Influence of Tiktok Use on Road Safety Campaigns: A case of the Rwanda Police's Gerayo Amahoro in Kicukiro District

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ABSTRACT

Road safety relates to strategies adopted to decrease risks associated with road traffic wounds and loss. In this vein, Rwanda National Police adopted "Gerayo Amahoro' road safety mobilization to stimulate behavior change. For a successful campaign, National Police used various strategies including TikTok as a new and innovative social media that reaches many people in all categories. The research aimed to examnine effect of TikTok use on road safety campaigns: a case study of the Rwanda Police's 'Gerayo Amahoro' in Kicukiro District. The specific objectives were to determine effect of interactivity in TikTok use on 'Gerayo Amahoro' Road safety Campaigns in Kicukiro District, City of Kigali, Rwanda, effectiveness of TikTok use on 'Gerayo Amahoro' Road safety Campaigns in Kicukiro District, City of Kigali, Rwanda, and compatibility in TikTok use on 'effectiveness of TikTok use on 'Gerayo Amahoro' Road safety Campaigns in Kicukiro District, City of Kigali, Rwanda. This study was guided by gratification framework, theory of panned behavior and health belief model as relevant theories. The researcher adopted descriptive and correlation study design with a mixed approach (qualitative and quantitative). The study targeted 4,502 Rwandan TikTok users from which a representative group of 368 Rwandan TikTok users calculated using Yamane formula. The study collected data using a questionnaire to collect quantitative data from TikTok users and interview guide was used to obtain qualitative information from interviews held with key informants. The researcher analyzed quantitative data using descriptive statistics regarding frequency, percentage, mean and standard deviation while inferential statistic supported to generate correlation and regression results. Qualitative data was analyzed through content analysis through themes and subthemes. Results denoted that mean response for the Road safety campaigns is 4.30474 to accept. The study shows that TikTok reduced road accidents, driver's habits to drinks and higher speed for vehicles and other transport. Findings demonstrated the association between interactivity in TikTok use and road safety campaigns at 0.820 the p-value was 0.000 for 2-tailed. Results evidenced that interactivity in TikTok Use is associated with the performance of road safety campaigns. Results show that 83.6% show agreement with TikTok was compatible with my video sharing actions. This study concludes that compatibility in TikTok use strongly affect performance of road safety campaigns. This study recommends that driver should maintain a proper distance to avoid the collision in the event of a sudden stopping of the vehicle Drivers should take the necessary safety procedures. Governments must ensure that laws related to speeding, drunk driving, seat belt usage, and mobile phone use while driving are strictly enforced. Future scholars should undertake surveys improving the effectiveness of road safety campaigns.

Keywords: *Effectiveness on TikTok Use, Interactivity on TikTok Use, Road Safety Awareness Campaign, Social Media, TikTok*
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I. INTRODUCTION

Word wide evidence demonstrated that 3700 persons are losing their lives every owing to road traffic accidents and 1.3 million of individuals each year. Therefore, road accident were the most global cause of death for persons aged between five and twenty five years old with an estimation of 500 children lose their lives in road accident every day and this deprives them of the opportunity to dream and develop and becoming one of factors playing a role to the members of the community. In the United States of America, a study undertaken by Alifa et al, (2018) demonstrated that social platform use positive influence road security and several models were proposed to strengthen the use of social media and platforms. Moreover, the present research indicated that increasing the use of social platforms would rely on amalgamation with sharping curves as the pertinent element in booms on vehicles accessibility slopes. In other, Amez et al. (2020) distressed and requested the differing, asserting the existence of bent towards high level of accident risk for bends with reduced rate of accident. A research done in Sweden by Anderson (2020) revising the effect of rapid increase in road security that when rapid restrict was decreased and evidenced that decreasing the rapidity restrict from 110 to 90km/h emanated from a strong correlation with reduction of death, reduction of accident, reduction of causalities improvement in behavior change.

Most of previous researches examined TikTok for road safety campaign aims. Ologunagbe and Businessday (2022) evidenced that road safety focuses on TikTok to stimulate its performance through communication by showing videos of road safety concerns. According to Ruby and Social Media Users (2023) public institutions utilize TikTok to make more attention to users owing to the fact that many users of TikTok are young persons and adolescents. Moreover, Lee et al., (2015) revised video associated with Covid-19 through utilizing hash tag and codes plan that relies on clients' involvement, video, video contents statistically. Therefore, the aforementioned authors argued that utilizing other hash tags rendered video to encourage citizen involvement and participation in use. Therefore, Martinez et al. (2019) showed that the users of TikTok in Asia were 30, 87% views, 43% likes, and 50% comments. It shows how TikTok could aware views concerning road safety campaigns well organized. Near 5% of participants accepted the government policies related to social network platforms. From the mentioned background, TikTok had different potential users and this acceptance and reputation can be valuable for road safety campaign aims and many scholars had examined the adequacy of TikTok (Peng, 2021).

