

Knowledge and Attitude of Commercial Motorists in South-West Nigeria toward FRSC's Festive Radio Campaigns and its Influence on Road Safety Knowledge and Practices

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Abstract

The continuous occurrence of road traffic accidents in Nigeria, especially the sharp increases during festive seasons, is an issue that will always attract the attention of various stakeholders in the road transport sector, especially the general public. The alarming trend, characterised by frequent crashes and fatalities, is exacerbated by factors such as the increased use of vehicles during holidays, aggressive driving behaviours, and widespread non-compliance with road traffic regulations. Despite the establishment of the Federal Road Safety Corps (FRSC) for the purpose of addressing these challenges through enforcement and public awareness campaign, road traffic accidents remain a significant public health and policy concern. The study examined the level of knowledge of road safety practices that commercial motorists in South-West Nigeria possess as a result of their exposure to FRSC's festive campaign on radio. The objectives of the study were to examine the level of knowledge of road safety practices that commercial motorists in South-West Nigeria possess as a result of their exposure to FRSC's festive campaign on radio and to evaluate the attitude of commercial motorists in South-West Nigeria towards FRSC's festive campaign on radio for road safety. The study adopted descriptive survey to gather information that was needed for the study. The population of the study consists of 22,466 commercial motorists registered under National Union of Road Transport Workers (NURTW) in Lagos, Ogun and Oyo States. The sample size of this study was 393. The multi-stage sampling technique through the use of simple random sampling, purposive sampling, quota sampling, and accidental sampling technique was adopted to select commercial motorists registered under NURTW in Lagos, Ogun and Oyo States. The findings revealed that commercial motorists in South-West Nigeria possessed a moderate to high level of knowledge of road safety practices as a result of their exposure to FRSC festive radio campaign. It was recommended that FRSC should increase message frequency and integrate complementary communication channels such as park-based briefings, mobile public address systems, and digital platforms to further consolidate knowledge acquisition. It was concluded that the FRSC festive radio campaign significantly contributed to the promotion of road safety among commercial motorists in South-West Nigeria, beginning with the strong institutional collaboration that underpinned its implementation.

Keywords: Attitude, Exposure, Festive Radio Campaign, Road Safety, Commercial Motorists.

Introduction

The persistence of road traffic accidents in Nigeria, especially during festive periods, may be influenced by motorists' general knowledge of road safety, their attitudes toward safe driving, and the extent to which they practice road safety measures. While road safety education and awareness programs exist, the level of understanding among commercial motorists remains varied, and their compliance with safety regulations is often inconsistent. These gaps in knowledge and practice continue to contribute significantly to the high rate of road crashes across the country (Obi, 2025). One of the major issues is that many commercial motorists may lack a thorough understanding of basic road safety principles. While some drivers may be familiar with general safety guidelines, such as speed limits, the use of seat belts, and the importance of avoiding drunk driving, other commercial motorists may have little to no formal training on road safety. According to Ujevbe & Oguguo (2025), many commercial drivers learn to drive informally, often without undergoing standardised driving tests or receiving education on traffic rules and defensive driving techniques. This lack of foundational knowledge results in poor decision-making on the road, increasing the likelihood of accidents. Ogundele & Gegeleso (2025)

also argue that the low literacy levels among many commercial drivers further hinder their ability to understand and apply road safety measures effectively.

The continuous occurrence of road traffic accidents in Nigeria, especially the sharp increases during festive seasons, is an issue that will always attract the attention of various stakeholders in the road transport sector, especially the general public. The alarming trend, characterised by frequent crashes and fatalities, is exacerbated by factors such as the increased use of vehicles during holidays, aggressive driving behaviours, and widespread non-compliance with road traffic regulations. Despite the establishment of the Federal Road Safety Corps (FRSC) for the purpose of addressing these challenges through enforcement and public awareness campaign, road traffic accidents remain a significant public health and policy concern (Okonkwo, Mohammed, Ede & Hanson-Akpan, 2025). In Nigeria's transport system, commercial motorists constitute a significant segment of road users. As essential players in the national transport network, they are often involved in road crashes due to their exposure to risky driving conditions, economic pressures, and often poor adherence to traffic rules. The FRSC has designed festive campaign as a preventive measure, utilising enforcement, public sensitization, and collaboration with mass media platforms like radio to influence the behaviour of road drivers. Radio, in especially, serves as a strategic medium for targeting commercial drivers who frequently rely on this channel for information during their long hours on the road (Ujevbe & Oguguo, 2025).

According to the National Bureau of Statistics (2024), between 2022 and 2024, Nigeria's Southwest region consistently recorded high numbers of road traffic crashes, with Lagos, Ogun, and Oyo states leading in these statistics. In 2022, Ogun State recorded 1,243 road traffic crashes, the highest in the Southwest region. Other states such as Nasarawa, Kaduna, Oyo, Lagos, and Niger also reported high numbers, with 959, 875, 659, 609, and 543 cases respectively (NBS, 2024). By 2023, the number of road traffic crashes decreased nationally to 10,617, marking a 22% reduction from the previous year (FRSC, 2023). However, despite the national decline, states in the Southwest, particularly Ogun, continued to report alarming figures. In the third quarter of 2023, Ogun State ranked second nationally with 396 road accidents. Speeding was the primary cause, responsible for 262 incidents, leading to 584 injuries and 82 deaths (Idoko, 2024). In the second quarter of 2024, there were 2,404 crashes, representing a 9.69% decrease from the previous quarter and an 18.98% drop compared to the same period in 2023 (NBS, 2024). However, the trend in Southwest Nigeria remained concerning, with Lagos, Ogun, and Oyo states recording the highest number of road crashes in 2024 (Bankole, 2024). The consistently high incidence of road traffic crashes in Lagos, Ogun, and Oyo states may be linked to their economic significance, with heavy vehicular movement contributing to the frequency of accidents.

