

**THE PERSONALITY PROFILE OF ZULULAND TAXI
DRIVERS**

BY

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The personality profile of Zululand taxi drivers Declaration

I, Velaphi Herbert Ntuli hereby declare that this is my own work and all the sources used have been indicated and acknowledged to the best of my efforts by means of complete references.

.....

.....

Velaphi Herbert Ntuli

Date

Dedication

To my loving mother Joyce Ntombezincane Ntuli, my late father Madoda Phillip Ntuli, my late sister Ntoyakhe Maureen Ntuli, my younger brother Sabelo Ellington Ntuli, my nephew Siyamukela Nkanyiso Sibiya, my loving and supportive girlfriend Simphiwe Makhubo and the entire Ntuli and Gumede family.

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Abstract

The purpose of this study was to identify whether there is a contributory relationship between the common unwanted behaviour of taxi drivers towards taxi commuters and the taxi drivers' personality. The study involved 59 minibus taxi drivers sampled from the Empangeni and Richards Bay areas of the Zululand district. The participants were randomly selected in their respective taxi ranks/stations around the above mentioned areas. The Big Five 10-Item Personality Inventory and a tailored questionnaire were administered in an interview format. The findings depicted that the unacceptable behaviour usually portrayed by taxi drivers towards taxi commuters is not caused by the taxi drivers' personality. They further illustrate that the nature of the profession, which induces pressure on the driver, is one of the main causes of the behaviour. The taxi commuters were reported to be largely the ones who cause most of the conflicts that arise between drivers and passengers. The more experience (in years) the driver had in the taxi driving job the more acceptable and non-provoking his style of interacting with taxi commuters becomes. The reciprocal determinism theory was used to psychologically conceptualise the outcome behaviour of the taxi driver taking into strong consideration his personal cognitive choices, emotions, past experiences and his environment in the work place.

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CHAPTER ONE: INTRODUCTION

1.1. Introduction

In October 2011, the South African Taxi Council launched a taxi driver training academy which aimed at improving the behaviour of South African minibus taxi drivers towards taxi commuters. The drivers were expected to go through a three-month training course before they could qualify to get their Professional Driving Permits (PRDP) (Arrive Alive, 2011). This initiative was motivated by the fact that South African taxi commuters had been complaining for years about the treatment they receive from minibus taxi drivers and their touts (taxi conductors), the overcrowding of taxis, the loud music, speeding and reckless driving, taxi vehicle road worthiness and the taxi drivers' rude behaviour. Minibus taxi drivers were also perceived as perpetrators of road rage which Larson (as cited in Binge, 2003) describes as escalating through four different stages. These are 1. Expression of aggravation, 2. Aggressive driving, 3. Directly threatening or intimidating behaviour and 4. Leaving the car for direct confrontation. These incidents of road rage are increasing world-wide Lonero (2000) and are mostly reported through media sources.

Minibus taxi drivers are often perceived as rude, violent and use vulgar in their language. They are also considered as irresponsible and reckless in their driving, and according to literature, they are number one road-rule-breakers across the country (Lonero, 2000). This is not only common in Zululand but across the country, especially in big cities like Durban, Johannesburg and Cape Town where it is much worse

considering the taxi touts, loud music and the ever so busy roads. In fact, even individuals who use taxis for transport are more likely to report almost the same perception of a taxi driver. But there are taxi drivers who are calm, respectful towards commuters and responsible in their driving (Sauti, 2006).

Much has been documented about commuters' perceptions of minibus taxi drivers Behrens and Schalekamp (2010); Radder (2011), but not much has been done on the minibus taxi drivers' perceptions of themselves and their behaviour toward commuters. Through this study, the researcher seeks to (1) identify the underlying factors of the taxi drivers' behavioural patterns from the taxi drivers' perceptions and (2) identify the personalities of the drivers in an attempt to provide psychological insight into their behaviour.

Personality is described as the unique, somewhat enduring internal and external aspects of a person's character that influence behaviour in different environments (Bandura, 1999). It is important to note Schultz and Schultz's (2009) contention that although personality is relatively stable and predictable, it can vary with situations, for example different environmental stimuli may elicit dormant personality traits over the dominant ones.

1.2. Statement of the problem

The South African public has recently witnessed an emergence of a number of programs for taxi drivers' training, for instance, The Number One Taxi Driver. These emerged due to research findings that prove dissatisfaction of service delivery by taxi drivers which is experienced by commuters (minibus taxi users). So much research has been conducted on minibus taxi industry mainly focusing on motorists' risk taking behavior Peltzer and Renner (2003), transport functions Groenewald (2003), perceptions of road safety Ferreira (2010), commuter satisfactions Behrens and Schalekamp (2010) and minibus taxi passenger expectations Radder (2011), but little is known about the minibus taxi drivers perceptions of themselves and their characteristic behaviour toward taxi commuters; this is what this research intends to address.

In October 2015, the Minister of Transport Dipuo Peters issued a statement on lawlessness in the taxi industry. In the statement, she highlighted taxi drivers' "...violence, anarchy and bad service" as major issues that required "... extensive behavioural and attitude adjustment." According to the minister, taxi drivers disrespected taxi commuters and perceived them as merely means to an end (a way of making quick money) and other road users as impediments to that end. All these actions she described as going against the South African Bill of Rights' guarantee to life, human dignity and freedom from harm. She then invited all stakeholders in the taxi

industry to fully participate in training taxi drivers, rewarding good behaviour and rigorously punishing unacceptable behaviour (Department of Transport, 2015).

1.3. Aim and objectives of the study

The reason for pursuing this topic is the reportedly common unacceptable behaviour of minibus taxi drivers which raises questions pertaining to its cause and prevalence and this research seeks to find answers to those questions.

The main aim of this study was to identify (from the drivers' perspective) the underlying factors of minibus taxi drivers' behaviour and to find out if there is a suitable personality for the minibus taxi driving profession.

Objectives:

- To find out how much of the taxi drivers' behaviour toward taxi commuters is related to their underlying personality and how much of it is shaped by the context;
- To identify the situations under which minibus taxi drivers behave negatively towards commuters.

1.4. Research questions

The research questions for this study are:

- Are the minibus taxi drivers' behavioural patterns endorsed by their underlying personality?
- Are there any environmental factors that cause the minibus taxi drivers' negative behaviour toward taxi commuters?

1.5. Significance of the study

Various organisations have emerged seeking to make traveling by minibus taxi more pleasant to commuters, research has focused on commuters' perceptions of minibus taxi drivers, road rage incidents, minibus taxi drivers' perceptions of road safety, minibus taxi commuters' satisfaction and expectations etc. The distinct aspect of this research is that it looks at the drivers' self-evaluation of their behaviour and their underlying personality in an attempt to provide a psychological understanding of the commonly portrayed negative behaviour towards commuters. Results from this research would be useful, especially in the training of taxi drivers by creating a basis for formulating training programs that engrave special personality or behavioural traits while also bearing in mind the circumstances that dictate minibus taxi drivers' behaviour.

1.6. Definition of terms

- a. **Undesirable behaviour:** this concept refers to being rude, violent or aggressive towards passengers.
- b. **Commuter/s:** this concept is used interchangeably with **passengers** in this study and it refers to minibus taxi clients.

- c. **Personality:** is the unique, relatively enduring internal and external aspects of a person's character that impact behaviour in different circumstances.

1.7. Chapter summary

The main aim of this study was to find out what the minibus taxi drivers consider to be the reasons and/or determining factors of their behaviour towards minibus taxi commuters and to establish if there is one suitable personality for a minibus taxi driver. Minibus taxi drivers were given a platform to voice out what causes them to behave undesirably towards commuters. Also, this research ventured to find out how much of the minibus taxi drivers' behaviour is a result of their underlying personality.

CHAPTER TWO: LITERATURE REVIEW

2.1. Introduction

The minibus taxis transport about 68% of the South African population from their homes to work, shops and various other desired destinations (Department of Transport, 2015). Research has made it evident that the minibus taxi industry is the busiest and the less satisfying to commuters. Not only is the minibus taxis' services unsatisfactory to commuters, taxi vehicles are also leading in road accidents. Statistics estimates taxi vehicles to be involved in about 70 000 road accidents per annum. This is statistically twice the number of any other passenger mode transportation accidents in South Africa (Arrive Alive, 2011).

2.2. The minibus taxi industry in South Africa

The minibus taxi industry began in South Africa in the late 1970s as a cheaper means (after buses and trains) of transporting people from their homes to work and other desired locations. At its inception, the industry was very informal and owned by Black South Africans who could afford purchasing the taxi vehicles (kombis). Some taxi owners drove the vehicles themselves while others hired drivers. The nature of employment was based on verbal agreements and there were no contracts signed, no insurance benefits and no protection by unions. The wages were determined by the taxi owner in two main ways: (a) the taxi owner specifies weekly profit targets that the driver must meet. The owner then pays the driver a basic salary from the profits. (b) The owner sets a fixed weekly turnover amount for the driver. Whatever the driver makes in

excess to the weekly target becomes his salary. Fuel expenses are paid from the drivers excess and not the owner's profit on both these methods (Barrett, 2003).

What is common about these methods of payment is the pressure induced on the driver to make more money. As a result, the nature of the industry has been indicated to be the main causal and perpetual factor of the mistreatment of passengers by minibus taxi drivers (Sinclair & Imaniranzi, 2015). The late 1990s saw an emergence of organisations like the South African Transport and Allied Workers' Union (SATAWU). SATAWU in cooperation with the South African government aimed at formalizing the taxi industry by advocating for taxi drivers to get decent salaries as well as other regular employment benefits. The taxi owners organized themselves to fight against these regulations. Consequently, till today the taxi industry has not been successfully formalized (Fobosi, 2013).

2.3. The minibus taxi driver

Minibus taxi drivers have been often collectively described rather than being viewed individually. The unfortunate thing about this collective description is that it is usually negative. Research has shown that the rude and aggressive minibus taxi drivers tend to be the younger male (Khosa, 1997; Sinclair & Imaniranzi, 2015). When the researcher decided to pursue this study, almost all his fellow classmates, friends and university lecturers warned him of the negative and dangerous reactions he might come across (a

practical example of this collective perception). Despite the fact that the researcher had been a boarder of minibus taxis for 20 years of his life, these warnings elicited some anxiety within him. The researcher's subjective experience of most of the sample was contrary to the warnings he had received prior to conducting the study. An enormous amount of minibus taxi commuters, other road users, the media and the general population often describe minibus taxi drivers as rude, violent, disrespectful and inconsiderate (Behrns & Schalekamp, 2010; Radder, 2011).

The day of a typical taxi driver usually begins at four (4) am and goes on until seven (7) pm or sometimes later than that (Khosa, 1997; Sauti, 2006). Usually, minibus taxi drivers work from Monday through to Saturday, but a significant portion of them also work on Sundays to make more earnings. The salary structure has not changed from the one outlined above. The basic salaries (determined by taxi owners) of minibus taxi drivers generally range from R2000 to R3000 per month (Fobosi, 2013). Minibus taxi drivers experience their jobs as very stressful. Despite the negative conditions some minibus taxi drivers still service the community selflessly, sometimes risking their own lives by driving in dodgy places at night to transport their commuters to their desired destinations.

According to Khosa (1997), the taxi driving profession has fewer female drivers. Research has shown that women find it more difficult to adjust to the taxi driving profession since the profession is dominated by males. The women taxi drivers find this

job highly demanding and stressful. They perceive the work environment as unfriendly and dangerous; thus, they abandon their polite nature of relating and adopt a ruder and somewhat aggressive (masculine) manner of interacting with both colleagues and passengers. This can be viewed as a means of protecting themselves from the environment which they perceive as harsh.

2.4. Commuters' perceptions of taxi drivers

Although commuters consider the minibus taxis as less reliable and uncomfortable, it still remains the widely used means of transportation in South Africa (Vilakazi & Govender, 2014). It was evident in the study by Behrens and Schalekamp (2010) that minibus taxi commuters were unhappy and dissatisfied by the behaviour of taxi drivers, the safety of the taxis and overall service at the taxi ranks. Out of the 68% taxi users in South Africa, 74% voiced out dissatisfaction with the treatment they received from taxi drivers and their touts (Behrens & Schalekamp, 2010). Commuters view minibus taxi drivers as reckless drivers who exceed speed limits unnecessarily and are always complaining. Similar results have been reported in other countries (Vest, Cohen & Tharpe, 1997; Shi, Tao, Li & Atchely, 2014).

2.5. The minibus taxi drivers' perceptions of themselves

The educated guess of this study was that minibus taxi drivers would give answers that portray them as behaving desirably towards minibus taxi commuters and ultimately

blame commuters for their undesirable behaviour. One is predetermined to say minibus taxi drivers see themselves as “angels” doing only righteous to their commuters. This would be a good guess since research by Sauti (2006) revealed that minibus taxi drivers did not view themselves as portraying undesirable behaviour or mistreating their commuters. According to the passengers, the taxi driver is rude, aggressive and reckless “for no good reason”. But according to the drivers, the demanding and stressful nature of their job (including the behaviour of passengers) is the cause of their undesirable behaviour.

2.6. “Children of the same mother”

It is a common thing to hear minibus taxi commuters and the general public (including other road users and the media) using the phrase “children born from the same mother” to describe minibus taxi drivers’ personalities, behaviour and the way they treat taxi commuters and other road users. Sauti (2006) explored this further in the study entitled “Minibus taxi drivers are they all children of the same mother?” that was conducted in Johannesburg at the Randfontein minibus taxi rank. The main aim of Sauti’s study was to investigate whether or not all the minibus taxi drivers were indeed behaving in the similar negative ways they were commonly accused of. Her study also intended to arguably prove or disprove that minibus taxi drivers deserve to be described as children born from the same mother.