In Rwanda, after the 1994 genocide perpetrated against Tutis in 1994, there was an n improvement in economic growth (Patel et al., 2016). Therefore, the number of transport firms and associations were raised from 13 in 2011 to 50 in 2014 and government corporations from 25 to 57 (Patel et al., 2016). Therefore, this improvement and rise led to higher road accidents which necessitated the creation of National Police in charge of road and traffics in Years year 2000 supposed lesson this condition, the 2015 national research evidences proposes an increase of causalities and fatalities. In 2012, 4471 road accident occurred in Rwanda (National Institute of Statistics of Rwanda, 2015). Therefore, In this regard, the Government of Rwanda through the National Police launched a road safety campaign famously known as Gerayo Amahoro in 2019 as an effective communication strategy to reach a higher number of road users (Nkurunziza et al., 2021). In addition, the managing director of Kigali Today asserts that 'Gerayo Amahoro' campaign aims at avoiding and reducing road accidents (Martinez et al., 2019). This campaign was done through different platforms including TikTok (Gorea, 2024). 'Gerayo Amahoro' campaign has achieved more in sensitizing people to arrive safely to their destination; relying on evidenced reported by National Police of Rwanda demonstrated a reduction of road accidents by 17% from the adoption of 'Gerayo Amahoro' (Rwanda National Police, 2024).

1.1 Statement of the Problem

The growing problem around which this research study turns around consists in knowing if and how TikTok use affect road safety campaign in in Rwanda. In fact, road traffic accident, mortalities, and causalities have risen. Moreover, road safety become a social concern and every person's duty, it is not only a transport problem and not a government problem. It became a cross-cutting issues related to health, special, economic, education, justice and design problem (Alifa et al., 2018). Additionally, road safety is also a context problem because it is a significant problem for gender, social, and country equity with road traffic crashes disproportionately impacting people living in poverty. In this vein, 93% of the world's road associated mortalities occurred in less developing countries. It was inconsistent, bearing in mind that these countries were home to adequately 60% of world's vehicles (Ashley & Tuten, 2015). Those many impacted but road injuries in less developing countries were usually not at the wheel, as it was the case in advanced countries and they were pedestrians or passengers on electronically powered two and three wheelers, cyclists and passengers in buses, minibuses and other related vehicles while women were 17 times more likely to be affected than men (Azpeitia, 2021).

Therefore, in search of ways to restore and improve road safety in Rwanda, it was clearly expected that adequate road safety necessities top-down and local approaches or public institution-community partnership (campaign). In this regard, the Government of Rwanda through National Police launched 'Gerayo Amahoro' campaign in 2019 to reach higher number of road users (Rwanda Nationa Police, 2024). Academically, previous studies done on road safety campaigns and TikTok were conducted outside of Rwanda (Alifa et al., 2018; Azpeitia, 2021), few studies undertaken in Rwanda (Nkurunziza et al., 2021); and Rwanda National Police Report, 2024) did not focus on the effective use of TickTok and its impact on the road safety in Rwanda. Even though most of the previous studies conducted (González-Padilla & Tortolero-Blanco, 2020; Jaffar et al., 2019) were qualitative in nature. In light of the above consideration, this research sought to attempt to bridge the literature gaps by examining effect of TikTok use on road safety campaigns in Rwanda, using a mixed approach to fill a methodological gap and referring to 'Gerayo Amahoro' Campaign to fill social and context gap.

1.2 Research Objectives
i.   To assess influence of the interactivity in TikTok use on Gerayo Amahoro road safety campaigns in Kicukiro District, City of Kigali, Rwanda.
ii. To determine influence of effectiveness of TikTok use on Gerayo Amahoro road safety campaigns in Kicukiro District, City of Kigali, Rwanda.

iii.   To ascertain influence of the compatibility in TikTok use on Gerayo Amahoro road safety campaigns in Kicukiro District, City of Kigali, Rwanda.

1.3 Research Questions
  i.   What is the influence of the interactivity in TikTok use on 'Gerayo Amahoro' Road safety Campaigns in Kicukiro District, City of Kigali, Rwanda?
  ii.   What is the effectiveness of TikTok use on 'Gerayo Amahoro' Road safety Campaigns in Kicukiro District, City of Kigali, Rwanda?
  iii.   What is the influence of the compatibility in TikTok use on 'Gerayo Amahoro' Road safety Campaigns in Kicukiro District, City of Kigali, Rwanda?

II. LITERATURE REVIEW

2.1 Theoretical Review
        The researcher used gratification framework on user-generated media, theory of panned behavior and health belief model as relevant theories to assess influence of TikTok use on road safety in Rwanda.

2.1.1 Uses and Gratification (U&G) Framework on User-Generated Media
        This theory work o conceptualizes social media use. This theory helps to make clarification on how persons utilize media to satisfy their expectation. More recently, this model is applied to social networking sites (Cooper, 2016). This theory may be aware of publicly available content, replicating some creative and innovative effort and established for individual practices. This theory deals with awareness on how persons use some types of media to ensure that they needs are fulfilled. In this regard, this theory was helpful to describe influence of TikTok use. The uses and gratifications theory helped to carry out this research since it focuses on active audiences whose research applications are in new media trends, such as TikTok.

