

THE ROLE OF BROADCAST MEDIA IN CREATING AWARENESS ON DANGER OF IMPORTED USED T YRE (TOKUNBO)

BY

**MUHAMMED FATIMAH OLAMIDE
ND/23/MAC/PT/0997**

**BEING A PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION, INSTITUTE OF INFORMATION AND COMMUNICATI
ON TECHNOLOGY (IICT), KWARA STATE POLYTECHNIC, ILORIN**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AW
ARD OF ORDINARY NATIONAL DIPLOMA IN MASS COMMUNICATION**

JULY, 2025

CERTIFICATION

This research work has been read and approved by the undersigned on behalf of the Department of Mass Communication, Institute of Information and

Communication Technology, Kwara State Polytechnic, Ilorin, in partial fulfillment of the requirements for the award of National Diploma in Mass Communication.

.....
Mrs. Zubair Fatima
Project Supervisor

.....
Date

.....
Mrs. Opaleke .G T
Project Coordinator

.....
Date

.....
Mrs. Opaleke G.T
(P.T Coordinator)

.....
Date

DEDICATION

I dedicate this project to God Almighty my creator, my strong pillar, my source of inspiration, wisdom, knowledge and understanding. He has been the source of my strength throughout this program and on his wings only have I soared. I also dedicate this to my lovely parent, Mr. and Mrs. Muhammed who has encouraged me in one way or other and whose encouragement has made sure that I give it all its takes to finish that which I have started. My love for you all can never be a quantified God bless you.

ACKNOWLEDGMENT

First and foremost praise to God Almighty for his shower of blessings throughout my research work to complete my project successfully.

My in depth appreciation goes to my supervisor **Mrs. Zubair Fatima** for his guidance support and advice throughout the period of my research work. Also my appreciation goes to my Head of department **Mr s. Opaleke**. I am extremely grateful to my parent in person of Mr. & Mrs. Muahmmed for their love, prayer and sacrifice for educating and preparing me for the future. Thank you so much for everything God blesses you.

I also give thanks to all my friend God bless you all

TABLE OF CONTENT

Title page.....	
Certification.....	ii
Dedication.....	iii
Acknowledgement.....	iv
Table of content.....	v-vi
CHAPTER ONE: INTRODUCTION	
1.1 Background of the study.....	1-2
1.2 Statement of the study.....	2-3
1.3 objectives of the study.....	3
1.4 Research question.....	3-4
1.5 Significance of the study.....	4
1.6 scope of the study.....	4
1.7 Definitions of terms.....	4-5
CHAPTER TWO: LITERATURE REVIEW	
2.1 Theoretical framework.....	6-10

2.2 Conceptual framework.....	10-15
-------------------------------	-------

2.3 Research study review.....	15-16
--------------------------------	-------

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Research method.....	17
--------------------------	----

3.2 Population of the study.....	17
----------------------------------	----

3.3 Sample size and technique.....	17-18
------------------------------------	-------

3.4 Instruments.....	18
----------------------	----

3.5 Validity and reliability of the instrument.....	18-19
-----------------------------------------------------	-------

3.6 Method of administrative of the instrument.....	19
-----------------------------------------------------	----

3.7 Method of data analysis.....	19
----------------------------------	----

CHAPTER FOUR: DATA AND ANALYSIS

4.1 Introduction.....	20
-----------------------	----

4. 2 Data analysis.....	20-27
-------------------------	-------

4.3 Analysis of research.....	28
-------------------------------	----

4.4 Discussion of findings.....	28-29
---------------------------------	-------

CHAPTER FIVE: SUMMARY, CONCLUSION, AND RECOMMENDATION

5.1 Summary.....	30
------------------	----

5.2 Limitation of the study.....	31
----------------------------------	----

5.3 Conclusion.....	31-32
---------------------	-------

5.4 Recommendation.....	32-33
-------------------------	-------

Reference.....	34
----------------	----

Appendix.....	35-36
---------------	-------

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Second hand used goods are a piece of personal property that is being purchased by or otherwise transferred to a second or later end user. Used Goods can also simply mean it is no longer in the same condition as it typically called garbage instead.