What is rich about Sauti's (2006) study is that it involved respondents who statistically represented all stakeholders, users, and other service providers in the minibus taxi industry. The participant list was made up of minibus taxi drivers, commuters, taxi rank queue marshals, taxi rank vendors, taxi rank hawkers, taxi cleaners, taxi owners, Western Gauteng Taxi Executives and traffic officers. Media publications on minibus taxi drivers were also reviewed. Each of the interviewed participants (in their respective designations) was asked for their opinion of minibus taxi drivers' personality and the overall behaviour of minibus taxi drivers at the Randfontein taxi rank. The major findings made by Sauti (2006) were:

- The driving habits and overall behaviour of minibus taxi drivers was largely (directly or indirectly) shaped by passengers, taxi owners (minibus taxi drivers' employers) and the society at large. Passengers would demand the minibus taxi driver to drive faster because they were late for work (i.e. direct influence of driving habits and overall behaviour). The taxi owners would put more pressure on them to make more money (i.e. indirect influence of driving habits and overall behaviour) and thus they would have to speed up and in the process not handle passengers appropriately (rush passengers into and out of the vehicles, overload passengers and drive recklessly).
- Minibus taxi drivers drive under completely different driving conditions than other motorists. This is mainly because of the conditions mentioned in the first point.
- Minibus taxi drivers endure ridiculous working hours and at some point risk their own safety to transport passengers.

From the above findings it seems most minibus taxi drivers work under stressful conditions and always have to satisfy the needs of those they serve (passengers and taxi owners).

Sauti (2006) then concludes that:

“It is in this sense that minibus taxi drivers are ‘children born from the same mother’, because they face similar challenges and experiences on the road from passengers, motorists, traffic officers and taxi owners under the same real conditions.”

2.7. Unhappiness at work

Happiness and satisfaction are both very critical aspects in overall job performance. Gratitude is another important factor in determining job performance. Happiness varied across employees. It was found in a study by Waters (2012) that employees who had been in a job position for more than 8 years were less happy than those who had been in the same job position for less than a year. Factors found to influence work unhappiness were:

- Unsatisfactory salary
- Lack of work enjoyment
- Limited personal growth induced by the job
- Stressful work environment

On the other hand, positive emotions Emmons and McCullough (2003) and stable moods Watkins, Woodward, Stone and Koltz (2003) were found to improve job happiness. Being happy at work was found to contribute towards a significant decrease in burnout (Chan, 2011). These findings allude to a significant link between being content in one's work and the ultimate job performance level. Job satisfaction is another element that was briefly investigated by the current study.

2.8. The By-Laws relating to the regulations of minibus taxis and buses

There have recently been by-laws formed to regulate the operations of minibus taxi ranks, minibus taxis and code of conduct for minibus taxi drivers. These by-laws are implemented by the designated taxi associations. Taxi associations are bodies of stakeholders, usually minibus taxi owners, who form an executive that governs the operations of each taxi rank. Rank managers—appointed by the taxi associations—are mainly responsible for taxi operations inside taxi ranks, for instance, which taxis are operating which route and which is the next taxi to load passengers as an attempt to avoid disputes between minibus taxi drivers. These structures have impacted on the behaviour of minibus taxi drivers with by-laws that they implement.

The by-laws include rules or regulations on minibus taxi driver conduct towards passengers and fellow drivers to acceptable vehicle condition and passenger rights and responsibilities. It however seems as if these by-laws are unequally implemented by

minibus taxi commuters as compared to minibus taxi drivers. Perhaps careful and thorough implementation by passengers would benefit both parties by improving the relationship between them. Perhaps passengers' understanding of their rights, responsibilities and how they should conduct themselves inside the minibus taxi would create better cooperation between passengers and drivers (Western Australia Department of Transport, 2011).

2.9. Road rules violation

There are numerous complaints in the South African general public concerning the driving behaviour of minibus taxi drivers; one normally hears and reads about these complaints in the radio and newspapers more often.

Case, Reiter, Feblowicz and Stewart (1956) conducted a study on 300 habitual traffic violators in Los Angeles USA. Although their study involved white male drivers and included all motor vehicle drivers, not just taxi drivers or minibus taxi drivers, the results suggested that drivers in the sample had average intelligence, were between ages 21 and 25 years and came across as "average" personality. The personalities of 100 of these participants were further intensively explored. The results of this intensive explorations revealed that, among others, 44% of these respondents were "normal personality," 13% were classified as individuals who probably needed some clinical attention and treatment and 2% were considered unclassifiable.

They concluded that habitual traffic offenders are mostly normal human beings which could possibly be the case with the taxi drivers who mistreat commuters. Their recommendations were that prevention or correction of such behaviour through training rather than punishment may possibly be one of the best solutions to the problem. This was obviously a good recommendation. Today (about 50 years later) we witness an immergence of numerous organisations launched by the South African Department of Transport to try and correct maladaptive behaviour by training minibus taxi drivers how to behave towards other road users and taxi commuters (Arrive Alive, 2011). It might be useful to the Taxi Driver Training Associations to also have an understanding—from both the psychological and the minibus taxi drivers' perspectives—of the precipitating factors of their unacceptable behaviour.

2.10. Personality traits

2.10.1. The Big Five Personality Dimension

The personality trait theory dates back to the 1880s and has been constantly substantiated by research. The big five personality traits are common language descriptors that were statistically derived from the first trait theory research. The five personality dimensions (The Big Five) are Agreeableness, Conscientiousness, Extraversion, Neuroticism and Openness to Experience. These have been found to be present across cultures McCrae and Costa (1997) and have been shown to have a genetic basis (Digman, 1989). The current study measured the Big Five Personality

Dimensions to reveal the personality profile of minibus taxi drivers. Each of the traits is further elaborated below.

Agreeableness: This refers to how one is positively oriented toward people around him/her. High scorers are significantly altruistic, trusting, modest, sympathetic and helpful. Low scorers (antagonistic people) are egocentric, cynical of others' good intentions and competitive. Because of their cooperative nature, agreeable individuals are usually successful in careers where customer service and teamwork are pertinent (Judge & Ilies, 2002). Individuals that score high on Agreeableness have been found to be unsuitable for highly competitive careers (Judge & Zapata, 2015).

Conscientiousness: This refers to how well an individual can control himself/herself and maintain focus. These individuals are characterised by sequential active planning, organising, and ultimately carrying out tasks. High scorers on conscientiousness are hardworking, responsible, careful, dependable and achievement oriented. They seem to be fueled by performing their duties well to maintain their integrity. Low scorers are not necessarily immoral but lack strictness in moral principles application (Rothmann & Coetzer, 2003; Abdullah, Rashid & Omar, 2013). Conscientiousness has been shown to be a determinant of job performance (Salgado, 2003). Conscientiousness alone does not predict the job effectiveness as it has been found by Westerman and Simmons (2007) that low levels of social skills impede the full effectiveness of conscientiousness on job performance.

Extraversion: This is how one energetically approaches the social and material world. Traits like assertiveness, sociability, positive affectivity (optimism) and talkativeness are prominent. High scorers (extraverts) are energetic and optimistic while low scorers (introverts) are reserved, independent and even-paced. Extraversion is a predictor for occupational effectiveness in professions such as sales personnel (Barrick & Mount, 1991; Bing & Lounsbury, 2000; Lowery & Krilowicz, 1994; Vinchur, Schippmann, Switzer & Roth, 1998; Judge & Zapata, 2015). Extraversion might also be a predicting factor for a successful career in minibus taxi driving where the drivers are also the ones calling in passengers, but it can also be a negative factor. If a minibus taxi driver scores particularly higher on extraversion, he/she might be likely to respond expressively to criticism which might escalate to assaulting a passenger.

Neuroticism: This is how emotionally unstable a person is. Neuroticism indicates the general tendency to experience negative emotions such as embarrassment, fear, anger, sadness and guilt. High scorers are nervous, tense, anxious and sad and may be at risk for developing psychiatric problems. They also have poor impulse control and struggle to effectively cope with stress. Low scorers are emotionally stable and even tempered. These individuals are able to face stressful situation without being overwhelmed by them (Hough, Eaton, Dunnette, Kamp & McCloy, 1990). They also have the ability to form and maintain positive relationships within their work context (Westerman & Simmons, 2007). Based on this literature, it seems that a minibus taxi driver with a low

score on neuroticism would most likely be more suitable for this job because of his emotional stability and even temper.

Openness to experience: This is how receptive a person is to ideas and experiences. High scorers think broadly and deeply with complexity and originality. They experience both negative and positive affects more keenly and are willing to entertain novel ideas and unconventional values. These individuals benefit from jobs where high levels of social interaction are required (Nikolaou, 2003). Low scorers are more conventional in behaviour and more conservative in outlook. Linear to this literature, minibus taxi drivers who will score high on openness to experience would cope well with the stressors associated with the job, including responding well to criticism by being in touch with their emotions and effectively processing them (Abdullah, Rashid & Omar, 2013).

Personality traits are one of the underlying factors of behaviour, but they are, however, not the final determinants of portrayed behaviour; contextual factors also contribute to the behaviour being portrayed (Staub, 1974; Schwartz, 1992). Thus, some behavioural patterns of taxi drivers may be attributable to their underlying personality but context has to be considered as well. This is what the interactionist or contingent consistency position (which is implemented in social psychology and personality psychology) is implying by the three factors that are said to cooperate with attitudes and personality traits in eliciting certain behavioral patterns and these are: (1) situational circumstances surrounding performance of the behaviour; (2) characteristics of the individual; and (3)

secondary characteristics of the disposition (Bowers, 1973; Ekehammer, 1974; Endler & Magnusson, 1976; Warner & DeFleur, 1969). This now gives a picture of various factors that affect the enactment of any kind of behavior in any given context.

2.10.2. Personality and behaviour

According to Gordon Allport, personality is comprised of genetic predispositions and the individual's social environment. He argues that heredity serves to provide personality with the raw materials (for instance, temperament, physique and intelligence) and that it is the environment's conditions that may shape, expand or limit personality. He also argues that heredity is largely responsible for our uniqueness (Allport, 1961).

This is also evident in the description of personality that Allport posits: "personality is the dynamic organization within the individual of those psychophysical systems that determine his characteristic behaviour and thought" (Bertocci, 1979, p. 606). With this description, the social and genetic variables are put in perspective. What Allport means by "dynamic organization" is that although personality is subject to constant change and growth these are organized, not random. What "psychophysical" means is that personality draws on the mind and body components functioning as a unit and neither one of them is a full determinant of personality (Schultz & Shultz, 2009, p. 245). This explains our sameness and uniqueness.

2.11. Personality and job performance

Rothmann and Coetzer (2003) conducted a study on the Big Five Personality Dimensions and job performance. This study was aimed at unveiling the relationship between job performance and employees personality dimensions. The NEO-Personality Inventory, and Revised and Performance Appraisal Questionnaire were used to collect data from a sample of 159 pharmaceutical company employees. In this study it was evident that job performance is prone to contextual factors as well as dispositional factors. House, Shane and Herrold as quoted in Rothmann and Coetzer (2003, p. 68) define dispositional variables as "... personality characteristics, needs, attitudes and preferences and motives that result in a tendency to react to situations in a predetermined manner." So, reflecting on the above definition of dispositional variables it becomes clear that, other than underlying personality, individual's needs, and attitudes, preferences and motives also impact on the outcome behaviour. The results of the study by Judge and Zapata (2015) outline that not all traits are activated equally but rather specific environmental stimuli have a significant impact on which trait is activated in the person's personality arsenal. What is common with the reviewed literature is the interplay between personal predispositions (including personality traits) and the context (environment) in determining behaviour. It would thus be interesting to examine the interaction between personality trait and the environment in determining ultimate behaviour of the minibus taxi driver.

2.12. Theoretical framework

The psychological theory that best fits this study is **Reciprocal Determinism** coined by Albert Bandura (1986). This theory contends that behaviour is controlled by the individual (through cognitive and other internal processes) and by the environment (through social and other external events). Through the lens of this theory, behaviour is a voluntary response to both external and internal processes of the individual. This is, however, not to simplify behaviour as just a response to the external environment and internal processes but rather to show the complex elements that underlie the observed behaviour. To illustrate the mutual interplay between behaviour, internal processes and external events, Bandura introduced the Triadic Reciprocal Causation which includes:

- (a) *Personal factors*: all characteristics (cognitive, emotional, biological) that have been rewarded in the past including personality factors as well as individual's expectations.
- (b) *The environment* (workplace): the person's physical surroundings that contain potentially reinforcing stimuli. The environment plays a significant role in the intensity and frequency of the behaviour but the behaviour itself can shape the environment.
- (c) *Behaviour*: the behaviour is, in most cases, the outcome of the interplay between internal and external processes. It may or may not be reinforced at a given time or situational condition. The more reinforced the behaviour is, the more it is enacted.

Any of the discussed elements of the triadic reciprocal causation can cause the other to occur; there is no determined sequence of their interplay. Each of the three elements is the causal result of the other and none should be viewed separately from the other (Nevid, 2013). The reciprocal determinism theory is relevant to the current study because it elaborately captures the three core elements of behaviour namely, 1. Previous personal experiences (thoughts and emotions), 2. The environment and 3. The ultimate behaviour. The theory also captures the aim of the study which is to identify whether the commonly displayed unwanted behaviour is due to the drivers' personality or his environmental exposures. It allows the researchers to psychologically explore the factors that contribute to the outcome behaviour.

2.13. Chapter summary

Previously conducted research shows that minibus taxi drivers are described as the most mischievous drivers both on South African roads and abroad. Taxi commuters, other road users, traffic officers, the media and the general public have all voiced out their complaints and concerns about the conduct of minibus taxi drivers at the taxi ranks, inside the taxi vehicles as well as on the road. Minibus taxi vehicles are also the most to be involved in road accidents across the country. Personality has been shown to influence how an individual approaches their social and/or occupational world. Certain personality traits, e.g., Agreeableness and extraversion have been shown to be predictors of good job performance in jobs involving contact with consumers. Happiness has also been determined as a predictor of effectiveness in the job environment.

Personality is not the final determinant of behaviour; however, the interaction between personality traits and the environment has been shown to also have an impact on portrayed behaviour.

The life and/or working conditions of minibus taxi drivers have been found to be different than those of many other road users. Research has determined that similarities in stressful occupational experiences of minibus taxi drivers are responsible for the commonly portrayed and prevalent unacceptable behaviour on the road and inside the minibus taxi vehicle.

CHAPTER 3: RESEARCH METHOD

3.1. Introduction

The research questions for this study included the following:

- Are the minibus taxi drivers' behavioural patterns endorsed by their underlying personality?
- Are there any environmental factors that cause the minibus taxi drivers' negative behaviour toward taxi commuters?

