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EXPLORING AWARENESS, KNOWLEDGE, AND ATTITUDES REGARDING TYRE SAFETY INFORMATION AMONG COMMERCIAL DRIVERS IN TARABA STATE, NIGERIA

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Abstract

This research investigated the awareness, knowledge, and attitude to information concerning tyre safety use among commercial drivers in Taraba State, Nigeria. The study employed a mixed research method and focused on commercial drivers who are members of the National Union of Road Transport Workers (NURTW) in Taraba State. Data were gathered by administering a questionnaire to 360 respondents and three Focus Group Discussions (FGDs) with six members in each group. Descriptive statistics and thematic analysis were used for data analysis. The results show a high level of awareness regarding tyre inflation pressure (72.5%) and tyre tread information (71.4%) among the respondents. However, awareness levels are lower for regular tyre service, ageing information, and load and speed information. The primary sources of tyre safety information for the respondents are vulcanizers (33.6%), peers (21.6%), and tyre sellers (20%). However, knowledge about most aspects of tyre safety information is generally low, except for tyre tread and inflation pressure. Furthermore, the study revealed a negative attitude towards most aspects of tyre safety information, except for tyre tread and inflation pressure. The study recommended that the Federal Road Safety Corps

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(FRSC) enhance tyre safety awareness campaigns and monitoring in Taraba State using multi-channels of communication and targeting vulcanizers, tyre sellers, and opinion leaders such as NURTW officials and religious institutions.

Keywords: Awareness, Knowledge, Tyre, Safety, Information, Commercial, Drivers

INTRODUCTION

The World Health Organization (WHO) reports that annually, a staggering 1.25 million lives are lost to road traffic accidents, making them the leading cause of death for young people aged 15-29 worldwide (WHO, 2015). Developing countries, such as Nigeria, bear this burden, accounting for 90% of global crashes. Nigeria has one of the highest road traffic death rates globally. Without urgent action, the WHO projects that road traffic accidents will become the seventh leading cause of death globally by 2030 (WHO, 2015). In Nigeria, road traffic accidents occur daily, resulting in significant economic losses of around 80 billion naira annually (Atubi & Gbadamosi, 2015). Contributing factors include overspeeding, poor road conditions, wrongful overtaking, and drunk driving. Surprisingly, recent findings highlight that motorists' neglect of tyre safety measures is a primary cause of accidents in the country (FRSC, 2016). Between January and May 2016, the Federal Road Safety Corps (FRSC) reported 224 crashes caused by tyre bursts, resulting in fatalities and injuries (*Daily Trust*, June 13, 2016).

Notably, scholars emphasize that drivers in Nigeria often overlook the importance of maintaining proper tyres for their vehicles, neglecting them compared to the engine, radiator system, and body outlook (Osueke & Uguru-Okorie, 2012). Many motorists, driven by financial constraints, opt for substandard and used tyres, known as *Tokunbo*, without considering the associated risks (SON, 2017). The death of former Minister James Ocholi and his family in a tragic accident linked to a tyre blowout further underscores the critical consequences of inadequate tyre maintenance (Oluwagbemi, 2016). To address the issue, the FRSC initiated a campaign in collaboration with stakeholders such as SON, NURTW, and the mass media. This campaign aimed to educate and motivate motorists, primarily commercial drivers, to follow tyre safety measures outlined in various communication channels (tyre sidewalls, user manuals, leaflets, and warning stickers). However, the literature lacks studies to establish the campaign's impact on motorists.

Therefore, this study investigates the awareness, knowledge, and disposition of commercial motorists in Taraba State towards tyre safety messages. The study aims to inform effective policy changes and future tyre safety campaigns, ultimately contributing to enhanced road safety in the region.

Statement of the Problem

While numerous studies (e.g., Olagunju, 2017; Abdullah *et al.*, 2015 & Iribhogbe, 2012) assessed campaigns targeting motorists and adopting safety measures like seatbelts and obeying speed limits, a crucial gap remains regarding tyre safety knowledge. Despite rising road accidents partly attributed to poor tyre use and readily available information from FRSC, mass media, tyre manufacturers, and SON, limited research explores motorists' exposure to, understanding, and attitude towards tyre safety recommendations.

