abuja/Nigeria and environs. *BMC Emergency Medicine*, 19(1). <https://doi.org/10.1186/s12873-019-0291-9>
- [21]. Maina, M. (2019). Online science campaign to inspire the next generation of African scientists. *Biochemist*, 40(6). <https://doi.org/10.1042/bio04006038>
- [22]. Masuri, M. G., Dahlan, A., Danis, A., & Md Isa, K. A. (2018). Attitude towards Safe Driving Scale (ASDS-46) as a Predictor of Young Adult Quality Of Life. *Asian Journal of Quality of Life*, 3(11). <https://doi.org/10.21834/ajqol.v3i11.117>
- [23]. Mayomi, I., Abdullahi, J., & Dami, A. (2014). Terrain analysis of Biu Plateau, for road transport development, Borno State, Nigeria. *Journal of Geography and Geology*, 6(2). <https://doi.org/10.5539/jgg.v6n2p28>
- [24]. Moran, M., Baron-Epel, O., & Assi, N. (2010). Causes of road accidents as perceived by Arabs in Israel: A qualitative study. *Transportation Research Part F: Traffic Psychology and Behaviour*, 13(6). <https://doi.org/10.1016/j.trf.2010.07.001>
- [25]. Mphela, T. (2020). Causes of road accidents in Botswana: An econometric model. *Journal of Transport and Supply*

- Chain Management, 14. <https://doi.org/10.4102/jtscm.v14i0.509>
- [26]. Muhammad, L. J., Salisu, S., Yakubu, A., Malgwi, Y. M., Abdullahi, E. T., Mohammed, I. . A., & Muhammad, N. A. (2017). Using Decision Tree Data Mining Algorithm to Predict Causes of Road Traffic Accidents, its Prone Locations and Time along with Kano –Wudil Highway. *International Journal of Database Theory and Application*, 10(1). <https://doi.org/10.14257/ijdta.2017.10.1.18>
- [27]. Nwekwo, T. G. (2015). Critical analysis of the CISG in harmonizing and unifying international trade law in Africa-Nigeria. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2565013>
- [28]. Nwoye, C. D., Nweke, C. C., Onebunne, J. I., & Okeke, S. C. (2019). A reconstruction of Africa's political culture in the purview of Fulani herders's current mode of operations in Nigeria. *OGIRISI: A New Journal of African Studies*, 15(1). <https://doi.org/10.4314/og.v15i1.5>
- [29]. Nzegwu, M. A., Banjo, A. A. F., Akhiwu, W., Aligbe, J. U., & Nzegwu, C. O. (2008). Morbidity and mortality among road users in Benin City, Nigeria. *Annals of African Medicine*, 7(3). <https://doi.org/10.4103/1596-3519.55669>
- [30]. Odeku, K. O. (2020). Poor road infrastructure: An impediment to tourism in Nigeria. *African Journal of Hospitality, Tourism, and Leisure*, 9(2).
- [31]. Ogunbodede, E. (2008). Urban road transportation in Nigeria from 1960 To 2006: Problems, prospects, and challenges. *Ethiopian Journal of Environmental Studies and Management*, 1(1). <https://doi.org/10.4314/ejesm.v1i1.41565>
- [32]. Ogunyemi, K. O., Venkatraman, C., Malolan, C., Olaomi, O., & Nwariaku, F. E. (2021). Police experiences of bystander assistance in pre-hospital care of road traffic accident victims in Abuja, Nigeria: a cross-sectional study. *The Lancet Global Health*, 9. [https://doi.org/10.1016/s2214-109x\(21\)00117-0](https://doi.org/10.1016/s2214-109x(21)00117-0)
- [33]. Olayiwola, J. N., Udenyi, E. D., Yusuf, G., Magaña, C., Patel, R., Duck, B., Sajanlal, S., Potapov, A., & Kibuka, C. (2020). Leveraging Electronic Consultations to Address Severe Subspecialty Care Access Gaps in Nigeria. *Journal of the National Medical Association*, 112(1). <https://doi.org/10.1016/j.jnma.2019.10.005>
- [34]. Olusina, J., & Ajanaku, W. (2017). Spatial analysis of accident spots using weighted severity index (WSI) and density-based clustering algorithm. *Journal of Applied Sciences and Environmental Management*, 21(2). <https://doi.org/10.4314/jasem.v21i2.22>
- [35]. Onyemaechi, N. O., Bisi-Onyemaechi, A. I., & Nduagubam, O. C. (2020). Epidemiology and pattern of pediatric injuries in a developing country: An analysis of 170 injuries. *Malawi Medical Journal*, 32(2). <https://doi.org/10.4314/mmj.v32i2.7>
- [36]. Oyetubo, A. O., Afolabi, O. J., & Ohida, M. E. (2018). Analysis of road traffic safety in Minna Niger State, Nigeria. *Logistics & Sustainable Transport*, 9(1). <https://doi.org/10.2478/jlst-2018-0003>
- [37]. Poudel, S., Dhungana, S., & Dahal, R. (2021). Pattern and causes of road traffic accidents in Morang District. *Journal of Nepal Health Research Council*, 19(1). <https://doi.org/10.33314/jnhrc.v19i1.2750>
- [38]. Rojas-Rueda, D. (2020). New transport technologies and health. In *Advances in Transportation and Health*. <https://doi.org/10.1016/b978-0-12-819136-1.00009-7>
- [39]. Singleton, P. A., De Vos, J., Heinen, E., & Pudāne, B. (2020). Potential health and well-being implications of autonomous vehicles. In *Advances in Transport Policy and Planning*. <https://doi.org/10.1016/bs.atpp.2020.02.002>
- [40]. Sodeinde, K., Odukoya, O., Charles-Eromosele, T., & Olufunlayo, T. (2020). Risk behaviors for road traffic crash among commercial motorcyclists in a semi-urban area of Ogun State, Nigeria. *Journal of Clinical Sciences*, 17(2). https://doi.org/10.4103/jcls.jcls_15_19
- [41]. Usman, A. B. (2014). Analysis of the condition of rural road transport in Kwara state, Nigeria. *European Scientific Journal*, 10(5).
- [42]. Venkatraman, C., Olowu, O., Turkmani, D., Hynan, L., & Nwariaku, F. E. (2020). Decreasing trends in road traffic injury incidence and mortality in Nigeria: A ten-year analysis. *Journal of Surgical Research*, 249. <https://doi.org/10.1016/j.jss.2019.11.033>
- [43]. Yang, R. J., Huang, L. H., Hsieh, Y. S., Chung, U. L., Huang, C. S., & Bih, H. D. (2010). Motivations and reasons for women attending a breast self-examination training program: A qualitative study. *BMC Women's Health*, 10. <https://doi.org/10.1186/1472-6874-10-23>