2.1.2 Theory of Planned Behavior
        This theory explains that behavior may be designed by predicting careful behavior (Melkote, 2018) this theory emanates from other related theories where sensitization activities can utilize data to reach users and their expectation (Kabue, 2018). To assess if or not evidences from the sensitization may affect citizens attitude of audience as expected, a pre-test of evidence would be carried out prior sensitization activities was finalized and unrestricted (Ndungu, 2022). This theory helped the researcher to understand how the behavior of people on road safety and reduction of road accidents can change. Moreover, this theory argues that prospect of persons involving in a health behavior is associated with their intention to participation in behavior.

2.1.3 Health Belief Model
        Health belief model is utilized to describe and forecast personnel in health behavior. It is one of most utilize model for awareness health behavior and key factors of health belief model relies on personnel attitude about health environment that expect personnel health related attitude (Ngene et al., 2021). According to Muguro et al. (2020), this model is a theoretical approach that may be adopted to guide health promotion programs. It was applied to provide explanation and prediction of individual adjustment in health behavior. Health Belief Model predicted motivational factors to carry out a health relief model which can subdivided into personal point of views, modifying factors as well as likelihood of activities. The health belief model was relevant to assess the effect of TikTok use since it may be adequately adopted to decrease driving attitude which may lead to higher rate of accidents.

2.2 Empirical Review
        The researcher revises previous studies done on TikTok and road safety campaigns based on research objectives which were to examine effect of interactivity in TikTok use on road safety Campaigns, to ascertain the effectiveness in TikTok use on Road safety Campaigns, and to establish the influence of the compatibility in TikTok use on road safety campaigns.

2.2.1 Influence of Interactivity in TikTok Use on Road Safety Campaigns
        Therefore, as past studies indicated that when utilized in support of rule and regulations compliance , publicity and data may establish the provision of clearly and durable reunion and serious causalities. According to Rangaswamy et al. (2020) many more assesses that could be used and among these were the affordability of secret codes as well as to defend school learners and road at national or local level such as road safety in primary school course content, make it in the aftermath of licensing road safety equipment's to further factors, sensitization for

lowered writer illuminations, disseminates leaflets as well as benefit studies, utilize deep road gear and ameliorate utilize of school bags of deep equipment, obtain partners to put road safety formations and evidences related products for children in secondary schools.

A research done by Cinelli et al. (2020) on the determinants of institutions cooperation and strategies of using TikTok release for organization and management of social media to ameliorate the adequacy of extra skills and among firms and their interaction. The research indicated inter-function cannot be enough for the performing cooperation duties. The research examined characteristics of inter institution disputes observing problems of reliability and abilities as selected data of disputes and they suggested the approach of dispute resolution.

In addition, Ologunagbe and Businessday (2022) request for making all approaches truck in agreement and goodness. Therefore, they did a research on challenges to cooperation between agencies numerical data and evidences distributing among transport agencies in Uganda established data allotment as challenges to the performance and suggested that public institutions give nominal information communication and technology materials that facilitate institutions to generate the cooperative social media to distribute data associated with actions therefore improving the adequate of intervention strategies.

The role of inter-functionality was highlighted in research by Faus et al. (2021), who, focusing on the USA, emphasized the importance of balancing organizational management to facilitate the effective adjustment of data relevant to the performance of various functions. The researcher evidenced that principles of inter-functions groups did not exist therefore, their action are inadequate and suggested to inter-operate through synchronization of assets obtainable to them to attain United States policies and targets on simplification and conversation of data.

At the continual level, especially in Africa, a research did by Raźny and Domagała (2021) by inter-institutional cooperation among pertinent road security firms in Nigeria. Results evidenced that most of difficult social issues association with cooperation toward road safety campaign strategies. They assessed probable and accessible cash and ability of cooperating as factors influencing the phenomenon and principles of operations and interaction. A research done by Alifa et al. (2018) investigated the factors influencing the execution of transport projects and policies in Kenya. It supposed the essential for sole economic strategies and procedures and program management can ameliorate a united program model. Moreover, in the research related to inter-organization did not bear the context and proposed the sensitization of official associates for instance to stimulate the progress of nominal challenge for managing disasters and cooperating institutions. In conclusion, TikTok has undoubtedly revolutionized the interactive campaign landscape, offering unparalleled opportunities for businesses to engage with their consumers. For those who can navigate the nuances of the platform by embracing creativity and authenticity, the impact has been overwhelmingly positive.

2.2.2 Influence of Effectiveness in TikTok Use on Road Safety Campaigns

The TikTok provides accessibility to mainly young audience. Whether this demographic aligns with business target market and Titok be may be cost-adequate platform for your campaign strategies and awareness the effectiveness of TikTok campaign starts with acknowledging its unique user involvement and the platform's algorithm was planned to ameliorate content virility and usually stimulating to organic development.