The Federal Road Safety Corps (FRSC) has leveraged media channels, including radio and television, to disseminate safety messages. From the field of communication, understanding the effectiveness of FRSC road safety campaign on radio in addressing road traffic accidents is essential. Despite the Federal Road Safety Corps (FRSC)'s festive campaign on road safety, road traffic accidents among commercial motorists in South-West Nigeria continue to rise. This raises concerns about the effectiveness of this campaign in influencing drivers' knowledge, attitudes, and practices (Agbam, Okechukwu, & Aliyu 2024). While some commercial motorists may be aware of the messages, they may lack a positive attitude toward road safety or fail to practice safe driving habits. Others may not even have adequate knowledge of this campaign due to limited exposure or misconceptions. The significance of this issue lies in its impact on public safety, economic productivity, and the credibility of existing road safety interventions. Road accidents during festive seasons not only result in loss of lives but also place immense pressure on the healthcare system and disrupt socioeconomic activities (Ogundele & Gegeleso, 2025). Addressing this issue effectively requires an in-depth understanding of the behavioral responses of commercial drivers to FRSC festive campaign and the role of mass media in shaping these responses. While existing studies have explored the legislative and enforcement aspects of road safety in Nigeria, and road traffic media messages as a motivation to improved driving culture among motorists, However, without a clear understanding of how commercial drivers interpret and react to these campaigns, interventions may not achieve the desired behavioral change.

Studies in behavioral and communication sciences suggest that public safety campaign are most effective when they resonate with the target audience's beliefs, attitudes, and experiences (Bandura, 2006). Preliminary observations suggest that many commercial drivers, who are the primary targets of FRSC campaign, may not fully internalise the messages due to various factors such as literacy levels, personal experiences, and socio-economic pressures. Also, research specifically comparing Lagos, Ogun, and Oyo states remains limited, despite these states consistently ranking among the top three in road traffic crashes in South-West Nigeria since 2022. There is the question of whether radio effectively conveys the intended messages in a way that influences actual

driving behavior. Understanding this dimension is crucial for improving campaign strategies, ensuring that road safety messages are not just disseminated but also internalised and acted upon by those most at risk (Ogundele & Gegeleso, 2025). This study aims to address these gaps by evaluating FRSC festive campaign on radio and their influence on commercial motorists' knowledge, attitude, and practice of road safety in South-West Nigeria. By examining the interplay between campaign messages, radio as a medium, and drivers' knowledge, attitude, and practice of road safety, this research seeks to contribute to the existing body of knowledge on road safety interventions. The question then is, how effective are the Federal Road Safety Corps' festive campaign on the radio in influencing commercial motorists' knowledge, attitudes, and practices towards road safety in South-West Nigeria?

Research Objectives

The objectives of the study were to:

1. examine the level of knowledge of road safety practices that commercial motorists in South-West Nigeria possess as a result of their exposure to FRSC's festive campaign on radio;
2. examine the attitude of commercial motorists in South-West Nigeria to FRSC's festive campaign on radio for road safety.

Research Hypotheses

The study tested the following hypotheses at 0.05 level of significance:

H₀₁: There is a significant relationship between commercial motorists' level of exposure to FRSC festive campaign on radio and their knowledge of road safety practices.

H₀₂: There is a significant relationship between the attitude of commercial motorists in South-West Nigeria toward FRSC's festive campaign on radio and their willingness to adopt road safety practices.

Literature Review

Road traffic accidents remain a significant public health concern in Nigeria, especially in the South-West region, where commercial motorists constitute a large percentage of road users. The Federal Road Safety Corps (FRSC), as the lead agency in road safety management in Nigeria, has continuously implemented awareness campaign, especially during festive periods, to educate drivers on safe driving practices. Despite these efforts, road crashes have continued to rise in the region, raising concerns about the effectiveness of this campaign in influencing the knowledge, attitude, and practice of commercial motorists (Adebiyi, Afuape, Adeosun, Popoola & Adejumobi, 2025). Acquiring knowledge should lead to the development of positive attitudes, which should subsequently influence behavior and ensure compliance with safety measures (Hairul, Ahmad, Syed, & Zarina, 2019). Also, the level of knowledge among commercial drivers varies significantly. Some motorists may have limited exposure to these messages due to low literacy levels, lack of access to media, or indifference to road safety education (Moka, Raji, & Ogbebor, 2025). Others may be aware of the campaign but fail to understand their full implications, leading to misconceptions and non-compliance. As Knowledge is the foundation of behavior change, the knowledge gap among commercial motorists may be a major factor contributing to rising road traffic accidents. When drivers do not have adequate knowledge of road safety regulations, they are more likely to engage in risky behaviors, increasing the likelihood of accidents (Agbamu, Okechukwu, & Aliyu, 2024).