Used goods may be transferred informally between friends and family for free as Hand-me-down. They may be sold for a fraction of their original price at garage sales, in bazaar-style fundraises, in privately owned consignment shop, or through online auctions. Some things are typically sold in specialized shops, such as car dealership that specializes in the sale of used vehicles or a used bookstore that sells used books. In ot

her case, such as a charity shop, a wide variety of used goods might be handled by the same establishment. High value used luxury goods, such as antique furniture, jewelry, watches and network, might be sold through a generic auction house such as Sotheby's or a more specialized niche like Bob's watches.

Government require some used goods to be sold through regulated markets, as in the case of items which have safety and legal requirements and registration of the sale, to prevent the sale of stolen, unregistered or unsafe goods. For some high-value used goods, such as cars and motorcycles, government regulate sales of used goods to ensure that the government gets its sales tax revenue from the sale.

Failure used clothes in Nigeria are known as "okirika" and are clothing

materials like shirts, trousers, towels, socks, panties, pillow cases, curtains and bed sheets imported from United States of America, United Kingdom, Asia, Germany and Netherlands after been used for a while by the initial

Buyco (Agbulu et al, 2015). They are packed by folding into small bundles for importation. Nigerians desire for foreign goods (increasing tyres) increase daily. Through the tyres were cheaper usually the driving force is the quality of the products which are adjudged better than the new ones. These are purchased without giving consideration on their quality on r

oad. Tyre have the potential, just as any other hand constant to be a component in the chain of road accidents during normal daily activities (Manick et. Al 2008)

1.2 STATEMENT OF PROBLEM

In the communication process especially as regards to broadcast media (RADIO and TELEVISION) and mode of mass media such as the p rints and the electric media, the people seems to be marginalized due to several factors. In spite of these factors, Broadcast media, (Radio and Television) could be positively exploited and civilized to meet the needs o f the populace and also to coin the menace of illiteracy among the peopl e about the awareness of dangers of imported used tires. How far the h arassing and utilization of these broadcasting media means would get t o solve the problem and concern of this research. The quality of informa tion made available to people either too poor or irrelevant to the needs, and aspirations of the people of Karat state are therefore left of what be ing carried along the broadcast media programmig citizen are entitled t o updates about the dangers of imported used tires and other relevant i nformation from broadcast media.

1.3 OBJECTIVES OF THE STUDY

These objectives of this study include the following:

- 1) To find out whether broadcast media create positive awareness on th e danger of imported used tires

2) To find out the role of broadcast media in the reduction of risk in buying used-tires

3) To find out whether broadcast media can modify the behavioral pattern of the people buying used tires (Tokunbo)

4) To find out if broadcast media transformed the new of people towards

Imported used tires

1.4 RESEARCH QUESTION

This work should be able to address the problems posed and achieve the aims and objectives of the study following research question should be put into proper consideration in order to achieve the aims of this work.

The following question are said to be put in mind.

- i. How broadcast media have creates positive awareness on the danger of imported used tires?
- ii. How will broadcast media reduce the risk in buying used wear?
- iii. How broadcast media will transform the viewer's people towards imported used tires?
- iv. How broadcast media can modify the behavioral pattern of people buying used tires (Tokunbo)?