The road safety was the compound term that was aide up of two concepts, road traffic and safety and every concept was described and observed as a different nature and a setoff two priorities. According to Singh et al. (2020) and preserved that eminence and level of security of measure in road and transport environment as well as conditions including the transportation systems.

According to Zhuang et al. (2022) argued that data movement and dissemination may affect job satisfaction may jointly operation for effective reduction and revision of factors associated with cooperative goods, proposed key quality traits that could operation as inter-functionality for cooperative information procedure and pinpointed role of information flow procedure among diverse investors within disseminated project construction managers actions. Martinez et al. (2019) demonstrated that understanding road security sensitization and mobilization campaign, training of drivers and travellers toward improvement of capacity building may ameliorate road security and reduce the role of hope, belief for independent team managers were examined by Takashorri and Teddlie (2021) by indicating two elements clearly stimulated the performance of sensitization programs.

In the context of regional level, a research done by Smith et al. (2017) demonstrated the association between the nutritional status Sub-Saharan Africa associates and food mechanism in African counties connected the contribution of rural economic programs as chance for starting the creation of program that may meet the expectation of farmers and travellers. In a research done in Spain by Putranto and Rostiana (2016), the persons working and travelling conditions and road users attitudes, findings safety road in social societies region by firms or rules to establish and formulate good transport conduction. According to a research done in on role of social media were encourage by travellers and users for facilitating the number society managing attitude and habits on roads and

its road and this was one of performing model to road safety and division of job asks even strategies (Ramírez, et al,2020).

Moreover, Rugut and Makori (2015) in cooperative were stimulated to deliberate strategic models to road problem and strategic solutions of direct traffic securities. The involvement of all stakeholders was to be sure with administrative ethics of traffics and transports. The concluding remarks from the above considerations, argue that TikTok had become one of the prominent population social platform in the word among young population. For this transactions, this provides a unified chances to attain pertinent clients in a dynamic and involving conditions and there firms would know the expenses related to TikTok promotional materials to accept that their campaign efforts were both adequate and cost adequate.

2.2.3 Influence of Compatibility in TikTok Use on Road Safety Campaigns

Past studies done on the compatibility with creative were one key indicator and it was pertinently associated with ICT use and behavior change. There is an idea behind that specifies association between innovation use and compatibility for reducing road accidents (Mc'opiyo, 2019). The comments were on attitudinal adjustment model to provide responses expects in the field of study, health attitude strategies as well as human personnel (Melkote, 2018). The study went on to evidence that comments were the pertinent model to improve the level of awareness of skills or attitude, increase duties success and stimulates profitability adjustment in attitude. The study pinpointed the role of interaction among firms function and analyzed the relationship between TikTok systems and they provide the factors of rules plan leading data productivity and dissemination of data. The study recommended the role of providing feedback through the creation of association between those strategies and suggested the rationale of awareness the changing aspects in advancing approaches that may led to higher efficiency.

A research done by Bonnet et al. (2018), factors of road safety was contained of drivers, vehicles, conditions and cooperation's among them. Therefore, comments may be given to warn a factor when observes many evidences on rapidity, remarks about challenges ahead in road conditions road data to factors and givers data and evidences concerning previous , recent and further argues of factors related road accident with the purpose to achieve safety and gives data on issues and security elements. The purpose was to improve and ameliorate road security through the reduction of accidents, improvement of level of understanding   and behavior change for road users (Dawadi, 2019).

Finally, the utilization did not stop, persons have an attempt to use some characteristic and some duties for which technology was not expected   by plan and after the starting point of using TikTok started to acquire skills on different characteristics and utilizes technology and t other ICT devices and TikTok had rapidly one of the prominent social plan form used globally, for this transactions, this provides a particular change to attain many users in a vibrant and involvement conditions (Kalu,2023). Therefore, firms would comprehend the expenses related to TikTok promoting to appreciate that their campaign efforts were both adequate and accurate.

III. METHODOLOGY

3.1 Research Design

Creswell and Creswell (2018) argue that the study design is a pinpoint or roadmap that is to produce responses to study problem. The study designs the preparation of conditions of collecting and analyzing information. The study used a mixed method design descriptive and correlation study. In this vein, descriptive study intends to explain the target population, conditions and nature. It provided responses on what, where, where, when and how or why questions. The descriptive study employed the large types of study method to examine research variables and constructs. This design was used to collect descriptive data related to perception of respondents concerning research constructs. Moreover, the correlation study assesses the association between research constructs based on specific research objectives. In this vein the correlation research design helped the study to gather information associated with the establishment of relationship between variables and regression size effect for research objectives. Furthermore, the study employed a mixed model, implying that the researcher gathered and analyzed statistical and qualitative evidences with in the similar research. The study utilized primary and secondary information. Primary data was received utilizing questionnaires while secondary data obtained from existing documents textbooks, academic reports and journals.