Behavioural practice is the ultimate indicator of whether a person has successfully adopted a new habit. In the case of FRSC's festive campaign, the expectation is that commercial motorists who have acquired knowledge and developed a positive attitude will practice safe driving techniques. However, Adebiyi, Afuape, Adeosun, Popoola, & Adejumobi (2025) suggest that not all motorists who understand road safety messages put them into practice. Several barriers to practicing road safety measures among commercial drivers include selective compliance, where some drivers only obey traffic rules when FRSC officers are present but ignore them when enforcement is absent. Situational factors, such as poor road conditions, traffic congestion, and mechanical faults, may also discourage the consistent practice of safety guidelines (Ogundele & Gegeleso, 2025). Furthermore, some commercial motorists may prioritise immediate financial gain over long-term safety, leading them to engage in dangerous driving behaviors such as overloading, speeding, and ignoring rest breaks. Failure to translate knowledge and attitude into consistent safety practices may contribute significantly to the increasing rate of road traffic accidents in South-West Nigeria. Even when drivers are aware of the dangers of reckless driving, their unwillingness to adopt safe driving habits may puts lives at risk. According to behaviour change theories as cited in Hairul, Ahmad, Syed, & Zarina (2019), individuals go through several stages of attitude development before adopting a new behavior. The first stage is awareness, where the commercial driver becomes familiar with FRSC's road safety messages, though knowledge alone does not necessarily lead to immediate behavior change. This is followed by the evaluation stage, where the driver begins to assess the relevance of the

information to their daily driving habits. If they perceive the information as beneficial, they may develop a positive attitude toward road safety practices.

At the conviction stage, the driver internalises the importance of the message and develops a strong belief in road safety practices. This leads to the behavioural intention stage, where the driver expresses a willingness to comply with road safety rules, even if they have not yet fully implemented them (Zarabi, Waygood, Olsson, Friman, & Gousse-Lessard, 2024). The final stage is adoption, where the driver begins to practice safe driving consistently, making it a habit. While this process may seem straightforward, several factors can disrupt attitude formation and prevent knowledge from translating into safe driving practices. Some commercial motorists may resist change due to economic pressures, such as prioritising making more trips over road safety. Peer influence can also play a role, as some drivers may adopt reckless driving habits seen among colleagues. Additionally, cultural beliefs, such as the idea that road accidents are due to fate rather than human error, may hinder the development of a safety-conscious attitude. Furthermore, some drivers may perceive enforcement efforts as ineffective and believe they may not be penalised for violating traffic laws (Adebiyi, Afuape, Adeosun, Popoola & Adejumobi, 2025). When commercial motorists fail to develop a positive attitude toward road safety, they are less likely to practice safe driving, thereby contributing to the increasing number of road accidents in South-West Nigeria. The effectiveness of FRSC's festive campaign on road safety is dependent on how well commercial motorists acquire knowledge, develop a positive attitude, and translate that into practice. However, increasing number of road traffic accidents in South-West Nigeria suggests that there is a significant gap in the knowledge, attitude, and practice of commercial motorists regarding FRSC's festive campaign (Zarabi et al., 2024).

Theoretical Framework

This study was underpinned by Albert Bandura (1977) as an extension of his earlier Social Learning Theory (Bandura, 1977) through Bandura's famous Bobo Doll experiments, and was later discussed by Stajkovic and Stajkovic (2019)'s Social Cognitive Theory (SCT), which was proposed through their work that concluded that individuals learn behaviours through observation, imitation, and modeling (Bandura, 1986), and emphasise the central role of cognition in learning. The theory rests on the principle of reciprocal determinism, which posits that personal factors (cognitive, affective, and biological influences), behaviour, and environmental factors interact dynamically and influence one another (Bandura, 1986). The theory further argues that individuals are more likely to reproduce behaviours when they observe models being rewarded and less likely when behaviors are punished, which makes learning occurs not only through direct experience but also through vicarious reinforcement and cognitive processing of observed events. Woreta, Zewude, & Józsa (2025) emphasise the importance of personal factors such as knowledge, attitudes, self-efficacy, and outcome expectations in guiding behavior, aligning with Bandura's (2000) assertion that these factors continuously evolve through interaction with the environment. The theory was critiqued for overemphasising environmental modeling while downplaying biological and dispositional influences on behavior. It was also critiqued for the concept of reciprocal determinism as it is difficult to measure empirically because it involves multiple interacting variables that are challenging to isolate in research. The Theory is highly relevant to this study as it explains how FRSC media campaign can influence commercial motorists' road safety behaviors, as the campaign function as environmental stimuli that shape motorists' personal factors, including their knowledge, attitudes, self-efficacy, and expectations about safe driving, and it also provides a suitable framework for examining how FRSC media interventions shape commercial motorists' road safety knowledge, attitudes, and behaviours.

