

## PERCEPTIONS ABOUT THE TRAFFIC SAFETY AMONG THE TAXI MOTORCYCLISTS AND THEIR PASSENGERS IN PHAYATHAI DISTRICT, BANGKOK

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### ABSTRACT

#### Objectives

The main objective of the study was to identify traffic safety behavior and its related factors among taxi motorcyclists and their passengers. This general objective was achieved through specific objectives by describing personal characteristics of the taxi motorcyclists and their perceptions about the susceptibility, severity, threat and cue to action, in terms of traffic safety behavior, as perceived by their passengers and by identifying relationship among them.

#### Methods

It was a cross sectional survey aimed to describe personal characteristics, perceptions towards the susceptibility and severity to RTI, threat to traffic safety and cues to action. The questionnaires were tested for content validity and pre-tested for reliability. The data was collected on structured questionnaires and observations. The study population was selected as accidental sample of 200 respondents for each category i.e. taxi motorcyclists and their passengers. About 220 respondents were contacted and after data cleaning and sorting 208 were found to be eligible for inclusion for data analysis.

#### Results

Around 60% of the taxi motorcyclists had an above average perception about susceptibility to and severity of road traffic accidents, and also about the traffic safety. However, the passengers of these taxi motorcyclists were concerned about traffic rules and regulations such as, using correct lane, use of helmet, driving smoothly and not drinking and abusing drugs. Most of the taxi motorcyclists acquired information about traffic safety from television, yet only the information from newspapers was responsible for higher traffic safety behavior.

#### Conclusion

It was found that knowing people without an accident in the past did have a role in practicing high traffic safety behavior.

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