

Do Cultural and Demographic Variables Influence Attitude of Keke Riders? Agenda for Checking Urban Road Accidents in Akwa Ibom State, Nigeria

Ben Victor Effiong Ben and Nsidibe Akpan Usoro

Department of Sociology and Anthropology
University of Uyo, Nigeria.

Abstract

A common social menace on Nigeria's urban roads is the prevalent of accident involving *Keke* and motorists and pedestrians: the consequence being severe injury, loss of life and property. This study investigated the influence of cultural and demographic variables on the attitude of *Keke* riders that constitute majority of the transport operators in urban centres in Akwa Ibom State. It was a descriptive study that used data collected in a survey from 384 respondents comprising mainly *Keke* riders in the age group of 15-55 years. The study adopted a combination of stratified random and simple random sampling techniques in selecting the study respondents. Data were collected with the use of interview and focus group discussion. Emphasis was on the assumptions of social class and strain theories. Findings reveal that although cultural, demographic and psychological factors play complementary roles in determining the attitude, conduct and emotions of *Keke* riders on the road, the most critical factor is competition. The cultural factors identified in the study include gender role, family structure and position in the family; the demographic factors include age, level of schooling, income level, marital status and family size; while impatience and knowledge of road signs are psychological variables. Based on these findings, it was recommended among others that *Keke* riders should be made to undergo training in driving school and be licensed.

Keywords: Culture, Demography, Factors, Accident, Transporters

INTRODUCTION

Studies on the human environment have been diverse although all focus ultimately on issues that affect human life and survival. Replicated efforts have been made by many scholars and other researchers to understand and solve problems associated with population growth, urbanization, migration, housing, overcrowding, waste disposal and sanitation, pollution, diseases outbreak, flood, erosion, transportation, deforestation, environmental sustainability and development, among others. Few examples of studies that have examined some aspects of these problems and at least laid the groundwork for understanding the link between social problems and the human environment include [1,2,3,4,5,&6], respectively. Yet, an emerging issue that requires urgent academic attention in view of its spate of increase and problems caused on humans and society is the prevalence of *Keke* and the attitude of riders on the roads and streets in Nigeria. Although it is not only a Nigerian problem, its severity is worse than told compared to the situation in other parts of the world.

The world is rapidly urbanizing [7] leading to the emergence of different means of transportation to meet the needs of the equally increasing human population. Corresponding with the rapid urbanization is an increase in the rate of traffic-related death. Globally, at least one

person is killed every 25 seconds in a road accident, an estimate of 18.2 road fatalities per 100,000 persons per year [8&9] and an overall 1.24 million deaths on the world's roads each year. Variations in the rates of road accident within and between countries are wide.[10] Global Status Report on Road Safety indicated in the Global Road Safety Facility Strategic Plan 2013-2020 show that about 90 percent of global deaths associated with road traffic clashes occur in low and middle income countries, particularly, those in Africa, Asia and Latin America, compared to the situation in the high income or developed countries where road related fatality rate is about 9.3 per 100 000[9,11]. In 2016 alone, a total of 1.35 million road traffic injuries which caused similar number of deaths occurred worldwide.

Accident is a major health issue that is getting worse in the developing countries by the day. According to the World Health Organization,[8] it is the eighth leading cause of death for all age groups surpassing HIV/AIDS, tuberculosis and diarrheal diseases. In Kenya [12] road accidents follow HIV/AIDS and malaria as the leading causes of deaths. The consequences of the unfortunate occurrence 'take a huge toll on families and communities just as the cost of emergency response, health care and human grief is immense[8]. Several studies [14,13] have

identified Nigeria as a country on the African continent with terrible records of road traffic clashes. As reported by [14] every four hours, no fewer than two lives are lost on Nigerian roads; and every year, about 20,000 of the 11.654 million vehicles in the country are involved in accidents.

Road accident has in academic literature been attributed to vehicle, environmental and human causes [13,15,8] among many others have given explicit account of the human factors that cause accidents on the roads. [8] specifically identifies rapid urbanization, poor safety standards, lack of enforcement of relevant traffic laws, distraction or fatigue while driving, influence of drugs or alcohol, speeding and a failure to wear seat-belts or helmets as major causes of accidents on the roads. These negligent can equally be linked with the alarming proportion of accidents on Nigerian roads to prevalent disregard of road traffic signs by road users; lack of proper training of drivers; irresponsible driving habit particularly among teenage drivers; inexperience and incompetent drivers; over speeding, dangerous driving and total disrespect of traffic regulations especially concerning speed limits; drink driving and or driving under the influence of drugs including herbal concoctions laced with spirit; lack of respect or consideration for other road users; impatience and negligence; overloading of vehicles; fatigue; and poor vision.

Among countries in the sub-Saharan African region, the use of motorcycle is a recent means of transportation. It gradually replaced foot trekking which had been the heritage of the people and later 'the use of bicycle that helped to bring the people into the modern world and acted to change their attitudes and the structure of their activities [16]. Today, the preference of tricycle (*Keke*) to motorcycle and taxi as means of transportation especially in the urban centers and cities has been on the increase. Although data in Nigeria is a serious problem as it is one of the issues with lesser government interest, and most public policies are adopted and programmes initiated and implemented without relevant data, it is quite in dismissible that the new and rapidly expanding mode of transportation, tricycle (*Keke*) like motorcycle contributes a significant percentage of the reported road clashes in most urban areas in Nigeria where they can be counted in large numbers. At the globally level, [10] posits that almost half of the world's road traffic deaths occurs among motorcyclists, pedestrians and cyclists. The [10] report also indicates that over a third of road traffic deaths in low and middle income countries are among pedestrians and cyclists.