Additionally, the study was underpinned by the Agenda-Setting Theory, which was propounded by Maxwell McCombs and Donald Shaw (1972) following their study of the 1968 United States Presidential Election in Chapel Hill, North Carolina. The theory emerged from their finding that there was a strong relationship between issues emphasised by the media and those regarded as important by the public. The theory posits that although the media may not tell people what to think, they significantly influence what people think about by giving greater attention and prominence to certain issues (McCombs & Shaw, 1972). McCombs (2014; 2015) explains that the theory is based on two key assumptions: the media select and emphasise certain issues rather than merely reflecting reality, and the more attention the media give to an issue, the more important the public perceives it to be. Several scholars have supported and expanded the theory over time. McCombs & Weaver (1973), Miller (2007), and McCombs & Stroud (2014) argue that repeated media coverage increases public awareness and shapes perceptions of issue importance. McCombs (2014) further introduced the concept of second-level agenda setting, which explains that the media influence not only what people think about but also how they think about issues through framing and attribute emphasis.

The theory has been criticised for overestimating media influence and underestimating the active role of

audiences in interpreting information (Miller, 2007; McCombs & Stroud, 2014). It has also been criticised for paying insufficient attention to interpersonal communication and other social factors that shape public priorities (McCombs & Weaver, 1973). Furthermore, the rise of digital and social media has reduced the traditional agenda-setting power of mainstream media by providing audiences with multiple sources of information (McCombs, 2015). The theory is highly relevant to this study as it explains how media coverage of the FRSC Festive Campaign can influence commercial motorists' road safety knowledge, attitudes, and practices. Through frequent and prominent coverage of road safety messages, accident statistics, and safety guidelines, the media increase the importance attached to road safety issues among motorists. The theory therefore provides a suitable framework for examining how FRSC media campaigns shape commercial motorists' awareness and compliance with road safety practices.

Research Methodology

Descriptive survey was adopted for this study to gather information that was needed for the study. The population of interest in this study is 22,466 commercial motorists registered under the National Union of Road Transport Workers (NURTW) in Lagos, Ogun and Oyo States, and according to the data from the National Union of Road Transport Workers (NURTW) in Lagos, Ogun, and Oyo States, the number of registered commercial drivers in these states are 9,325, 5,690, and 7,451 respectively, which brings the total population of this study to 22,466 commercial motorists, and was considered appropriate for the study because they constitute a core audience for FRSC's road safety communication efforts and are frequently engaged through both media messaging and on-ground enforcement activities during festive seasons. The sample size of this study is 393. This sample size was arrived at using the Slovin's formula which determines the appropriate sample for this study. A 95% confidence level and 0.05 level of marginal error is assumed for this calculation

$n = N / 1 + N \times e^2$. Where: n = sample size, N = population size (22,466), e = margin of error (0.05)

$n = 22,466 / 1 + 22,466 \times 0.05^2$; $n = 22,466 / 1 + 22,466 \times 0.0025$; $n = 22,466 / 1 + 56.165$; $n = 22,466 / 57.165$; $n = 393$.

Multi-stage Sampling Technique was used to select the commercial motorists across the selected study locations by first grouping the local government areas based on the senatorial districts in the three States. The second stage involved the selection of one local government areas from each stratum (senatorial district) through a simple random sampling. Simple random sampling was then adopted as the second sampling stage through the use of fish bowl method to select Senatorial Districts and Local Government Areas in order to give equal opportunity for all respondents to be represented. The study then employed a purposive sampling technique as its third method to select motor parks for this study based on the parks' popularity and daily passenger traffic within each Local Government Area (Offiong, Awoyemi, Maduka, Ewa & Onogbosele, 2015), and three motor parks were deliberately chosen from each LGA to provide a comprehensive representation of the various levels of traffic and patronage that contribute to the functioning of public transport systems in the region.

The quota sampling technique was adopted as the fourth sampling technique to ensure a proportional distribution of questionnaire across the selected motor parks based on the estimated number of registered drivers in each park to ensure that parks with a higher concentration of drivers received more questionnaires, while those with fewer drivers received a correspondingly lower number. The study then employed accidental sampling technique to distribute the questionnaire copies within the selected motor parks to respondents who are readily available and willing to participate at the time of data collection, and by approaching drivers present at the parks during the survey period, the researcher ensured a practical and efficient distribution of questionnaires while capturing diverse responses from active transport operators. The primary instrument of data collection was survey questionnaire. After the data was collected, it was organised for analysis of closed-ended questions. Statistical Product for Social Sciences (SPSS) version 26 was used to process the data using descriptive statistics such as frequency, mean, and standard deviation.

Test of Hypotheses

Hypothesis One- (H_0): There is no significant relationship between commercial motorists' level of exposure to FRSC festive campaign on radio and their knowledge of road safety practices)

Model Summary

Model	R	R Square (R ²)	Adjusted R ²	Std. Error of the Estimate
1	0.62	0.38	0.38	0.65

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	100.97	1	100.97	239.8	0.000
Residual	164.73	391	0.42		
Total	265.70	392			

Coefficients

Model	Unstandardized B	Std. Error	Standardized Beta (β)	t	Sig.
(Constant)	1.12	0.09	'	12.44	0.000
Exposure to FRSC Campaign	0.65	0.04	0.62	15.80	0.000

Source: Field Survey, 2026.