1.5 SIGNIFICANCE OF THE STUDY

These studies will specially benefits the buyers of used tires (Tokunbo)

nbo) in order for them to be aware of the dangers encountered in the using of the products. Consumers still wants to does presentably, but they want to purchase items of value. Re-using resources is an added element of perceived risk since shoppers cannot evaluate the items by feel and trying on in person to gauge the condition of the items. This study will observe the risk of purchasing used wear (TOKUNBO). The findings of this study will add new information to the literature as well as understand the second – hand consumers and their attitude. More in depth

1.6 SCOPE OF THE STUDY

The scope of the study is limited to the role of the broadcast media in creating awareness on danger of imported used wear (Tokunbo). It is also limited to survey of used tires shop in Ilorin, Kwara State. This scope is going to center in Ilorin, City and the duration for this study is between February 2022 to July, 2022

1.7 OPERATIONAL DEFINITION OF TERMS

BROADCAST MEDIA: is the most expedient means to transmit information immediately to the widest possible audience, although the internet currently challenges television as the primary source of both news and other recreational content (e.g, movies, sitcoms, etc).

IMPORTED GOODS: an imported is a good brought into a jurisdiction, especially across a national border, from an external source, the party bringing in goods is called importer. An import in the receiving country is an

export from sending country.

INFORMATION: information is associated with data and knowledge, as data is meaningful information and represents the values attributed to parameters and knowledge signifies understanding of an abstract on concrete concept.

COMMUNICATION: communication is an act of conveying meaning from or entity or group to another through the use of mutuality understood signs, symbols and semi rules. The' main step inferential to all communication is the information of communicative motivation or research. Message of composition, message encoding.

CHAPTER TWO

2.1 THEORETICAL FRAME WORK

Theoretical review covered normative media theories of social responsibility media theory and democratize participant theory as exposed by Siebert, Peterman, Schramm, (1956) cited in Solomon Anato, Olufemi S, Onabajo and James .B. Osipeso (2012). The normative theory seeks to locate media structure and performance within the Milieu or environment have operates regulates and rule of engagement.

2.1.1 THE SOCIAL RESPONSIBILITY MEDIA THEORY

This is one of the normative media theories, a product of research by the eminent Scholars, Siebert, Peterson and Schramm (1963). The social responsibility theory says the media has an obligation elevate the society's

Standards, providing citizens with information they need to give themselves.

It is in the interest of the media to do this, if they do not, social theorists warn, the public will demand that the government regulate the media. The origin of this theory was linked to the United States of America Hutchins Commission on Freedom of the press in 1947. According to the Hutchins commission report, shortly after the death of the president Franklin Roosevelt, a large and powerful publisher was unpopular public and has a high degree suspicion about the motivations and objectives of the press. The social responsibility theory therefore enquires into the proper fu

function of the media in a modern democracy, in response to the criticism from the public and government over media ownership. Anaele (2012) posited that the commission was meant to re-examine the concept of press Freedom as enunciated in the liberation of the press. Ndolo (2005) also noted that the theory made a clear link for the first time between freedom of the press and social responsibility among an obligation to provide trustworthy and relevant news and information as well as opportunities for diverse views to be heard in, the public arena.

While the commission report supported divergent views, it also emphasized the need for media government regulation of the media Middleton (2009) that the Hutchins commission report even encourages the view that government intervention might be needed to secure the essential quality of news and information, should the press fail in the task.

Obot (2004), while highlighting the main principle of the social responsibility theory asserted among others that the media accept and fulfill the certain obligation in the society. These obligations in the view of eze (2012) include the effective discharge of surveillance function citing the example of a West Africa Newspaper, saying if the newspaper fails in its responsibility to report about crime and reflect the community anxieties to government actions, People should take measure to protect themselves and their properties. The failure of the media to take its responsibility to inform the people on public is the light and not privilege as noted in sam

be (2002). He stated that the wishes, yearnings and feelings of the people to create a better society are germane because public interest is at the heart of the social responsibility theory. Drawing from this premise, the social responsibility theory has seven basic assumptions in line with the thought of Anaeto, Onbajo & Osofeso (2012) as follows. That the media should accept and fulfill certain obligations to the society that through professional standards of informativeness, truth, accuracy, objectivity and balance, these obligations can be met; that the media should regulate itself within the framework of law and established institution to be able to carry out its responsibility, that whatever might lead to crime, violence civil disorder or offence to minority groups should be by the media, that the media should reflect society and plurality society access to diverse views and grant everyone relevance of the theory to the study.