3.2 Study Area

In this regard, the research was conducted in Kicukiro on of three districts of the City of Kigali in Rwanda. While addressing Kicukiro local leaders on Gerayo Amahoro, most road accidents in Kicukiro District are caused by reckless drivers, wrong overtaking, failure to respect safe distance, and violation of the right of way. Distracted driving, such as the use of phones and drunkenness, also contributes to accidents.

3.3 The Population of the Study

According to Hossain et al.,(2019), target population is described as the set of persons, subjects, objects with shared feature. Kicukiro has a population of 491,731 Population with 166.7 km² Area 2,950/km² Population Density (National Institute of Statistics of Rwanda, 2022). The researcher targeted people using TikTok in Kicukiro, one of the Kigali City districts where the road safety awareness campaign has been launched. Therefore, there were around 4,502 Rwandan TikTok users; with up to 500k followers are ((Kalu, 2023).

3.4 Sampling Techniques and Sample Size

Sample size denotes the set of people selected from the while population of the study. The sample size was very pertinent to make generalization of characteristics of representative groups (Creswell & Creswell, 2018). It was a set of factors of the target population for selecting respondents. To gather data, adequate sample was assessed from the population of the study. The research utilized Yamane formula to calculate the representative group:

$$n = \frac{N}{1 + Ne^2}$$

Therefore, n= Sample Size, N= Population Size, e=is marginal error. By using this formula when e= 0.05 and N= 4502 Rwandan TikTok users.

$1+4502 \times (0.05)^2$

n=4502/1 +4502x 0.0025

n=4502/1+11.255

n=4502/12.255

As results, a representative group is 367.30626112 and this leads to 368 Rwandan TikTok users. Sampling refers to the choice of a set of persons from the entire population to calculate features of the entire population. Sampling is generally utilized in corporate study, medical study, and educational study to obtain data about the entire community (Gorea, 2024). The researcher used convenience sampling technique as non-probability sampling in which persons of the target population who completed particular practical necessities like easy access, geographical, or expected to take part was in this study. It denotes the objects of the population that is willingly available to the study. Therefore, 368 Rwandan TikTok users were given interview to obtain more realistic data concerning TikTok was for road safety campaigns, how they utilize it, and what the probable restrictions may be , the emphasis was to not establish too big sample groups as it provided evidences (Taboro, 2021).

3.5 Data Collection Instruments

Self-administered questionnaire were adopted since they facilitated the study to receive first-hand data from the field. The type of data included socio-demographic features (age, gender, degree of education). The researcher used a close ended questionnaire for all respondents. Every respondent chosen the answer most pertinent to them in explaining each statement and response categories that are weighted from 5-1 and mean for all items were calculated.

3.6 Data Analysis

Quantitative data include evidences from questionnaire. Information from the field was quantitative data include evidences from questionnaire. Information from the field was too raw for adequate analysis. It was pertinent to put it into organization it to emanate from implying and data from it. The raw data received from questionnaires was prepared, sorted and coded. Coded information was entered into the computer, checked and statistically assessed statistical product and service solution version 26.0 to produce descriptive and inferential statistics. Descriptive analysis was adopted to explain the primary variable and connected factors questions in accordance with research objectives. Findings were presented in form of tables and charts and then discussed about research objectives. Correlational and regression measured the impact of the regression equation as follows:

Y=b0=b0+b1x1+b2x2+b3x3+e

Where

Y= Road safety Campaign (Rwanda National Police's 'Gerayo Amahoro' Program)

bo= Constant.

X=TikTok Use Strategies.

X1= Interactivity for TikTok Use Strategies.

X2= Effectiveness for TikTok Use Strategies

X3= Compatibility for TikTok Use Strategies

And e=Scholastic term

IV. FINDINGS & DISCUSSION

4.1 Response Rate

The researcher distributed three hundred and sixty two (368) questionnaires while 5 interviews were held. However, only 362 questionnaires were fully completed and collected properly to the researcher for data analysis. This generated the proportion of returned questionnaires estimated to be 98.4% and tolerable as recommended.

4.2 Findings

The researcher present findings from respondents and field based on study objectives that are: to assess influence of the interactivity in TikTok use on Gerayo Amahoro road safety campaigns in Kicukiro District, City of Kigali, Rwanda; to determine influence of effectiveness of TikTok use on Gerayo Amahoro road safety campaigns in Kicukiro District, City of Kigali, Rwanda; and to ascertain influence of the compatibility in TikTok use on Gerayo Amahoro road safety campaigns in Kicukiro District, City of Kigali, Rwanda.

4.2.1 Performance of Gerayo Amahoro Road Safety Campaigns in Kicukiro District

Before presenting information according to three specific objectives, the researcher gave a presentation of findings related to the level of the performance of Gerayo Amahoro Road Safety Campaigns in Kicukiro District. The research started with the provision of descriptive statistics. This was done on a 5-point Likert scale where: DS=Strongly Disagree, D=Disagree, N=Neutral, A=Agree and SA=Strongly Agree.