Foot trekking, the use of motor bike, *keke*, taxi and other means of transportation, including those of air and water are essential for interaction, social integration and economic development. Many scholars have captured the

relevance of transportation in development in diverse contexts. [17,18] argue that the transport sector is an important component of the economy impacting on development and well-being of the populace; 'although if deficient in terms of capacity or reliability, it can accrue economic cost such as reduced or missed opportunities thus, the assertion that transportation system is simply a mechanism in economic development is not out of place [19]. However, despite the increasing importance of the transportation sector to both the national and state economies, and the benefits accruing to individuals and families, much is still being suffered. A critical area of concern is the regular and increasing involvement of *Keke* riders in road accidents and the fact that most of the accidents are due to their attitude and conduct on the roads. In Akwa Ibom State the plethora of *Keke* riders involving young and old; the impatient, reckless and abusive attitude characteristic of their conducts on the roads has left much more than a concern only on a catalogue of their statistics. This study therefore, investigated the effect of cultural and demographic variables on the attitude of *Keke* riders to help develop an agenda for curbing urban road accidents in Nigeria, particularly Akwa Ibom State.

Study Objectives

This study was primarily designed to achieve the following objectives:

- i) To find out if cultural variables such as gender role, family structure and position in the family influence the *Keke* riders' attitude on the road in Akwa Ibom State.
- ii) To investigate if the *Keke* riders' attitude on the roads in Akwa Ibom State is influenced by demographic variables including age, level of schooling, income level, marital status and family size.
- iii) To make recommendations based on the findings on how to curb the excesses of the *Keke* riders so as to reduce the rate of urban road accidents in Akwa Ibom State.

Theoretical Underpinning

Sociologists' position about human existence and society is that all could be explained and or understood using appropriate theory or theories. An investigation of the influence of cultural and demographic variables on attitude of *Keke* riders towards urban road accidents is guided by the assumptions of expectancy and goal setting theories. These two theories are variants of the social process theory. The expectancy theory according to [20 & 21] holds the assumption that people are motivated to work and achieve if they believe the anticipated outcomes are worthy. There are three aspects of the theory that determine individual motivation to work. These include expectancy, instrumentality, and valence [22]. Expectancy means a person's perception that there is a positive

correlation between efforts and performance. Instrumentality relates to the perception that favorable performance will result in a desirable reward while valence relates to the perception that reward will satisfy an important need. These three categorically push the *Keke* riders into being too aggressive and always rushing on the road. According to [23 & 24] people always adopt certain behaviour if the desire to satisfy the need is strong enough to make the effort worthwhile and help them in achieving their goals. Based on this theory, it is premised that performance is influenced by the amount of money the Riders will make out of their struggle.

The goal setting theory on the other hand argues that goals are the most important factors affecting motivation and behaviour of employee (in this case, *Keke* riders) especially when faced with specific challenging goals [25]. According to [26] goals affect performance through four mechanisms: it serves a directive function in that it directs attention and effort toward goal-relevant activities and away from goal-irrelevant activities; it energizes function, with high goals leading to greater effort than low goals; it affects persistence; and lastly, it affects action indirectly by leading to the arousal, discovery and use of task-relevant knowledge and strategies. The goal-performance relationship is strongest when people are committed to their goals. [26] argues that for goals to be effective, people need summary feedback that reveals progress in relation to their goals. Feedback is a very important factor in goal attainment. Among the riders, feedback is shared in clusters where they meet to hold discussions and narrate experiences. Ultimately, in the process they assessed performances, plan next operation strategies and actions.

Cultural Factors and Attitude of *Keke* Riders

The dynamics in the attitude of *Keke* riders due to the effect of cultural variables have remained vague in existing academic scholarship. Culture refers to the values, beliefs and perceptions of the world shared by members of a society that they use to interpret experience and generate behaviours that are reflected in their behavior [27]. It comprises a set of values and ideologies of a particular community or group of individuals [28]. This definition also takes into consideration the habits, beliefs, and principles that people have developed to guide and regulate their lives and daily activities especially as the word 'struggle' becomes the suffix generally attached to life in all parts of the world. As pointed out by [29] culture is a powerful force that regulates human behaviour. This is because culture influences attitude and moderates people orientation in a group or society. By attitude, it is 'a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related [30].

In view of the constituent properties of culture enumerated in the above definitions, gender role can be seen as an ideology or perception of the roles of people as prescribed by cultural realities in a particular community or society. Although gender has been classified as a demographic factor, it is more a cultural factor because of its association with roles performed by human in the culture or society. Several studies [31 & 32] have argued that gender which implies the role attached to men and women as defined by culture is a strong determinant of the attitude of people engage in many trades. According to [32] gender roles are affected by biosocial and cultural factors and as well have significant impacts on one's professional, social, and family life. In a study on the role of emotional variables risk attitudes between men and women, [31] submitted that compared to male investor, the female investors have wider risk aversion in different activities like financial decision making. Similarly, while the women concentrate on managing the house money to meet the need of the members, the men bit all kinds of risk to raise at least at average the disposable income required to provide for the subsistence of the family.

Demographic Factors and Attitude of *Keke* Riders

A number of efforts have been made to assess the effect of demographic factors on human attitude on diverse issues and settings. Some of these studies include [32;31;37;34;35 & 33]. [31] for instance, have argued consistently that people having different gender, ages, income level, knowledge, marital status and occupation shows different attitudes towards decision making: some are risk seekers and some adverse risk seeker. In another argument, [36] posit that socio-demographic factors such as age and gender determine attitude of people in an environment. Choice of occupation, decision making, investment performance and control, among others are a function of the age of individual investor. As reported by [37] in their study on the effect of demographic factors on the behavior of investors during the choice of investment in the Twin Cities of Pakistan, increasing age of investors caused decrease in risk tolerance. While elderly people gain investment knowledge and experience, and make better investment choices [38], the young have less experience and take unnecessary risks in the course of business or investment, as evidence among the young *Keke* riders.