This study addresses this gap by investigating commercial motorists in Taraba State, North-East Nigeria, and analyzing their knowledge, understanding, and attitude towards tyre safety information. The study focuses on essential aspects of tyre safety, including tyre inflation pressure, ageing, speed rating, tread depth, tyre load index, and regular tyre checks. These areas are selected based on their prominence in existing literature (e.g. NTSB, 2015; TNO, 2014).

Research Questions

The research questions that guided the study are as follows:

1) To what extent are commercial drivers in Taraba State aware of tyre safety information?
2) What are the primary sources through which commercial motorists in Taraba State acquire information about tyre safety measures?
3) How proficient are commercial motorists in Taraba State in their knowledge of tyre safety information?
4) What attitudes do commercial motorists in Taraba State hold regarding tyre safety measures?

Literature Review

Understanding Tyre Safety Information

The comprehensive concern for tyre safety information encompasses various facets, including tyre inflation pressure, ageing, speed rating, tread depth, load index, and regular

tyre checks (Osueke & Uguru-Okorie, 2012). Tyre inflation pressure refers to the force of air or nitrogen injected into a tyre's tube or a tubeless tyre. Maintaining accurate tyre inflation pressure is crucial to prevent tyre failure and traffic accidents, affecting ride comfort, rolling resistance, and speed (TNO, 2014). Tyre aging is the lifespan of a given tyre. Ageing is challenging to quantify due to unpredictable consumer usage, varying quality among manufacturers, and model differences. Some manufacturers recommend tyre replacement after six years, regardless of tread wear (Ford, 2014).

The Tyre load index denotes the recommended load capacity for a particular tyre, which is crucial for car and passenger safety. Blackcircles.com explains that the load index influences the maximum load the tyre can carry at a given speed (Osueke & Uguru-Okorie, 2012). The load index is indicated on the tyre sidewall and user manual. The Tyre tread is the portion of the tyre in contact with the road. It directly impacts the car's grip. Legal tread depth limits vary globally, with Australia requiring replacement for less than 1.5mm and Britain recommending replacement below 3mm (Blackcircle.com, 2016). In Nigeria, there is a lack of official guidelines on tyre tread depth for motorists. Another important tyre information understudy is regular tyre service. Transport Canada (2011) underscores the importance of regular tyre checks for prolonging service life, avoiding failures, and maximizing fuel efficiency, performance, and ride comfort.

FRSC Tyre Safety Campaign

The Federal Road Safety Corps (FRSC) is a legislative agency established in 1988 primarily dedicated to advancing road safety in Nigeria (Onuka & Akinyemi, 2012). Its core objective is educating road users, particularly drivers, on the significance of road discipline and proper road usage. To realize this goal, the FRSC employs various strategies, such as workshops, seminars, lectures, drivers' improvement courses, motor park rallies, radio and television jingles, and the production and distribution of road safety manuals, posters, and pamphlets (Sani, 2005 in Onuka & Akinyemi, 2012). These efforts are complemented by road safety clubs or groups in educational institutions and the National Youth Service Corps (NYSC) scheme.

While the FRSC has historically concentrated its campaigns on issues like seatbelt usage, over-speeding, drug abuse among motorists, possession of proper vehicle documentation, and driving licenses, there has been a lack of sufficient attention to motorists' knowledge and adherence to tyre safety information or precautionary measures. Recently, the FRSC

has taken proactive measures by launching campaigns and conducting inspections of vehicle tyres on Nigerian roads. The objective is to raise awareness, impart knowledge, and encourage adherence to tyre safety information. The campaign emphasizes the importance of motorists paying attention to safety warnings and seeking information from tyre manufacturers and experts via tyre sidewalls, the internet, and other reliable sources. Additionally, the Commission has distributed handbills containing pertinent tyre safety information and collaborated with the mass media to broadcast programs and public service advertising messages on the issue.