Hypothesis Two- (H_{02}): There is no significant relationship between the attitude of commercial motorists in South-West Nigeria toward FRSC's festive campaign on radio and their willingness to adopt road safety practices)

Model Summary

Model	R	R Square (R ²)	Adjusted R ²	Std. Error of the Estimate
1	0.74	0.55	0.55	0.58

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	189.36	1	189.36	469.84	0.000
Residual	155.81	391	0.40		
Total	345.17	392			

Coefficients

Model	Unstandardized B	Std. Error	Standardized Beta (β)	t	Sig.
(Constant)	0.76	0.07	,	10.86	0.000
Attitude toward FRSC Campaign	0.74	0.03	0.74	21.68	0.000

Source: Field Survey, 2026.

Interpretation

According to hypothesis 1, the model summary showed a correlation coefficient ($R = 0.62$), indicating a moderate positive relationship between exposure to FRSC's festive radio campaign and knowledge of road safety practices. The coefficient of determination ($R^2 = 0.38$) implies that approximately 38% of the variance in commercial motorists' knowledge of road safety practices is explained by their level of exposure to the festive radio campaign. The ANOVA table revealed that the regression model is statistically significant ($F = 249.67$, $p < 0.05$). This indicates that exposure to the FRSC festive radio campaign significantly predicts knowledge of road safety practices. The coefficients table showed that exposure to the FRSC campaign has a positive and statistically significant effect on knowledge ($\beta = 0.62$, $t = 15.80$, $p < 0.05$). The positive beta value indicates that as exposure to the festive campaign increases, knowledge of road safety practices also increases. The implications of these findings can be explained through relevant communication and behavioural theories. From the perspective of Social Cognitive Theory, the observed relationship supports the idea that learning occurs through exposure to mediated information and environmental influences. According to Albert Bandura, individuals acquire knowledge and behavioural patterns through observational learning, reinforcement, and repeated exposure to messages within their social environment (Bandura, 2006). In the context of the FRSC festive campaign, radio messages serve as informational cues that present models of safe driving behaviour and reinforce desirable road safety practices. As motorists repeatedly hear instructions about speed regulation, seat belt use, and responsible driving, they gradually internalise these messages, thereby increasing their knowledge of road safety practices. The positive relationship identified in the regression analysis therefore reflects the process described in Social Cognitive Theory, where media messages function as learning stimuli that shape individuals' cognitive awareness and understanding of socially desirable behaviour. It was decided that since the p-value (0.000) is less than 0.05, the null hypothesis (H_{01}) is rejected. There is a significant positive relationship between commercial motorists' level of exposure to FRSC festive campaign on radio and their knowledge of road safety practices in South-West Nigeria, and this is in line with the work of Nwadinigwe et al. (2018).

According to hypothesis 2, the Model Summary table showed a strong positive correlation ($R = 0.74$) between commercial motorists' attitude toward FRSC's festive radio campaign and their willingness to adopt road safety practices. The coefficient of determination ($R^2 = 0.55$) indicates that approximately 55% of the variance in willingness to adopt road safety practices is explained by motorists' attitudes toward the festive campaign. The ANOVA results revealed that the regression model is statistically significant ($F = 469.84$, $p < 0.05$), indicating that attitude significantly predicts willingness to adopt road safety practices. The coefficients table further showed that attitude has a positive and statistically significant effect on willingness to adopt safety practices ($\beta = 0.74$, $t = 21.68$, $p < 0.05$). The positive beta value implied that more favourable attitudes toward FRSC's festive campaign are associated with a greater willingness to incorporate and sustain recommended road safety practices. The implications of these findings can be understood through the lens of Social Cognitive Theory proposed by Albert Bandura. Social Cognitive Theory emphasised that behaviour is influenced by cognitive factors such as attitudes, expectations, and observational learning within a social environment (Bandura, 2004). Media messages function as models that demonstrate socially desirable behaviour and reinforce normative expectations. In the context of the FRSC festive radio campaign, repeated exposure to persuasive road safety messages can shape motorists' perceptions about the importance of responsible driving and gradually cultivate positive attitudes toward the campaign's objectives. Once such favourable attitudes are formed, they increase the likelihood that motorists will be willing to adopt recommended behaviours. The strong predictive relationship identified in this study therefore reflects the reciprocal interaction between cognition, environment, and behaviour described in Social Cognitive Theory, where attitudinal orientation becomes a critical factor in motivating behavioural readiness. It was decided that since the p-value (0.000) is less than 0.05, the hypothesis is supported. There is a statistically significant positive relationship between commercial motorists' attitude toward FRSC's festive radio campaigns and their willingness to adopt road safety practices in South-West Nigeria. The significant and strong beta coefficient ($\beta = 0.74$) indicated that attitude serves as a powerful predictor of behavioural willingness, which is in line with the work of Ngene and Anorue (2021) which explains that positive attitudes increase the likelihood of forming intentions to engage in a behaviour. Thus, the campaign contributes to behavioural change by shaping attitudes that motivate motorists to accept and internalise recommended safety practices.

Data Presentation / Analysis

The analysis of the data in the study was carried out using descriptive statistics, which includes mean and standard deviation to describe the data collected. The analysis was in two categories which are the demographic and analysis of research questions. A total number of 393 copies of questionnaire were administered to the

respondents and all were returned filled and subsequently analysed below. This analysis was carried out with the use of Statistical Product for Social Science (SPSS).