Level of schooling or education has both a direct and indirect effect on a person's attitude. Directly, level of schooling (education or formal attained academic training) as a demographic factor causes a higher financial risk tolerance during decision making process [39]. Income level of investor also affects behaviour toward investment as in the case *Keke* riders and owners who abandoned other trades and arts such as tailoring, carpentry work, shoe mending, farming and trading, among others. Although the findings by [40] suggest that persons with

upper level of income and millionaires tend to take higher risk than individuals with lower level of income or that 'income level has no relationship with financial risk tolerance [41], among the *Keke* riders, the case is different. There is nothing like risk tolerance. Contrary to the argument by [31] that the level of risk tolerance increase with the increasing level of income, with the *Keke* riders, it is the more passengers and more money, the hasty, rough, reckless and speedy they are on the road, street and lane. Similarly, the more unfortunate that they turn the roads and streets without passengers, the more they also become hasty, rough and reckless.

Like level of schooling or education, marital status has been found in many studies as effective factor influencing decision making of an investor. As posited by [42; 43 & 44] single individuals are more risk taker than married because married individuals have responsibilities for themselves and dependents. The fear of taking risk is that they are the bread winners of their families as against those who are single. Family size also play a determinant role on financial risk taking behaviour. A study by [45] has shown that investors having small family size are more risk taker, whereas increase in family size caused risk aversion. Although no recent study has drawn a consistent conclusion and none even argued on the contrary, the level of demand increasingly influences attitude and motivate people to taking risk.

MATERIALS AND METHODS

The Study Area

This study was conducted in Uyo Capital City Development Authority (UCCDA). The UCCDA spread over Uyo and parts of the adjoining local government areas namely, Ibesikpo, Nsit Ibom, Uruan, Itu and Ibiono Ibom. It covers a landmass of 214.31 square kilometres, and located between latitude $4^{\circ} 50' 30''$ North and $5^{\circ} 57' 0''$ North, and longitude $7^{\circ} 50' 0''$ E and $6^{\circ} 15' 32''$ E. Uyo Capital city covers an Area of 214.31 square kilometres. Although there are other urban areas in the state such as Ikot Ekpene, Abak, Eket and Oron, where there are large concentration of population, unlike in the UCCDA, in the areas, motorcycle is myriad.

The Uyo Capital City Development Authority (UCCDA) was established in 1988 by Edit No. 13 of 1988 as amended in Edit No. 2 of 1991 to manage the urban land within Uyo Capital City Territory and ensure the implementation of Uyo Capital City Master Plan. This important government decision followed an increased in the population of Uyo that became the capital of Akwa Ibom State upon its creation on September 23, 1987; the need for expansion of the area to accommodate the expanding population, private and corporate activities, and government businesses; and the need to confer on the state government legal authority and direct administrative control over the area. However, since then the Uyo capital

city area has continued to witness accelerated increase in human population, diverse economic activities and growing needs for population mobility. Eventually, the proliferation of *Keke* after the restriction of motorcycle to some routes in Uyo became critical to serve the population needs for easy movement.

3. DATA ANALYSIS

Both primary and secondary data were collected in a survey from 384 respondents comprising mainly *Keke* riders in the age group of 15-55 years. The 384 sample size was determined from an infinite population of the *Keke* riders using the formula:

$$n = \frac{z^2 p.q}{e^2}$$

Where,

n = required sample size

z = confidence level (95%), equivalent of 1.96 value under the normal curve

e = tolerable error margin of 5% (0.05)

p = proportion estimate of 50 (0.5)

$$\text{This implies, } n = \frac{1.96^2 \times 0.5 \times 1 - 0.5}{0.05^2}$$

$$n = \frac{3.8416 \times 0.25}{0.0025}$$

$$n = \frac{0.9604}{0.0025}$$

$$n = 384$$

A combination of stratified random and simple random sampling techniques was employed at relevant stages to select the study respondents (*Keke* riders). The study area is characteristically stratified by roads and communities but the roads strata; namely, Ikot Ekpene, Ikpa, Abak, Nwana-Iba, Oron and Aka roads were adopted. These of course, are the major roads where *Keke* riders cluster in Uyo urban area. Estimate of the number of *Keke* riders that operate on each of these roads could not be ascertained. Some of the clusters include Ikot Ekpene Road by Ikpa Road, Udi Street and Eka Street, Ikot Ebido; Calabar-Itu Road by Urua Ekpa Junction; Idoro Road by Stadium Road; Abak Road by Nsit Street, Nkemba Street and Ikot Oku Ikono Junction; Aka Road by Etuk Street, Nsetip Street, Udo Eduok Street, IBB Junction, Udo Udoma Avenue and Ring Road 111; Oron Road by Ewet Housing, Edet Akpan Avenue, Udo Udoma Avenue, Osongama, and Shelter Afrique; and, Nwaniba by Ben Udo, Edet Akpan Avenue and Ekpri Nsukara.