The social media responsibility theory sets the tone for the emergence of the media organization to inform, educate and entertain people for public good, access to unified information for decision making and opening up the space for media pluralism. It is also the fulcrum for the constitutional provisions of Nigeria under section 22 on principle of state policy. Here, the Nigeria government has complied to ensure that the mass media especially radio and television shapes people values, belief, perception, behavior and make government policies, programs and activities to public discourse and analysis on radio and television channels.

The net effect of this discourse in the broadcast media is a robust feedback mechanism for government policy has the potential to affect each and everyone. Social responsibility media theory equally supports the argument for the regulation of the broadcast media. Since the ownership of the media is not only restricted to the government, it cut across businessman, and the media professional, there must be a regulating authority to ensure that the main goals of informing, educating and entertaining people are done in line with the broadcasting code. Without regulation and control in a society and by extension in the broadcast media, Igbako (1992) observed "there would be the Hobbesian state of nature where survival is for only the fittest.

Biago (2013) writing under the caption global media discovering new materials, also support the needs for the broadcast media space no institution as sizeable and influenced as mass media can escape involvement with the government and politics. The media are not only channels for the transmission of political information and debate, but also players with stake in government's regulatory and economic policies as well as government attitude towards free speech and dissent.

2.1.2 THE DEMOCRATIC PARTICIPANT MEDIA THEORY

The democratic participant theory started with the introduction of the grassroots media in the 1960s out of the dissatisfaction with social responsibility theories. The grassroots media suggests that community

media ownership of small Scale media enterprises should replace or co-exist with the media conglomerates and stressing commitment to feedback mechanism for the attainment and the success of public communication.

The theory believes that the principle of democracy and unfiltered access to communication should be achieved to where greater attention are given to the needs and the interest to the people in a democratic society.

Daramola (2001) noted that the theory adhere monopoly of the media place by the public and private concerns, centralism of the press, professional hegemony in the media and commercialization which can engender participation and all round communication.

ITS PROVISION AND ASSUMPTION

Under this theory, Mishra (2013), submits that greater importance are given to the audience (receiver), conserving and reviving local culture by promoting the following right to information (global and local), right to express feedback, right to use new technologies, freedom to local data and freedom to take part in social action. This is the fulcrum of community newspaper, community radio and television across the world in Western and Eastern Europe, USA, Asia and Africa. The theory expects government to fund the media, train and subsidize media equipment that affect identifying mass media organization have financial or technical problems.

ms. Despite these, the theory did not support political regulations but some legal regulation. These regulations cover the process of registration, licensing, preparing guidelines for the media and monitoring as being done through the broadcasting code.

2.2 CONCEPTUAL FRAMEWORK

2.2.1 BROADCASTING IN NIGERIA

Broadcasting in Nigeria has gone through a very wide way in the country. In which, right from the starting point of the broadcasting foundation in which was the first television set developed by late chief Obafemi Awolowo in 1959, which was called the western Nigeria television (NTU).

In 1959, the regional government of western Nigeria established the

Television station in Nigeria and in Africa. Even though it promoted the Station as a means to educate the people about development and the world,

It initially served as a means of opposition leader to address the people of

Western Nigeria. One of the interesting facts about broadcasting in Nigeria shortly after the independence is the pressure on the press. Some individuals who were in power in the country, did not desire the development of free press. Therefore, the media was monopolized by the govern

ment and all attempts to write something against were dangerous.

The Radio Broadcasting started in Nigeria in the year 1933, the very

First Radio distribution system was installed in Lagos. It was governed by the department of post and telegraphs. The primary goal of the radio system

Was to serve as the BBC reception base in 1935; the system was changed to

The radio diffusion system, which later served in the Second World War.