Review of Empirical Studies

The significance of road safety has spurred numerous research endeavours, with scholars exploring various facets of driver behaviour and awareness. Iribhogbe (2012) investigated the understanding of proper tyre pressures among Benin City drivers. The study concluded that most drivers lack awareness of the correct tyre pressures, while roadside vulcanizers were the drivers' primary source of tyre information. Similarly, Onuka and Akinyemi (2012) assessed the impact of the Federal Road Safety Commission (FRSC) public education program on drivers' road traffic habits in Lagos and Oyo States, Nigeria. Their findings indicated positive changes in commercial vehicle drivers' behaviour, thanks to FRSC initiatives like workshops, seminars, rallies, and media campaigns. Okafor, Odeyemi, and Dolapo (2013) explored drivers' knowledge of essential road safety measures, including prerequisites for driver's licenses, road signs, and speed limits. Results revealed significant gaps in knowledge, with only 1% correctly identifying driver's license authorities and poor awareness of road signs (59.0%) and speed limits (100%). Okafor, Odeyemi, Dolapo, Ilika, and Omosun (2014) extended this research to evaluate the effectiveness of road safety education in Nigeria, particularly highlighting poor adherence to safety messages among commercial drivers. Abdullah, Azib, Omar, and Husin (2015) investigated the knowledge and awareness of vehicle tyre usage among Malaysian polytechnic lecturers, finding a medium level of knowledge but a low level of awareness. Olagunju (2017) assessed the tyre conditions of motorists in Nigeria. The study indicated that despite awareness of the risks associated with using fairly used tyres, there is a persistent practice among motorists in the country.

These studies underscore the global and Nigerian-specific efforts in road safety research. While some studies, such as Olagunju (2017), Abdullah *et al.* (2015), and Iribhogbe (2012), concentrated on tyre-related issues, none specifically delved into the FRSC campaigns on tyre safety. This gap in the literature, coupled with variations in geographical locations and the timing of the studies, warrants further investigation to enhance knowledge on the subject.

Theoretical Framework

This study is based on the Protection Motivation Theory (PMT), developed by Rogers (1975), to explain how individuals change their health attitudes and behaviours in response to health risk messages. The fundamental principle of PMT is that individuals are inclined to engage in protective behaviours when they perceive a threat and believe they can effectively reduce it. PMT has been extensively used in the Western world to explore and comprehend various health-related behaviours, such as tobacco use, alcohol consumption, traffic issues, and HIV. Nevertheless, the theory has faced criticism for overlooking the impact of beliefs on behaviour.

Despite the above criticisms, PMT is suitable for explaining adherence to risk messages like tyre safety messages. The theory is deemed appropriate for this study because it can help anticipate whether the FRSC Tyre Safety campaign has instilled fear and provided valuable protection recommendations, motivating commercial drivers in Taraba State to adopt them. Applying PMT can facilitate the development of focused interventions that will involve creating educational campaigns that underscore the severity and personal significance of tyre-related risks while emphasizing the practical advantages and feasibility of implementing recommended safety measures.

METHODS

The research used a mixed method approach, incorporating both quantitative survey design and Focus Group Discussions (FGDs). The target population was 13,308 commercial motorists registered with the National Union of Road Transport Workers (NURTW) in Taraba State. 360 respondents were sampled for the survey, and three FGDs, each with 6 members, were conducted. The study employed stratified random sampling. Taraba State was divided into three strata based on existing senatorial zones. A Local Government was randomly selected within each senatorial zone (Northern zone= Jalingo, Central zone=

Bali, Southern zone= Takum). The central motor park was chosen as the study location within each Local Government. The sample size was then proportionally allocated according to the number of registered motorists in each park. Quantitative data were collected through a questionnaire and analyzed using descriptive statistics, specifically frequency and simple percentages. Qualitative data were obtained during FGDs, guided by a structured FGD Guide, and analyzed thematically to understand the research objectives comprehensively.