This qualitative study gives an account for why minibus taxi drivers sometimes mistreat commuters or behave undesirably towards commuters, specifically exploring the drivers' underlying personality patterns and also the drivers' tendencies to model the behaviour of other minibus taxi drivers. The BFI-10 (Big Five Personality Inventory 10) was administered to the selected sample and was supplemented by a questionnaire devised by the researcher. The phenomenological data were thematically analysed and the BFI-10 score were manually scored and recorded by the researcher.

3.2. Research design

For purposes of this study which included obtaining self-evaluation from minibus taxi drivers, a qualitative research design was adopted together with constructivist philosophical perspective.

3.3. Setting

Data collection for this study took place at various taxi ranks around Empangeni and Richards Bay for a time period of two (2) weeks. All the visited taxi ranks were governed by their overseeing taxi associations; these associations were responsible for rank functioning, taxi driver conduct and passenger rights among other things. They employ taxi rank managers who facilitate the orderly operations of taxi ranks.

The specific settings and their respective governing associations for data collection were the Esikhawini Taxi Ranks (Esikhawini Taxi Association), Ngwelezane Taxi Rank (Ngwelezane Taxi Association), KwaDlangezwa Taxi Rank (KwaDlangezwa Taxi Association), Matshana Taxi Rank (Matshana Taxi Association), Richards Bay Taxi Rank (Richards Bay Taxi Association), A-Rank Taxi Rank (A-Rank Taxi Association), B-Rank Taxi Rank (B-Rank Taxi Association) and Old Eshowe Taxi Rank (Old Eshowe Taxi Association). The taxi ranks were very busy and noisy places with people and minibus taxis moving up and down, in and out; the endless shouting and hooting—all these would cause destruction for both the researcher and participants.

3.4. Sample

For this study a sample size of 100 participants was the target but only a total of 59 participants were obtained. There was a significantly high number of unfinished interviews, some reasons for this were: 1. participants having to go and move their

vehicles to a different parking spot and not returning for the interview and 2. the participants' turn to load passengers had come and they had to move their vehicle into the loading zone and begin calling out for passengers. The sample involved minibus taxi drivers from various taxi ranks in Empangeni, Richards Bay, Esikhawini, Matshana and Nseleni. Participants were between 19 years and 60 years old and only one participant was female.

3.4.1. Data collection procedure

For purposes of this study, the researcher relied heavily on convenience sampling and snowball sampling in cases where obtaining respondents was more challenging. Ethnography also gave the researcher rich information about each group of potential respondents and how he could engage effectively with them in an attempt to single one out for interviewing. This was done through closely observing the ways of interaction between the groups upon arrival at each taxi rank in an attempt to predict the potential participants' attitude towards the researcher. From these observations the researcher carefully tailored his initial engagement with them in a manner that alleviates the possibility of being rejected. The researcher bracketed his own perceptions and notions about the target population throughout data collection and interpretation. The researcher was careful in use of language and strictly adhered to IsiZulu throughout the interviews. After building up rapport through "small chat" the researcher would fully introduce himself and his research project clearly stating the purpose of the research, context of interviews and the structure of questions as well as the length of the whole

interview. After the introduction, participants were requested to be interviewed alone in their vehicles or any other vacant vehicle if they were among a group of drivers.

The interview (excluding administering the BFI questionnaire) took approximately 5 to 7 minutes and was conducted in IsiZulu. The researcher had to do away with printed questionnaires because approaching the participants with too many papers in his hands decreased their likelihood to partake in the study. This led the researcher to write key words of each question on an A5 note pad sheet to minimise the number of pages. These A5 sheets were stapled together with the informed consent and BFI-10 sheet. There was no particular order for administering the questionnaire and the BFI-10; there was no particular order for the items in the questionnaire. The researcher would start his interview in a conversational manner so as to maintain the rapport already built through a relaxed, non-professional manner of engagement. This “relaxed” manner of engaging was adopted after observations that the participants were guarded when the researcher constantly read questions to them and recorded their verbatim responses. Short-hand writing was used to record down the participants’ responses on the A5 note sheet.

3.4.2. Inclusion criteria

- Minibus taxi drivers over 19 years of age.

3.4.3. Exclusion criteria

- Metered taxi drivers
- Taxi touts or queue marshals
- Drivers of passenger-transport vehicles that are not minibus taxi in build, for instance, buses, bakkies and Hyundai H-100.

3.5. Measurement instruments used

Two measurement instruments were used in this study: an interview schedule or questionnaire and the BFI-10 personality assessment tool. One other measurement instrument or method used for data collection was ethnography.

3.5.1. The interview schedule or questionnaire comprised of nine open-ended questions that were specifically tailored by the researcher. It also included a section for age of participant, highest educational level obtained and the amount of time spent in the minibus taxi driving profession (Refer to Appendix 3). The main purpose for developing such a tool was to enable the researcher to extract qualitatively rich data from the respondents. To ensure validity of the questionnaire, the researcher piloted it on a smaller sample of respondents.

3.5.2. The BFI-10 Item Personality Inventory is a tool used to measure the big five personality dimensions, namely, extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience. It was

experimentally created by Rammstedt and John in 2006 as a shorter version of the 44-item Big Five Personality Inventory. The BFI-10 is made of 10 items and is mainly used as a measure of personality for research samples with limited time. It is suitable for both self-administration and administration in an interview format. This personality assessment tool was selected for use in this study because it is quick to administer (about a minute) and thus was most suitable for this busy sample. The BFI-10 was scored using the prescribed reverse-scoring technique, this method yielded averages for each factor which were interpreted according to their sum. The researcher ensured validity of the BFI-10 by using a qualified interpreter to translate the items to IsiZulu. This was done to maintain the integrity and meaning of BFI-10 items in IsiZulu language. In addition, the researcher strictly adhered to the test's standardised administration and scoring procedures. The results from the experiments that were conducted in the development of the BFI-10 suggested that the BFI-10 scales retained noteworthy altitudes of reliability and validity (Rammstedt & John, 2007).

3.5.3. Ethnography was employed to provide the researcher with information or substantiated guesses about each potential respondent's perception of and attitude towards the researcher. This assisted the researcher in structuring his introduction, language use and the overall approach toward the respondent and structuring the sequence of questions. Ethnography also permitted the researcher to gauge the authenticity of the respondent and information shared by interpreting the respondents' tone of voice and bodily expression during

interview. The researcher observed the minibus taxi drivers' interacting styles with colleagues and passengers.

3.6. Data analysis

The data were analysed using the descriptive and thematic data analysis research methods. The descriptive part of the analysis involved arranging and presenting the demographic characteristics of the respondents with special scrutiny given to respondents' gender, age, educational level, personality profile and BFI dimension. It is important to note that this was not the selection criteria of respondents but rather a categorisation of data for aims of identifying any common response patterns among the distinctly characterised groups. Thematic analysis involved identifying major themes that emerged from the responses given by the respondents, these were new themes that were not initially planned or expected by the researcher. Some of the themes, however, evolved as answers to the initial research questions.

3.7. Ethical considerations

To carry out ethical research, the researcher respected the dignity and rights of each and every participant for this research. The following was done to ensure ethical research practice:

- Ethical clearance: the researcher applied for and obtained ethical clearance to conduct this research from the Research Ethics Committee of the University of Zululand.
- Permission to conduct the study: the researcher submitted 'permission to conduct research' requisition letters to taxi rank managers of all involved taxi ranks and only proceeded when they gave him permission by signing the letter.
- Voluntary participation: every participant was respectfully approached and kindly requested to voluntarily participate. Respondents were given the freedom to not answer to questions they were uncomfortable with as well as to stop the interview when they felt they did not want to continue with it.
- Informed consent: all participant were given both verbal and written informed consent in IsiZulu. Aims, objectives of the research and how data would be used were fully explained to the participants before they took decision to partake in the study

3.8. Challenges

The fact that data collection took place in December made matters worse since this was the busiest period for the minibus taxi industry. Due to the environmental conditions mentioned above, interviews had to be conducted inside minibus taxis with only the driver inside. This strategy was hard to carry out because most taxi drivers stayed in groups at the ranks and separating them led to a few of them agreeing to participate. None-the-less the researcher obtained a well representative sample of participants.

3.9. Chapter summary

Data collection for this study took place in a period of three weeks. For further observation and confirmation of the prevalence of the commonly spoken behaviour of minibus taxi drivers, the researcher boarded a minibus taxi for the rest of this period. A standardised personality assessment tool (BFI-10) was used to assess the personality patterns or traits of the interviewed minibus taxi driver. Only minibus taxi drivers were interviewed in this research and each respondent was interviewed in a secluded area—inside their vehicle—with no one else present. Various minibus taxi ranks and their respective associations' representatives around Empangeni and Richards Bay were visited. Minibus taxi drivers were also subtly observed for hints on how they interact and how they react to the researcher's presence.

CHAPTER 4: DATA ANALYSIS

4.1. Introduction

This chapter pertains to data analysis and presentation. The main aim of this study was to determine if a suitable personality pattern for the minibus taxi driving profession exists and also to determine the circumstances under which minibus taxi drivers behave undesirably towards minibus taxi passengers. This study used a sample of 59 minibus taxi drivers in which one (1) of them was female. The data were collected from the sample by means of an interview and a personality assessment instrument (The BFI-10).

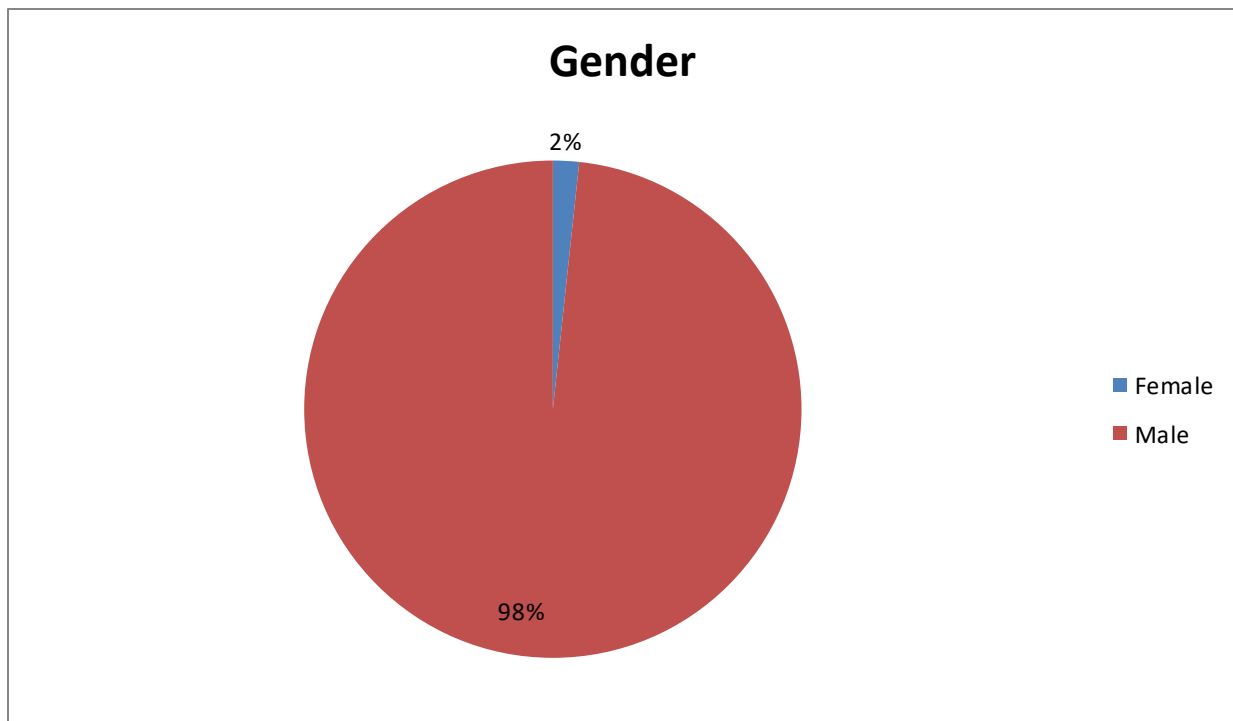
4.2. Analysis

4.2.1. Quantitative data analysis

4.2.1.1. Demographic characteristics

4.2.1.1 (a) Gender

Figure 1

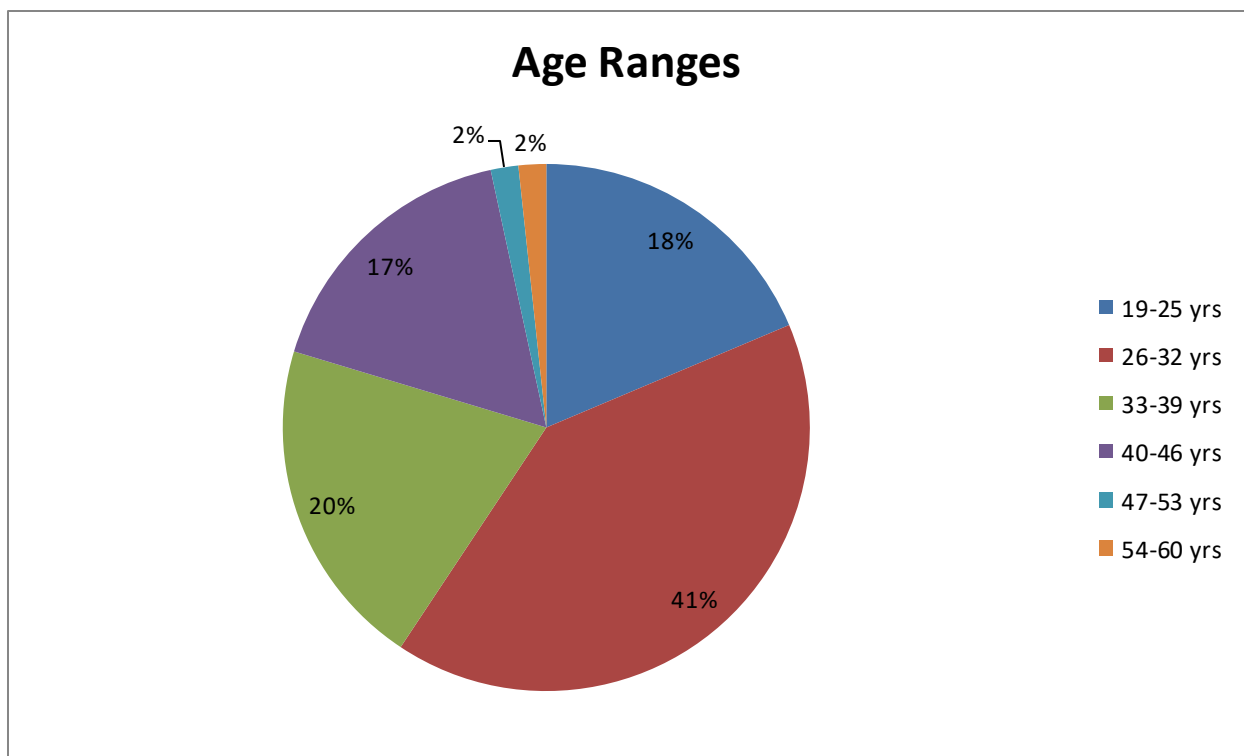


The above diagram is a representation of the respondents' gender. As depicted above, the sample involved one (1) female and fifty eight (58) male participants. Although only one (1) female was interviewed, there was significant distinction in these two genders' responses on both the BFI-10 and in the questionnaire. The female participant's score on Neuroticism was 8 over 10; this was particularly higher than her male cohorts. She

further reported experiencing difficulty and criticism from passengers and sometimes having to ask the male minibus taxi drivers to intervene. She mentioned that the minibus taxi driving career was more challenging towards her since, because of her gender, passengers—especially male passengers—undermined and disrespected her and publicly voiced out their criticisms. She also mentioned that she had learnt to cope with these challenges since she had been driving for over 20 years. She described herself as very polite and thus her coping mechanism had been to simply ignore the passengers' provocative behaviour.

