

ATTITUDE TOWARDS HELMET USAGE AMONG RESIDENTS OF JAIPUR

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Abstract:

The automobiles are becoming essential part of life now days. The growth of two wheeler industry has led to the rising demand of helmets. The traffic rules and regulations in many countries are very strict for two wheeler riders. In India it is mandatory to use helmets while driving two wheelers of any type. The government is frequently emphasizing the use of helmets while driving two wheelers through use helmet campaigns, videos on social media showing importance of helmets in life saving, making challans, putting fines, through advertisements on television, placing hoardings at various places etc. But the majority of people in India are careless about the helmet usage while driving. The present study is conducted to identify the usage pattern of helmets among residents of Jaipur city, awareness about the role of helmet in driving and factors determining the use of helmets among the respondents.

Keywords: Automobiles, Bikes, Driver, Helmet, Safety, Two-wheeler.

INTRODUCTION:

In the fiscal year 2019, the tremendous growth in the Indian two wheeler market has been observed with more than 21 million sales records. Betterment of infrastructure in rural and semi-urban markets, rise in income levels and increased trend of scooter purchase have significantly contributed to the jump in two-wheeler sales.

The growth of two wheelers affect the sales of one of the allied industries i.e. Helmet industry. The helmet industry has dramatically evolved over the past decade in India and continues to undergo rapid transformation. Over these years, the government and private sector have collaborated to bring about a drastic mind shift among the customers towards road safety, thereby, leading to increased adoption of helmets across urban and rural segments. In fact, the helmet industry is growing at a faster pace than the motorcycle segment in India today and the continuous cycle of replacement of existing helmets after every 4-5 years has added to this momentum.

The number of people killed on Indian roads recorded a rise of 2.37 per cent to 1.51 lakh in 2018 and 70 per cent of the victims fell in the age bracket of 18-45 years, according to a report released by the highways ministry on Road Accidents. For three consecutive years now, young adults in the age group of 18 - 45 years accounted for nearly 69.6 percent of road accident victims. The working age group of 18 – 60 accounted for a share of 84.7 percent in the total deaths in road accidents.

Non usage of safety devices such as helmets and seatbelts are major factors for serious injuries among the victims of road accidents. According to the Ministry of transport of India, Non-wearing of helmets by two wheeler riders caused 43,614 deaths and accounted for 28.8 percent of total road accident deaths in the country during 2018. The numbers of drivers killed were 28,250 and the passengers killed were 15,364. The table shown under provides the details regarding the no. of persons killed in year 2017 and 2018.

Year	Drivers	Passengers	Total
2017	21,095	14,880	35,975
2018	28,250	15,364	43,614

Source: Ministry of Road Transport & Highways Transport, Govt. of India.

The above figures indicate the importance of usage of safety devices like helmets, seat belts

while driving. Government of India has emphasized usage of helmet and seatbelts by various campaigns like Drive Safely: Use Helmet etc. Rajasthan Road Safety an initiative of Rajasthan Government have launched the campaigns such as ‘Slowdown’, ‘Hurt your Helmet, not your Head.’

OBJECTIVES:

The present study is an attempt to highlight the consumers’ attitudes towards usage of helmets. The important objectives for this study are as follows:

1. To know the attitude of respondents towards helmets usage.
2. To identify the factors for usage and non-usage of helmets while driving.
3. To understand the relationship between the demographic factors and use of helmets for life saving.

METHODOLOGY:

The descriptive research design as used in the present study. The sampling frame for the research was major areas of Jaipur City. A structured questionnaire was used as a research instrument. The questionnaire was provided to residents of major colonies of Jaipur with different socio-economic backgrounds. Total 150 questionnaires were given out of which 122

questionnaire were found appropriate for research purpose.