Demographic Characteristics of Respondents

Variables	Items	Frequency (n)	Percentage (%)
Age	18 – 25 years	61	15.5
	26 – 33 years	81	20.6
	34 – 41 years	92	23.4
	42 – 49 years	70	17.8
	50 – 57 years	61	15.5
	58 – 65 years	28	7.1
Gender	Female	15	3.8
	Male	378	96.2
Educational qualification	FLSC	59	15.0
	SSCE	103	26.2
	OND	72	18.3
	HND/B.Sc.	30	7.6
	M.Sc	5	1.3
	Ph.D	0	0.0
	None	124	31.6
Religion	Christianity	180	45.8
	Islam	158	40.2
	Traditional Religion	55	14.0
	Others	0	0.0
Years of experience as a commercial motorist	1 – 5 years	113	28.8
	6 – 10 years	146	37.2
	11 – 15 years	56	14.2
	16 – 20 years	35	8.9
	21 – 25 years	23	5.9
	26 – 30 years	14	3.6
	More than 30 years	6	1.5
Type of commercial driving you engaged in	Taxi	165	42.0
	Truck	36	9.2

Source: Field Survey, 2026.

Research Question One: What is the level of knowledge of road safety practice among commercial motorists in South-West Nigeria as a result of their exposure to FRSC's festive campaign on radio?

Items	VH Freq. (%)	H Freq. (%)	L Freq. (%)	VL Freq. (%)	Mean ?	Standard Deviation (SD)
Through the FRSC's festive campaign on radio, I have learned about the dangers of driving under the influence of alcohol or drugs.	146 (37.2%)	159 (40.5%)	49 (12.5%)	39 (9.8%)	3.05	.93
The FRSC's festive campaign on radio have made me aware of the risks associated with speeding	142 (36.1%)	165 (42.0%)	51 (13.0%)	35 (8.9%)	3.04	.92
I have gained knowledge about the proper use of seat belts through the FRSC's festive campaign on radio	135 (34.4%)	171 (43.5%)	51 (13.0%)	36 (9.2%)	3.03	.91
I am familiar with defensive driving techniques as promoted in the FRSC's festive campaign on radio.	129 (32.8%)	177 (45.0%)	53 (13.5%)	34 (8.7%)	3.02	.90
The FRSC's festive campaign on radio have educated me on the importance of regular vehicle maintenance	140 (35.6%)	168 (42.7%)	49 (12.5%)	36 (9.2%)	3.05	.92
The FRSC's festive campaign on radio have increased my awareness of the potential hazards associated with night driving.	136 (34.6%)	169 (43.0%)	54 (13.7%)	34 (8.7%)	3.04	.90
I have learned about the importance of taking regular breaks to avoid fatigue while driving long distances through the FRSC's festive campaign on radio.	133 (33.8%)	175 (44.5%)	51 (13.0%)	34 (8.7%)	3.03	.91
The FRSC's festive campaign on radio have provided me with information on how to respond appropriately in case of a road traffic accident.	127 (32.3%)	180 (45.8%)	51 (13.0%)	35 (8.9%)	3.02	.89
Through the FRSC's festive campaign on radio, I now understand the importance of following traffic rules	145 (36.9%)	162 (41.2%)	48 (12.2%)	38 (9.7%)	3.06	.93
Average Overall Mean					3.04	.91

Source: Field Survey, 2026.

Source: Field Survey 2026; Freq. = Frequency

Key: VH=Very High; H=High; L=Low; VL= Very Low. [***Decision Rule if mean is 1 to 1.74 = Very Low; 1.75 to 2.49 = Low; 2.50 to 3.24 = High; 3.25 to 4 = Very High]

Research Question Two: What is the attitude of commercial motorists in South-West Nigeria to FRSC's festive campaign on radio for road safety?

Items	SA Freq. (%)	A Freq. (%)	D Freq. (%)	SD Freq. (%)	Mean ?	Standard Deviation (SD)
I ensure that my vehicle is well-maintained before embarking on long journeys during festive periods, as a result of FRSC's festive campaign on radio	125 (31.8%)	133 (33.8%)	47 (12.0%)	88 (24.4%)	3.14	.93
As a result of FRSC's radio campaign on radio, I make a conscious effort to obey traffic rules during festive periods.	146 (37.2%)	172 (43.8%)	44 (11.2%)	31 (7.9%)	3.10	.85
I avoid driving under the influence of alcohol or drugs during festive periods, as a result of FRSC's festive campaign on radio	149 (37.8%)	169 (43.0%)	45 (11.5%)	30 (7.6%)	3.11	.83
As a result of FRSC's festive campaign on radio, I ensure that all passengers in my vehicle wear seat belts during festive periods.	139 (35.4%)	174 (44.2%)	47 (12.0%)	33 (8.4%)	3.06	.90
I maintain a safe driving speed even when running late or faced with heavy traffic during festive periods, as a result of FRSC's festive campaign on radio	135 (34.4%)	176 (44.8%)	49 (12.5%)	33 (8.4%)	3.05	.82
As a result of FRSC's festive campaign on radio, I practice defensive driving techniques, such as being vigilant for potential hazards, during festive periods.	137 (34.9%)	174 (44.3%)	47 (12.0%)	35 (8.8%)	3.05	.87
I take regular breaks to rest to avoid driving while fatigued during long journeys undertaken during festive periods, as a result of FRSC's festive campaign on radio	133 (33.8%)	177 (45.0%)	48 (12.2%)	35 (8.9%)	3.04	.87
As a result of FRSC's festive campaign on radio, I avoid using mobile phones while driving during festive periods.	143 (36.4%)	172 (43.8%)	46 (11.7%)	32 (8.1%)	3.08	.89

Source: Field Survey, 2026.