4.2.1.1 (b) Age ranges

Figure 2

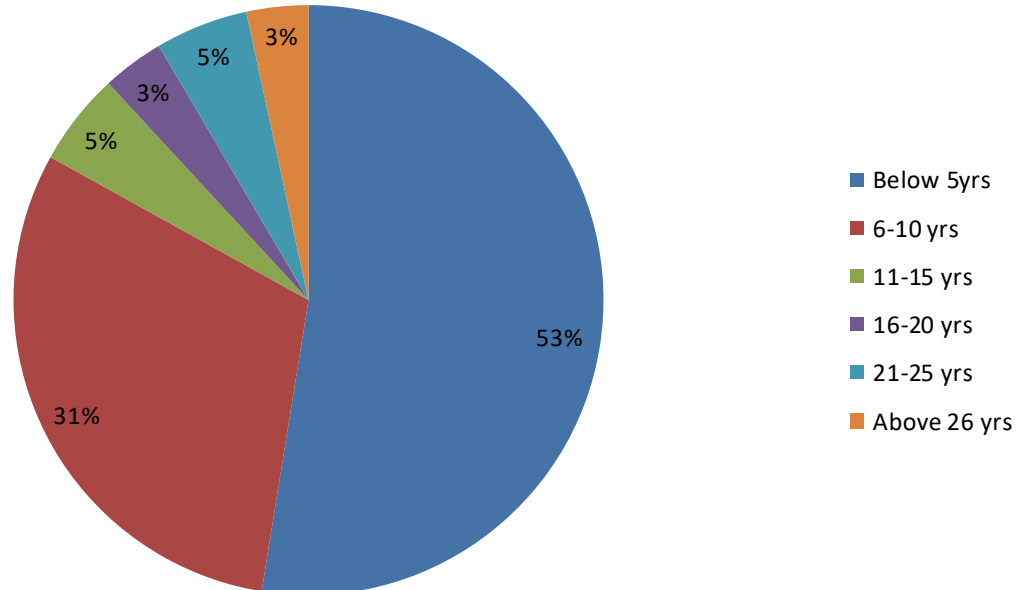


Out of the fifty nine (59) participants, eleven (11) fell between the age range of 19 and 25 years, twenty four (24) fell between 26 and 32 years, twelve (12) fell between 33 and 39 years, ten (10) were between 40 and 46 years, one (1) fell between 47 and 53, and the other one (1) between 54 and 60. All participants between ages 19 and 25 had matriculated from high school and one of them had an N2 college qualification. Out of the 11 participants in the age range of 19 to 25, only one admitted to having verbally assaulted passengers and he scored particularly low on the conscientiousness scale of the BFI-10. The other ten participants in the same age range scored higher on conscientiousness and reported being usually ignorant and silent whenever provoked by passengers.

4.2.1.1 (c) Years spent in the minibus taxi driving profession

Figure 3

Years spent in minibus taxi driving profession

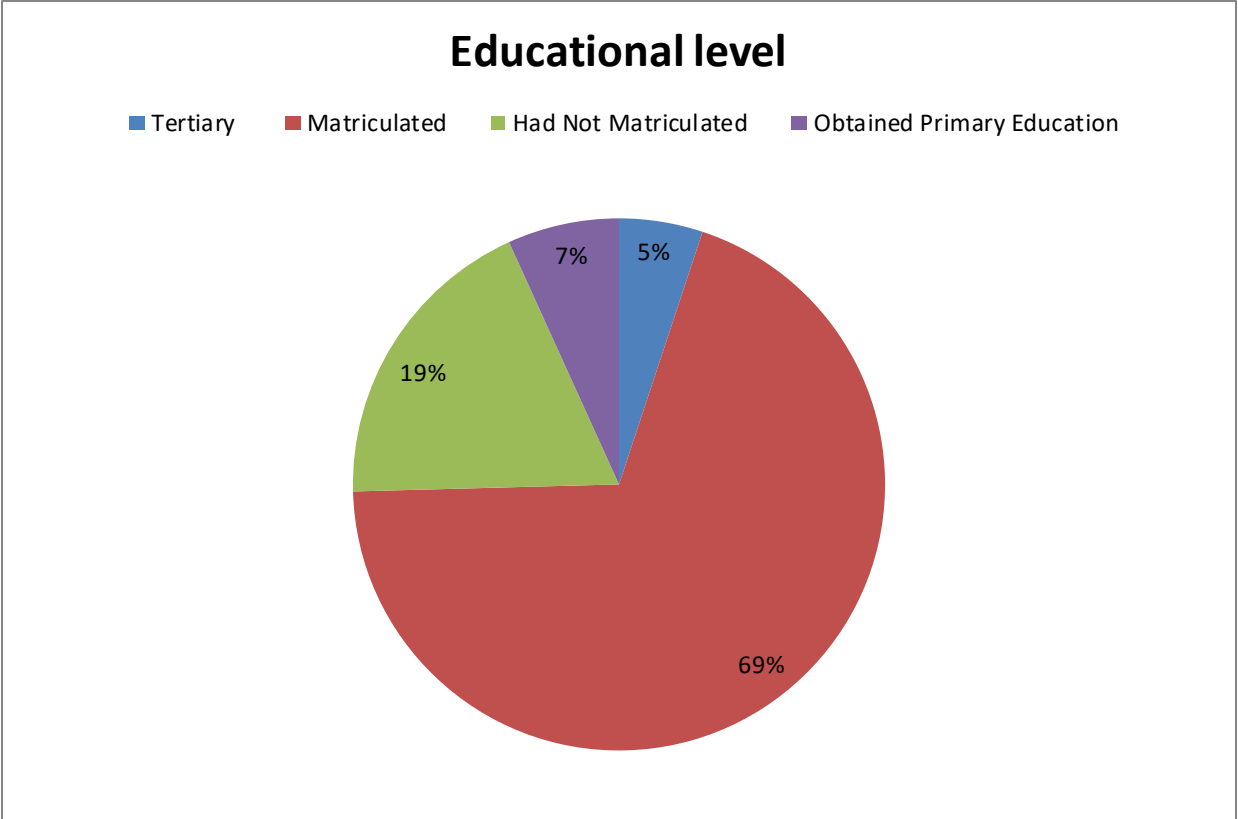


The above diagram represents the minibus taxi driving experience (in years). A total of 31 (54 %) of participants had a minibus taxi driving experience of less than 5 years. 18 (31 %) had a minibus taxi driving experience of 6 to 10 years. 3 (5 %) had been driving minibus taxis for 11 to 15 years. Only 2 (3 %) had been driving minibus taxis for 16 to 20 years. The other 3 (5 %) had been in the minibus taxi driving industry for 21 to 25 years. The last 2 (3 %) had been minibus taxi drivers for more than 26 years. The 10 (ten) participants who had been driving minibus taxis for 10 to 27 years reported being usually ignorant and silent when provoked by passengers. These individuals' personality profile was dominated by agreeableness, conscientiousness, extraversion, and openness to experience.

The statistics of these results suggest that most minibus taxi drivers had not been in the profession for long since 84% had been driving minibus taxis for less than 10 (ten) years with 53% having spent less than 5 (five) years. The group that admitted to having verbally and/or physically assaulted passengers before had spent less than 10 (ten) years in the profession. Those who reported being usually vocal, although in an unaggressive manner whenever provoked by passengers, also fell within the less than 10 (ten) years of experience group.

4.2.1.1 (d) Educational level

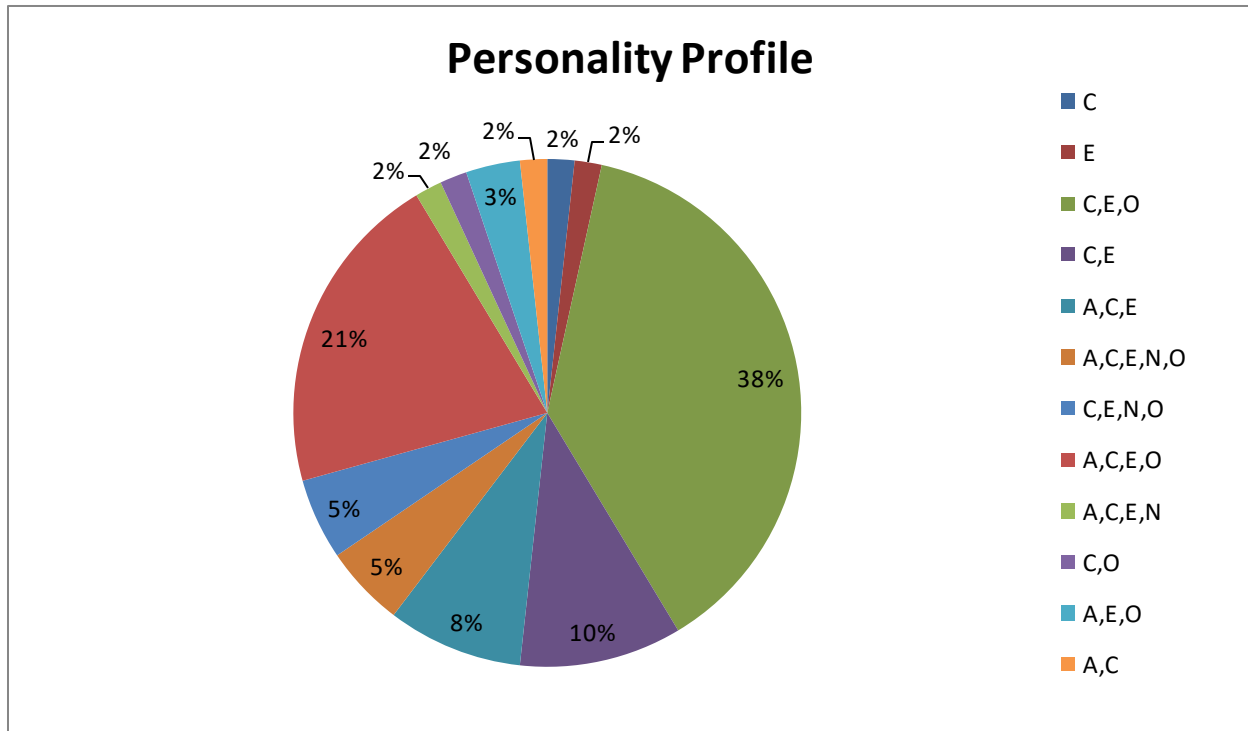
Figure 4



As depicted in the above diagram, 74% of the respondents had matriculated from high school and 5% of these had furthered their education at a tertiary institution although they had not yet graduated. From the sample of fifty nine (59) respondents, only seven (7) admitted to having assaulted passengers and 3 (three) of the 7 (seven) had physically assaulted a passenger before. What was common among those that admitted to having assaulted passengers was that four (4) of them had matriculated from high school; one (1) of them was in college and the other two (2) had only passed Grade 11 but did not complete Grade 12. Also, these participants scored significantly higher on the extraversion scale of the BFI-10.