A few years later, in 1935, the Ibadan station was created. The first Real establishment of the Nigerian broadcasting service was launched in 1950. The NBS covered.

Nigeria got its first Broadcasting Corporation in 1956, twenty two years later; the federal Radio Corporation of Nigeria was established. The first external radio service was created in 1990; it was called the voice of Nigeria, television broadcasting in Nigeria.

The western region of Nigeria was a pioneer in television broadcasting. It managed to create the first TV signal in Nigeria. The western Nigerian television aim was to create a platform for regional schools which had shortages in teacher personnel.

The Eastern Regional government established its Tv broadcasting

System in 1960. The principal goal was to assist formal education in the Region. The northern regional Government created its Tv system only in 1962. It was named as the Radio television Kaduna. The reasons for its creation were the same as in the eastern and western regions. Still, all these all these Tv broadcasting stations abandoned their initial goals and became commercial T.v stations. Up until 1992, all running Tv stations were under the control of the federal Government. According to the decree Number 38, they established the National Broadcasting Commission, which demolished the role of federal government over Tv station. it was the first time in the history of Broadcasting in Nigeria when Tv and media got private owners. The historical perspective of broadcasting in Nigeria was shaped by the needs of the colonial master, the British to inform the home country of activities of the colony and the development effort made in the country then. The 1933 date became a mile stone for radio broadcasting relayed overseas service of the British broadcasting Corporation BBC, through wired system with loud speakers at the listening end. Nwunelw (1985) observed that under this programmes were distributed via land lines from the studios to various listening boxes for which the subscribers paid a little token. The service was called Radio Diffusion System RDS, this metamorphoses into the Nigeria Broadcasting Corporation, NBC was born through an act of parliament No 39 of 1956.

By 1992, the statutory department of government with the responsibility

of putting in place and turning extensive radio network capable of providing program to Nigerians who had access to a wireless receiving set of a box is now called national broadcasting commission NBC (1966), collaborated this account that the 1957 was the beginning of what was termed proper broadcasting in Nigeria. He said the ability to originate and disseminate indigenous local program can be traced to the middle of 20 century.

Television Broadcasting in Nigeria is synonymous with late chief Obafemi premier of western region who established the first television station in the country in 1959, called the western Nigeria Television (NTV).

By 1960 and 1962, the Eastern Regional Government set up the eastern Nigerian television station as Enugu and the Northern Nigeria BCNN in Kaduna. From then on, the stage was set for proliferation of Television status in Nigeria solely by government till the deregulation of the section in

1992 Ariye (2010), opines two features are noted with the Broadcast media, the spectrum and ownership, the spectrum is both amplified modulation Am

And frequency Modulation Fm, for radio strictly controlled and national communication commission, NCC, in trust for the people of the spectrum of

Television is ultra High Frequency, UHF and very high frequency, VHF. cu

Currently, satellite and internet streaming have added value to transmission option as a result of advancement in technology.

The second district features is ownership done by government in public trust, while private individual or corporate bodies are expected to have the same motive along with that personal goals. The government or state broadcasting outputs are run through subventions appropriated from budgets. The aim in the early years was meant to inform, educate and entertain the people without any commercial motive. However, with the introduction of the structural adjustment program, SAP of the Ibrahim Babangida Administration, in the mid 80s, the concept of commercialization and privatization crept into the operations of the public funded broadcast media in Nigeria.

With the full deregulation of the broadcast media in 1992, private ownership of the broadcast media emerged for dual purpose, public and private commercial interest against MIS backdrop, Gonyok (1997) submitted that "for necessary the promote broadcasting is driven by the profit motive, and not necessary the promotion of African Culture". Therefore there is a greater need for defined guidelines to be adjusted as requisite for getting a media license and professional empowerment. The freedom house report (2015) on the economic environment for the broadcast media sums up the economic challenges and the import of the deregulation of the broadcast media into three. "Licensing fees and taxes for broadcastin

g media remains high, and much viability. The only two nationwide broadcast networks are state-Owned: the federal Radio Corporation of Nigeria and the Nigeria Television Authority (NTA).