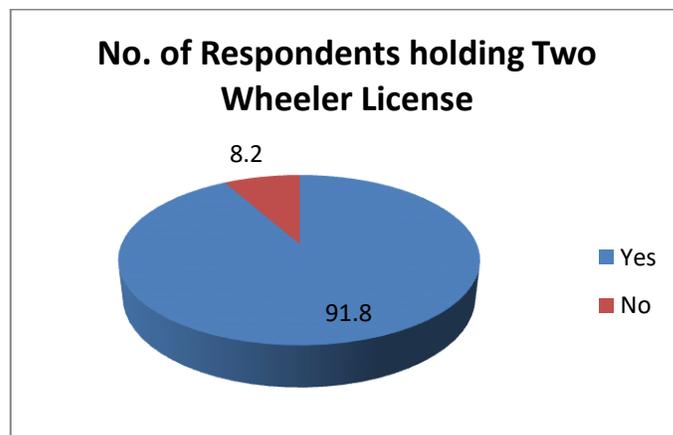
RESULTS AND FINDINGS:

The important demographic characteristics of respondents are presented in the table given below. Around 65% respondents were males and 35% were females. 42.62% respondents were from the age group of 20-30 years, 35.25% were from 30-40 age group and remaining were less than 20 years age. Among total respondents 46.72 % were unmarried and 53.28% were married.

Parameters	Percentage
Gender	
a) Male	64.75
b) Female	35.25
Age (in years)	
a) Less than 20	22.13
b) 20-30	42.62
c) 30-40	35.25
Marital Status	
a) Single	46.72
b) Married	53.28
Qualification	
a) Secondary	4.10
b) Senior Secondary	6.56
c) Undergraduate	22.95

d) Post Graduate	36.06
e) Professional	30.33
Occupation	
a) Student	26.23
b) Self employed	22.13
c) Private job	22.95
d) Government job	13.11
e) Business	9.84
f) Other	5.73
Monthly salary	
a) below 10,000	20.49
b) 10,000-20,000	24.59
c) 20,000-30,000	29.51
d) more than 30,000	25.41

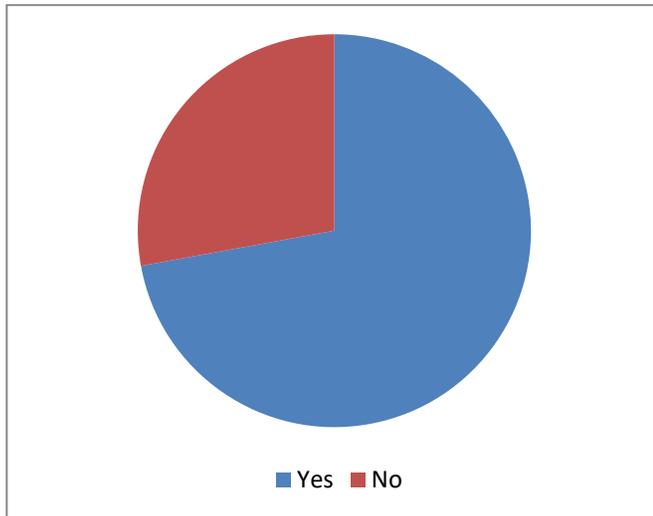
Two wheeler riders are required to carry a license to drive issued by RTO. When the respondents were asked about if they have a valid two wheeler license for driving, 91.8 % said they own driving license whereas 8.2% were riding two-wheeler without owing a driving license. This shows that people are not serious about the driving rules and laws.



Source: Primary Data

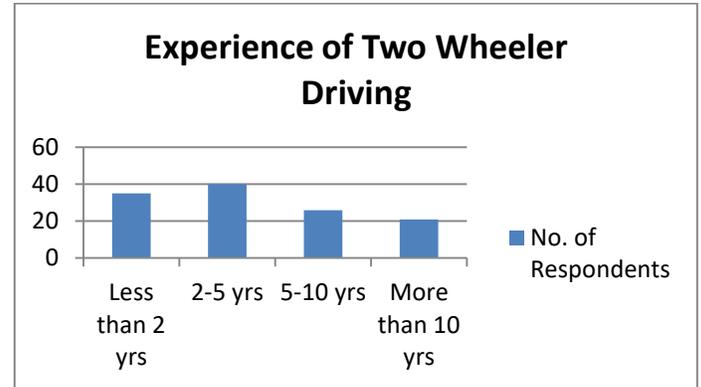
The question related to holding of vehicle insurance was asked, around 72% respondents confirmed that they have insured their two – wheeler and renew it timely when needed. They try to drive the automobile with the copy of vehicle insurance with their driving license. Near about 28% people are not bothered about vehicle insurance. They show an irresponsible towards the necessity of having vehicle insurance. The following chart represents the no of respondents having vehicle insurance.