4.2.1.1 (e) Personality profile

Figure 5



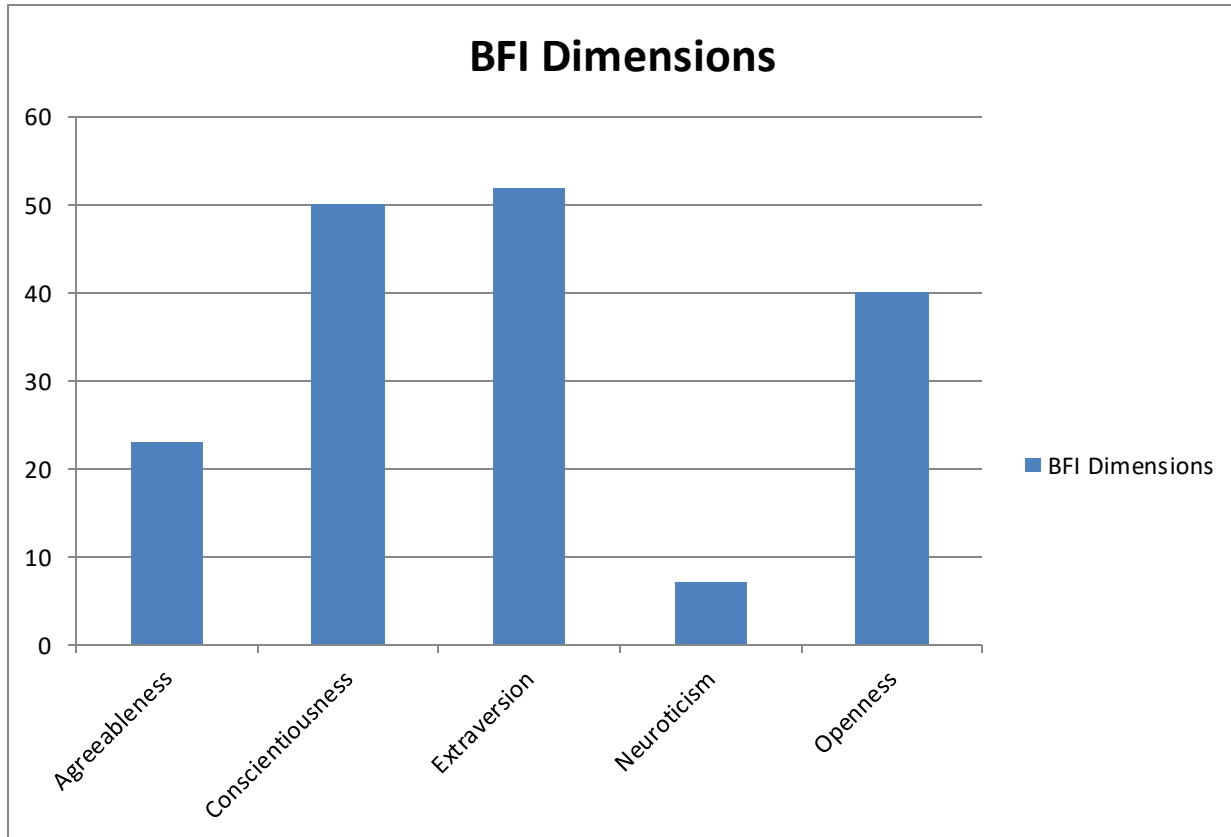
The diagram above is a representation of the various combinations of the Big Five Personality Dimensions of the participants that were revealed by the BFI-10 Personality Inventory. A is for agreeableness, C is for conscientiousness, E is for extraversion, N is for neuroticism and O is for openness to experience. The highest and most prevalent combination was the conscientiousness, extraversion and openness to experience present in twenty two (22) participants. Agreeableness, conscientiousness, extraversion and openness to experience was second most prevalent with a total of twelve (12) participants. The third highest was conscientiousness and extraversion with a total of six (6) respondents. The rest of the other combinations were characteristic of only 1 to 5 respondents each. It was an interesting discovery that from the fifty nine (59) respondents, only seven (7) presented with the neuroticism trait. Six (6) of the seven

participants (excluding the female participant) scored 6 out of 10 on the BFI-10 Neuroticism scale. This rating may have been sufficient to impact their behaviour since all of these respondents reported to always being ignorant of provocative passengers and always being silent whenever assaulted by a passenger. None of the seven (7) admitted to verbally and/or physically assaulting a passenger in the lifetime of their career.

Out of the 12 (21%) of respondents who were proven by the BFI-10 to manifest the agreeableness, conscientiousness, extraversion and openness to experience (A, C, E, O), 9 (75%) of them reported to have never assaulted (verbally or physically) a passenger and to usually responding to criticism with silence and ignorance.

4.2.1.1 (f) BFI dimensions

Figure 6



The above diagram depicts the prevalence of each personality dimension among the participants. Extraversion at 88% was the first most prevalent and conscientiousness at 85% was second most prevalent. The third at 68% was openness and agreeableness was fourth at 39%. The least prevalent of the dimensions was Neuroticism at 12%. The extraversion trait was seemingly present in almost all the respondents but this was mostly on a scale of 6 out of 10. It was only in a few cases where it was between 8 and 10 and in these individuals it seemed to have influenced their behaviour but not in the ones that had spent more than ten (10) years in the profession. Those who scored

significantly high on agreeableness and openness to experience were less likely to verbally and/or physically assault passengers. Conscientiousness was prominent across all age groups; some participants however, answered questions pertaining to conscientiousness in an ingratiating manner—as if to please the interviewer.

4.3. Ethnography (observations)

Observing the interaction and communication methods of the minibus taxi drivers in each taxi rank gave the researcher useful information about the potential participants' attitudes towards him, for instance, whether they were eager to listen to what the researcher had to say and participate. Paying close attention to their movement around the rank gave the researcher the ability to judge when he should leave the rank. For instance, if one participant did not enjoy the interview and went to his colleagues, he would bad mouth the researcher and no one else in that group would want to be involved, let alone listen to the researcher. It was brought to the researcher's attention that almost all the minibus taxi drivers in a particular rank would know who he was and what he was doing in that rank even before completing his first interview. Some minibus taxi drivers were suspicious and not quick to trust other people and thus would not participate or would require more than the background of the research and how the results would be used to be convinced to participate. Another significant observation was the unity that the minibus taxi drivers had with each other.

4.4. Qualitative data analyses: Major themes

This section discusses the major themes that emerged from this study. The interviews provided a wealth of data, especially pertaining to the research questions. 1. Are the minibus taxi drivers' behavioural patterns endorsed by their underlying personality? And 2. Are there any environmental factors that cause the minibus taxi drivers' negative behaviour toward taxi commuters? The names mentioned here are pseudo-names created by the researcher.

4.4.1. Work unhappiness

Work unhappiness was measured by how the respondents answered to the question pertaining to whether they liked their job or not. Seventy eight percent (78%) of the sample responded that they did not like the taxi driving job and were unhappy with it. Most of these respondents had not been in the profession for more than 5 years and viewed it as a stepping stone toward the careers they were passionate about. Some of them experienced being "stuck" in the job they do not like with no other job opportunities available. To these individuals, the taxi driving job was a simple means to an end. They further expressed that the stress and mistreatment they receive from their passengers and sometimes their employers perpetuated their unhappiness about the profession. It is an interesting observation that sixty nine percent (69%) of the other twenty two percent (22%) who responded that they liked the minibus taxi driving profession had not finished high school education. Most of these individuals further elaborated that they

liked their job simply because it was the only job they could do and it was moral for them to respect their job.

4.4.2. Undermining and disrespectful attitude

About 70% of the participants attributed their undesirable behaviour to the taxi commuter's undermining and disrespectful attitudes towards them. According to these participants, most taxi commuters had the tendency to presume that all minibus taxi drivers were uneducated. This presumption led commuters to disrespectfully address taxi drivers as uneducated hooligans. Tabiso said:

“These people don't respect us, they assume that we are all uneducated and thus undermine us. They need to understand that that was a long time ago when taxi drivers were uneducated, most of us here matriculated and a few have been to college or university.”

Some of these participants mentioned disrespect directed towards their minibus taxi vehicles. According to these participants, a significant number of passengers disrespect or mistreat their vehicles. Slamming the door and placing their feet with shoes on cloth or leather surfaces of the minibus taxi was mentioned as common behaviour of taxi commuters that represent mistreatment and disrespect of the taxi vehicle.

The participants who drove the old Siyaya minibus taxis reported that some passengers spoke ill of the vehicle in their presence.

S'bongiseni said:

“This is my bread and butter (pointing at his vehicle), my whole family is dependent on this car, now imagine someone coming into my taxi and calling it iskorokoro (an old car) in my presence. How do you think that makes me feel?”

Three (3) of the participants reported that it was not only the passengers that disrespected drivers, but taxi drivers themselves were also disrespectful towards passengers. These individuals contended that not all taxi drivers were the same; some of them naturally do not respect commuters. The one female respondent reported being disrespected and verbally abused by passengers because of being a female minibus taxi driver.

Rose further said:

“Some passengers would say it out loud in the vehicle in my presence that they do not trust my driving abilities because I am a woman, some even get off the taxi saying they cannot be in a taxi driven by a woman.”

The female respondent also reported that, in her view, she suffered the most mistreatment from passengers than her male cohorts because the male minibus taxi drivers could successfully intimidate a mischievous passenger which was something she could not do.

4.4.2. Taxi fares and stops

Another major theme that emerged from this study was that of taxi fares. The issue of taxi fares was divided into three aspects and these were: (a) taxi fare shortages, (b) taxi commuters refusing to pay taxi fares and (c) taxi commuters paying with R100 and R200 notes early in the morning (a problem only common in taxi travelling short/local distances). The respondents reported being irritated and provoked by such behaviour by commuters.

Ndumiso said:

“We are also human, if somebody approaches me and explains their money problem I would let them in, as long as they promise to pay at a later stage.”

Those who commented about taxi fares also commented on taxi stops being the main cause of conflict between minibus taxi drivers and commuters. Passengers have to let the driver know in time when and/or where they want to get off the taxi. The main issue around minibus taxi stops was that some passengers would say their stop and the driver not hear them because of vehicle road noise and when the taxi drives past the

stop, the passenger rudely shouts at the driver and blames him for not stopping. Some passengers would want to get off at a red traffic light or at no stopping zones and if the driver refuses to stop, the passenger starts complaining to the driver.

4.4.3. What causes behavioural changes or results in portrayal similarity of behaviour?

A total of 20 (34%) of participants reported experiencing behavioural changes after assuming a minibus taxi driving career. From the 20 respondents that reported behavioural changes, 15 (75%) of them described these changes as from desirable behaviour to undesirable behaviour towards taxi commuters. Some minibus taxi drivers reported changing their behaviour from polite and friendly to bitter and unfriendly to avoid being disrespected and ridiculed by passengers. 57 (97%) minibus taxi drivers described their outcome behaviour to be largely influenced by minibus taxi commuters' behaviour and attitudes. Earnest described the treatment the minibus taxi drivers received from their commuters as 'abuse'. The disrespect, undermining attitude and vehicle mistreatment are what this participant was referring to.

He further said

"... passengers are provocative, it is almost like they come into the taxi just to ruin your day and get on your nerves. They address us anyhow, even young children... just imagine how that makes me feel as I am a grown, married man with my own children... and with a day of being ridiculed that begins as early as 5

am till 7 pm or even 9 pm how can I stay the same? You too would change if you were in this job, you can be a high priest but once you become a taxi driver the passengers will change you to a rude and bitter person.”

The other 2 (3%) participants attributed these behavioural changes to the overall working conditions including the rank environment and pressure from their employers (taxi owners). According to these participants, the rank is no place for a reserved or polite person because *“other drivers will take advantage of your good nature and jump you in passenger loading queues.”* Pressure from the taxi owners leads to the drivers’ striving for more loads and rushing on the road, rushing taxi commuters to get on or off the taxi as an attempt to impress their employers, earn more money and ultimately keep their job. The minibus taxi rank is not a “nice” place to work at, according to some participants; it can be a very harsh environment.

Musa said:

“The taxi rank is not for polite people, if you are quiet and play nice with everybody the other taxi drivers take advantage of you. So you too have got to be firm and assertive and sometimes cruel and violent to get your way and respect around here, otherwise you will be everybody’s door mat.”

When it comes to modelled behaviour, 32 (54%) participants agreed to having modeled good behaviour from their colleagues but only one (1) participant admitted to modelling

bad or undesirable behaviour. The others only reported modeling good behavioural tendencies like greeting passengers upon entering the vehicle, being quiet when provoked by passengers and treating passengers with respect even when they are wrong. This suggests that a large amount of the minibus taxi drivers' negative behaviour is not attributable to modelling.

4.4.4. “Silence is golden”

32 (54%) participants stated that their usual response to criticism or provocation by passengers was silence. Out of the 32, 13 (41%) responded that they are usually silent but if the issue at hand is extreme, out of impulse, they angrily respond towards the passenger, but they quickly calm themselves down to avoid escalated conflict. Being silent appeared to be a good coping mechanism for most of these minibus taxi drivers, but for some it was a way of staying out of trouble with the governing association and keeping their jobs because their records are ruined whenever a passenger reports them to their managers.

Okuhle said:

“We deal with all kinds of passengers in this job and most are provocative and rude towards us. I have learnt that ‘silence is golden’, so being silent saves me from all the headaches of having to argue with them.”

For some of the minibus taxi drivers, having radios in their vehicles was a piece of mind because they would play the music loud to shut off the criticisms being thrown at them. Silence was not only a tool un-holstered during attacks from passengers, it was also used to avoid such attacks.

Sabelo said:

“Being silent helps maintain peace in the taxi so I simply jump in, greet passengers and start the car and go.”

“Silence is golden” appeared to be the motor for most minibus taxi drivers since it was reportedly the most modelled behaviour amongst the participants, followed by patience. It was also one of the principles implemented by the minibus taxi associations during training and orientation programs of the minibus taxi drivers.

4.4.5. Reciprocity

A total of 23 (39%) participants described their undesirable behaviour towards the minibus taxi commuters as simple reciprocity. According to these participants, they simply treat commuters the same way that commuters treat them as drivers. They claim to be simply reciprocating all the disrespectful and undermining behaviour towards the ones who started it.

S'yamukela said

“...no one driver gets into his vehicle and starts insulting passengers, when a driver enters the taxi he kindly greets passengers and hits the road. It is always passengers who initiate arguments and fights and as a driver I just treat each passenger the way he treats me.”

For these minibus taxi drivers, the saying “an eye for an eye” seemed to be their underlying principle for their behaviour.

4.4.6. The by-laws

According to the participants of this study, the overall minibus industry has undergone an enormous revolution over the past 5 to 6 years. This revolution involves the establishment of the governing bodies (taxi associations) overseeing all the minibus taxi industry's functioning.

One rank manager voluntarily gave his notions after the researcher had asked for permission to interview minibus taxi drivers at his taxi rank. The by-laws made their way into the minibus taxi industry in 2006, according to this rank manager who has been in the minibus taxi industry for over 30 years. Since their establishment, there has been an enormous change in the entire minibus taxi industry. For instance, violence has been drastically reduced and minibus taxi drivers' conduct has improved. He also noted that minibus taxi drivers and passengers' conflict is an everyday occurrence and some of these incidences become so serious that the executives have to step in to resolve the

conflict. Minibus taxi commuters are usually the ones that initiate the conflict, says this rank manager. The by-laws have thus impacted on the passenger satisfaction and minibus taxi drivers' behaviour by providing mature methods of resolving conflict as opposed to violence, according to this rank manager.

