



RESEARCH ARTICLE

ENTREPRENEURIAL MOTIVATION AS A PREDICTOR OF ATTITUDE TOWARDS TRAFFIC SAFETY AMONG MINIBUS DRIVERS IN ANAMBRA STATE

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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 the behavior of motorists towards traffic safety. Thus, the purpose of the present study is to examine entrepreneurial motivation as a factor that could account for the variation in attitudes towards traffic safety among minibus drivers in the Anambra State of Nigeria. One hundred and thirteen minibus operators operating in different locations in the state were recruited for the study. The participants comprised males within the age range of 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 towards traffic safety. Thus, the study concluded that entrepreneurial motivation is an essential determinant of drivers' attitudes towards traffic safety.

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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 activities in the sector and has contributed significantly to the increased 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 the 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, 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.

Minibus drivers and attitude towards traffic safety

There is currently an increase in minibuses in many parts of the country, including the Anambra state. Perhaps, the operations of the minibuses have contributed positively to the ease of commuting in Nigeria. However, there is a growing concern about the attitudes of the minibus drivers towards traffic safety. It is common knowledge that these minibus drivers consistently disregard traffic protocols to the detriment of other users. Anambra state is among the states in Nigeria with a large concentration of minibuses. Thus, there are indications that driving in the state is challenging due to the activities of the minibuses. Perhaps, most of them regard traffic lights as time-wasting. Also, their daily activities are characterized by over speeding, wrong overtaking, and road rage. The trend reflects a variation in the minibus drivers' belief system, emotion, 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 toward traffic safety. In contrast, the affective component is the feelings occurring from a motorist's view in traffic laws and regulations. The behavioral element represents the response towards traffic guidelines. In other words, an understanding of 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 towards traffic rules and regulations may lead to a behavioral pattern, such as ignoring traffic lights, over speeding, answering calls while driving, lane violation, etc. 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 will tend to abide by the rules, thereby maintaining safety on the Nigerian road. The purpose of the current study is to examine the attitudes of minibus drivers towards traffic safety based on entrepreneurial motivation.

Role of entrepreneurial Motivation on attitudes towards traffic safety

Transport business is an entrepreneurial venture that significantly requires a certain level of motivation to achieve the desired objective. Minibus 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 a higher level of 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 persistency. 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, despite knowing the traffic guidelines and the implication of traffic violation crimes, these drivers still indulge in such unwanted behaviors. Therefore, the present study is aimed to investigate the influence of entrepreneurial motivation on attitude towards traffic safety among minibus drivers in Anambra State.

Hypothesis:

Entrepreneurial motivation would significantly predict attitude towards traffic safety among minibus drivers in Anambra State.

Method:-

The target population for the study was minibus operators in Anambra State, Nigeria. The participants included males between the ages of 20 and 45 years with about one year of driving experience. One hundred and thirty-seven (n=137) minibus drivers comprising interstate and intrastate bus drivers from different bus companies and general bus terminals, including bus repair workshops in the Anambra 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. Eighty-seven (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 to Traffic Safety**

Attitude towards 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.

Entrepreneurial Motivation

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, v17). A simple regression analysis was conducted to test the assumption that entrepreneurial motivation will predict attitude towards traffic safety among minibus drivers in Anambra 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)	2.84	.034		56.689	.000
EM	-.79	.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; R^2 = Coefficient of determination. * $P<.000$.

Discussion:-

The current study was aimed to investigate the predictive role of entrepreneurial motivation on attitudes towards traffic safety. The simple regression analysis conducted on the data established a positive association between entrepreneurial motivation and minibus drivers' attitudes towards 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 towards traffic safety. The current finding indicates that the motivation to accomplish a set goal contributes significantly to their attitudes towards traffic safety. Thus, the result suggests that more entrepreneurially motivated drivers would probably ignore traffic

guidelines than their counterparts with a 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 the driver with high motivation is more likely to disregard safety rules to achieve objectives.

Conclusion:-

This study investigated the effect of entrepreneurial motivation on attitude towards traffic safety. The finding revealed that entrepreneurial motivation statistically significantly predicted attitude towards traffic safety among the minibus 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 minibus driver's attitude towards traffic safety is subject to further clarifications. However, the current study provided crucial data capable of strengthening 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 that the minibus drivers should be exposed to robust enlightenment campaign that clarifies motivational boundaries.

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