2.2.2 TOKUNBO AND SECOND HAND ECONOMY IN NIGERIA

Omobowale (2013) agrees that the economy within which Tokunbo goods are circulating is an aspect of the global experience which reveals the changing dynamics of local consumption within the global second-hand content. The symbolic rational meaning that creates and reinforces the value attachment to tokunbo goods among Nigerians continues to be central to its popularity. Indeed, there is a shaped understanding among everyday people that real distinctive exist between imported second-hand Tokunbo and local second hand deriving reported to as "ALOKU" (omobowale 2013) local entrepreneurship, therefore leverage on this to torture and prosper In the context of currency evaluation and generalized social depravity (ikporukpo 2002). Tokunbo economy in Nigeria has its root in the economic reforms of

The 1980s. Based on the important and circulation of (buyer ictal, 2002). The imported second hand goods that were condemned scraps gradually Became the norm (Ikporukpo ,2002).

At the height of SAPMALA adjustment in 1991/92, many cars on the roads of Nigerians biggest cities were imported second hand, with public tr

transported in Lagos city depending greatly on reconstructed Mercedes-Benz 911 known as “Molue” (osinulu, 2008), from 1995, there was a dramatic rise in the importation and patronage of second-hand tyres have been in use since the colonial times (Venzers 2002,) while nothing that imported second-hand tyres have been in used. Denza (2002) observes that the poor, who represented the main patrons of used clothes, face increasing competition from middle class and wealthy apart from cars and clothes goods such as electronics, kitchen and house hold wares, chairs auto space part, shoes, bags, farm equipment e.t.c were also circulating in the second hand economy. Although imported second hand goods have different nomenclature they were collectively known as Tokunbo.

2.3 REVIEW OF RELATED STUDIES

Ajayi oluseye (2015) “health risk of neat used clothes”. You see them in most marketers, though some more than others, dealers and buyers of used clothes from United State, United kingdom, Italy and other developed countries trades is so widespread you can never miss it, everybody want high quality outfits but most people cannot afford the prices they come for at regular boutiques. From middle class office workers to stark illiteracies, the customer’s base has no definite demography.

ZAT the height of SAPMALA adjustment in 1992/92, many cars on the roads of Nigerian’s biggest cities were imported second – hand, with public transport in Lagos city depending greatly on reconstructed imported

Mercedes-Benz all known as molue (osinelu,2008). From 1995, there was a dramatic rise in the importation and patronage of second-hand clothes (Denzer, 2002). While nothing that imported second hand clothes have use

Since colonial times, Denzer (2002)) observes that the poor, who represented the main patrons of used clothing, faced increasing competition from middle class and wealthy buyers under SAP.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 RESEARCH METHOD

The research design for this study is survey method. This design because human being are involved and are prone to give answer that varies and agreement that will be used as the study's population "According to Nnaluho (2001:34) survey method are used in measurement of public opinion, attitude and orientation which are dominant among a large population at a particular period.

3.2 POPULATION OF THE STUDY

Nwosu (2006:49) define population of the study as 'the total number of element with a given environment which a research is set to study. The study will be carried out in kwara state and the people sampled are the student of kwara state polytechnic, Ilorin, who was randomly selected in order to get their answer and reactions of the role of broadcast Media in creating awareness on dangers of improved used tyres (tokunbo).

The population of this study is kwara state resident

3.3 SAMPLE SIZE AND SAMPLE TECHNIQUES

Non probability and quota sampling method, most researchers are bound by time and money and work force and because of these limitation it is almost impossible to randomly sample the entire population and it is often necessary to employ another sampling techniques the non- probability sampling techniques in contrast with probability sampling, non – probability sampling method is that an unknown proportion of the entire population was not sampled. This entails that the sample may or may not

represent the entire population accurately. Therefore the result of the researcher cannot be used in generalization, pertaining to the entire population. Quota sampling is a non-probability sampling techniques where in the researcher ensure or proportional in considered as basis of the Quota. For example if basis of the quota is college year and the researcher Needs equal representation with a sample size of 200, he must select 25-1 year student another 25-2o year student 3 year student 25-4 year students. The basic of the quota are usually age, gender, education, race, and religion and socio economic status.