When the participants were asked why they did not react violently towards minibus taxi commuters when they were provoked, 21 (59 %) responded they feared losing their jobs because of the by-laws placed in the minibus taxi business.

Veli said:

“In as much as I would like to lay my hands on the passengers that insult me, I do not because if I do I will face serious consequences of losing my job.”

4.5. Chapter summary

Individual characteristics seemed to influence the undesirable behavioural tendencies of the minibus taxi drivers. It was evident that most minibus taxi drivers involved in this study had not been in the profession for long and the number of years spent in this profession was shown to influence behaviour. Most of the individuals in the sample shared similar personality traits, specifically, conscientiousness and extraversion but there was no common trend between individual trait and behaviour that was identified by the current study. A huge percentage of the interviewed minibus taxi drivers had matriculated from high school and those who had not had attended school though had not successfully completed Grade 12; others had neither completed high school nor

primary school but had dropped out due to various circumstances. Most of the participants did not like or enjoy their minibus taxi driving work.

The most prevalent themes were reciprocity, taxi fares and stops, undermining and disrespectful behaviour and the by-laws. All minibus taxi drivers interviewed (those who were reported in this dissertation and the many others that did not finish their interviews) blame minibus taxi commuters for their undesirable behaviour. The responses also provided answers to the research questions and these are further discussed in the next chapter.

CHAPTER 5: DISCUSSION

5.1. Introduction

Various other studies have been done on the behavioural patterns of taxi drivers in South Africa and across the world (Arrive Alive, 2011; Binge, 2003; Lonero, 2000; Peltzer and Renner, 2003; Behrns and Schalekamp 2010; Radder, 2011; Sauti, 2006; Vest, Cohen & Tharpe, 1997; Shi, Tao, Li & Atchely, 2014; Vilakazi & Govender, 2014; Khosa,1997; Fobosi, 2013; Sinclair & Imaniranzi, 2015). Some of the results of this study are similar to the studies that have been conducted on this topic. In this chapter, the researcher discusses the findings and the limitations of the study and also makes conclusions as well as recommendations for further/future research. The discussion is informed by the questionnaire that was used in collecting the data for the study.

5.2. Discussion

5.2.1. Gender

The researcher aimed at having equal gender representation in the study but when collecting data it became evident that in the area of the study, there were few female taxi drivers; hence more males participated in the study. Out of the 59 participants, only one of them was female. What was note-worthy was that the female respondent scored higher on the neuroticism scale of the BFI-10. The female participant responded that she found the minibus taxi driving profession more challenging and intimidating compared to her male cohorts. She mentioned that sometimes the conflict between her and passengers got too extreme that she called upon her male colleagues to intervene.

Her experiences were similar to the ones revealed by Khosa (1997) that female taxi drivers experience more challenges in the taxi driving profession than their male cohorts. What is different though is that the female taxi driver interviewed in this study found support from her male colleagues, unlike the female drivers in Khosa's (1997) study who were also undermined and criticized by their male colleagues.

As literature indicated Westerman and Simmons (2007) that high scorers on neuroticism are more susceptible to experiencing anxiety and poor emotional stability, such is evident in the female participant's experiences of the job. It is also easier for passengers (both male and female) to criticise or ridicule her because she is a woman and may be judged to be less capable of reacting aggressively than males.

5.2.2. Age ranges

Eleven (11) participants fell between the age of 19 and 25 years; all of these individuals had graduated from high school and one (1) of them had an N2 college qualification. One (1) respondent from this age group admitted to verbally assaulting a passenger and this particular individual scored particularly low on conscientiousness while the other ten (10) scored higher on conscientiousness. It seems that younger (19 to 25 years) minibus taxi drivers tended to portray violent behaviour towards passengers. Khosa (1997) as well as Sinclair and Imaniranzi (2015) found similar correlation between age and portrayal of violent behaviour. Conscientiousness seemed to impact

on good job performance which concurs with what Rothmann and Coetzer (2003) as well as Abdullah, Rashid and Omar (2013) found in their studies (i.e. individuals who scored high on conscientiousness perform better occupationally).

5.2.3. Years spent in the minibus taxi driving profession

Most of the participants had less than ten (10) years' experience in the minibus taxi driving profession. A total of thirty one (31) out of fifty nine (59) had less than five (5) years' experience in the profession. Eighteen (18) had a working experience of between six (6) and ten (10) years. The remaining ten (10) had a minibus taxi driving experience of above ten (10) years with the longest experience being twenty seven (27) years. Inferring from these statistics, one can argue that many people who join the taxi driving profession do not remain in it for long. The reason for this could be that a significant number of individuals assume the minibus taxi driving job as a bridge to securing a good education or seeking a 'better' job, as several participants added. It could also be that some individuals enter the profession and are not personally fit to endure and thus voluntarily leave or are kicked out by the governing authorities.

The ten (10) participants who had more than ten (10) years working experience reported being usually ignorant and silent whenever provoked by passengers. These individuals' personality profile was mostly dominated by agreeableness, conscientiousness and openness to experience. These traits seemed to have equipped

them with endurance despite the unfavourable nature of the job. It is, however, common to note that these traits were also common across the other groups. Therefore, the traits alone cannot be held as main determining factors of the behaviour; a holistic approach/scrutiny of the context as well as other internal processes, for instance, cognition and attitude should be considered in an attempt to understand the causes of the taxi drivers' "bad" behaviour (Judge & Zapata, 2015).

Years spent in the profession seemed to have a significant role on the behaviour of the taxi driver. The more years one spends in the profession, the more their behaviour is changed by the work circumstances and the more they develop effective coping mechanisms (i.e. less aggressive ways of interacting with passengers). These findings are in virtual agreement with the contention by Staub (1974) and Schwartz (1992) that personality traits are not the final determining factors of behaviour but contextual factors also play a significant role.

The seven (7) participants who admitted to verbally and/or physically assaulting passengers and those who were verbally responsive to criticism were among those that had a minibus taxi driving experience of less than ten (10) years. This suggests that: (1) the minibus taxi drivers with work experience of less than five (5) years are mostly young adults and these are generally energetic individuals who could actively deal with provocative passengers. (2) These individuals had not yet been groomed by the system

compared to their more experienced equals. By “system” the researcher is referring to the natural work context in conjunction with the implemented by-laws.

5.2.4. Educational level

All respondents involved in this study had obtained some level of formal education. A significant large percentage (74%) of participants had graduated from high school; 5% of these had attended college. The higher the level of education the more likely the participants were to verbally and/or physically assault passengers. Many participants among this group admitted to being verbally confrontational but not in an assaultive manner when provoked by passengers. This was perhaps because, according to the respondents, passengers treat minibus taxi drivers as uneducated beings and these participants would tackle such treatment since they had some level of formal education.

5.2.5. Personality profile

The BFI-10 findings suggest that the combination of conscientiousness, extraversion and openness to experience was the most prevalent across participants. The agreeableness, conscientiousness, extraversion and openness to experience combination was second most prevalent. In previous researches, it was proven that agreeableness, conscientiousness, emotional stability (low scores on neuroticism), extraversion and openness to experience improved job performance in occupations where contact with other people is elementary (Nikolaou, 2003; Westerman & Simmons,

2007; Salgado, 2003; Abdullah, Rashid & Omar, 2013; Judge & Zapata, 2015). These findings may have been partially duplicated in this study since most participants who presented with the agreeableness, conscientiousness, extraversion and openness to experience combination reported never to have physically or verbally assaulted passengers.

All the seven (7) participants who scored higher on neuroticism reported to always being quiet when verbally assaulted by passengers. This could be because high scorers on neuroticism tend to be fearful Rothmann and Coetzer (2003) and this would cause them to refrain from engaging in an aggressive argument with a passenger or initiating an assault directed towards a passenger. As per the findings of the current study, the personality profile of Zululand minibus taxi drivers comprised of conscientiousness, extraversion and openness to experience. These are suitable traits for the taxi driving profession since they allow the driver to do his job diligently, interact adequately with his passengers and yield to the governing bodies in the occupation.

5.2.6. BFI Dimensions

This section specifically seeks to highlight the prevalence of each personality dimension across the sample. Extraversion was the most prevalent trait across the participants of this study and in previous researches (Barrick & Mount, 1991; Bing & Lounsbury, 2000; Lowery & Krilowicz, 1994; Vinchur et al., 1998). Extraversion was shown to be a valid predictor of good job performance in occupations characterised by social interaction. It would seem that there is a strong link between extraversion and job performance since

almost all participants (52 out of 59) scored high on the extraversion scale and reported to be generally in good terms with their passengers and co-workers as well despite the conflicts that sometimes arise.

Conscientiousness is another personality trait that has been linked with good job performance Rothmann and Coetzer (2003); Westerman and Simmons (2007) and was the second most prevalent personality trait among the participants. The third trait that has been linked to job performance is openness to experience and it was the third most prevalent trait among the participants of this study. Agreeableness has been found to be a good predictor of job performance where customer service is pertinent Judge and Ilies (2002); Judge and Zapata (2015) and it was quite dominant across the current research's sample. Low levels of neuroticism were found to indicate adequate impulse control and overall emotional control. These individuals were found to do well in stressful employment Hough, Eaton, Dunnette, Kamp and McCloy (1990) and could manage good relationships with customers and colleagues (Westerman & Simmons, 2007).

The fact that most of the minibus taxi drivers involved in this study accounted for themselves as well-behaved towards commuters is suggestive that what is revealed by the reviewed literature is also true for these individuals judging by their personality profile.

5.2.7. Ethnography (observations)

The observations were not just used to gain valuable information for the study as much as they were used to gauge the researcher's welcome in each minibus taxi rank. What was observed was that the minibus taxi drivers in the taxi rank were united and were wary of visitors who were not passengers, most of them would not sign the informed consent before finishing the interview and others would not sign it at all.

5.2.8. Major themes

The research questions of this study are:

- Are the minibus taxi drivers' behavioural patterns endorsed by their underlying personality?
- Are there any environmental factors that cause the minibus taxi drivers' negative behaviour toward taxi commuters?

Some of the major themes that emerged in this research provide responses to the above research questions.

5.2.8.1. Work unhappiness

Being satisfied with one's job is another major predictor of job performance and overall behaviour at work (Emmons & McCullough, 2003). As a matter of fact, seventy eight percent (78%) of the sample responded they did not like or enjoy their job. The stress that these individuals endured from the profession was mentioned as a precursor for not enjoying the job. Waters (2012) found that poor salaries, limited personal growth and stressful work environment contribute toward individual's work happiness. The taxi

industry has been found to be less incentive Fobosi (2013), highly stressful Sauti (2006), and with ungrateful passengers (Behrens & Schalecamp, 2010). The participants of this study also found the taxi driving profession stressful and the passengers ungrateful. These experiences seem to impact on their job performance, specifically, how they treat their passengers.

5.2.8.2. Undermining and disrespectful attitude

The 'undermining and disrespectful attitude' theme was the most prevalent across participants and was, according to the researcher's clinical judgment, the most emotional theme. The respondents attached a gravity of emotion with this theme and reported that taxi commuters undermine and disrespect them and the precursor of these attitudes was the assumption that minibus taxi drivers were "uneducated hooligans". This seemed to be a great source of most respondents' unhappiness about the minibus taxi driving profession and hypothetically the perpetuating factor to whatever form of mistreatment that passengers might receive from the minibus taxi drivers.

The research done by Sauti (2006) shows that minibus taxi drivers already receive pressure from their employers to generate more income. This may be labelled as the number one stressor and pressure inducing element of the job. After reviewed literature has indicated that gratitude (from employers, colleagues and customers) at work plays a

significant role in boosting job happiness for the employer Waters (2012), an obvious prediction that a lack of gratitude reduces work happiness is substantiated. The characterization of passengers as disrespectful and undermining towards taxi drivers diminishes the likelihood that they could be grateful. The analysis of these findings reveals a lack of elements that reinforce the taxi drivers' appreciable behaviour and this decreases its likelihood.

5.2.8.3. Taxi fares and stops

This study's second goal was to reveal factors and circumstances that cause or lead to minibus taxi drivers' portrayal of undesirable behaviour towards taxi commuters. The theme of taxi fares emerged as the most common cause of driver-passenger conflict within the vehicle. The state of affairs within the vehicle would be initially harmonious until a passenger refuses to pay or is short of money or pays with R100 or R200 paper note in the early hours of the day when the driver does not have enough change. What the participants usually do in cases where there is shortage taxi of fare is first try and solve the problem and this usually results into quarreling and ultimately turning the vehicle back to its station which may cause further conflict. When this happens, the driver would have been usually provoked and angry which impedes effective and polite engagement with passengers and may cause rudeness on the driver's part.

The rules of the road command that every driver should follow certain steps when stopping which include turning on the vehicle's indicating signals, slowing down, checking his rear view mirrors and blind spots and ultimate turning and stopping the vehicle. When a passenger does not announce his/her stop on time, it leaves the drivers without enough time to do the above mentioned which is a violation of road rules and is infuriating on the driver's part. Most of the participants described these events as the main disturbances to the quiet status quo within the vehicle, resulting in heated driver-passenger arguments.

5.2.8.4. What causes behavioural changes or results in similarity of behaviour?

Although the larger proportion of the sample reported not experiencing any behavioural changes, there were those who admitted to behavioural changes, specifically, from desirable behaviour to undesirable behaviour. They maintained that these changes were due to factors within their work environment.

Among the factors that were identified as precursors of behavioural changes were the 'mistreatment' or, as the respondents describe it, the 'abuse' they endure from passengers and the nature of the taxi rank environment. The taxi rank was described as a hostile environment for the minibus taxi drivers that demand them to be stern when relating with one another to avoid being mistreated by their colleagues. This way of

relating also extends to commuters as a protective mechanism. It seems that the respondents put on this rude pseudo-personality to avoid being taken for granted by both colleagues and passengers. They portray themselves as harsh and potentially dangerous or capable of aggressively defending themselves. This has come to be interpreted as a protective factor against the environment of exposure employed by the participants. Such behaviour has been found to be helpful in assisting the driver through the job and is thus reinforced. Literature has shown that when behaviour is reinforced by other people and/or the environment, its likelihood is increased (Nevid, 2013).