From every stratum or road, three clusters were selected using the simple random sampling procedure. Altogether, eighteen (18) clusters were selected and from each cluster, an equal number of respondents (21 *Keke* riders) were also selected through a simple random sampling process. The respondents were all males, in the age range of 15-55 years. Because the study combined the descriptive survey design with mixed research method, data were elicited from the respondents using questionnaire and in a face-to-

face interaction through interview and focus group discussion. Information on the cultural determinants of *Keke* riders' attitude were based on gender role, family structure and position in the family. Data related to the demographic variables were collected on age, level of schooling, income level, marital status and family size of the selected *Keke* riders (respondents). These variables (demographic data) were fitted into a model and adjusted using logistic regression statistics to determine their effect on the attitude of the *Keke* riders. The logistic regression model is given as:

$$Li = \text{logit}(p) = \ln\left(\frac{p_i}{1-p_i}\right) = \beta_1 + \beta_2 X_i + u_i$$

This is derived from

$$P_i = E(Y = 1 | X_i) = \beta_1 + \beta_2 X_i$$

Where X represents the demographic variables and Y = 1 (attitude of *Keke* riders). This can be represented as:

$$P_i = E(Y = 1 | X_i) = \frac{1}{1 + e^{-(\beta_1 + \beta_2 X_i)}}$$

For ease of exposition, we write the formula as:

$$P_i = \frac{1}{1 + e^{-z_i}} = \frac{e^z}{1 + e^z}$$

Where, $Z_i = \beta_1 + \beta_2 X_i$

Thus, P_i the probability that the demographic variables affect (influence) attitude of *Keke* riders; and, $1-P_i$ the probability that the demographic variables do not affect (influence) attitude of *Keke* riders.

$$1 - P_i = \frac{1}{1 + e^{-z_i}}$$

This can further be written as: $P_i = \frac{1}{1 + e^{-z_i}}$

$$\frac{P_i}{1 - P_i} = \frac{1 + e^{z_i}}{1 + e^{-z_i}} = e^{z_i}$$

RESULTS

Data shown in these tables were collected from 384 respondents, with variations based on the number that provided information to the questions asked.

Table 1: Background characteristics of the respondents

Characteristics/Variables	Frequency	Percentage
Age: 15-19	22	5.7
20-24	85	22.1
25-29	102	26.6
30-34	63	16.4
35-39	59	15.4
40-44	32	8.3
45-49	8	2.1
50-54	11	2.9
55	2	0.5
Total	384	100
Level of Schooling: None	19	5.2
Primary	4	1.1

JSSCE	57	15.7
	69	19.0
SSCE/WASCE/NAPTEC		
OND	132	36.4
HND/NCE	76	20.9
B.Sc	6	1.7
Total	363	100
Residential Location:	251	65.4
Rural		
Urban	133	34.6
Total	384	100
Marital Status: Single	79	24.6
Married	165	51.4
Divorce	18	5.6
Separated	3	0.9
Widowed	7	2.2
Cohabited	49	15.3
Total	321	100
Amount of Earned Income per Week		
<₦2000	198	66.2
₦2050-₦4000	53	17.7
₦4050-₦6000	19	6.4
>₦6050	29	9.7
Total	299	100

The data presented in Table 1 above, give some background information on the conditions of the study population. As shown in table 1, all the respondents reported their ages: majority of them, 102 (26.6%) in the age cohort of 25-29 years while the least of respondents, 2 (0.5%) said they were 55 years old. More than 272 (70.8%) respondents, comprising 22 (5.7%) in the age cohort of 15-19 years, 85 (22.1%) that were counted in the cohort of 20-24 years and 63 (16.4%) who were 30-34 years, were below 35 years as indicated in the table. Among the 112 respondents who were 35 years and older, 59 (15.4%) were aged 35-39 years compared to 32 (8.3%) others who were in the age group of 40-44 years. Similarly, only eight (2.1%) of the respondents were in the 45-49 age cohort compared to a total of 11 (2.9%) others were within the 50-54 age cohort.

Data in Table 1 also show that 132 (36.4%) respondents (*Keke* riders) have Ordinary Diploma Certificate, implying that they have not schooled up to the University level. A total of 76 (20.9%) respondents said they stopped at the HND/NCE level while 69 (19%) others said they could not proceeded higher after their SSCE/WASCE/NAPTEC. Only six (1.7%) respondents disclosed that they have graduated from a University. As large as 57 (15.7%) respondents have acquired JSSCE only, four respondents (1.1%) have stopped at the primary school level whereas 19 (5.2%) others said they never had experience of formal school environment or tutorship. At least 251 (65.4%) of the sampled respondents live and operate from the rural

areas compared with 133 (34.6%) others who said they reside in the urban area, within or out of the UCCDA area.

In terms of marital status which is one of the demographic determinants of attitude as investigated in this study, data in Table 1 show that 165 (51.4%) respondents were married against another 79 (24.6%) respondents who claimed they were single. The respondents who admitted they cohabited with another sex partner were 49 (15.3%) whereas those who divorced their spouses were 18 (5.6%).

Table 2: Distribution of the respondents by other determinate variables

Variables	Frequency	Percentage
Family Size: < 2	47	12.2
2-3	23	6.0
4-5	41	10.7
6-7	76	19.8
8-9	109	28.4
10+	88	22.9
Total	384	100
Type of Family: Nuclear	187	55.2
Extended	152	44.8
Total	339	100
Status/Position in the Family		
Father	114	31.8
Guardian	36	10.1
First Son	58	16.2
Any other Position	61	17.0
Last Child	89	24.9
Total	358	100
Consumables		
Consume Ogogoro/Combine	113	38.0
Does not Consume	184	62.0
Total	297	100
Others		
Osusu		
Yes	194	56.1
No	152	43.9
Total	346	100
Daily Contributions		
Yes	251	84.2
No	47	15.8
Total	298	100
Daily Returns/ Payment		
Yes	207	53.9
No	177	46.1
Total	384	100

