



Personality, Risk-Taking Behavior, and Road Safety Knowledge as Predictors of Road Safety Attitude Among Drivers

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Abstract

Road traffic accidents are a global public health concern, with human factors significantly influencing road safety outcomes. This study investigates the role of personality traits, risk-taking behavior, and road safety knowledge in shaping drivers' attitudes toward road safety. Using a mixed-method approach, data were collected from a diverse sample of drivers through standardized psychological assessments and structured questionnaires. The study explores how personality traits such as conscientiousness and impulsivity correlate with risk-taking tendencies and safety knowledge, ultimately affecting road safety attitudes. Findings indicate that drivers with high conscientiousness and greater road safety knowledge exhibit positive safety attitudes, whereas those with high risk-taking tendencies demonstrate a more negligent approach. The implications of these findings highlight the need for targeted interventions, including awareness campaigns and personality-based training programs, to promote safer driving behaviors. This research contributes to the broader discourse on behavioral predictors of road safety and provides insights for policymakers and road safety educators in designing effective interventions.