Respondents having Vehicle Insurance



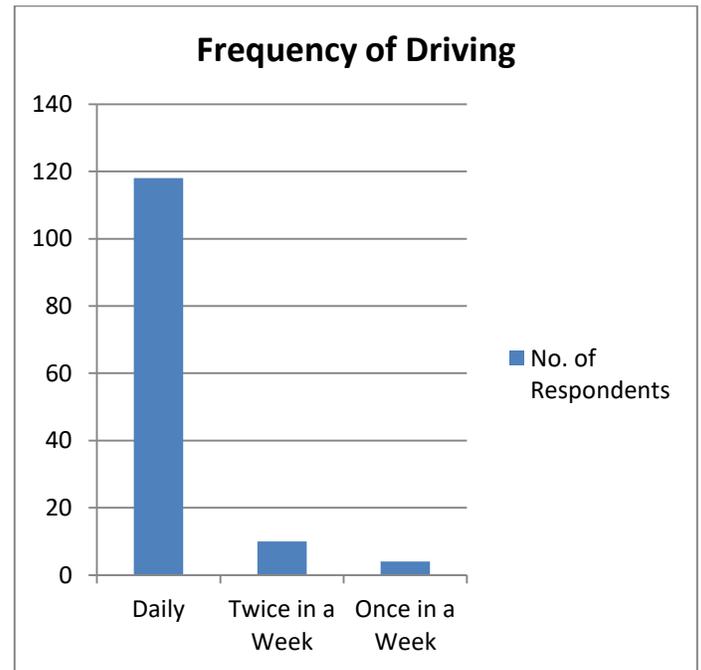
Source : Primary Data

The below chart depicts the experience of driving two-wheelers among respondents. About 28% respondents have less than 2 years of experience of driving two-wheeler. 32.79% of respondents have less than 5 years of experience. Only 17.21 % respondents are having more than 10 years of experience of two wheeler driving.



Source: Primary Data

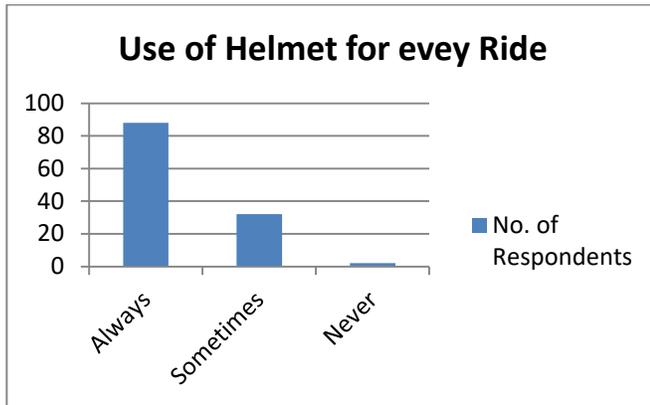
There are about 96% of respondents that drive their two wheelers daily on roads for the purpose of reaching the working place, shop, purchasing, to attend classes at college etc. Around 8 % of respondents drive their two wheelers twice a week.



Source: Primary Data

The residents of Jaipur city are aware about the traffic rules while driving. Traffic signals and speed limit is followed by majority of people when traffic police men are present on the road.

Wearing helmets while driving two –wheeler is a compulsory on the main roads and highways. Thus majority of respondents wear Helmets while driving two-wheeler. Around 72% respondents always wear a helmet while riding a two wheeler. 26.23% of respondents sometimes wear a Helmet while driving on roads in the main areas. In the colony they escape to wear a helmet. Around 1 % respondents never wear a Helmet while riding the two-wheeler.



Source: Primary Data

CONCLUSION:

The present study was conducted to identify the usage pattern of Helmets among the two – wheeler drivers in Jaipur city. It was observed that majority of people are aware about the use of Helmets while riding two-wheeler. But only 72% of respondents always wear a helmet while driving. They told the reason for carrying helmet always that it is a life saver and will protect our head from any injury on road if some accident happens by chance. Many of respondents who escape from wearing helmet give excuses like helmet is very heavy to carry all time, it harms

our hairs, it creates pain in head and shoulders etc. The respondents carry their driving license with them. The quality of helmet wore by majority of respondents is of good quality containing ISI mark. They are aware that for safety purpose good quality helmet is essential. It is a sign of a responsible driving among respondents. The traffic police department punishes the persons without license, without helmet, without vehicle insurance to inculcate the good driving habits among the Jaipurites. If people learn the role of helmets as life savior then the tendency of wearing helmet while driving a two-wheeler will be a habit at every ride.

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