RESULTS

Data Presentation

Table 1. Respondents' Demographic Description

Item	*F=n360*	Percentage
Age Bracket		
20-35 yrs.	81	25.3%
36-45 yrs.	158	36.4%
46-55 yrs.	95	31.4%
56-above yrs.	26	6.9%
Sex		
Male	360	100%
Female	**-**	-
Marital Status		
Married	214	59.4%
Single	94	26.1%
Divorced	32	8.9%
Widowed	20	5.5%
Highest Edu. Qualification		
None	222	61.7%
FSLC	98	27.2%
SSCE	29	8.1%
Diploma/NCE	8	2.2%
First Degree/HND	2	0.5%
Others	1	0.3%
Years in Commercial Driving		
1-5 yrs.	79	21.9
6-10 yrs.	127	35.3
11-20 yrs.	102	28.3
Over 20yrs.	52	14.4

The table presented emphasizes a predominant age range of 30–55 years among the respondents in the study, indicating that most commercial drivers in Taraba State are

youthful contributors to the national labor force. Ensuring their safety, especially on the roads, is crucial. The data also highlights the exclusive male participation in commercial driving within Taraba State, suggesting a gender association that characterizes commercial driving as predominantly a male domain—a nationwide trend with minimal female involvement in commercial vehicle driving. Regarding marital status, 59.4% of respondents are married, while 48.6% are single, showing that many commercial drivers in Taraba State are family-oriented. Consequently, any road incidents could cascade negative impacts on their family members. Educationally, the data reveals a concerning trend, with 61.7% of respondents having no formal education, suggesting potential challenges in understanding essential safety information, particularly regarding tires, disseminated through print media. Moreover, the limited educational background may hinder their ability to read and understand safety instructions in newspapers, pamphlets, posters, or on tire sidewalls. In terms of driving experience, the data showcases a diverse range, with 35.3% having 6 to 10 years of experience, 28.3% between 11 to 20 years, 21.9% between 1 to 5 years, and 14.4% exceeding 20 years. This breadth of experience positions respondents as valuable sources of insights into vehicle tire-related matters, given their extensive exposure to working with tires throughout their driving careers.

The Focus Group Discussion includes officials from the National Union of Road Transport Workers (NURTW), known as the Alkalis, who are part of the vehicle inspection team. These experienced individuals, mostly in their 50s and 60s, have 15-25 years of experience in commercial driving and are males. They are responsible for supervising the quality of commercial vehicles within their local park, resolving conflicts among drivers, and offering guidance to younger drivers. Their significant experience in commercial driving and dedication to tire safety make them valuable contributors to the study. Their insights will complement the feedback from the leading group of commercial drivers, ensuring a thorough understanding of the topic.

Table 2: Respondents' Level of Awareness of Tyre Safety Information

Information Type	Very Much Aware (%)	Much Aware (%)	Aware (%)	Lowly Aware (%)	Not Aware (%)
Tyre Inflation Pressure	72.5	12.7	14.7	-	-
Tyre Expiration Date	8.9	10.3	28.1	19.7	33.6
Tyre Load Index	-	2.2	21.1	27.2	49.4
Tyre Speed Limit	-	-	4.7	8.1	82.2
Tyre Tread	71.4	25.6	3.1	-	-
Tyre Regular Service	25.8	26.7	31.1	16.4	-

Source: Survey 2017.

The study revealed that in Taraba State, most respondents are aware of tyre safety information, with 72.5% being informed about tyre inflation pressure. However, only 8.9% are knowledgeable about tyre expiry dates, 28.1% know about tyre load index, and 49.4% are unaware. Tyre speed limit information is also not widely known, with only 4.7% aware and 8.1% having low awareness. Tyre tread is crucial for safety, with 71.4% very aware, 25.6% aware, and 3.1% having low awareness. Regular tyre servicing is another crucial aspect of safety, with 25.8% very aware, 26.7% aware, 31.1% having low awareness, and none being unaware. Most commercial motorists in Taraba State lack the necessary information to promote road safety.