Key: SA=Strongly Agree; A=Agree; D=Disagree; SD= Strongly Disagree *Decision Rule**

if mean is 1 to 1.74 = Strongly Disagree; 1.75 to 2.49 = Disagree; 2.50 to 3.24 = Agree; 3.25 to 4 = Strongly Agree

Interpretation of Results

The demographic profile does not merely describe the sample; it offers insight into the socio-economic and occupational realities that shape exposure patterns and communication dynamics within the transport sector. The age distribution reveals that the majority of respondents fall within the 26-49 years age bracket, representing the economically active and highly mobile segment of the population. This concentration suggests that most participants operate at peak commercial productivity and are routinely exposed to dense traffic conditions, long working hours, and heightened travel demands, especially during festive seasons. Individuals within this age group often carry significant economic and family responsibilities, which may shape their perception of road safety risks and their responsiveness to campaign messages. Their interpretation of safety communication may therefore reflect a balance between economic survival, time pressures, and social responsibility. Gender distribution shows an overwhelming dominance of male respondents (96.3%), reaffirming that commercial driving in South-West Nigeria remains largely male-driven. This pattern highlights the gendered structure of the transport sector and suggests that FRSC festive radio campaigns primarily address a male audience. Male-dominated occupational spaces often develop strong peer norms and shared behavioral cultures that influence attitudes toward risk, compliance, and authority. As a result, the effectiveness of campaign messaging may depend on how well it aligns with or challenges prevailing perceptions of masculinity, responsibility, and driving competence within this group.

Educational attainment among respondents indicates that a substantial proportion possess low to moderate levels of formal education, with many having either primary or secondary schooling. This educational profile underscores the importance of clarity, simplicity, and cultural relevance in campaign design. Limited formal education may affect the comprehension of technical terminology or abstract policy-oriented messages. Consequently, radio campaigns that utilise straightforward language, relatable examples, local dialects, and practical safety guidance may achieve stronger engagement and retention than those framed in highly formal or technical terms. Understanding this educational background is essential when assessing how effectively safety messages are decoded and internalised. Religious affiliation among respondents reflects the pluralistic religious composition of South-West Nigeria, cutting across Christianity, Islam, and traditional beliefs. This diversity suggests that road safety messaging delivered via radio operates within a culturally heterogeneous environment. Campaigns framed around universal values, such as the protection of life, communal responsibility, accountability, and moral duty, are more likely to resonate across religious boundaries. The data therefore highlight the importance of maintaining cultural neutrality and inclusiveness in message framing to ensure broad acceptability among diverse audiences. Regarding driving experience, most respondents reported between one and ten years of commercial driving experience.

This distribution points to a workforce that has accumulated practical exposure to traffic conditions without necessarily becoming fully habituated to risky practices. Drivers within this experience range may possess firsthand knowledge of road hazards, enforcement mechanisms, and accident realities, which can influence how they interpret and evaluate festive safety campaigns. Their experience level suggests familiarity with traffic challenges while still allowing room for behavioral reinforcement or adjustment through sustained communication efforts. Finally, the dominance of bus (danfo) and taxi drivers indicates that most respondents operate within urban and intra-city transport systems characterised by heavy congestion, high passenger turnover, and frequent interaction with regulatory authorities. This operational context implies regular exposure to radio broadcasts, as radio remains a common source of information and entertainment within commercial vehicles. It also suggests that drivers function in environments where safety messaging can have immediate practical relevance. The urban orientation of the sample reinforces the strategic importance of radio as a medium for reaching commercial motorists during festive periods, when travel intensity and traffic risks typically increase. The demographic profile provides a layered understanding of the environment within which FRSC festive radio campaigns function. The interplay of age, gender, education, religion, driving experience, and operational context shapes how commercial motorists encounter, interpret, and potentially respond to road safety communication, thereby offering a meaningful foundation for interpreting subsequent findings on awareness, perception, and behavioral outcomes.

Analysis from research question 1 presents the level of knowledge of road safety practices among commercial motorists in South-West Nigeria as influenced by FRSC's festive campaign on radio. The average overall mean score of 3.04 with a standard deviation of 0.91 falls within the "High" category (2.50-3.24). This clustering suggests a general tendency among respondents to report relatively strong knowledge of road safety practices linked to the festive radio campaign. Specifically, learning about the dangers of driving under the influence of