Reciprocal determinism Nevid (2013) is the theory that has been chosen to bring forth a psychological account for the taxi drivers' undesirable behaviour towards passengers in the manner that it outlines the interplay between personality traits, thought processes and the environment. Reciprocal determinism could occur when the taxi driver behaves aggressively or harshly towards passengers. The findings of the study suggest that the taxi driver is initially polite towards both his colleagues and passengers. Such behaviour allows his colleagues to take advantage of him and his passengers to disrespect him. Although such behaviour comes naturally to the driver (i.e. personality endorsed) its outcome is not what the driver desires to experience from his colleagues and passengers. Thus, the driver is forced by his context (colleagues and passengers) to adopt a different manner of carrying himself at work. He then thinks to himself that he should try a more aggressive or harsh attitude of interacting with his colleagues and passengers. This behaviour is intimidating towards colleagues and passengers. It also

earns him respect and this reinforces the behaviour. Although passengers perceive this behaviour as rude, it improves the work environment for the driver and thus it reoccurs.

5.2.8.5. Silence is golden

For others in the sample who were seemingly not outward as the ones discussed in the latter subheading, keeping quiet was identified as the most effective coping mechanism against criticism and provocation by passengers. To these respondents, this method was not the easiest as they would sometimes lose control and be harsh in extreme cases, however, they were quick to calm themselves down and apply self-soothing techniques such as, turning on music on the radio, speeding up the vehicle or comforting themselves with the fact that they were getting paid by passengers at the end of the day. Such actions and thoughts were said to help maintain peace within these individuals but some, for instance, speeding and loud music could possibly cause the passengers feel mistreated. According to these participants, arguing with each passenger that provokes them would be more detrimental than just being silent because they would have to argue almost all the time since, as they reported, passengers were always provocative.

5.2.8.6. Reciprocity

A large percentage of respondents found reciprocity (“I do to you what you do to me”) to be an effective way of dealing with passengers. These respondents adopted the “an eye

for an eye” attitude to deal with provocative passengers. This style of dealing with passengers may be the reason for the wide spread perception of minibus taxi drivers as rude. According to most participants, passengers approached them with the attitude “a customer is always right” even when they (passengers) were wrong. This prevented passengers from realizing and admitting their mistakes or faults so they could address issues appropriately without quarrel. Thus passengers always entered into a dispute with the drivers with the goal of proving the driver wrong and/or inadequate.

The driver on the other hand would be trying to defend his integrity by not succumbing to the passenger. This goal was motivated by an attitude that passengers viewed minibus taxi drivers as “uneducated hooligans”, so if the driver could win an argument with a passenger, he proves himself superior to the passenger. Both parties’ egos come into play and this escalates the incident causing more damage. The drivers’ reciprocity is a response that is elicited by interplay between the environment (the passengers’ rude attitude) and his cognition (“if the passenger is rude to me, I will also be rude to the passenger”). Such behaviour is a classic reciprocal determinism theory in action (Nevid, 2013).

5.2.8.7. The by-laws

The by-laws could be viewed as having a significant impact on the final portrayal of behaviour by minibus taxi drivers. In this study it was evident that although many

respondents would wish to assault commuters when provoked, they did not since they knew that if they did they would face serious consequences. The by-laws are rather strict on the driver's end than on the passenger's end and this may have to be reviewed. It was reported that since the implementation of by-laws, the South African taxi industry had seen an enormous shift in the behaviour of minibus taxi drivers—especially from frequent portrayal of undesirable behaviour towards passengers to a more well-mannered behaviour. The by-laws may also be a contributing factor to why few people stay in the profession in that perhaps some are expelled due to “bad behaviour”.

5.3. Limitations

The limitations of the study are:

- a. The study did not focus on the passengers' perceptions of the interviewed drivers.
- b. The study did not focus on drivers' driving habits as abuse.

5.4. Recommendations

It is recommended that:

- a. Research focusing on minibus taxi drivers' expectations of their commuters be conducted;
- b. Campaigns to educate passengers about their responsibilities be run.

5.5. Conclusions of the study

The findings of this study are not intended to portray taxi drivers as well-behaved but rather to reveal the causes of their undesirable behaviour towards passengers. Based on the results, the personality profile of minibus taxi drivers mainly comprised of conscientiousness, extraversion and openness to experience. Based on literature consulted, it became evident that the traits displayed were well suited for the minibus taxi driving occupation (Judge & Ilies, 2002; Judge & Zapata, 2015; Rothmann & Coetzer, 2003; Abdullah, Rashid & Omar, 2013; Salgado, 2003; Barrick & Mount, 1991; Bing & Lounsbury, 2000; Lowery & Krilowicz, 1994; Vinchur, Schippmann, Switzer & Roth, 1998; Westerman & Simmons, 2007; Nikolaou, 2003; Hough, Eaton, Dunnette, Kamp and McCloy, 1990). Thus, personality traits could not be accounted as the cause of the drivers' harsh/inappropriate behaviour towards passengers. It seems that contextual factors along with the drivers' cognition have more influence in determining behaviour over underlying personality traits.

The driver's behaviour that commuters perceive as rude or inappropriate is perceived as helpful by the same driver.

Factors identified as causing taxi drivers to behave negatively towards their commuters were identified to be: (1) the work context itself, specifically the taxi rank. Since the taxi rank is a harsh environment, the drivers is forced to also portray himself as potentially

aggressive so that he is not taken advantage of by both colleagues and passengers. (2) The disrespectful and ungrateful attitude of passengers which causes the driver to reciprocate by the same attitude towards his passengers and (3) situations where passengers fail to adequately exercise their responsibilities such as paying taxi fare and announcing their stops on time.

As per the results, the undesirable behaviour of minibus taxi driver is more determined by contextual factors than by his personality.

5.6. Chapter summary

This chapter brought forward the discussion and interpretation of the results. It can be seen as an elaborative extension of chapter 4. Each category listed in chapter 4 was interpreted and further supported by literature reviewed in chapter 2. Limitations of the study, recommendations for further research as well as conclusions of the current study have been included in this chapter.

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Appendices

1. Informed consent

The Personality Profile of Zululand Taxi Drivers

Velaphi H. Ntuli from the Department of Psychology, University of Zululand has requested my permission to participate in the above-mentioned research project.

The nature and the purpose of the research project and of this informed consent declaration have been explained to me in a language that I understand.

I am aware that:

1. The purpose of the research project is to get a personal evaluation of me as a taxi driver and to understand why I sometimes behave the way I do.
2. The University of Zululand has given ethical clearance to this research project and I may request to see the clearance certificate.
3. By participating in this research project I will be contributing towards a deeper understanding of the underlying factors of the taxi drivers' behaviour.
4. I will participate in the project by responding to questions asked by the interviewer
5. My participation is entirely voluntary and should I at any stage wish to withdraw from participating further, I may do so without any negative consequences.

6. I will not be compensated for participating in the research, but my out-of-pocket expenses will be reimbursed.
7. The researcher intends publishing the research results in the form of a dissertation document. However, confidentiality and anonymity of records will be maintained and that my name and identity will not be revealed to anyone who has not been involved in the conduct of the research.
8. I will not receive feedback regarding the results obtained during the study
9. By signing this informed consent I am not waiving any legal claims rights or remedies.
10. A copy of this informed consent declaration will be given to me and the original will be kept on record.

I have read the above information/confirm that the above information has been explained to me in a language that I understand and I am aware of this documents contents. I have asked all questions that I wished to ask and these have been answered to my satisfaction. I fully understand what is expected of me during the research.

I have not been pressurized in any way and I voluntarily agree to participate in the above-mentioned project.

.....

Participant's signature

Date

1.1. Consent translated to IsiZulu

The personality profile of Zululand taxi drivers

Ifomu lemvume

NginguVelaphi H. Ntuli ovela emnyangweni wezengqondo eNyuvesi yaseZululand ucele imvume yami ukuba ngizibandakanye kulolucwaningo olubhalwe ngenhla.

Inhloso yalolucwaningo kanye neyalelifomu kuchaziwe ngolimu engilugqondayo.

Ngiyazi/ngiyaqaphela ukuthi:

1. Inhloso yalolucwaningo ukuthola ukuthi yiziphi izinto ezandulela impatho yami nokuthuthola ukuthi bukhona yini Ubuntu obufanelekile kulomsebenzi wokushayela itekisi.
2. iNyuvesi yaseZululand inikezile imvume yokuthi lolucwaningo lungenzeka futhi ngingacela ukuzibonela isitifiketi semvume.
3. Ngokuzibandakanya kulolucwaningo, ngizobe ngibamba iqhaza ekutheni kuqondakale ukuthi iziphi izimbangela zobudlelwane obungebuhle phakathi kwabagibeli nabashayeli bamatekisi.

4. Ngizozibandakanya kulolucwaningo ngokuba ngiphendule imibuzo ezobuzwa ngumcwaningi.
5. Ngizibandakanya ngokuzithandela futhi ngingahosha imfe kunoma isiphi isigaba salolucwaningo uma ngifisa.
6. Angizukukhokhelwa ngokuzibandakanya kulolucwaningo kodwa izindleko ezizophuma kwelami iphakethe ziyakubuyiselwa.
7. Umcwaningi uhlose ukushicilela imiphumela yalolucwaningo embhalweni wobuhlakani wokuthola iziqu enyuvesi. Nokho, igama lami aliyikuvezwa nakoyedwa ongazange azibandakanye kulolucwaningo.
8. Angeke ngibikelwe ngemiphumela yalolucwaningo.
9. Ngokusayinda lefomu yemvume angivimbeli amalungelo ami okufaka isicelo kwezomthetho.

Mina..... ngikufundile lokhu okungenhla/ngiyavuma ukuthi okungenhla kuchaziwe kimi ngolimi engiluqondayo futhi ngiyazi ukuthi lamaphepha aquketheni. Ngiyibuzile yonke imibuzo ebengifisa ukuyibuza kanti iphenduliwe ngendlela engigculisayo. Ngियाqonda ukuthi yini elindeleke kimi kulolucwaningo. Angizange ngiphoqwe noma ngicindezelwe nganoma iyiphi indlela futhi ngivuma ngokuzithandela ukuzibandakanya kulolucwaningo.

Isishicilelo

.....

Usuku

.....

2. Access letter

University of Zululand

PO Box X1001

KwaDlangezwa

3886

The Taxi Rank Manager

.....

Date.....

Dear Ms/Mr

REQUEST FOR PERMISSION TO CONDUCT RESEARCH

I am a registered Master's student in the Department of Psychology at the University of Zululand. My supervisor is Prof. J.D. Thwala

The proposed topic of my research is: The personality profile of Zululand taxi drivers.

The objectives of the study are:

- a) To find out whether the taxi drivers' behaviours are personality related
- b) To identify situations under which drivers behave negatively towards commuters
- c) To find out how much of the taxi drivers' behaviour is learned

I am hereby seeking your consent to interview taxi drivers in your taxi rank. To assist you in reaching a decision, I have attached to this letter:

- (a) A copy of an ethical clearance certificate issued by the University
- (b) A copy the research instruments which I intend using in my research

Should you require any further information, please do not hesitate to contact me or my supervisor. Our contact details are as follows:

Supervisor: Prof. J.D. Thwala
Cell: 035 902 6687
E-mail: thwalaj@unizulu.ac.za

Researcher: V.H. Ntuli
Cell: 083 410 6978
e-mail: prof.ntuli@yahoo.com

Your permission to conduct this study will be greatly appreciated.

Signature

Name

.....

.....

2.1. Access letter translated into IsiZulu

University of Zululand

PO Box X1001

KwaDlangezwa

3886

Usuku

The Taxi Association Manager

Esikhawini Taxi Association

Private Bag

Mnumzane/Nkosazane

ISICELO SOKWENZA UCWANINGO

Ngingumfundi weziqu zemasters emnyangweni wezengqondo eNyuvesi yase Zululand, umphathi wami nguSolwazi. J.D. Thwala.

Isihloko esihlongoziwe socwaningo lwami sithi: The Personality Profile of Zululand Taxi Drivers.

Izinhloso zalolucwaningo zikanjena:

- a. Ukuthola ukuthi ngabe indlela yokuziphatha komshayeli wetekisi ihambisana nobuyena bakhe.
- b. Ukudalula izimo ezidala ukuthi abashayeli baziphathe kabi.
- c. Ukuthola ukuthola ukuthi kulezindlela abaziphatha ngazo zingaki abazifunde emsebenzini.

Ngicela imvume yokwenza lolucwaningo erenki engaphansi kwakho. Ukukusize ekufinyeleleni esinqumweni sakho, nginamathisele lokhu:

- a. Ikhophi yesitifiketi semvume esikhishwe iNyuvesi.
- b. Ikhophi yethuluzi engizolisebenzisa.

Uma udinga ulwazi oluthe xaxa, ngicela uxhumane name noma umphathi wami.

Uma sengiluqedile lolucwaningo ngizokunikeza imiphumela yakhona.

Umphathi: Prof. J.D. Thwala

Umcwaningi : V.H. Ntuli

Ucingo: 082 555 2545

Ucingo: 073 521 2005

Iimeyili: thwalaj@unizulu.ac.za

e-mail: prof.ntuli@yahoo.com

Igama

Isiginesha

3. Research instrument

3.1. Questionnaire

The Personality Profile of Zululand Taxi Drivers

Instructions:

Please read the questions below and fill in your answer in the provided spaces.

1. Biographical data

Age:

Gender:

Male	Female	Other
------	--------	-------

Race:

Black	Coloured	Indian	White	Other
-------	----------	--------	-------	-------

Residence:

Rural	Urban	Township	Other
-------	-------	----------	-------

Educational level:

Primary	Secondary	Tertiary	Other
---------	-----------	----------	-------

Marital status:

Single	Married	Divorced	Widowed
--------	---------	----------	---------

2. Career data

Yes	No
-----	----

2.1. Do you like/love taxi driving?

2.2. How long have you been a taxi driver?

2.3. Is your behaviour towards passengers different now compared to when you had just started driving a taxi? If yes, what can you say resulted in the changes in your behaviour?

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2.4. Before you started driving a taxi (when you were an ordinary passenger), what was your notion of taxi drivers? Has that undergone any change since you started driving taxis?