The FGD responses reveal that many commercial drivers know about tyre safety, specifically tyre pressure and tread. Participants emphasized that any responsible commercial driver is aware of these aspects. However, awareness of tyre ageing is considered average, with only a few drivers recognizing that tyres expire over time. The FGDs also highlight a poor understanding of tyre load and speed information among drivers. Participants expressed that drivers typically do not consider such factors during tyre checks. The qualitative data from FGDs aligns with quantitative findings, indicating a low awareness level regarding tyre ageing. Additionally, there is consensus among participants that drivers are generally well-informed about regular tyre service, emphasizing its importance for safe journeys.

Table 3: Respondents' Major Sources of Tyre Safety Information

Sources of Information	Frequency	Percentage (%)
Radio	11	3.1
Television	15	4.2
Newspaper/Magazine	-	-
Billboards	5	1.4
Handbills/posters/stickers	5	1.4
Tyre user manual/Labels	39	10.8
Internet	-	-
Peers	78	21.6
Vulcanizers	121	33.6
Tyre Sellers	72	20
Tyre sidewall	14	3.9
Total	360	100

The table reveals various sources through which individuals acquire crucial information about tyre safety. These include radio broadcasts, television, billboards, handbills, posters, stickers, and unspecified sources. Notably, 10.8% of respondents turn to tyre user manuals and labels, while 20% rely on information provided by tyre sellers. Roadside vulcanizers emerge as the most prevalent source, constituting 33.6% of respondents, followed by peers at 21.6%. A smaller but noteworthy percentage (3.9%) directly consults the information displayed on the tyre sidewall. These findings underscore the significance of employing a multifaceted approach to disseminating essential information on tyre safety. The data highlights the need to leverage various channels to ensure comprehensive outreach and enhance public awareness regarding tyre safety practices.

FGD participants identified roadside vulcanizers, peers, and tyre sellers as the primary sources of tyre safety information for motorists, aligning with quantitative data results. Conventional media (radio, TV, newspapers) was not mentioned as a source. When shown the FRSC tyre safety handbill, only four confirmed seeing it, and two had received it. Notably, all four respondents were from discussion group C (Jalingo), indicating the limited scope of the FRSC's campaign in Taraba State, which focuses mainly on the state capital and neglects rural areas. Participants from Groups A and B (outside Jalingo) reported not witnessing FRSC distributing handbills or educating commercial motorists on proper tyre

use. A participant stated that the FRSC prioritizes checking papers over educating motorists on tire safety, suggesting a lack of effective outreach to many commercial motorists, especially in rural areas outside the capital.

Table 4: Respondents' Knowledge of Tyre Safety Information

Items	Very sure (%)	Sure (%)	Not Sure (%)
Correct tyre inflation pressure for passengers' bus and taxis is between 40-50 gauge.	58.6	18.9	22.5
The maximum life span of every tyre is between 3-6 years regardless of tread wear.	10.6	30.8	58.6
Tyres load index are predetermined by the manufacturers to promote safety on the road.	2.5	8.9	88.6
The deeper the tyre tread, the more grip and safer the vehicle movement on the road.	78.1	-	21.9
Tyres have specific speed limit determined by the manufacturer to promote safety on the road.	8.1	22.8	69.2
Regular tyre service with an expert is necessary to promoting tyre life and safety on the road.	24.2	65	10.8

The study's findings provide important insights into how well motorists are aware of facts linked to tyres. 58.6% of respondents are highly confident in determining the correct range of tyre inflation pressure for passenger vehicles, whereas 18.9% are certain and 22.5% lack trust in this information. There is a significant lack of knowledge among respondents regarding the information on tyre expiration dates provided by manufacturers. 2.5% and 8.9% are confident in the existence and significance of tyre load index information, however a substantial 88.6% are unaware in this regard. The study highlights that 78.1% of respondents strongly believe that deeper tyre treads improve grip and safety, indicating a high level of awareness of tyre safety among drivers. On the other hand, a significant 69.2% are unsure about the importance of tyre speed restrictions set by manufacturers, indicating a noticeable lack of information on this matter.