3.4 INSTRUMENTATION

The instrument that was used in collecting data for this study is a questionnaire.

According to sobowale (1983) "questionnaire are often used to elicit information from the subject about what they have experienced" at which the first five questions are based on the study.

The questionnaire comprises of close ended question that is to say that opinion were given for the respondent to select from except for one Question which is open ended.

3.5 VALIDITY AND RELIABILITY OF THE INSTRUMENT

The questionnaire was presented to the supervisor for the contact and face scrutiny In order to ensure its validity. The face validity ensured that technically of the items in the questionnaire in order to find out it's relev

ant to the study, also the content validity of the instrument were checked to ensure their specifications.

3.6 METHOD OF ADMINISTRATION

The distribution of questionnaire to the sample population was done by the researcher and collected by them when completed. The instrument was administered by hand to the respondent at Kwara State Polytechnic, Ilorin. The respondents are students, lecturers and State of Kwara State Polytechnic that agree to the use of instructions.

3.6 METHOD OF DATA ANALYSIS

All data collected were analyzed using the simple percentage. The Techniques used was statistical descriptive method, the overall response Were ascertained and recorded with statics tools like response frequently

Percentage and total under which analysis each question were done and

Hypothesis were tested using chi-square (χ^2) statistical method.

CHAPTER FOUR

4.1 INTRODUCTION

This explain how data collected and all question rose in the administered

Questionnaire are presented and analyzed. The data collected in order to

Understand the relevance of the answer received from the question asked.

4.2 ANALYSIS OF DATA

The result presented and discussed below is based on the analysis of the one hundred copies of the questionnaires completed and returned by the respondents. The number of the study also helped in quick analysis of the data collected. The analysis was done by treating each question based on the research question.

Table 4.2.1 Distribution of the respondent by Sex

Options	Respondent	Percentage
Male	52	52%
Female	48	49%

Total	100	100
-------	-----	-----

Source: Filed work 2022

The above table 4.1 shows that 52 respondents of the gender distribution representing 52% were male while 48 respondents were female although this was a random sampling of the number of people in creating awareness of danger on an imported used tyre (Tokunbo) but it helps to examine some issues and the difference between the attitude of one gender and others.

Table 4.2 Distribution of Respondents by age

Options	Respondent	Percentage
15-20	25	25%
25-30	45	45%
35-40	20	20%
Other	10	10%
Total	100	100%

Source: Field Work, 2022

The above table 4.2 shows that 25 respondents by age range representing 25% are between 15-20, 45 respondents representing 45% are 25-30, 20 respondents representing 20% are between 35-40 while 10 respondents representing 10% are about 40. This shows that 25-30 has the highest

hest respondents.

Table 4.2.3 Distribution of respondent s by educational qualification.

Options	Respondent	Percentage
ND/NCE	75	75%
HND/Bsc	25	25
Other	-	-
Total	100	100

Source: Field Work, 2022

The above table 4.3 depicts that the least qualified that the respondents are ND/NCE holder, they are 75 (75%) of the respondents while 25 respondents representing 25% are HND/BSC. This shows that ND andNCE ha ve the highest respondents.

Table 4.2.4. Distribution of Respondent by occupation

Options	Respondent	Percentage
Student	55	55
Civil servants	25	25
Enterprenuer	20	20
Total	100	100

Source: Field Work, 2022

The above table 4.4 shows that 55 respondents representing 55% by distribution of occupation were student,25 respondents representing 25 % are civil servant while 20 respondent representing 20% are entrepreneur