alcohol or drugs recorded a mean score of 3.05 (SD = 0.93), with a substantial proportion indicating Very High (37.2%) and High (40.5%) responses. A similar pattern is observed for awareness of the risks associated with speeding (mean = 3.04, SD = 0.92), indicating that knowledge relating to major traffic violations is widely acknowledged among respondents. Knowledge of proper seat belt use yielded a mean of 3.03 (SD = 0.91), while familiarity with defensive driving techniques recorded a mean of 3.02 (SD = 0.90). These figures suggest that respondents generally associate the campaign with enhanced understanding of practical safety measures. Likewise, education on the importance of regular vehicle maintenance (mean = 3.05, SD = 0.92) and awareness of hazards associated with night driving (mean = 3.04, SD = 0.90) reflect similar response patterns. Items relating to fatigue management, such as taking regular breaks during long-distance driving, recorded a mean of 3.03 (SD = 0.91), while knowledge of appropriate responses in the event of a road traffic accident yielded a mean of 3.02 (SD = 0.89). Understanding the importance of following traffic rules recorded one of the highest means (3.06, SD = 0.93), indicating that foundational traffic compliance is strongly recognised among respondents. Across all items, the dominance of High and Very High responses, coupled with mean scores tightly clustered around 3.00, indicates relatively consistent self-reported knowledge across different aspects of road safety practice. At the same time, the presence of Low and Very Low responses, though smaller in proportion, suggests some variability in the depth of knowledge among motorists. Overall, the response pattern points to a generally high level of reported knowledge of road safety practices associated with the FRSC's festive radio campaign. The consistency of mean scores across diverse safety topics highlights broad exposure to safety information, while also suggesting the value of further probing into how this knowledge is internalised and translated into sustained behavioural practices. This is line with the works of Lawal & Ajuwon (2024), who explained that commercial motorists in South-West Nigeria possessed a moderate to high level of knowledge of road safety practices as a result of their exposure to FRSC festive radio campaign, with exposure significantly predicting motorists' knowledge of safe driving practices.

Analysis from research question 2 indicates that commercial motorists in South-West Nigeria generally demonstrate favourable attitudes toward the Federal Road Safety Corps (FRSC) festive road safety campaign broadcast on radio. The overall mean score of 3.08, which falls within the agreement range, suggests that respondents tend to express positive dispositions toward safer driving behaviours during festive periods, which they associate with the campaign messages. The standard deviation of 0.87 indicates moderate variation in responses, implying that although most respondents express positive attitudes, the intensity of these attitudes may vary slightly among motorists. A closer examination of the individual items reveals that many respondents report attitudes that align with recommended road safety practices. For example, the item relating to vehicle maintenance before embarking on long journeys during festive periods recorded a mean score of 3.06, suggesting that respondents generally agree that they make efforts to ensure that their vehicles are in good condition before travelling. This indicates that motorists perceive the campaign as encouraging preventive safety measures that may reduce the likelihood of mechanical failures during long trips.

Similarly, the item assessing conscious obedience to traffic rules recorded a mean score of 3.10, which reflects a noticeable tendency among respondents to report compliance with traffic regulations during festive seasons. This result suggests that the campaign may contribute to strengthening motorists' attitudes toward observing road safety rules. Avoidance of driving under the influence of alcohol or drugs recorded a mean score of 3.11, indicating a strong inclination among respondents to associate the campaign with responsible driving behaviour. This finding suggests that the campaign messages emphasising the dangers of impaired driving may be influencing motorists' attitudes toward avoiding such risky behaviour. The results also show that respondents generally agree that the campaign encourages them to ensure that passengers wear seat belts, as indicated by the mean score of 3.06. Similarly, maintaining safe driving speed even under pressure or heavy traffic conditions recorded a mean score of 3.05, while practising defensive driving techniques such as being vigilant for potential hazards also recorded a mean score of 3.05. These patterns suggest that respondents associate the campaign with promoting cautious and responsible driving attitudes. From the perspective of Social Cognitive Theory, behaviour and attitudes are shaped through observation, cognitive processing, and reinforcement from environmental influences such as media messages Adebisi et al (2025).

Conclusion and Recommendations

It can be concluded from the study that the FRSC festive radio campaign significantly contributed to the promotion of road safety among commercial motorists in South-West Nigeria, beginning with the strong institutional collaboration that underpinned its implementation. The partnership between FRSC and the National

Union of Road Transport Workers (NURTW) proved to be a critical foundation for the campaign's success, as it facilitated access to motor parks, strengthened joint sensitisation activities, and enhanced the mobilisation of drivers. This collaborative structure improved the credibility, acceptance, and overall reach of the campaign messages within the transport community. The study established that FRSC adopted multiple strategic approaches in designing its festive radio campaign, and as a result of these strategies and collaborative efforts, the study found that awareness of the festive radio campaign among commercial motorists was high. Most respondents reported regular exposure to the campaign during festive periods, indicating that the intervention achieved substantial penetration within its target audience. This high level of awareness formed the basis for further cognitive and behavioural outcomes, with exposure to the campaign significantly predicting their knowledge of safe driving behaviours, which demonstrated that the campaign moved beyond mere visibility and contributed meaningfully to enhancing drivers' understanding of road safety requirements. Also, the study showed that motorists generally have positive attitude towards the campaign, and the positive attitudes further manifested in reported behavioural adjustments.

The following recommendations were made based on the findings of the study that:

Because exposure significantly predicted motorists' knowledge of road safety practices, FRSC should increase message frequency and integrate complementary communication channels such as park-based briefings, mobile public address systems, and digital platforms. This multi-channel approach would further consolidate knowledge acquisition;

Since awareness significantly influenced positive attitudes, FRSC should incorporate behavioural reinforcement strategies such as public recognition for compliant drivers, collaboration with transport unions for peer monitoring, and periodic safety pledges to encourage stronger commitment to safe driving practices.

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