Moreover, the research shows that just 24.2% of respondents strongly believe in the importance of professional tyre servicing for enhancing tyre durability and road safety. 65% of individuals are certain, while 10.8% are uncertain regarding the significance of this practice. The survey concludes that motorists have a reasonable level of understanding

about regular tyre service, indicating areas where awareness and educational campaigns could be helpful.

Fifteen out of eighteen participants highlighted the importance of deeper tyre tread for improved road grip, especially in braking and slippery conditions. They recommended maintaining the tyre inflation pressure for commercial passenger buses and taxis between 40-50 gauge. However, fourteen participants admitted a lack of understanding about interpreting tyre speed limits, load index, and ageing, leading to neglect in routine checks. All respondents unanimously stressed the significance of regular tyre inspections, stating it helps identify potential issues before they become major problems. Participant B1 emphasized, "Regular tyre service informs the driver about the tyre's condition, signaling when replacements or repairs are necessary."

Table 5: Respondents' Attitude to Tyre Safety Information

Items	Yes (%)	No (%)	Can't say (%)
I often ensure correct tyre inflation.	66.9	5	28.1
I always check and adhere to tyre expiry date.	10.6	83	6.4
I am not guided by any tyre load rating information while taking goods and passengers.	100	-	-
I do not adhere to any tyre speed limit recommendation while driving.	-	96.9	3.1
I always check and ensure that my vehicle tyres have deeper tread.	88.1	3.3	8.6
I service my vehicle tyres regularly with an expert.	19	55.8	25

The findings reveal that 66% of respondents consistently maintain proper tire inflation pressure, while 5% neglect this practice, and 28.1% express uncertainty. Despite a generally positive inclination towards tire inflation pressure information, a notable 83% fail to inspect or adhere to tire expiry dates, signaling a negative attitude towards aging or expiry date details. Within Taraba State's commercial driving community, there is a prevalent disregard for tire load index information, posing a potential risk of road accidents. Additionally, a lack of awareness is evident, as almost all respondents do not adhere to tire speed limit information, potentially resulting in overspeeding and increased susceptibility to accidents. An encouraging 88.1% of respondents consistently verify and ensure sufficient

tire tread depth, underscoring a positive trend. However, a concerning 3.3% admit to neglecting this crucial aspect. Surprisingly, only 19% of respondents adhere to a routine tire service regimen, with a significant 55.8% neglecting regular vehicle tire maintenance. The remaining 25% of respondents exhibit a non-responsive stance, reflecting a pervasive lack of commitment to regular tire checks or maintenance within this group.

Concerning motorists' behaviour towards tyre safety information, FGD participants unanimously expressed the importance of maintaining correct tyre inflation pressure and monitoring tyre tread before embarking on a journey. According to Participant C3, many drivers conscientiously check their tyre pressure using a gauge provided by vulcanizers before setting out, emphasizing the meticulousness with which this aspect of tyre care is observed. Participant B1 further affirmed that drivers consistently prioritize checking and ensuring adequate tyre tread depth. However, the consensus among participants revealed a less favourable attitude towards other crucial tyre safety aspects, such as load index, speed recommendations, and regular servicing. The respondents noted a lack of consideration for tyre expiry dates, with Participant B6 highlighting that drivers typically replace tyres not due to expiration but in response to diminished grip or extensive damage. Furthermore, participants highlighted a general neglect of guidelines related to tyre load and speed. Participant C5 emphasized that recommendations for tyre speed and load ratings were perceived as impractical, as drivers predominantly rely on personal judgment rather than adhering to specific guidelines. Addressing the aspect of regular tyre servicing, Participant A5 observed that while periodic servicing is infrequent, drivers tend to conduct brief checks with roadside vulcanizers before commencing their journeys. These qualitative findings align with quantitative data, reinforcing the conclusion that motorists have a suboptimal attitude towards various tyre safety information, excluding inflation pressure and tyre tread, which are more diligently observed.