Table 1
Level of Performance of Gerayo Amahoro Road Safety Campaigns

Gerayo Amahoro Road Safety Campaigns	SD	D	N	A	SA	Mean	Std. Dev.
Due to the use of TikTok, the number of accidents has been reduced	1.5	2.5	2.9	41.8	51.8	4.3891	0.79084
Collaboration through TikTok decreases mortalities from road accident	3.3	7.6	7.6	29.1	52.4	4.1964	1.07967
Road accident had been decreased owing to cooperation through TikTok	5.5	10.7	4.7	33.8	45.5	4.0327	1.19106
People using road comply with policies and regulations when there was relevant use of TikTok	1.1	2.9	3.6	59.6	32.7	4.2000	0.73495
Due to use of TikTok, there is an increase in road safety behaviors	0.7	1.1	2.5	18.2	77.5	4.7055	0.64295
Aggregate score for performance						**4.30474**	**0.887894**

Results presented in Table 1 denoted that mean response for the road safety campaigns in Kicukiro District, City of Kigali, Rwanda was 4.30474 to accept. The mean of change as 0.887894 equal to 88.8% resulting from collective score of the success is clearing not sufficient.

4.2.2 Influence of Interactivity in TikTok Use on 'Gerayo Amahoro' Road safety Campaigns

Before proving influence of interactivity in TikTok Use on 'Gerayo Amahoro' road safety campaigns, the researcher started by generating descriptive statistics on to what extent the strategic intent has been adopted and applied.

Table 2
Descriptive Statistics for Interactivity in TikTok Use

Interactivity in TikTok Use	SD	D	N	A	SA	Mean	Std. Dev.
Use of TikTok for checking motor-vehicles obedience reduce road accidents	2.3	0.0	5.5	42.7	49.5	4.3727	.78640
TikTok had enforce traffic rules and regulations	0.0	4.1	4.5	52.7	38.6	4.2591	.72852
Accurate organisation for the way in which teams were structured	1.8	0.0	3.2	58.2	36.8	4.2818	.69744
Cost for using TikTok were accessible for combined by population in using road	0.0	0.0	0.9	48.2	50.9	4.5000	.51904
Various cost and managerial procedure impact cooperation through TikTok.	0.9	8.2	10.9	54.5	25.5	3.9545	.87988
TikTok use rules and regulations had a combined viewpoint, towards road security	3.2	0.0	3.2	55.5	38.2	4.2545	.79882
Rwanda National Police interacts with followers to ensure effective engagement of the local community,	3.6	0.5	4.1	57.3	34.5	4.1865	.83682
Aggregate score for strategic intent						**4.2267**	**.78200**

The researcher demonstrated that 92.2% of participants mean response was 4.3727; standard deviation was 0.78640 show agreement on statement that Use of TikTok for checking motor-vehicles obedience reduce road accidents. The TikTok had reduced the dissemination of information to enforce traffic rules and regulations as evidenced by 91.3% of participants, mean response, and was 4.2591, standard deviation was 0.72852. Moreover, 95.0% of research participants confirmed the importance of accurate organizational structuring of teams. The cost of using TikTok was considered accessible by both the National Police and the population, with 99.1% acceptance. The mean response was [value], and the standard deviation was 0.51904. Various cost and managerial procedure impact cooperation through TikTok as confirmed by 80.5% of responses with a mean of 3.9545 and 0.87988. Additionally, the TikTok use rules and regulations had a combined viewpoint, towards road security that 93.7%. Similarly, 91.8% of participants, mean response is 4.1865, standard deviation is 0.83682 confirmed that Rwanda National Police interacts with followers to ensure effective engagement of the local community. Generally, DGIE provides accurate and timely services, issued by courteous personnel as shown 83.7% of participants, means response of 4.0041, standard deviation was 1.00908.The researcher performed a correlational and regression analysis.

4.2.3 Influence of the Effectiveness in TikTok Use on 'Gerayo Amahoro' Road Safety Campaigns

This study assessed effect of effectiveness on performance of road safety campaigns. However, the study provides descriptive statistics on the application of effectiveness.

Table 3
Descriptive Statistics for Effectiveness

	SD	D	N	A	SA	Mean	Std. Dev.
TikTok providers accessibility to largely adolescents	4.1	10.9	8.6	33.2	43.2	4.0045	1.15271
TikTok may be a cost suitable platform for road safety campaign efforts	4.1	5.0	8.2	62.7	20.0	3.8955	.91810
The success of these and formats may vary greatly relying on the innovation of the content and the ways well it vibrates weigh users	3.2	0.5	4.5	57.7	65.9	4.1909	.81083
Rwanda National Police regularly has used TikTok to ensure the success of road safety campaign	2.3	2.3	0.9	51.8	42.7	4.3045	.80124
Aggregate for Strategic Formulation						**4.2057**	**.7695**

TikTok provider's accessibility to adolescents as demonstrated by 76.4%. Moreover, 82.7% of respondents evidenced that TikTok may be a cost suitable platform for road safety campaign efforts. The means responses were 3.8955 while the standard deviation was 0.91810. However, the success of these and formats may vary greatly relying on the innovation of the content and the ways well it vibrates weigh users as show by 92.7%. Moreover, 94.5% of respondents with the mean response of 4.3045 accepted that Rwanda National Police regularly has used TikTok to ensure the success of road safety campaign.