As indicated in Table 2 above, 156 (40.6%) respondents reported belonging to a family with two people or less (that is, either he lives alone or with spouse, child or fiancé). A much higher number of respondent, 164 (42.7%) said they are 2-3 persons in their different families compared to 41 (10.7%) and 23 (6%) respondents who claimed they belonged to a family with 4-5 persons and 6-7 persons, respectively. In terms of family types, the number varied between 187 (55.2%) respondents who said they concentrated with their nuclear family and the 152 (44.8%) others who claimed they were strongly tied to their extended families. Moreover, 114 (31.8%) respondents headed their respective families (as a father) whereas 36 (10.1%) were guardian. Among the sampled respondents, 58 (16.2%) said they were first son in their families, 89 (24.9%) claimed they were last born while 61 (17%) respondents refused to mention their position in the

Only three (0.9%) respondents had separated from their spouses based on data in the table. The least amount of earned income per day (₦2000 or less) was reported by 198 (66.2%) respondents. While 53 (17.7%) respondents reported daily income varying between ₦2050-₦4000, 19 (6.4%) respondents reported amount in the range of ₦4050-₦6000, and another 29 (9.7%) respondents said they earned sometimes ₦6050 or more a day.

family but denied all the other positions already mentioned in the study.

Data presented in Table 2 also show that 113 (38%) accepted taking or consuming ogogoro (combine) generally not only when they ride *Keke* but 184 (62%) denied that they never drank such even though they sometimes drink beer and gin. Most of the respondents, 194 (56.1%) admitted they were members of osusu association while 152 (43.9%) denied participation in such activity. Apart from osusu contribution, 251 (84.2%) respondents reported that they normally make daily contributions or savings through 'card payment' or using Microfinance Bank whereas 47 (15.8%) argued on the contrary. A total of 207 (53.9%) respondents who claimed they were not the owners of the *Keke* they ride, said they normally make daily returns or payment to the owner of

the *Keke* as the case may be, while 177 (46.1%) said they do not make such returns.

Logistic Regression Result

	b	exp(b)	wald test
Constant	1.26	3.53	7.17
X ₁	-.03	.97	4.07;.04
Nagelkerke R ²	.014		
-2 Log likelihood	517.505 ^a		
	1.04	2.82	3.84
X ₁	-.03	.97	4.28;.04
X ₂	.07	1.07	.35;.35
	.017		
	516.621 ^a		
	1.25	3.5	5.16
X ₁	-.04	.97	4.68;.03
X ₂	.09	1.09	1.45;.23
X ₃	-.12	.89	2.13;.15
	.025		
	514.471 ^a		
	1.15	3.15	4.2
X ₁	-.04	.97	4.69;.03
X ₂	.08	1.08	1.17;.28
X ₃	-.27	.76	7.99;.01
X ₄	.23	1.26	9.87;.00
	.061		
	503.797 ^a		
	1.51	4.53	6.39
X ₁	-.04	.96	5.59;.02
X ₂	.08	1.09	1.19;.28
X ₃	-.24	.79	6.31;.01
X ₄	.27	1.32	12.61;.00
X ₅	-.10	.90	3.53;.06
	.073		
	500.211 ^a		

The variables: age, level of schooling, income level, marital status and family size with the Xs as indicated in the regression model. They constitute the independent variables that were measured against the dependent variable Y (attitude of *Keke* riders). Age as a single variable was found to exhibit inverse but significant effect on the attitude of *Keke* riders ($p < .04$), that is, as the *Keke* riders advanced in age their attitude changes (become matured, not radical). The strength of age in explaining changes in attitude of *Keke* riders (contrary to $p > .35$) was also observed even when combined level of schooling as indicated in the logistic regression result. The result in the case of three variables age, level of schooling and marital status tested against the dependent variable (Y), only age proved significant ($p < .03$), with $b = -.04$ and wald test = 4.68. When data on age, level of schooling, income level and marital status were fitted into the logistic model to determine their effect on Y, the result shows evidence of explanatory power of age, income level and marital status to changes in the attitude of *Keke* riders. The regression result can be written as $p < .03$; .01; .00 whereas for level of schooling, the result is written as $p > .28$. As evidence in the result, changes in age and income level explain indirectly the changes in *Keke* riders' attitude but for marital status, the direction effect is positive. In a test involving the combination of all the demographic variables on the attitude of *Keke* riders, the result shows $p < .02$; .0; .00; .06; thus, implying that age, income level, marital status and family size respectively significantly explain the changes

in the attitude of *Keke* riders while level of schooling shows an insignificant effect ($p > .28$).

DISCUSSION

Majority of study participants are quite aware of the different kinds of road accidents and other dangerous road mishaps that road users are exposed to. But adequate knowledge about preventive measures and the right attitude towards curbing the menace is observed by this study to be very worrisome.

According to a participant (male, 39):

I have witnessed so many road accidents in this Town, and I have been a victim for a couple of times this year, this business is very risky. I am aware that, one has to be very mindful of certain safety precautions such as ensuring that your break system is in order, tires are good, no drinking of alcohol while on duty, observation of traffic rules among other safety measures. But when hitting the road, we tend to concentrate more efforts on how to make more money than on safety rules.

Deaths and injuries resulting from road traffic crashes remain a serious problem globally and current trends suggest that this will continue to be the case in the foreseeable future [10&8]. Between 2013 and 2016, the number of two and three wheelers in circulation on the

world's roads increased by 10 percent, and the ten countries with the greatest numbers of these vehicles, motorcycles comprise more than 70 percent of the national vehicle fleet[8] contends that the use of a mobile phone while driving is widespread amongst motorcyclists, adding further to the already high risk of crash and death among these groups. Study participants were unanimous in stating that cultural variables such as gender roles, family structure, and position in the family tree could influence attitude of *keke* riders while on duty.