DISCUSSION

First, the study identified varying levels of awareness among commercial drivers in Taraba State regarding different aspects of tyre safety. It was revealed that the commercial drivers possess high awareness of tyre inflation pressure and tread information. However, there was a lower level of awareness regarding tyre expiration dates and regular tyre servicing, while knowledge of tyre load index and speed limits was notably deficient among them.

These findings align with prior research such as Iribhogbe (2011) which indicated lower awareness of recommended tyre pressure among motorists. Similarly, Okafor, Odeyemi, and Dalapo (2013) reported limited awareness among drivers regarding essential tyre safety information, such as load index and speed limits.

Secondly, among various communication sources, the study revealed that commercial drivers in Taraba State primarily acquire tyre safety information from vulcanizers, peers/colleagues, and tyre sellers, which aligns with the findings of Iribhogbe (2011), who identified roadside vulcanizers as a significant source of tyre information among drivers. Additionally, Olagunju (2017) found that many drivers in Nigeria do not actively seek or study tyre sidewall information.

Thirdly, the results indicated diverse levels of knowledge among commercial drivers in Taraba State regarding various aspects of tyre safety. There is a high level of knowledge regarding tyre inflation pressure and tread, moderate knowledge of tyre regular servicing, and notably low knowledge of tyre ageing or expiration, tyre load, and speed information. These findings corroborate earlier studies by Okafor, Odeyemi, and Dalapo (2013), which highlighted limited understanding among commercial motorists in Nigeria, particularly in Lagos, about the importance of tyre safety measures, such as regular servicing.

The study found that commercial drivers in Taraba State exhibit positive attitudes toward tyre inflation pressure and tread but hold negative attitudes toward other safety measures, including tyre ageing, load, speed information, and regular servicing. These results contradict some findings by Olagunju (2017), which suggested that most Nigerian motorists travel with poorly inflated tyre pressure. However, they align with other studies indicating that motorists in Nigeria often use aged tyres with overload, contributing to road accidents (Olagunju, 2017; Onuka & Akinyemi, 2012).

CONCLUSION

This study revealed that commercial drivers in Taraba State have good awareness and understanding of specific tyre safety information. However, their overall attitude towards tyre safety measures is lacking. Even though they know the potential risks, these drivers do not consistently follow essential tyre safety precautions, indicating a considerable disparity between their understanding of risks and the perceived cost of preventive actions. The inefficacy of FRSC campaigns emphasizes the need for increased initiatives to raise

awareness and educate drivers in Taraba State and throughout Nigeria about the significant dangers associated with ignoring or overlooking tyre safety information.

Recommendations

Based on the study's findings, the following recommendations are proposed:

1. It is essential to promote collaboration among tyre manufacturers, the Federal Road Safety Corps (FRSC), and the National Union of Road Transport Workers (NURTW) for comprehensive tyre safety campaigns. These initiatives should utilize face-to-face communication channels, such as open-air rallies in major motor parks and along roads.
2. The FRSC should utilize the influence of traditional and religious leaders to communicate tyre safety messages. Acknowledging the persuasive impact of these leaders on their followers, this strategy can effectively challenge existing belief systems and overcome literacy barriers.
3. To better reach motorists, the FRSC should involve vulcanizers and tyre sellers in their tyre sensitization campaign. These individuals, due to their frequent interactions with motorists, play a crucial role in disseminating tyre safety information.
4. The FRSC should tailor tyre safety information to the specific needs of the target audience. This includes simplifying content on tyre sidewalls using local languages, accompanied by illustrations and pictures. This approach aims to enhance understanding, especially among commercial motorists.
5. Apart from regular checks for driving licenses and seat belt compliance, the FRSC should expand vehicle inspections to include frequent assessments of tyre conditions. This proactive measure ensures a comprehensive approach to road safety by addressing potential tyre-related issues.

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