Table 4
Pearson Correlation Analysis

		Effectiveness in TikTok use
Effectiveness in TikTok use	Pearson Correlation	1
	Sig.(2-tailed)	
	N	220
Performance of Road safety Campaigns	Pearson Correlation	.784**
	Sig.(2-tailed)	.000
	N	220

Correlation coefficient and the p-value demonstrate the existence of significant influence of the effectiveness in TikTok use on 'Gerayo Amahoro' Road safety Campaigns in Kicukiro District, City of Kigali, Rwanda.

4.2.4 Influence of the compatibility in TikTok use on 'Gerayo Amahoro' Road safety Campaigns in Kicukiro District, City of Kigali, Rwanda

The study examined effect of influence of the compatibility in TikTok use on 'Gerayo Amahoro' Road safety Campaigns in Kicukiro District, City of Kigali, Rwanda. This study started with descriptive statistics.

Table 5

Compatibility in TikTok use

	SD	D	N	A	SA	Mean	Std. Dev.
Dissemination and provision of content is reliable through TikTok use	4.5	1.8	4.5	60.0	29.1	4.0727	.90366
TikTok was compatible with video sharing actions	1.8	5.0	9.5	60.9	22.7	3.9773	.83005
I expect to remain on TikTok rather	1.8	6.4	9.1	55.0	27.7	4.0045	.88878
I feel well about general using experience with TikTok	3.6	0.0	8.6	60.1	27.7	4.0818	.82906
Aggregate score for compatibility in TikTok use						**4.0472**	**.85791**

Information displayed Dissemination and provision of content is timely as well as reliable through TikTok use where 89.1% of TikTok users participants. Moreover, 83.6% of respondents show agreement with TikTok was compatible with my video sharing actions. Similarly, 77.7 shown an agreement with the statement showing that I expect to remain on the use of TikTok rather than using any other social platforms. Furthermore, how do you feel about your general using experie4nce with TikTok? As indicated by 87.8% of respondents.

Table 6

Correlation Analysis between Variables

		Compatibility in TikTok Use
Compatibility in TikTok Use	Pearson Correlation	1
	Sig.(2-tailed)	
	N	362
Performance of Road safety Campaigns	Pearson Correlation	.728[**]
	Sig.(2-tailed)	.000
	N	362

Findings demonstrated that compatibility in TikTok use strongly affect performance of road safety campaigns as evidenced by 0.728 with the p-value =0.000 implying that road safety campaigns and that this relationship is statistically significant.

4.3 Discussions
4.3.1 Influence of Interactivity in TikTok Use on Road Safety Campaigns

According to Rangaswamy et al. (2020) had proposed many more assesses that could be used and among these were the affordability of secret codes as well as to defend school learners and road at national or local level such as road safety in primary school course content, make it in the aftermath of licensing road safety equipment's to further factors, sensitization for lowered writer illuminations, disseminates leaflets as well as benefit studies, utilize deep road gear and ameliorate utilize of school bags of deep equipment, obtain partners to put road safety formations and evidences related products for children in secondary schools. A research done by Cinelli et al. (2020) on the determinants of institutions cooperation and strategies of using TikTok release for organization and management of social media to ameliorate the adequacy of extra skills and among firms and their interaction. The research indicated inter-function cannot be enough for the performing cooperation duties. The research examined characteristics of inter institution disputes observing problems of reliability and abilities as selected data of disputes and they suggested the approach of dispute resolution. The role of inter-function was fascinated in a research by Faus *et al*.,(2021) who in characterized on the USA for ameliorating the intergroup management pinpointed the role of balancing firms possessing adequate management to stimulate the adjustment of data pertinent to the performance of their functions. The researcher evidenced that principles of inter-functions groups did not exist therefore, their action are clearly inadequate and suggested to inter-operate through synchronization of assets obtainable to them to attain United States policies and targets on simplification and conversation of data.

4.3.2 Influence of Effectiveness in TikTok Use on Road Safety Campaigns

The TikTok provides accessibility to young audience. Whether this demographic aligns with business target market and titok be may be cost-adequate platform for your campaign strategies and awareness the effectiveness of TikTok campaign starts with acknowledging its unique user involvement and the platform's algorithm was planned to ameliorate content virility and usually stimulating to organic development.

The road safety was the compound term that was aide up of two concepts, road traffic and safety and every concept was described and observed as a different nature and a setoff two priorities. According to Singh et al. (2020) and preserved that eminence and level of security of measure in road and transport environment as well as conditions

including the transportation systems. According to Zhuang et al. (2022) argued that data movement and dissemination may affect job satisfaction may jointly operation for effective reduction and revision of factors associated with cooperative goods, proposed key quality traits that could operation as inter-functionality for cooperative information procedure and pinpointed role of information flow procedure among diverse investors within disseminated project construction managers actions.