A participant (male) aged 50 asserted:

I am always very careful whenever I am on the road, because I do not want to be involved in any form of accident. Because I know, this will have serious adverse implications on my family. As a bread winner, my family members depend on me virtually for all provisions. If I stop going out for one day a major source of my family income is suspended. Hence, my family members may suffer some deprivations if I am involved in an accident.

According to Daniel (2016) rapid growth in the use of motorized two-wheeled vehicles in Kenya has been accompanied by increases in injuries and fatalities among its users. The problem of untrained riders has been a stubborn stain on the motorcycle industry resulting to its publicity.

Arguing on a similar view, another participant(female) aged 46 observed:

Most *keke* riders who are rough on the road are young and unmarried men, who may not have children to think about or serious responsibilities in their families. When youthful exuberant, immaturity and lust for money meet, the end products range from recklessness to and other traffic violations on the road.

A kin observation indicates that only males, comprising boys and adults are riders. No road or lane exists in the area where *Keke* cannot be sighted in the day hours and sometimes late in the night. In the study area, *Keke* is usually on the speed lane of highways and on the middle of roads, streets and lanes. The *Keke* riders are characteristically of the same attitude on the roads; abusive and sometime hostile to other road users and their passengers. Many are engaged in antisocial activities as reported many studies such as.

Another participant (male), aged 30 had this to say:

Well my brother, so many things are involved as determinants of attitude of *keke* riders. This includes age, literacy level and economic status of the subjects we are looking at. Age comes with maturity and more experiences in life, which can

help to reduce the degree of indecency in behaviour. When I mentioned literacy level, I am not just talking about going through formal education. What I mean here is that, most *keke* riders have neither undergone formal training to drive *keke* nor being licensed by appropriate authorities to use the road. This translates to gross ignorance about the meaning of road signs and proper rules of conduct while on the road. And again, people who are relatively rich tend to be more careful on the road than those who are driving the *keke* as hired purchasers or those balancing the owners on daily or weekly basis.

Suggestions on how to Curb the Menace of Road Accident

Observations and analysis of competing narratives by study participants revealed that, no single method is good enough as a panacea to road accidents in the study area. Therefore, a combination of many approaches or a holistic measure was the popular opinion advanced by this study.

According to study participants (male) aged 46 years:

The problem at hand manifests in different forms and dimensions, it defies any single approach in finding meaningful solution. But a good starting point would be adequate training of *keke* drivers and proper regulation of the business to ensure that only licensed drivers are allowed to ply the road.

Nigeria like many other developing countries attempted to implement laws related to speed driving, drink driving, distracted driving, drug-driving and others. However, these laws have currently limited to selected areas, motor vehicle and commercial drivers. The laws have not taken into consideration the peculiar demographic and cultural variables that often act as proximate determinants to motivate speed and drink driving. Quite disturbing is the fact that the *keke* riders who provide the commonest means of transportation in towns in Akwa Ibom State and cities in Nigeria and who are often reckless, impatient, and abusive as well as operate under the influence of alcohol and distraction, are not captured in the prevailing safety laws.

Another participant (female) aged 36 stated:

Seminars, workshops should be organized for the *keke* riders and other road users. This will help them to understand the meaning of road signs and the imminent dangers involved in trying to avoid or ignore road signs and symbols which are major causes of accidents on our roads.

Revealing statistics reported on the number of lives lost to road traffic accidents from January 2013 to June 2018 are as follows: 2013 – 5,539; 2014 – 4,430; 2015 – 5,400; 2016-5,053; 2017-5,049; January to June, 2018-2,623. Summation of these figures gives a heartrending total of

28,195 lives crushed in 68 months, an equivalent of 415 lives per month, 14 persons per day, and two lives every four hours. This makes Nigeria one of the countries with very high road fatalities in the world.

Indeed, in May 2017, the FRSC said that there were 33.7 deaths per 100,000 people in Nigeria every year, making Nigeria one of the countries with the highest number of fatalities in Africa. Accidents cause significant losses to present and future productive manpower of our country, as well as, in many cases, profound social problems, deaths or serious injury. Sometimes this results in loss of breadwinners, pushing the affected family into poverty, and jeopardizing educational upbringing of children. Accidents impose heavy costs on the health services.

A participant (male) aged 40 suggested that:

Stiffer penalty should be meted out to traffic offenders (jail terms, huge amount of money as fines). I strongly believed that, this could save as deterrent to those who are given to traffic violation.

In Nigeria, the Federal Road Safety Commission (FRSC) is saddled with the responsibility of managing traffic on road, regulation the behaviour of road users as well as ensuring that road infrastructures are properly utilized. Most recent attempts at managing road safety are encapsulated in the "safe system" approach highlighted in the Accra Declaration of 2007 and subsequently the UN Decade of Action recommendation of 2010. Only 28 countries, representing 449 million people (seven percent of the world's population), have adequate laws that address all five risk factors (speed, drunk driving, helmets, seat-belts and child restraints). Over a third of road traffic deaths in low- and middle-income countries are among pedestrians and cyclists. However, less than 35 percent of low- and middle-income countries have policies in place to protect these road users.