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2.5. Is there a negative way of behaving towards taxi commuters that you modelled from your colleagues?

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2.6. Most people say taxi drivers are rude, violent, aggressive and offensive towards passengers. What do you have to say about this?

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2.7. Have you ever been provoked by a passenger? How often has this happened and what is your usual reaction towards the provoker?

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2.8. Have you ever verbally or physically assaulted a passenger? If yes, why?

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2.9. What would you say is the main cause of an unhealthy/bad relationship between taxi driver and passenger?

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.....

THANK YOU FOR YOUR PARTICIPATION

3.1.2. Questionnaire translated to IsiZulu

Zulu Questionnaire

Imiyalelo:

Fundisisa lemibuzo ebese ubhala impendulo ezikhaleni

1. Umlando siqu

Iminyaka:

Ubulili:

Owesilisa	Owesifazane	Obunye
-----------	-------------	--------

Ubuzwe:

Ngingumuntu Omnyama	ngiyiKhaladi	nginguMndiya	Ngingumuntu Omhlophe	Obunye
------------------------	--------------	--------------	-------------------------	--------

Indawo yokuhlala:

Emakhaya	Edolobheni	Elokishini	Enye
----------	------------	------------	------

Izinga lemfundo:

Amabanga aphansi	Amabanga aphezulu	Ababanga aphakeme	Okunye
------------------	----------------------	----------------------	--------

Isimo somshado:

Angishadile	Ngishadile	Ngehlukanisile	Ngishonelwe
-------------	------------	----------------	-------------

2. Imibuzo mayelana nomusebenzi

2.1. Ingabe uyawuthanda umsebenzi wokushayela itekisi?

Yebo	Cha
------	-----

2.2. Usunesikhathi esingakanani ushayela itekisi?.....

2.3. Ingabe indlela oziphatha ngayo kubagibeli bakho isihlukile manje uma iqhathaniswa nale yangesikhathi uqala ukushayela itekisi? Uma kunjalo, ungathi yini imbangela yalolushintsho?

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2.4. Ngaphambi kokuba uqale ukushayela itekisi (ngesikhathi usengumgibeli ojwayelekile nje), wawunjani umbono wakho ngabashayeli bamatekisi? Ingabe usuke washitsha lombono njengoba usungumshayeli wetekisi?

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2.5. Ingabe ikhona indlela yokuziphatha engeyinhle owayibonela kozakwenu wase uyayenza nawe kubagibeli bakho?

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2.6. Abantu abaningi bathi abashayeli bamatekisi baluhlaza, banodlame kanti futhi badelela abagibeli. Wena ucabangani ngalokhu?

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2.7. Wake wacasulwa umgibeli? Sekwenzeke kangaki lokhu futhi ujwayele ukwenzenjani uma kwenzeka?

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2.8. Ingabe sewake wamuthuka noma wamushaya umgibeli, noma walekelela uzakwenu ekwenzeni lokhu? Uma kunjalo, kungani?

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2.9. Ngokwakho ukubona ungathi yini imbangela yobudlelwane obungebuhle phakathi kwabashayeli nabagibeli bamatekisi?

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SIYABONGA NGOKUZIBANDAKANYA KWAKHO

3.2. The Big Five 10 Item Personality Inventory (BFI-10)

Instructions: How well do the following statements describe your personality?

I see myself as someone who....	Disagree strongly	Disagree a little	Neither agree nor disagree	Agree a little	Agree strongly
1. Is reserved	1	2	3	4	5
2. Is generally trusting	1	2	3	4	5
3. Tends to be lazy	1	2	3	4	5
4. Is relaxed, handles stress well	1	2	3	4	5
5. Has few artistic interests	1	2	3	4	5
6. Is outgoing, sociable	1	2	3	4	5
7. Tends to find fault with others	1	2	3	4	5
8. Does a thorough job	1	2	3	4	5
9. Gets	1	2	3	4	5

nervous easily					
10. Has an active imagination	1	2	3	4	5

3.2.1. The Big Five 10 Item Personality Inventory (BFI-10) translated to IsiZulu

Ngizibona ngingumuntu...	Ngiyaphika kakhulu	Ngiphika kakhulu	Angvumi angiphiki	Ngivuma kancana	Ngivuma kakhulu
1. Ophansi/ othulayo	1	2	3	4	5
2. Onokwethemba	1	2	3	4	5
3. Onobuvila	1	2	3	4	5
4. Okhululekile, okwaziyo ukubhekana nencindezi	1	2	3	4	5
5. Ongabuthandisizi Ubuciko	1	2	3	4	5
6. Onobudlelwano	1	2	3	4	5

7. Onokubona amaphutha kwabanye	1	2	3	4	5
8. Owenzisisayo umsebenzi	1	2	3	4	5
9. obanovalo nokukhathazeka kalula	1	2	3	4	5
10. Onokucabanga okubunjwe yinhliziyoy	1	2	3	4	5

3.3. Obtained permission to use the BFI-10

Berkeley Personality Lab
Director: Oliver P. John

Home People Research Measures Contact

The Big Five Inventory Frequently Asked Questions

The Big Five Inventory (BFI) is a self-report inventory designed to measure the Big Five dimensions. It is quite brief for a multidimensional personality inventory (44 items total), and consists of short phrases with relatively accessible vocabulary.

Is the Big Five Inventory (BFI) in the public domain and available for use?
I hold the copyright to the BFI and it is not in the public domain per se. However, it is freely available for researchers to use for *non-commercial research purposes*. Please keep us posted on your findings.

Where do I get the Big Five Inventory (BFI)?
If you are interested in taking the BFI yourself, please visit [this](#) website, where you can take an online version of the scale that gives you instant feedback.

If you are interested in using the BFI for commercial purposes, please submit a request to ucbpersonalitylab@gmail.com. At this time, the BFI is for non-commercial uses only.

If you are interested in using the BFI for research purposes, please click [\[here\]](#), which will direct you to the BFI download page. We are trying to create a database for BFI users of publications, relevant findings, and translations of the BFI in an effort to make the scale more useful for users. Thus, before downloading a copy of the BFI and the scoring instructions, please complete a short survey to let us know a little more about who you are and why you want to use the measure. All information will be kept strictly confidential.

How should I reference the BFI?

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4. Ethical Clearance Certificate

**UNIVERSITY OF ZULULAND
RESEARCH ETHICS COMMITTEE**
(Reg No: UZREC 171110-30- RA Level 02)



RESEARCH & INNOVATION
Website: <http://www.unizulu.ac.za>
Private Bag X1001
KwaDlangezwa 3886
Tel: 035 902 6887
Fax: 035 902 6222
Email: ManqeleS@unizulu.ac.za

ETHICAL CLEARANCE CERTIFICATE

Certificate Number	UZREC 171110-030-RA Level 02 PGM 2014/127				
Project Title	The personality profile of Zululand taxi drivers				
Principal Researcher/ Investigator	VH Ntuli				
Supervisor and Co- supervisor	Prof JD Thwala		Mrs. C Hermann		
Department	Psychology				
Nature of Project	Honours/4 th Year	Master's	x	Doctoral	Departmental

The University of Zululand's Research Ethics Committee (UZREC) hereby gives ethical approval in respect of the undertakings contained in the above-mentioned project proposal and the documents listed on page 2 of this Certificate.

Special conditions:

- (1) The Principal Researcher must report to the UZREC in the prescribed format, where applicable, annually and at the end of the project, in respect of ethical compliance.
- (2) Documents marked "To be submitted" (see page 2) must be presented for ethical clearance before any data collection can commence.

The Researcher may therefore commence with the research as from the date of this Certificate, using the reference number indicated above, but may not conduct any data collection using research instruments that are yet to be approved.

Please note that the UZREC must be informed immediately of

- Any material change in the conditions or undertakings mentioned in the documents that were presented to the UZREC
- Any material breaches of ethical undertakings or events that impact upon the ethical conduct of the research

Classification:

Data collection	Animals	Human Health	Children	Vulnerable pp.	Other
X					
Low Risk		Medium Risk		High Risk	
		X			

The table below indicates which documents the UZREC considered in granting this Certificate and which documents, if any, still require ethical clearance. (Please note that this is not a closed list and should new instruments be developed, these would require approval.)

Documents	Considered	To be submitted	Not required
Faculty Research Ethics Committee recommendation	X		
Animal Research Ethics Committee recommendation			X
Health Research Ethics Committee recommendation			X
Ethical clearance application form	X		
Project registration proposal	X		
Informed consent from participants	X		
Informed consent from parent/guardian			X
Permission for access to sites/information/participants	X		
Permission to use documents/copyright clearance			X
Data collection/survey instrument/questionnaire	X		
Data collection instrument in appropriate language		Only if necessary	
Other data collection instruments		Only if used	

The UZREC retains the right to

- Withdraw or amend this Certificate if
 - Any unethical principles or practices are revealed or suspected
 - Relevant information has been withheld or misrepresented
 - Regulatory changes of whatsoever nature so require
 - The conditions contained in this Certificate have not been adhered to
- Request access to any information or data at any time during the course or after completion of the project

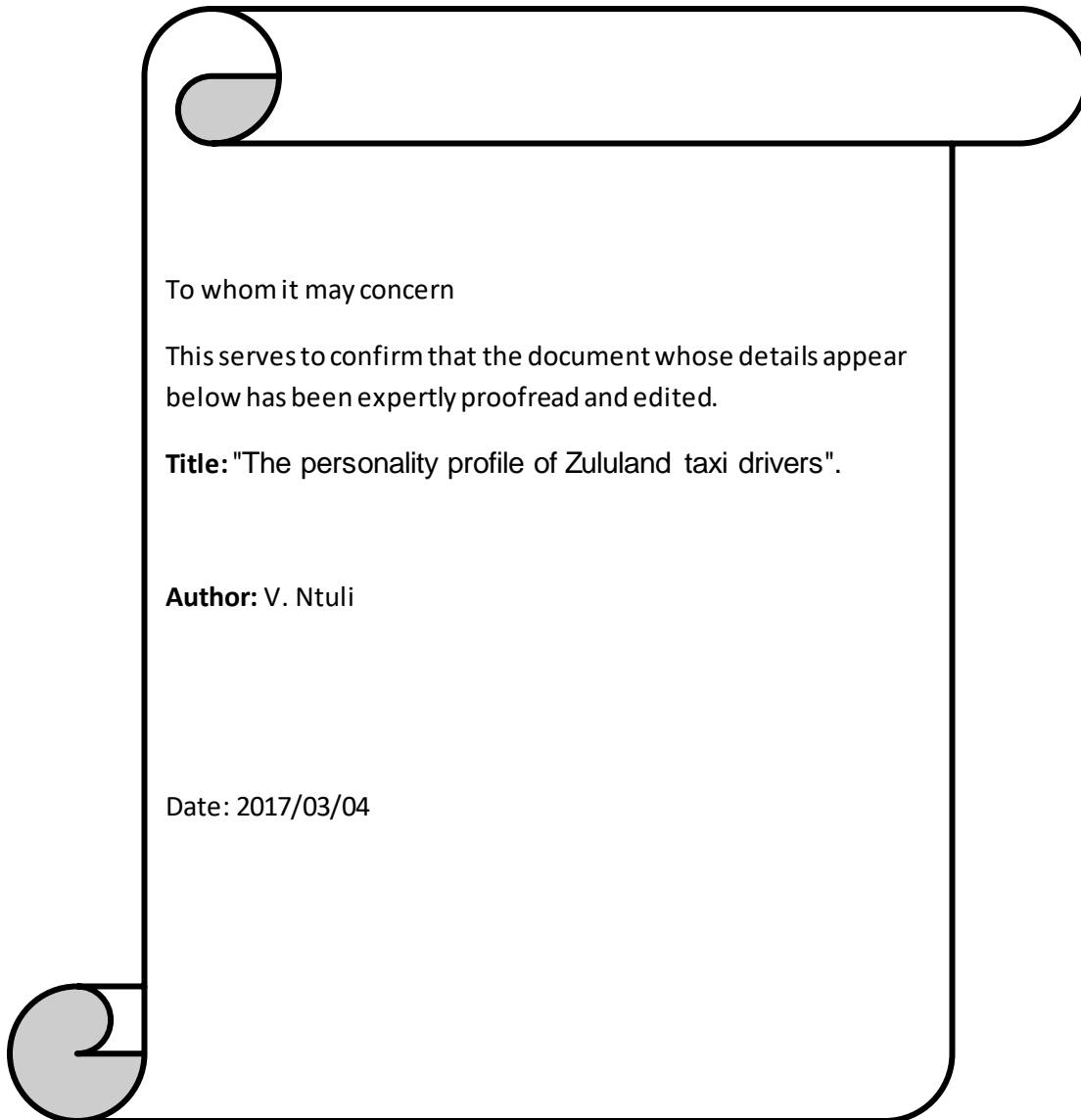
The UZREC wishes the researcher well in conducting the research.



Professor Rob Midgley
 Deputy Vice-Chancellor, Research and Innovation
 Chairperson: University Research Ethics Committee
 13 November 2014

<p>CHAIRPERSON UNIVERSITY OF ZULULAND RESEARCH ETHICS COMMITTEE (UZREC) REG NO: UZREC 171110-30</p> <p>13 -11- 2014</p> <p>RESEARCH & INNOVATION OFFICE</p>

5. Proof reading certificate



To whom it may concern

This serves to confirm that the document whose details appear below has been expertly proofread and edited.

Title: "The personality profile of Zululand taxi drivers".

Author: V. Ntuli

Date: 2017/03/04

“Services provided by a professional editor

A professional editor may only provide the student with copyediting and/or proofreading services.

Copyediting services include editing to achieve the following:

- clarity of expression
- accuracy of grammar, spelling and punctuation
- appropriate use of style and tone
- appropriate use of technical, specialised or foreign material
- appropriate, accurate and consistent use of illustrations, diagrams and the like.

“Proofreading services include checking the document to ensure that all document elements are complete and consistent. This includes verifying and correcting as necessary, the following:

- the integrity of all parts of the publication
- consistency in use of style, terminology, etc.
- grammar, punctuation and spelling
- referencing
- illustrations and tables
- format and layout.”

Professional
EDITORS
Guild