In a research done in Spain by Putranto and Rostiana (2016), persons working and travelling conditions and road users attitudes, findings safety road in social societies region by firms or rules to establish and formulate good transport conduction. According to a research done in on role of social media were encourage by travellers and users for facilitating the number society managing attitude and habits on roads and its road and this was one of performing model to road safety and division of job asks even strategies (Ramírez et al., 2020). Moreover, Rugut and Makori (2015) in cooperative were stimulated to deliberate strategic models to road problem and strategic solutions of direct traffic securities. The involvement of all stakeholders was to be sure with administrative ethics of traffics and transports. The concluding remarks from the above considerations, argue that TikTok had become one of the prominent population social platform in the word among young population. For this transactions, this provides a unified chances to attain pertinent clients in a dynamic and involving conditions and there firms would know the expenses related to TikTok promotional materials to accept that their campaign efforts were both adequate and cost adequate.

4.3.3 Influence of Compatibility in TikTok Use on Road Safety Campaigns

Past studies done on the compatibility with creative were one key indicator and it was pertinently associated with ICT use and behavior change. The idea behind is a strong association between innovation use and compatibility for reducing road accidents (Mc'opiyo, 2019). The study went on to evidence that comments were the pertinent model to improve the level of awareness of skills or attitude, increase duties success and stimulates profitability adjustment in attitude. The study recommended the role of providing feedback through the creation of association between those strategies and suggested the rationale of awareness the changing aspects in advancing approaches that may led to higher efficiency. A research done by Bonnet et al. (2018), factors of road safety was contained of drivers, vehicles, conditions and cooperation's among them. Therefore, comments may be given to warn a factor when observes many evidences on rapidity, remarks about challenges ahead in road conditions road data to factors and givers data and evidences concerning previous , recent and further argues of factors related road accident with the purpose to achieve safety and gives data on issues and security elements. The purpose was to improve and ameliorate road security through the reduction of accidents, improvement of level of understanding and behavior change for road users (Dawadi, 2019).

Finally, the utilization did not stop, persons have an attempt to use some characteristic and some duties for which technology was not expected by plan and after starting point of using TikTok started to acquire skills on different characteristics and utilizes technology and t other ICT devices and TikTok had rapidly one of prominent social plan form used. Therefore, firms would comprehend the expenses related to TikTok promoting to appreciate that their campaign efforts were both adequate and accurate.

V. CONCLUSIONS & RECOMMENDATIONS

5.1 Conclusions

In light with the study findings, the researcher provides the following concluding remarks. In this regard, to the performance of Gerayo Amahoro road safety campaigns in Kicukiro District, the study concludes that there was a reduction of accidents and the reduction of drinking habits among drivers. To the influence of interactivity in TikTok Use on 'Gerayo Amahoro' road safety campaigns, the researcher concludes that TikTok is used for checking motor-vehicles obedience reduce road accidents and has reduced the dissemination of information to enforce traffic rules and regulations. Moreover, the existence of accurate organization for the way in which teams was structured. Various cost and managerial procedure impact cooperation through TikTok as was evidents. The researcher shows a strongly relationship between interactivity in TikTok Use and the performance of road safety campaigns.

To the effect of effectiveness on performance of road safety campaigns, the study concludes that TikTok providers accessed adolescents and was a cost suitable platform for road safety campaign efforts. However, the success of these and formats may vary greatly relying on the innovation of the content and the ways well it vibrates weigh users. A correlation analysis was established between effectiveness in TikTok use and Gerayo Amahoro' Road safety Campaigns in Kicukiro District, City of Kigali, Rwanda.

Finally, to the influence of the compatibility in TikTok use on 'Gerayo Amahoro' Road safety Campaigns in Kicukiro District, City of Kigali, Rwanda," the researcher remarked that information displayed dissemination and

provision of content is timely as well as reliable through TikTok use. TikTok was compatible with my video sharing actions. Findings demonstrated that compatibility in TikTok use strongly affect performance of road safety campaigns.

5.2 Recommendations

This study recommended that driver should maintain a proper distance to avoid the collision in the event of a sudden stopping of the vehicle in front of him. To ensure traffic safety, it is also necessary to maintain distance from vehicle moving next to persons.

The study recommends the drivers of public vehicles, buses and school buses to the importance of following the traffic rules and guidelines, and to be cautious while driving to ensure the safety of students and not to be exposed to traffic accidents.

Drivers should take the necessary safety procedures including the conformity of the closure of the door tightly before moving, and avoid excessive speed o roads near or around schools.

The study also recommend that school administrators make sure that the students' vehicles supervisors are mindful of the importance of observing students during their trips back and forth from school and instructing them on the right behaviors that ensure their safety and the safety of their colleagues..

One of the most effective strategies for improving road safety is the enforcement of strict traffic laws and regulations. Governments must ensure that laws related to speeding, drunk driving, seat belt usage, and mobile phone use while driving are strictly enforced.

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