CONCLUSION

Extant literature and findings from this study have supported the belief that family structure and other demographic variables are among some critical factors that may influence attitude of people in variety of circumstances. [46] posits that family instability is associated with many things including child cognitive scores, increased behavioural problems, and poorer health. In most cases, the male child from disjointed family grows up, the trauma suffered during childhood due to lack of coordinated parental care and emotional feeling of self-struggle could be a determinant of his attitude. Among those in the trade of *Keke* riding, the urge to meet their needs and flout with people from intact family structure, cause their risky struggle on the roads. Like family structure, position in the family has a level of determinate effect on the attitude people; men or women. Although no study has reported the effect of position in the family on

the attitude of *Keke* riders, it is obvious that among men who engage in *Keke* riding, their position in the family either as the father, guardian, first or last son, provided he is the bread winner of the family, influences their attitude to a large extent both at home and outside.

RECOMMENDATIONS

Based on the study findings, the following recommendations are made:

1. *Keke* riders should undergo training in driving school and be licensed. This will help to increase their skill, knowledge, and proper understanding of the significant role of road signs and symbols as well as education on traffic rules and regulations.
2. Licensing of *keke* riders will not only boost the revenue base of government, but will help to reduce the number of untrained *keke* riders on our roads.
3. *Keke* riders should be banned from plying busy roads in the main Township since their recklessness have been observed to constitute major cause of traffic grid-log, wanton scratching or denting of peoples' vehicles and incidents of avoidable accidents.
4. *Keke* rider should be assigned to designated lanes on the fringes of road sides to address the problems of unwarranted competition for space with other vehicles.
5. Stiffer penalties for traffic offenders should be awarded to traffic offenders to serve as deterrent to others.
6. Before driving license is given, prospective drivers should be subjected to psychological test to ensure that they mentally sound and emotionally stable to use the steering.

CONFLICT OF INTEREST

I, Josephine Azuka Onyido hereby declare that I have no conflict of interest submitting this paper titled: Outbreak of Coronavirus (COVID-19) Pandemic: The Implications for Educational Development to the Africa Collaborative Learning Journal.

REFERENCES

- [1] Badesso, B. B., Lachore, S. T. & Madalcho, A. B. Population growth and environmental changes: conclusions drawn from the contradictory experiences of developing countries. 2018. Downloaded from http://www.population_and_environment on 23/08/2019
- [2] Ekpenyong, S. The city in Africa. Port Harcourt: DavidStones Publishers. 2008.
- [3] Sule, R. O. Urban planning administration and environmental health criticality. Basel: THUMBPRINTS International Company. 2007.
- [4] Ottong, J. G. Population and environment. In J. U. Obot, I. A. Animashaun and E. A. Fayose. Environment and development in Nigeria. Port Harcourt: Double Diamond Publications. 2002.

- [5] Lutz, W., Prskawetz, A. & Sanderson, W. C. (Eds.). Population and environment: methods of analysis. New York: Population Council. 2002.
- [6] Ekpo, A. H. The economy of environmental pollution theory and lessons for Nigeria. In J. U. Obot, I. A. Animashaun and E. A. Fayose.. Environment and development in Nigeria. Port Harcourt: Double Diamond Publications. 2002.
- [7] de Sherbinin, A. Introduction: population-development-environment dynamics in the developing world. In de Sherbinin, A., A. Rahman, A. Barbieri, J. C. Fotso, and Y. Zhu (eds.). Urban Population-Environment Dynamics in the Developing World: Case Studies and Lessons Learned. Paris: Committee for International Cooperation in National Research in Demography (CICRED). 2009. Downloaded from <http://www.populationenvironmentresearch.org/> on 15/08/2019
- [8] World Health Organization, WHO. Global status report on road safety 2018. Genva: World Health Organization. 2018.
- [9] World Health Organization, WHO. Global status report on road safety 2015. Geneva: World Health Organization. 2015. Downloaded from http://www.who.int/violence_injury_prevention/road_safety_status/2015/en/ on 23/07/2019
- [10] World Health Organization, WHO. Global status report on road safety, 2013
- [11] World Bank. Global road safety facility (GRSF) strategic plan 2013-2020 (English). Washington DC; World Bank Group. 2014. Downloaded from <http://documents.worldbank.org/curated/en/648551468171846983/Global-Road-Safety-Facility-GRSF-strategic-plan-2013-2020> on 23/07/2019
- [12] Odero, W., Khayesi, M., & Heda, P. M. Road traffic injuries in Kenya: magnitude, causes and status of intervention. International Journal of Injury Control Safety Promotion. 2003. 10, 53–61.
- [13] Ukoji, V. N. Trends and patterns of fatal road accidents in Nigeria (2006-2014). IFRA-Nigeria working papers series. 2014. No. 35 28/11/2014. Downloaded from <http://www.ifra-nigeria.org/IMG/pdf/fatal-road-accidents-nigeria.pdf>. On 23/07/2019 on 23/08/2019
- [14] Ndujihe, C. & Esekhihe, N. Highways of death: 28,195 killed in road accidents in 68 months. Vanguard Newspaper. September 9, 2018 3:59 am. Nation loses two persons every four hours
- [15] Bun, E. Road traffic accidents in Nigeria: a public health problem. African Medical Journal. 2012. 3(2): 34-36
- [16] Ugorji, R. U. & Achinivu, N. The significance of bicycles in a Nigerian village. The Journal of Social Psychology. 102: 241-246, 1997.
- [17] Afolabi, O. J. & Gbadamosi, K. T. Road traffic crashes in Nigeria: causes and consequences. Transport and logistics: the International Journal. 17(42): 40-49, 2017.
- [18] Umoren, V. E., D. D. Eni and N. A. Etim. Road transport infrastructure, socio-economic development and poverty reduction in Akwa Ibom State, Nigeria. International Journal of Agricultural and Rural Development. Arosayin 3 (1&2): 20-30, 2011.
- [19] Rodrigue, J. The geography of transport system. Department of Economics and Geography, Hofstra University Hempstead, U.S. A. 1998.
- [20] Redmond, B. Lesson 4: Expectancy Theory: Is there a link between my effort and what I want? 2010. Downloaded from <https://www.wikispaces.psu.edu/pages/viewpage.action?pageId=50792844> on 15/08/2019
- [21] Fang, C. Y. (2008). The moderating effect of impression management on the organizational politics performance relationship. Journal of Business Ethics. 79(3), 2008.
- [22] Vroom, V. Work and motivation. New York, NY: Wiley. 1964.
- [23] Lawler, E., Porter, L., & Vroom, V. Motivation and management Vroom's expectancy theory. 2009. Downloaded from <http://www.valuebasedmanagement.net/methodsvroomexpectancytheory.html> on 15/08/2019
- [24] Wehrich, H. & Koontz H. Management: A global perspective. 10th ed. McGraw-Hill. Inc. 1999.
- [25] Locke, E.A., and Latham, G.P. Building a practically useful theory of goal setting and task motivation: A 35-year odyssey. American Psychologist. 57, 705–717, 2002.
- [26] Locke, E.A. Motivation through conscious goal setting. Applied & Preventive Psychology. 5:117-124, 1996.
- [27] Haviland, W. A. Anthropology (Tenth Edition). Australia: Thomson and Wadsworth. 2003.
- [28] Sethi, I. & Chawla, A. S. Influence of cultural, social and marketing factors on the buying behavior of telecom users: a comparative study of rural, semi-urban and urban areas in and around Chandigarh. Journal of Marketing Management.. 2(1): 97-110, 2014.
- [29] Akpan, S. J. The influence of cultural factors on consumer buying behaviour (a case study of Pork). British Journal of Marketing Studies. 4 (6): 44-57, 2016.
- [30] Ostovic, M., Mikus, T., Pavicic, Z., Matkovic, K. & Mesic, Z. Influence of socio-demographic and experiential factors on the attitudes of Croatian veterinary students towards farm animal welfare. Veterinarni Medicina. 62 (08): 417-428, 2017.

- [31] Sadiq, M. N. & Ishaq, H. M. The effect of demographic factors on the behavior of investors during the choice of investment: evidence from Twin Cities of Pakistan. *Global Journal of Management and Business Research: C Finance*. 14(3): 47-56, 2014.
- [32] Fazeli, E., Golmakani, N., Taghipour, A. & Shakeri, M. T. The relationship between demographic factors and gender role attitudes in women referring to Mashhad Health Care Centers in 2014. *Journal of Midwifery and Reproductive Health*. 3(1): 276-284, 2015.
- [33] Laoviwat, P., Suppapanya, P. & Yousapronpaiboon, K. A study of demographics influencing on consumer behavior and attitude towards brand equity of optical business in Thailand. *International Journal of Trade, Economics and Finance*. 5(4): 347-350, 2014.
- [34] Tor-Akwer, H. F. & Chorun, M. T. The influence of demographic factors on reading comprehension amongst undergraduate students in Benue State University Makurdi. *IOSR Journal of Research & Method in Education*. 4(6): 6-11, 2014.
- [35] Dubrovina, N., Siwiec, A. & Ornowski, M. Impact of socio-demographic factors and health state on indicator of life satisfaction of population in Poland. *International Conference on Applied Economics (ICOAE)*. *Procedia Economics and Finance*. 1: 128-137, 2012.
- [36] Le Hebel, F. Montpied, P. & Fontanieu, V. What can influence students' environmental attitudes? Results from a study of 15-year-old students in France. *International Journal of Environmental and Science Education*. 9(3): 329-345, 2014.
- [37] Jianakoplos, N. A. and Bernasek, A. Financial risk taking by age and birth cohort. *Southern Economic Journal*. 72(4): 981-1001, 2006.
- [38] Korniotis, G. M. & Kumar, A. Do older investors make better investment decisions? 2011. Downloaded from <http://www.ssrn.com/abstract=767125> on 11/08/2019
- [39] Sung, J. & Hanna, S. Factors related to risk tolerance. *Financial Counseling and Planning*. 7, 11-20, 1996.
- [40] MacCrimmon, K. R. & Wehrung, D. A. Taking risks. New York: The Free Press. 1986.
- [41] Strydom, B., Christison, A. & Gokul, A. 'Financial risk tolerance: A South African 'Financial Risk Tolerance: A South African Perspective', School of Economics & Finance, University of KwaZulu-Natal. Working Paper No. 01. 2009.
- [42] Barber, B. M., and Odean, T. Boys will be boys: gender, overconfidence, and common stock investment. *Quarterly Journal of Economics*, 116 (1), 261-292, 2001.
- [43] Lazzarone, B. G. The economic well-being of rural Nevada elders. *Proceedings of the 1996 Conference of the Western Region Home Management Family Economics Educators*. 67-74, 1996.
- [44] Roszkowski, M. J., Snelbecker, G. E., & Leimberg, S. R. Risk-tolerance and risk aversion. In S. R. Leimberg, M. J. Satinsky, R. T. LeClair, & R. J. Doyle, Jr. (eds.), *the tools and techniques of financial planning* (4th ed., pp. 213-225). Cincinnati, OH: National Underwriter. 1993.
- [45] Lewellen, W., Lease, R. C. & Schlarbaum, G. G. (1977). Pattern of Investment Strategy and Behavior among Individual Investors, the *Journal of Business*. 296-332, 1977.
- [46] Ben, V. E. Forward and backward shift from food and financial crises to economic recession by the dependent economies: re-thinking the population variable. *Uyo Journal of Sustainable Development*. 2(2): 111-122, 2017.